

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Little Rock, Arkansas. The October-November, 2004 measurement period report is based on 700 telephone interviews with a random sample of persons age 18 plus in the Little Rock metropolitan area.

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

Online/Internet Activity. (66.4%) of all Little Rock adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

11.8% AOL
20.6% MSN
29.2% YAHOO
17.8% ARDEMGAZ.COM
5.9% THECABIN.NET
3.9% ARKANSASBUSINESS.COM
3.3% ARKANSASTIMES.COM
23.8% TODAYSTHV.COM
19.0% KATV.COM
14.2% KARK.COM
4.7% AETN.ORG (KETS-TV)
4.6% FOX16.COM (KLRT-TV)
2.9% KASN.COM
1.8% ARKANSASWB.COM/WB42.COM (KWBF-TV)

SHOPPED ON INTERNET PAST YEAR

45.6% 1 + TIME
25.7% 5 + TIMES
14.4% 12 + TIMES

SHOPPED ON INTERNET PAST YEAR PRIOR TO MAKING PURCHASE AT LOCAL STORE

45.0% 1 + TIME
21.0% 5 + TIMES
10.0% 12 + TIMES

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

13.0% OCCASIONALLY
3.8% REGULARLY

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

12.2% OCCASIONALLY
1.6% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

2.3% ARDEMGAZ.COM
2.1% EBAY.COM
1.6% AUTOTRADER.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

11.5% OCCASIONALLY
1.5% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

1.9% ARDEMGAZ.COM
1.1% REALTOR.COM

Planned Vehicle Purchases. Less than one-fifth (16.1%) of Little Rock adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 17.3% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$438.0 million in metro Little Rock over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 74% of those planning a purchase during the next 12 months. 17% plan to purchase a foreign vehicle and 9% are undecided regarding their next purchase.

Some Market Averages for Little Rock.

Median adult age -- 43.87
Average Family Size -- 3.04
Average annual household income -- \$56,200
Average weekly supermarket expenditure -- \$130
Average number of miles driven past week -- 243
Average number of primarily business trips -- 5.47
Average number of foreign airline trips -- 1.77
Average number of times soft drinks consumed past week -- 10.42
Average number of fast-food restaurant purchases past week -- 3.16

Travel Market. An ocean cruise is planned within the next 3 years by 27.5% of Little Rock adults. Business airline travel: 13.2% made one or more round trips during the past year. Airline travel to foreign destinations: 12.6% made one or more round trips during the past 2 years; 30.7% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 5% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 6.9% of total adults.

Some Of The Different Things Little Rock Adults Did During the Past Year

71.9% Worked in their lawn or garden
71.8% Voted in local, state or national elections
34.6% Purchased 12 or more books
28.8% Visited a gambling casino one or more times
23.7% Attended the theater/opera/symphony
23.6% Dieted 4 weeks or more
23.4% Exercised at a health club 12 or more times
19.1% Attended 3 or more college or professional sports events
17.5% Rode a bicycle 12 or more times
16.5% Attended a pop or rock music concert
16.2% Attended a major theme park
12.7% Played golf 3 or more times

Heavy/Frequent Users of Specific Products/Services by Little Rock Adults:

- 43.2% Purchased bottled water during past four weeks
- 35.8% Attended movies at movie theatres past four weeks
- 32.6% Made one or more purchases in automotive parts stores past four weeks
- 31.2% Purchased albums/CDs/tapes during past four weeks
- 28.0% Shopped sporting goods stores past four weeks
- 25.7% Plan to purchase computer software during next 12-months
- 10.1% Ate in full-service, sit-down restaurants four or more times past two weeks
- 6.7% Purchased one or more lottery tickets past four weeks

Housing Market in Little Rock. More than one-fifth of all adults (20.2%) currently live in rented dwelling units. A total of 12.7% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 44.5% have annual family incomes of \$50,000 or more.

For more information about THE MEDIA AUDIT, please call 1-800-324-9921, or visit our web site at www.themediaaudit.com