

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Jackson, Mississippi. The September-October 2007 measurement period report is based on 701 telephone interviews with a random sample of persons age 18 plus in the Jackson metropolitan area.

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

Online/Internet Activity. More than two-thirds (68.9%) of all Jackson adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

20.3% AOL
25.5% MSN
44.3% YAHOO
55.8% GOOGLE
30.1% WEATHER.COM
33.3% CLARIONLEDGER.COM
6.0% GOMISS.COM
3.5% JACKSONFREEPRESS.COM
30.2% WLBT.COM
21.9% WAPT.COM
21.7% WJTV.COM
2.5% CW34JACKSON.COM (WRBJ-TV)
3.1% CLEAR CHANNEL RADIO
1.9% INNER CITY RADIO
1.0% NEW SOUTH RADIO
1.5% W M S I FM
1.1% W H L H FM

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

18.3% OCCASIONALLY
4.1% REGULARLY

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

18.7% OCCASIONALLY
1.6% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

7.5% CARS.COM
5.0% AUTOTRADER.COM
2.9% EBAY.COM
1.6% YAHOO.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

8.0% OCCASIONALLY
1.6% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

3.0% CLARIONLEDGER.COM
2.0% MLSOJ.COM

Planned Vehicle Purchases. More than one-fifth (22.7%) of Jackson adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 24.6% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$631 million in metro Jackson over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 64.9% of those planning a purchase during the next 12 months. 27.9% plan to purchase a foreign vehicle and 7.2% are undecided regarding their next purchase.

Some Market Averages for Jackson.

Median adult age -- 43.72
Average Family Size -- 3.15
Average annual household income -- \$61,700
Average weekly supermarket expenditure -- \$135
Average number of miles driven past week -- 224
Average number of primarily business trips -- 6.65
Average number of foreign airline trips -- 3.44
Average number of times soft drinks consumed past week -- 7.67
Average number of fast-food restaurant purchases past week -- 3.04

Travel Market. An ocean cruise is planned within the next 3 years by 27.8% of Jackson adults. Business airline travel: 17.9% 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; 30% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 6.2% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 8.1% of total adults.

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

66.3% Voted in local, state or national elections
66.2% Worked in their lawn or garden
29.9% Purchased 12 or more books
27.8% Exercised at a health club 12 or more times
26.0% Visited a gambling casino one or more times
25.0% Attended 3 or more college or professional sports events
22.6% Dieted 4 weeks or more
20.8% Attended the theater/opera/symphony
13.9% Attended a major theme park
13.9% Attended a pop or rock music concert
10.3% Played golf 3 or more times

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

68.2% Purchased bottled water during past four weeks
31.3% Attended movies at movie theatres past four weeks
29.2% Shopped sporting goods stores past four weeks
28.3% Made one or more purchases in automotive parts stores past four weeks
25.0% Purchased albums/CDs/tapes during past four weeks
20.5% Plan to purchase computer software during next 12-months
11.9% Ate in full-service, sit-down restaurants four or more times past two weeks
7.5% Purchased one or more lottery tickets past four weeks

Housing Market in Jackson. Less than one-fifth of all adults (19.2%) currently live in rented dwelling units. A total of 14% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 50.3% have annual family incomes of \$50,000 or more.