

The Media Audit

NEWS RELEASE

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New Research Shows 40% of Voters Are Also Heavy Users of Internet

Houston – (8/1/06) – Forty percent of voters in the 87 metropolitan markets surveyed regularly by The Media Audit describe themselves as heavy users of the Internet.

A voter, according to The Media Audit (TMA), is an adult who has actually voted in local, state or national elections during the past year. A heavy user of the Internet, says TMA, is an adult who spends at least seven hours a week on the Internet. The markets surveyed have a total adult (age 18+) population of more than 137 million.

“This Voter/Internet Group (V/I Group) is significant,” says Bob Jordan, president of International Demographics, Inc., a 35 year old market research firm which publishes The Media Audit. “What the numbers are telling us,” says Jordan “is that the Internet is a very serious factor in American politics. The Internet doesn’t just provide marketers’ access to voters; it also provides voters’ access to marketers, other voters and data.”

V/I Group Growing Rapidly

According to Jordan the V/I Group is increasing rapidly. “In 2004, 61.5 percent of those surveyed in our markets (137 million) said they voted during the past year. In 2005, 64.7 percent said they voted. Within that group in 2004, 37.4 percent said they spent at least seven hours a week on the Internet. In 2005 that percent jumped to 39.9. In actual numbers that is a significant increase from 31.6 million to 35.6 million. It’s a rapidly growing demographic group.”

In 2005, 34.7 percent of the V/I Group described themselves as Democrats, 31.8 percent said they were Republicans, and 28.5 percent were Independent.

The racial mix is surprisingly balanced, according to Jordan: 40.4 percent of Caucasian voters, 34.9 percent of African-American voters, 37.5 percent of Hispanic voters and 51.3 percent of Asian voters—were also members of the V/I Group.

The V/I Group is significantly better educated and more affluent than the adult population at large. Fifty-four percent have at least one college degree compared to 35 percent in the general population surveyed. And, 66.1 percent have annual household incomes of \$50,000 or more, 43.9 percent have incomes of \$75,000 or more and, 27.5 percent have incomes of \$100,000 or more. These percentages compare to 48.7 percent, 29 percent and 16.8 percent in the total adult population.

More than 57 percent of the V/I Group are between the ages of 25 and 49. Those younger and older than this age group are represented to a much lesser extent. Only 9.7 percent are under the age of 25 and just 22.1 percent are age 55 plus.

The Data Source

The Media Audit, a syndicated media ratings service currently covering more than 80 metropolitan markets, provides both qualitative data for media websites as well as for traditional media.

Traditional media – print, broadcast and outdoor – have used The Media Audit data in sales, marketing and management for more than 33 years. In 1998, the survey started providing data on local media websites. The surveys now contain more than 400 fields of qualitative information in addition to quantitative measurements of local web audiences.

Note: If you would like to periodically receive news releases containing market survey data from The Media Audit, please contact us by email (info@TheMediaAudit.com) and leave your name, title, company affiliation and email address.