

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-June 2009 measurement period report is based on 700 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 (74.2%) of all Birmingham adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

| | |
|----------------------------------|---------------------------|
| 23.7% AOL | 21.7% NBC13.COM (WVTM-TV) |
| 33.1% MSN | 12.9% CBS42.COM/WIAT.COM |
| 52.3% YAHOO | 6.3% APTV.ORG (WBIQ-TV) |
| 65.2% GOOGLE | 3.2% WTTO21.COM |
| 40.2% WEATHER.COM | 2.3% WABM68.COM |
| 36.2% AL.COM | 5.9% COX RADIO |
| 2.5% BIRMINGHAMHOMEANDGARDEN.COM | 3.4% CITADEL RADIO |
| 2.3% BHAMWEEKLY.COM | 2.6% CLEAR CHANNEL RADIO |
| 2.0% ACTIVECULTURE.INFO | 1.0% CRAWFORD RADIO |
| 1.4% BHAMMAG.COM | 2.5% W B H J FM |
| 1.3% BWCITYPAPER.COM | 2.1% W J O X FM |
| 1.2% PORTICOMAG.COM | 1.9% W Z Z K FM |
| 28.2% ABC3340.COM (WCFT/WJSU-TV) | 1.4% W B H K FM |
| 26.1% MYFOXAL.COM (WBRC-TV) | 1.0% W D J C FM |

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

18.5% OCCASIONALLY
5.1% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

8.5% MONSTER.COM
7.2% AL.COM
4.8% CAREERBUILDER.COM
3.1% CRAIGSLIST.ORG
2.6% YAHOOHOTJOBS.COM

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

20.4% OCCASIONALLY
1.8% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

5.7% AUTOTRADER.COM
3.2% CRAIGSLIST.ORG
2.6% CARMAX.COM
2.3% AL.COM
2.0% KELLEYBLUEBOOK.COM
1.8% CARS.COM
1.8% DRIVERSWAY.COM
1.4% EBAY.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

9.7% OCCASIONALLY
2.2% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

3.9% REALTYSOUTH.COM
1.9% CENTURY21.COM
1.5% REMAX.COM
1.3% APARTMENTFINDER.COM

Planned Vehicle Purchases. Less than one-fifth (14.5%) of Birmingham adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 7.3% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$269.6 million in metro Birmingham over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 55.3% of those planning a purchase during the next 12 months. 33.3% plan to purchase a foreign vehicle and 11.4% are undecided regarding their next purchase.

Some Market Averages for Birmingham.

Median adult age -- 46.39
Average Family Size -- 3.09
Average annual household income -- \$62,600
Average weekly supermarket expenditure -- \$146
Average number of miles driven past week -- 212
Average number of primarily business trips -- 5.42
Average number of foreign airline trips -- 2.42
Average number of times soft drinks consumed past week -- 8.1
Average number of fast-food restaurant purchases past week -- 3.03

Travel Market. An ocean cruise is planned within the next 3 years by 25.5% of Birmingham adults. Business airline travel: 14.1% made one or more round trips during the past year. Airline travel to foreign destinations: 11.8% made one or more round trips during the past 2 years; 26.7% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 6.1% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 8.9% of total adults.

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

76.1% Voted in local, state or national elections
69.9% Worked in their lawn or garden
30.9% Purchased 12 or more books
27.2% Attended 3 or more college or professional sports events
22.3% Attended the theater/opera/symphony
21.0% Exercised at a health club 12 or more times
20.2% Visited a gambling casino one or more times
19.5% Dieted 4 weeks or more
16.5% Attended a pop or rock music concert
14.2% Attended a major theme park
8.8% Played golf 3 or more times

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

- 58.5% Purchased bottled water during past four weeks
- 34.1% Made one or more purchases in automotive parts stores past four weeks
- 30.3% Attended movies at movie theatres past four weeks
- 28.7% Shopped sporting goods stores past four weeks
- 18.8% Purchased albums/CDs/tapes during past four weeks
- 17.5% Ate in full-service, sit-down restaurants four or more times past two weeks
- 16.6% Plan to purchase computer software during next 12-months
- 7.9% Purchased one or more lottery tickets past four weeks

Housing Market in Birmingham. Less than one-fifth of all adults (14.3%) currently live in rented dwelling units. A total of 8.4% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 55% 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