

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Birmingham, Alabama. The April-May 2008 measurement period report is based on 741 telephone interviews with a random sample of persons age 18 plus in the Birmingham metropolitan area.

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

Online/Internet Activity. More than two-thirds (72.7%) of all Birmingham adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

21.4% AOL	16.3% CBS42.COM/WIAT.COM
30.5% MSN	5.2% APTV.ORG (WBIQ-TV)
47.7% YAHOO	3.9% WTTO21.COM
62.2% GOOGLE	3.0% WABM68.COM
36.8% WEATHER.COM	5.9% COX RADIO
37.8% AL.COM	3.9% CLEAR CHANNEL RADIO
4.8% BHAMWEEKLY.COM	2.4% CITADEL RADIO
3.6% BIRMINGHAMHOMEANDGARDEN.COM	2.3% W Z Z K FM
2.7% ACTIVECULTURE.INFO	1.7% W B H J FM
2.4% BHAMMAG.COM	1.5% W Q E N FM
2.1% BWCITYPAPER.COM	1.4% W J O X FM
1.3% PORTICOMAG.COM	1.3% W B H M FM
31.4% MYFOXAL.COM (WBRC-TV)	1.3% W B H K FM
27.3% ABC3340.COM (WCFT/WJSU-TV)	1.2% W D X B FM
24.9% NBC13.COM (WVTM-TV)	

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

20.7% OCCASIONALLY
4.3% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

12.1% MONSTER.COM
5.9% CAREERBUILDER.COM
5.7% AL.COM
2.3% YAHOOHOTJOBS.COM
1.0% CRAIGSLIST.ORG

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

18.9% OCCASIONALLY
1.7% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

6.7% AUTOTRADER.COM
3.4% CARMAX.COM
1.8% VEHIX.COM
1.6% AL.COM
1.6% EBAY.COM
1.6% KELLEYBLUEBOOK.COM
1.0% YAHOO.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

14.5% OCCASIONALLY
1.9% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

3.0% REALTYSOUTH.COM
2.7% REALTOR.COM
2.4% APARTMENTFINDER.COM
2.0% AL.COM
1.6% REMAX.COM
1.6% RENT.COM
1.2% FORSALEBYOWNER.COM

Planned Vehicle Purchases. Less than one-fifth (16.1%) of Birmingham adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 16.5% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$718.2 million in metro Birmingham over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 41.6% of those planning a purchase during the next 12 months. 46.2% plan to purchase a foreign vehicle and 12.2% are undecided regarding their next purchase.

Some Market Averages for Birmingham.

Median adult age -- 46.05
Average Family Size -- 2.92
Average annual household income -- \$62,300
Average weekly supermarket expenditure -- \$144
Average number of miles driven past week -- 220
Average number of primarily business trips -- 4.88
Average number of foreign airline trips -- 2.6
Average number of times soft drinks consumed past week -- 7.66
Average number of fast-food restaurant purchases past week -- 3.71

Travel Market. An ocean cruise is planned within the next 3 years by 28.9% of Birmingham adults. Business airline travel: 11.7% made one or more round trips during the past year. Airline travel to foreign destinations: 11.7% made one or more round trips during the past 2 years; 25.5% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 5.2% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 7% of total adults.

Some Of The Different Things Birmingham Adults Did During the Past Year

69.1% Worked in their lawn or garden
64.2% Voted in local, state or national elections
34.8% Purchased 12 or more books
29.4% Attended the theater/opera/symphony
27.8% Dieted 4 weeks or more
23.7% Exercised at a health club 12 or more times
23.0% Attended 3 or more college or professional sports events
21.1% Visited a gambling casino one or more times
19.1% Attended a major theme park
15.5% Attended a pop or rock music concert
8.8% Played golf 3 or more times

Heavy/Frequent Users of Specific Products/Services by Birmingham Adults:

- 57.3% Purchased bottled water during past four weeks
- 35.1% Made one or more purchases in automotive parts stores past four weeks
- 29.4% Shopped sporting goods stores past four weeks
- 28.2% Attended movies at movie theatres past four weeks
- 22.2% Plan to purchase computer software during next 12-months
- 20.2% Purchased albums/CDs/tapes during past four weeks
- 13.8% Ate in full-service, sit-down restaurants four or more times past two weeks
- 8.2% Purchased one or more lottery tickets past four weeks

Housing Market in Birmingham. Less than one-fifth of all adults (17%) currently live in rented dwelling units. A total of 15.2% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 58.7% 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