

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE
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Radio Websites Could Offer Astute Politicians an Advantage

(Houston September 18, 2007) At a time when political candidates are looking for every edge they can find to motivate voters, radio websites could be a good place to start. This observation comes from a study conducted by The Media Audit which interviewed 118,211 randomly selected adults in 88 markets across the nation. The telephone survey was completed between January 2006 and April 2007.

"Radio stations have a great opportunity to boost their political revenues by aggressively selling their websites in addition to selling their air time" said Bob Jordan President of The Media Audit. "Nearly 70% of radio website visitors are active voters compared to approximately 60% for the general market. That's a 15% advantage with radio websites" noted Jordan

Voted In Last Local, State, National Election

(read horizontally)

	<u>Percent</u>	<u>Index</u>
Total Adults	59.4%	100
Radio Listeners	63.7%	107
Visit Radio Website	68.5%	115

"There is good reason for the solid strength of radio websites" commented Jim Higginbotham, Research Chief of The Media Audit. "It starts with the foundation that nearly 75% of adults are internet users and nearly two thirds of those internet users are active voters. Compared to the general market, internet visitors are 8% more likely to vote. The important thing for radio is that the 17.6 % of adult online visitors who go to radio websites are even more active voters than the average adult visitor to the internet.

(Read Horizontally)

	<u>Percent of Adults</u>	<u>Active Voters</u>	
		<u>Percent</u>	<u>Index</u>
Total Adults		59.4%	100
Adults Who Go Online	73.1%	63.9%	108
% of Online Users Who go to Radio Websites	17.6%	68.5%	115

In terms of party affiliation and media use, both Democrats and Independents match the general market for going online or visiting radio websites. However Republicans show a definite skew to internet use and visiting radio websites. Republicans are nearly 15% more likely to go to radio websites compared to the general adult population.

	General	Go Online		Go To Radio Websites	
	Population	Percent	Index	Percent	Index
Democrat	33.3%	32.7%	98	32.5%	98
Republican	24.5%	26.8%	109	27.6%	113
Independent	32.2%	32.5%	101	32.2%	100

Republicans tend to skew to the business day when going online while Democrats and Independents tend to skew to late in the day.

	% of Adults	Democrat		Republican		Independent	
Time Go Online	Go Online	Percent	Index	Percent	Index	Percent	Index
Midnight and 8am	26.4%	26.2%	99	24.3%	92	28.1%	106
8am and 11am	66.2%	65.5%	99	69.7%	105	65.1%	98
11am and 1pm	60.3%	61.0%	101	62.0%	103	58.9%	98
1pm and 6 pm	75.0%	75.0%	100	77.0%	103	74.4%	99
6pm and 10pm	73.5%	73.7%	100	73.0%	99	74.1%	101
10pm and Midnight	32.1%	33.8%	105	26.8%	83	34.3%	107

Company Background

The Media Audit, a 36 year old media and marketing research company, conducts syndicated surveys in 88 cities across the US. The studies are used by more than 1,500 media companies, ad agencies and advertisers for the planning, buying and selling of media.

The Media Audit is particularly well known for being the leader in local market internet and multi-media research. In 1995 THE MEDIA AUDIT became the first research company to start surveying local media website use. Over the years this has led THE MEDIA AUDIT to become the standard for newspapers and television stations that sell their websites along with their traditional media. Clients include Advance Internet, Tribune Interactive, Hearst-Argyle Interactive and Monster.com.

For more information

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