

The Media Audit



NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest survey for Northwest Arkansas, . The October-November, 2011 measurement period is based on 527 telephone interviews with a random sample of persons age 18 plus in the Northwest Arkansas metropolitan area.

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

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

21.5% OCCASIONALLY
1.3% REGULARLY

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

19.2% OCCASIONALLY
2.8% REGULARLY

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

7.4% OCCASIONALLY
0.7% REGULARLY

Planned Vehicle Purchases. Less than one-fifth (10.5%) of Northwest Arkansas adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 20.7% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$249.6 million in metro Northwest Arkansas over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 58.9% of those planning a purchase during the next 12 months. 24.9% plan to purchase a foreign vehicle and 16.2% are undecided regarding their next purchase.

Some Market Averages for Northwest Arkansas.

Median adult age -- 43.59
Average Family Size -- 3.19
Average annual household income -- \$63,900
Average weekly supermarket expenditure -- \$146
Average number of miles driven past week -- 193
Average number of fast-food restaurant purchases past week -- 3.08

Some of the Different Things Northwest Arkansas Adults Did During the Past Year

54.7% Voted in local, state or national elections
21.6% Visited a gambling casino one or more times

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Heavy/Frequent Users of Specific Products/Services by Northwest Arkansas Adults:

- 23.9% Shopped sporting goods stores past four weeks
- 23.5% Made one or more purchases in automotive parts stores past four weeks
- 17.9% Ate in full-service, sit-down restaurants four or more times past two weeks
- 15.3% Purchased one or more lottery tickets past four weeks

Housing Market in Northwest Arkansas. Less than one-fifth of all adults (12.1%) currently live in rented dwelling units. A total of 7% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 61% have annual family incomes of \$50,000 or more.

For more information about THE MEDIA AUDIT, please call (713) 626-0333, or visit our web site at www.themediaaudit.com