



NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Tracy Austin
(917) 553-4463
taustin@themediiaaudit.com

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

THE MEDIA AUDIT just released its latest report for Jacksonville, Florida. The February-March, 2010 measurement period report is based on 771 telephone interviews with a random sample of persons age 18 plus in the Jacksonville metropolitan area.

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

Online/Internet Activity. More than two-thirds (81.7%) of all Jacksonville adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

17.8%	AOL	21.5%	ACTIONNEWSJAX.COM
1.9%	DIGG	11.1%	FOX30JAX.COM (WAWS-TV)
45.9%	FACEBOOK	8.3%	WJCT.ORG
69.8%	GOOGLE	3.4%	YOURJAX.COM (WCWJ-TV)
7.2%	LINKEDIN	3.5%	COX RADIO
23.9%	MSN	1.4%	CLEAR CHANNEL RADIO
17.9%	MYSFACE	1.9%	W O K V FM/WOKV-AM
1.5%	STUMBLEUPON	3.4%	JACKSONVILLEBUSINESSJOURNAL.COM
6.7%	TWITTER	3.2%	FOLIOWEEKLY.COM
39.3%	WEATHER.COM	3.1%	METROJACKSONVILLE.COM
53.5%	YAHOO	2.3%	FLORIDATREND.COM
24.9%	JACKSONVILLE.COM	29.1%	FIRSTCOASTNEWS.COM
4.6%	STAUGUSTINE.COM	28.4%	NEWS4JAX.COM (WJXT-TV)
3.9%	JAX4SALE.COM		

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

21.9%	OCCASIONALLY	10.6%	REGULARLY
-------	--------------	-------	-----------

EMPLOYMENT CLASSIFIED AD SITES

11.8%	MONSTER.COM	2.7%	JACKSONVILLE.COM
6.5%	CAREERBUILDER.COM	2.7%	YAHOOHOTJOBS.COM
5.7%	JAXJOBS.COM	2.1%	USAJOBS.COM
4.7%	YAHOOHOTJOBS.COM [NET]	1.8%	EMPLOYFLORIDA.COM
4.5%	CRAIGSLIST.ORG	1.2%	INDEED.COM

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

18.6%	OCCASIONALLY	4.1%	REGULARLY
-------	--------------	------	-----------

AUTOMOBILE CLASSIFIED AD SITES

7.2%	CRAIGSLIST.ORG	2.3%	EBAY.COM
4.1%	AUTOTRADER.COM	2.1%	CARMAX.COM
3.1%	CARS.COM	1.4%	JACKSONVILLE.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

13.6% OCCASIONALLY 2.1% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

1.9% CRAIGSLIST.ORG 1.4% REALTOR.COM
1.4% JACKSONVILLE.COM 1.1% APARTMENTS.COM

Planned Vehicle Purchases. Less than one-fifth (10.6%) of Jacksonville adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 32.3% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$1.2 billion in metro Jacksonville over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 48.6% of those planning a purchase during the next 12 months. 31.3% plan to purchase a foreign vehicle and 20.1% are undecided regarding their next purchase.

Some Market Averages for Jacksonville.

Median adult age -- 46.15
Average Family Size -- 2.85
Average annual household income -- \$60,900
Average weekly supermarket expenditure -- \$136
Average number of miles driven past week -- 181
Average number of primarily business trips -- 6.09
Average number of foreign airline trips -- 3.42
Average number of times soft drinks consumed past week -- 7.18
Average number of fast-food restaurant purchases past week -- 2.86

Travel Market. An ocean cruise is planned within the next 3 years by 40.5% of Jacksonville adults. Business airline travel: 13.5% made one or more round trips during the past year. Airline travel to foreign destinations: 20.4% 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 4.8% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 7.5% of total adults.

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

62.4% Worked in their lawn or garden
61.9% Voted in local, state or national elections
32.1% Attended a major theme park
30.4% Purchased 12 or more books
27.9% Exercised at a health club 12 or more times
26.3% Dieted 4 weeks or more
23.3% Attended the theater/opera/symphony
20.1% Attended 3 or more college or professional sports events
17.4% Attended a pop or rock music concert
11.6% Played golf 3 or more times
10.4% Visited a gambling casino one or more times

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

56.4% Purchased bottled water during past four weeks
37.6% Attended movies at movie theatres past four weeks
32.9% Made one or more purchases in automotive parts stores past four weeks
28.9% Purchased one or more lottery tickets past four weeks
22.9% Shopped sporting goods stores past four weeks
20.5% Purchased albums/CDs/tapes during past four weeks
19.1% Plan to purchase computer software during next 12-months
10.1% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Jacksonville. More than one-fifth of all adults (21.6%) currently live in rented dwelling units. A total of 13.3% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 44% have annual family incomes of \$50,000 or more.