

# 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 Little Rock, Arkansas. The November 2008-January 2009 measurement period report is based on 700 telephone interviews with a random sample of persons age 18 plus in the Little Rock metropolitan area.

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

**Online/Internet Activity.** More than two-thirds (74.7%) of all Little Rock adults logged onto an online service or the Internet during the past 30 days.

### VISITED THESE WEB SITES PAST MONTH

16.6% AOL	18.3% ARKANSASMATTERS.COM/KARK.COM
26.0% MSN	17.2% FOX16.COM (KLRT-TV)
54.5% YAHOO	4.8% AETN.ORG (KETS-TV)
62.3% GOOGLE	1.2% CWARKANSAS.COM (KASN-TV)
34.8% WEATHER.COM	5.5% CITADEL RADIO
24.3% ARKANSASONLINE.COM	3.6% CLEAR CHANNEL RADIO
9.0% ARKANSASTIMES.COM	2.1% SIGNAL MEDIA RADIO
8.5% ARKANSASBUSINESS.COM	2.2% K L A L FM
5.2% THECABIN.NET	1.8% K A R N FM/AM
4.6% ARKANSASSPORTS360.COM	1.4% K A B Z FM
4.3% ARKANSASBLOG.COM	1.3% K D J E FM
1.9% SYNCWEEKLY.COM	1.1% K U R B FM
34.3% TODAYSTHV.COM	1.0% K S S N FM
29.7% KATV.COM	

### VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

15.8% OCCASIONALLY  
3.4% REGULARLY

### EMPLOYMENT CLASSIFIED AD SITES

5.8% MONSTER.COM  
2.5% ARKANSASJOBS.COM  
2.3% CAREERBUILDER.COM  
2.0% YAHOOHOTJOBS.COM  
1.1% JOBSARKANSAS.COM

### VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

16.2% OCCASIONALLY  
1.8% REGULARLY

## **AUTOMOBILE CLASSIFIED AD SITES**

4.1% AUTOTRADER.COM  
3.6% EBAY.COM  
2.6% AUTOSARKANSAS.COM  
1.4% CRAIGSLIST.ORG  
1.0% CARS.COM

## **VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET**

11.6% OCCASIONALLY  
1.7% REGULARLY

## **REAL ESTATE CLASSIFIED AD SITES**

2.1% HOMESARKANSAS.COM  
1.3% APARTMENTFINDER.COM  
1.2% REALTOR.COM  
1.2% RENT.COM  
1.0% APARTMENTS.COM

**Planned Vehicle Purchases.** Less than one-fifth (15.3%) of Little Rock adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 12.8% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$310.3 million in metro Little Rock over the next 12 months.

**Domestic Versus Foreign.** A domestic vehicle will be purchased by 57.9% of those planning a purchase during the next 12 months. 30.9% plan to purchase a foreign vehicle and 11.2% are undecided regarding their next purchase.

### **Some Market Averages for Little Rock.**

Median adult age -- 44.99  
Average Family Size -- 3.05  
Average annual household income -- \$61,300  
Average weekly supermarket expenditure -- \$156  
Average number of miles driven past week -- 209  
Average number of primarily business trips -- 7.16  
Average number of foreign airline trips -- 4.62  
Average number of times soft drinks consumed past week -- 9.31  
Average number of fast-food restaurant purchases past week -- 3.17

**Travel Market.** An ocean cruise is planned within the next 3 years by 21% of Little Rock adults. Business airline travel: 17.6% made one or more round trips during the past year. Airline travel to foreign destinations: 15.5% made one or more round trips during the past 2 years; 29.4% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 6% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 5.2% of total adults.

### **Some Of The Different Things Little Rock Adults Did During the Past Year**

80.8% Voted in local, state or national elections  
68.4% Worked in their lawn or garden  
31.7% Purchased 12 or more books  
27.3% Attended the theater/opera/symphony  
25.6% Exercised at a health club 12 or more times  
23.0% Attended 3 or more college or professional sports events  
22.2% Visited a gambling casino one or more times  
19.5% Attended a major theme park  
19.5% Dieted 4 weeks or more  
18.6% Attended a pop or rock music concert  
11.5% Played golf 3 or more times

### **Heavy/Frequent Users of Specific Products/Services by Little Rock Adults:**

45.7% Purchased bottled water during past four weeks  
31.8% Attended movies at movie theatres past four weeks  
29.9% Made one or more purchases in automotive parts stores past four weeks

- 29.4% Shopped sporting goods stores past four weeks
- 26.1% Purchased albums/CDs/tapes during past four weeks
- 19.8% Plan to purchase computer software during next 12-months
- 15.6% Ate in full-service, sit-down restaurants four or more times past two weeks
- 4.6% Purchased one or more lottery tickets past four weeks

**Housing Market in Little Rock.** Less than one-fifth of all adults (16.9%) currently live in rented dwelling units. A total of 11.2% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 42% 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](http://www.themediaaudit.com)