

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Jacksonville, Florida. The January-February, 2009 measurement period report is based on 871 telephone interviews with a random sample of persons age 18 plus in the Jacksonville metropolitan area.

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

Online/Internet Activity. More than two-thirds (81.3%) of all Jacksonville adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

20.5% AOL	1.0% W J X L
28.9% MSN	9.5% WJCT.ORG
53.9% YAHOO	9.1% CBS47.COM
74.2% GOOGLE	1.9% MYCW17.COM (WCWJ-TV)
38.5% WEATHER.COM	4.4% CLEAR CHANNEL RADIO
32.0% JACKSONVILLE.COM	4.2% COX RADIO
6.1% METROJACKSONVILLE.COM	2.4% W P L A FM
4.6% STAUGUSTINE.COM	1.7% W O K V FM/AM
2.3% FOLIOWEEKLY.COM	1.5% W C R J FM
33.4% NEWS4JAX.COM (WJXT-TV)	10.5% FOX30ONLINE.COM (WAWS-TV)
32.6% FIRSTCOASTNEWS.COM(WJXX & WTLV-TV)	

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

24.6% OCCASIONALLY
5.5% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

11.3% MONSTER.COM	2.7% JACKSONVILLE.COM
6.5% CAREERBUILDER.COM	2.4% CRAIGSLIST.ORG
5.8% YAHOOHOTJOBS.COM [NET]	1.6% EMPLOYFLORIDA.COM
4.7% JAXJOBS.COM	1.3% USAJOBS.COM
3.7% YAHOOHOTJOBS.COM	

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

20.0% OCCASIONALLY
3.8% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

7.3% CRAIGSLIST.ORG
6.9% AUTOTRADER.COM
2.3% EBAY.COM
2.2% CARMAX.COM
1.2% CARS.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

12.9% OCCASIONALLY
1.5% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

1.8% REALTOR.COM
1.2% CRAIGSLIST.ORG
1.1% APARTMENTGUIDE.COM

Planned Vehicle Purchases. Less than one-fifth (16.3%) of Jacksonville adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 15.5% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$809.1 million in metro Jacksonville over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 46.4% of those planning a purchase during the next 12 months. 37.3% plan to purchase a foreign vehicle and 16.3% are undecided regarding their next purchase.

Some Market Averages for Jacksonville.

Median adult age -- 45.77
Average Family Size -- 3.16
Average annual household income -- \$66,200
Average weekly supermarket expenditure -- \$150
Average number of miles driven past week -- 200
Average number of primarily business trips -- 6.25
Average number of foreign airline trips -- 3.58
Average number of times soft drinks consumed past week -- 7.38
Average number of fast-food restaurant purchases past week -- 2.43

Travel Market. An ocean cruise is planned within the next 3 years by 35.8% of Jacksonville adults. Business airline travel: 14.3% made one or more round trips during the past year. Airline travel to foreign destinations: 18.5% made one or more round trips during the past 2 years; 25.1% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 6.9% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 7.2% of total adults.

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

83.1% Voted in local, state or national elections
67.1% Worked in their lawn or garden
33.6% Purchased 12 or more books
28.7% Exercised at a health club 12 or more times
27.5% Attended the theater/opera/symphony
26.5% Attended a major theme park
25.8% Dieted 4 weeks or more
21.3% Attended 3 or more college or professional sports events
17.3% Attended a pop or rock music concert
11.2% Visited a gambling casino one or more times
10.3% Played golf 3 or more times

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

56.5% Purchased bottled water during past four weeks
34.9% Attended movies at movie theatres past four weeks
30.8% Purchased one or more lottery tickets past four weeks
28.8% Shopped sporting goods stores past four weeks
28.1% Made one or more purchases in automotive parts stores past four weeks
21.4% Plan to purchase computer software during next 12-months
20.9% Purchased albums/CDs/tapes during past four weeks
11.0% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Jacksonville. More than one-fifth of all adults (20.3%) currently live in rented dwelling units. A total of 10.8% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 45% have annual family incomes of \$50,000 or more.