



NEWS RELEASE

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THE MEDIA AUDIT just released its latest report for Louisville, Kentucky. The December 2009-February 2010 measurement period report is based on 870 telephone interviews with a random sample of persons age 18 plus in the Louisville metropolitan area.

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

Online/Internet Activity. More than two-thirds (79.7%) of all Louisville adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

16.5% AOL	26.5% WLKY.COM
23.4% MSN	24.7% WAVE3.COM
52.7% YAHOO	20.5% FOX41.COM (WDRB-TV)
71.9% GOOGLE	6.2% KET.ORG (WKPC-TV)
36.6% WEATHER.COM	2.9% CWLOUISVILLE.COM (WBKI-TV)
31.1% COURIER-JOURNAL.COM	6.1% CLEAR CHANNEL RADIO
5.4% LOUISVILLE.COM	1.8% MAIN LINE RADIO
3.9% BUSINESSFIRSTOFLOUISVILLE.COM	1.4% KENTUCKY PUBLIC RADIO
3.7% KENTUCKY.COM	4.1% W H A S AM
2.9% METROMIX.COM	1.1% W A M Z FM
1.9% LEOWEEKLY.COM	1.0% W G Z B FM
31.3% WHAS11.COM	

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

18.8% OCCASIONALLY
6.7% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

10.8% CAREERBUILDER.COM [NET]
9.8% MONSTER.COM
9.0% CAREERBUILDER.COM
3.7% LOUISVILLEHELPWANTED.COM
2.5% CRAIGSLIST.ORG
1.9% COURIER-JOURNAL.COM
1.6% YAHOOHOTJOBS.COM

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

22.9% OCCASIONALLY
1.4% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

7.4% CRAIGSLIST.ORG
4.9% CARS.COM
3.7% AUTOTRADER.COM
2.8% CARMAX.COM
1.3% EBAY.COM
1.0% EDMUNDS.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

12.7% OCCASIONALLY
1.1% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

2.6% COURIER-JOURNAL.COM
2.3% SEMONIN.COM
2.2% CRAIGSLIST.ORG

Planned Vehicle Purchases. Less than one-fifth (13.6%) of Louisville adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 6.3% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$248 million in metro Louisville over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 54.3% of those planning a purchase during the next 12 months. 23.4% plan to purchase a foreign vehicle and 22.2% are undecided regarding their next purchase.

Some Market Averages for Louisville.

Median adult age -- 46.72
Average Family Size -- 2.93
Average annual household income -- \$57,100
Average weekly supermarket expenditure -- \$132
Average number of miles driven past week -- 181
Average number of primarily business trips -- 4.19
Average number of foreign airline trips -- 2.31
Average number of times soft drinks consumed past week -- 9.09
Average number of fast-food restaurant purchases past week -- 2.67

Travel Market. An ocean cruise is planned within the next 3 years by 20.9% of Louisville adults. Business airline travel: 11.6% made one or more round trips during the past year. Airline travel to foreign destinations: 12.9% made one or more round trips during the past 2 years; 22.9% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 2% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 4.8% of total adults.

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

65.1% Worked in their lawn or garden
62.3% Voted in local, state or national elections
33.8% Purchased 12 or more books
25.9% Attended the theater/opera/symphony
22.4% Attended 3 or more college or professional sports events
21.6% Exercised at a health club 12 or more times
21.5% Visited a gambling casino one or more times
17.2% Dieted 4 weeks or more
16.1% Attended a major theme park
15.2% Attended a pop or rock music concert
11.0% Played golf 3 or more times

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

44.0% Purchased bottled water during past four weeks
40.8% Attended movies at movie theatres past four weeks

- 35.7% Purchased one or more lottery tickets past four weeks
- 33.0% Made one or more purchases in automotive parts stores past four weeks
- 28.5% Shopped sporting goods stores past four weeks
- 21.3% Purchased albums/CDs/tapes during past four weeks
- 15.0% Plan to purchase computer software during next 12-months
- 8.8% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Louisville. Less than one-fifth of all adults (16.9%) currently live in rented dwelling units. A total of 8.1% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 34% 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