



NEWS RELEASE

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THE MEDIA AUDIT just released its latest report for Little Rock, Arkansas. The November 2009-January 2010 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 (83.2%) of all Little Rock adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

12.2% AOL	40.1% TODAYSTHV.COM
32.9% MSN	32.7% KATV.COM
63.2% YAHOO	27.4% FOX16.COM (KLRT-TV)
75.2% GOOGLE	14.6% ARKANSASMATTERS.COM (KARK-TV)
39.5% WEATHER.COM	7.1% AETN.ORG (KETS-TV)
27.1% ARKANSASONLINE.COM	4.0% CWARKANSAS.COM (KASN-TV)
9.8% ARKANSASBUSINESS.COM	10.2% CITADEL RADIO
9.5% ARKANSASTIMES.COM	2.1% CLEAR CHANNEL RADIO
5.1% THECABIN.NET	2.0% UNIVERSITY OF ARKANSAS RADIO
3.8% ARKANSASSPORTS360.COM	1.7% SIGNAL MEDIA RADIO
3.6% ARKANSASBLOG.COM	5.1% K I P R FM/KPZK-AM
3.2% SYNCWEEKLY.COM	2.5% K L A L FM
2.8% NLRTIMES.COM	1.9% K U A R FM
1.6% CABOTSTARHERALD.COM	1.5% K A R N FM/KARN-AM
1.2% MAUMELLEMONITOR.COM	1.1% K U R B FM
1.0% JACKSONVILLEPATROIT.COM	1.0% K A B Z FM

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

23.0% OCCASIONALLY
4.5% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

8.6% MONSTER.COM
2.7% JOBSARKANSAS.COM
2.5% ARKANSAS.GOV
2.5% ARKANSASJOBS.COM
2.5% YAHOOHOTJOBS.COM
1.6% CAREERBUILDER.COM
1.6% CRAIGSLIST.ORG

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

16.4% OCCASIONALLY
1.1% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

4.0% CRAIGSLIST.ORG
3.5% AUTOSARKANSAS.COM
2.5% AUTOTRADER.COM
2.1% EBAY.COM
1.2% CARSOUP.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

15.1% OCCASIONALLY
1.1% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

1.4% REALTOR.COM
1.2% HOMESARKANSAS.NET

Planned Vehicle Purchases. Less than one-fifth (10.9%) of Little Rock adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 17.5% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$293.5 million in metro Little Rock over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 63.7% of those planning a purchase during the next 12 months. 19.3% plan to purchase a foreign vehicle and 17% are undecided regarding their next purchase.

Some Market Averages for Little Rock.

Median adult age -- 45.41
Average Family Size -- 3.08
Average annual household income -- \$64,700
Average weekly supermarket expenditure -- \$149
Average number of miles driven past week -- 211
Average number of primarily business trips -- 7.45
Average number of foreign airline trips -- 2.88
Average number of times soft drinks consumed past week -- 9.84
Average number of fast-food restaurant purchases past week -- 2.78

Travel Market. An ocean cruise is planned within the next 3 years by 27.4% of Little Rock adults. Business airline travel: 15% 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; 25.7% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 4.7% 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 Little Rock Adults Did During the Past Year

69.8% Voted in local, state or national elections
65.7% Worked in their lawn or garden
31.2% Purchased 12 or more books
27.2% Exercised at a health club 12 or more times
23.4% Attended 3 or more college or professional sports events
22.5% Attended the theater/opera/symphony
20.9% Dieted 4 weeks or more
18.2% Visited a gambling casino one or more times
18.1% Attended a pop or rock music concert
14.3% Attended a major theme park
10.3% Played golf 3 or more times

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

- 43.2% Purchased bottled water during past four weeks
- 40.7% Shopped sporting goods stores past four weeks
- 39.1% Attended movies at movie theatres past four weeks
- 36.4% Purchased one or more lottery tickets past four weeks
- 31.3% Made one or more purchases in automotive parts stores past four weeks
- 26.8% Purchased albums/CDs/tapes during past four weeks
- 19.8% Plan to purchase computer software during next 12-months
- 10.4% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Little Rock. Less than one-fifth of all adults (18.3%) currently live in rented dwelling units. A total of 9.1% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 51% 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