

The Media Audit



NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Dick Wodrich
(530) 891-4440
dwodrich@themediainc.com

International Demographics, Inc.
10333 Richmond Ave., Suite 200
Houston, Texas 77042
1-800-324-9921

THE MEDIA AUDIT just released its latest survey for Las Vegas, Nevada. The April-May, 2011 measurement period is based on 770 telephone interviews with a random sample of persons age 18 plus in the Las Vegas metropolitan area.

Here are some of the important highlights from the current edition of THE MEDIA AUDIT...

ONLINE/INTERNET ACTIVITY. More than two-thirds (83.7%) of all Las Vegas adults logged onto an online service or the Internet during the past 30 days.

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

20.0% OCCASIONALLY
6.1% REGULARLY

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

16.2% OCCASIONALLY
2.5% REGULARLY

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

10.6% OCCASIONALLY
3.1% REGULARLY

Planned Vehicle Purchases. Less than one-fifth (14.9%) of Las Vegas adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 14.8% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$971.9 million in metro Las Vegas over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 35.1% of those planning a purchase during the next 12 months. 53.2% plan to purchase a foreign vehicle and 11.7% are undecided regarding their next purchase.

Some Market Averages for Las Vegas.

Median adult age -- 44.45
Average Family Size -- 3.19
Average annual household income -- \$56,500
Average weekly supermarket expenditure -- \$145
Average number of miles driven past week -- 168
Average number of primarily business trips -- 3.92
Average number of foreign airline trips -- 2.72
Average number of times soft drinks consumed past week -- 7.59
Average number of fast-food restaurant purchases past week -- 2.6

Travel Market. An ocean cruise is planned within the next 3 years by 26.5% of Las Vegas adults. Business airline travel: 13.7% made one or more round trips during the past year. Airline travel to foreign destinations: 18.9% made one or more round trips during the past 2 years. 20.1% spent 10 or more nights in hotel/motel rooms during the past year. Rental cars were used on five or more different occasions during the past year by 5.6% of total adults.

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Some of the Different Things Las Vegas Adults Did During the Past Year

- 60.4% Visited a gambling casino one or more times
- 58.6% Voted in local, state or national elections
- 53.3% Worked in their lawn or garden
- 30.9% Purchased 12 or more books
- 30.4% Exercised at a health club 12 or more times
- 25.1% Dieted 4 weeks or more
- 22.7% Attended a pop or rock music concert
- 21.2% Attended the theater/opera/symphony
- 19.7% Attended a major theme park
- 18.4% Attended 3 or more college or professional sports events
- 8.0% Played golf 3 or more times

Heavy/Frequent Users of Specific Products/Services by Las Vegas Adults:

- 62.0% Purchased bottled water during past four weeks
- 41.5% Attended movies at movie theatres past four weeks
- 27.2% Made one or more purchases in automotive parts stores past four weeks
- 27.1% Purchased albums/CDs/tapes during past four weeks
- 23.1% Shopped sporting goods stores past four weeks
- 18.9% Plan to purchase computer software during next 12-months
- 15.1% Ate in full-service, sit-down restaurants four or more times past two weeks
- 9.8% Purchased one or more lottery tickets past four weeks

Housing Market in Las Vegas. Less than one-third of all adults (30.9%) currently live in rented dwelling units. A total of 12.4% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 51% have annual family incomes of \$50,000 or more.

For more information about THE MEDIA AUDIT, please call (713) 626-0333, or visit our web site at www.themediaaudit.com

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