

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE
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Research Says Working Mothers Spend Little Time with TV & Newspapers

Radio, Internet & Direct Mail Get Their Attention

Houston –(11/7/06) -- Working mothers, according to The Media Audit, are spending less and less time with television and newspapers but, radio, the Internet and direct mail still command their attention.

“There are approximately 20 million working mothers in the 87 metropolitan markets we survey, and they have a newspaper index of 60 which is 40 points below the market average of 100. Television has an index of 81,” says Bob Jordan, president of International Demographics, Inc., a market research firm that produces The Media Audit.

Internet Use Increasing

With working mothers, radio has an index of 113, the Internet is 111 and direct mail is 122. Radio’s current index is only one point lower than it was five years ago. Direct mail’s index is two points lower. The Internet’s current index is 14 points higher.

The index numbers are for “heavy exposure” which is judged, by The Media Audit, to be 300 minutes of television per day, 60 minutes a day with newspapers, 180 minutes per day with radio, and 430

minutes per week on the Internet. Heavy exposure to direct mail is defined as anyone who reads three-fourths or more of the direct mail they receive.

Two Income Households

“Working mothers,” says Jordan “is a distinctive segment of the market. The presence of children brings significant change in one’s life, what they do with their money and the media to which they are exposed. Only 28 percent of the households in the 87 markets have two incomes. But, more than 60 percent of households with working mothers have two incomes.”

Households with working mothers are above average in having dogs, cats, minivans. With dogs they index at 122, cats at 114, minivans at 129. And, among households with weekly grocery expenditures of \$150 or more they index at 144.

More than 35 percent of households with working mothers have three or more vehicles, an index of 121, and 41.7 percent have two vehicles, an index of 105.

More Affluent

They are also affluent, with 56.5 percent of households having annual incomes of \$50,000 or more compared to 48.7 percent among all households. And fewer households with working mothers have incomes of \$25,000 or less, 8.7 percent compared to 15.3 percent among all households.

At the other end of the spectrum, 19.6 percent of households with working mothers have incomes of \$100,000 or more compared to 16.9 percent among all households.

More Mature

Working mothers are a mature group. There are 74.8 percent between the ages of 25 and 49, compared to just 49.4 percent in the same age bracket in the total adult population of the 87 markets.

“The presence of children in the home,” says Jordan “influences almost all expenditures from life insurance to fast food. This segment of the market is of enormous value and interest to a broad array of advertisers.”

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 35 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.