

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Robert Jordan (713) 626-0333
CONTACT: Phillip Beswick (845) 398-8000

International Demographics, Inc.
10333 Richmond Ave. Suite 200
Houston, Texas 77042
1-800-324-9921

THE MEDIA AUDIT just released its latest report for Jackson, Mississippi. The August-September 2008 measurement period report is based on 703 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 (69.4%) of all Jackson adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

17.7% AOL	8.4% FOX40NOW.COM (WDBD-TV)
21.4% MSN	5.4% CW34JACKSON.COM (WRBJ-TV)
50.2% YAHOO	3.3% CLEAR CHANNEL RADIO
57.1% GOOGLE	2.2% INNER CITY RADIO
32.4% WEATHER.COM	1.7% NEW SOUTH RADIO
30.7% CLARIONLEDGER.COM	1.4% W R X W FM
11.6% COMCAST.NET	1.3% W J M I FM
6.7% JACKSONFREEPRESS.COM	1.2% W Y O Y FM
29.7% WLBT.COM	1.1% W S T Z FM
26.2% WAPT.COM	1.0% W M S I FM
22.1% WJTV.COM	1.0% W K X I FM

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

14.6% OCCASIONALLY
4.6% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

6.4% CAREERBUILDER.COM [NET]
6.0% MONSTER.COM
4.9% CAREERBUILDER.COM
2.1% USAJOBS.COM
1.8% CLARIONLEDGER.COM

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

11.7% OCCASIONALLY
1.1% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

3.7% CARS.COM
2.5% AUTOTRADER.COM

2.5% EBAY.COM
2.1% CARMAX.COM
1.6% VEHIX.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

7.3% OCCASIONALLY
2.2% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

4.5% CLARIONLEDGER.COM
2.1% RENT.COM
1.0% MLSOJ.COM

Planned Vehicle Purchases. Less than one-fifth (18.9%) of Jackson adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 19.4% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$403.9 million in metro Jackson over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 35.1% of those planning a purchase during the next 12 months. 38.5% plan to purchase a foreign vehicle and 26.4% are undecided regarding their next purchase.

Some Market Averages for Jackson.

Median adult age -- 44.01
Average Family Size -- 3.21
Average annual household income -- \$56,100
Average weekly supermarket expenditure -- \$150
Average number of miles driven past week -- 213
Average number of primarily business trips -- 3.87
Average number of foreign airline trips -- 1.85
Average number of times soft drinks consumed past week -- 7.49
Average number of fast-food restaurant purchases past week -- 3.15

Travel Market. An ocean cruise is planned within the next 3 years by 25.5% of Jackson adults. Business airline travel: 14.9% made one or more round trips during the past year. Airline travel to foreign destinations: 8.4% made one or more round trips during the past 2 years; 28.3% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 3.8% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 4.5% of total adults.

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

66.0% Voted in local, state or national elections
62.9% Worked in their lawn or garden
28.1% Exercised at a health club 12 or more times
26.7% Purchased 12 or more books
26.1% Visited a gambling casino one or more times
22.0% Attended 3 or more college or professional sports events
21.3% Dieted 4 weeks or more
15.2% Attended the theater/opera/symphony
12.1% Attended a major theme park
11.7% Attended a pop or rock music concert
11.2% Played golf 3 or more times

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

65.0% Purchased bottled water during past four weeks
32.8% Attended movies at movie theatres past four weeks
26.3% Shopped sporting goods stores past four weeks
25.4% Made one or more purchases in automotive parts stores past four weeks
18.5% Purchased albums/CDs/tapes during past four weeks
14.8% Plan to purchase computer software during next 12-months
13.8% 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 (17.5%) currently live in rented dwelling units. A total of 12% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 50.6% 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