

The Media Audit

NEWS RELEASE

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Independent Voters Found In All The Wrong Places

Houston – (7/6/04) – Some political pundits insist that Massachusetts is a center of American liberalism but 48.8 percent or 1,963,000 adults in the Boston metropolitan area say they are Independents, according to research by The Media Audit, a syndicated survey that currently covers more than 80 metropolitan markets.

“Boston, New York City and several other metro areas that are often considered to be politically in the Democratic camp actually have significant percentages of adults who consider themselves Independent voters,” says Bob Jordan, president of International Demographics, Inc., a 33-year-old market research firm that produces The Media Audit.

“The number of adults in a local market who identify themselves as Independent voters often exceeds the number of adults that identify with either of the two major political parties,” says Jordan, “that’s certainly the case in the Boston market where 31.5 percent say they are Democrats and 15.2 percent say they are Republicans.

“The percentage of adults who say they are Independent voters has remained approximately 30 percent for several years,” says Jordan, “but that 30 percent is an aggregate of all the markets that

we survey each year. The individual markets range from 18.4 percent Independents (Tulsa) to 53.6 percent Independents (Providence-Warwick-Pawtucket).”

The same is true of metropolitan areas that are considered Republican strongholds. “It’s surprising,” says Jordan, “how many markets are or could be controlled politically by Independents.”

Independent Voter Demographics

According to The Media Audit, Independents tend to be younger than Democrats and Republicans. Approximately 58 percent of Independents are under age 45. Among Democrats, 49.4 percent are under age 45 and for Republicans 48.6 percent are under age 45.

More than 54 percent of Republicans have household incomes of \$50,000 plus, while just 43 percent of Democrats and 44 percent of Independents have household incomes of \$50,000 plus. Thirty-three percent of Republicans have annual incomes of \$75,000 or more while only 23 percent of Democrats and Independents earn \$75,000 or more.

Thirty percent of Independents spend 180 minutes or more per day listening to the radio while 28.7 percent watch television for 300 minutes or more per day and 32.2 percent spend 430 minutes or more on the Internet per week.

“When the figures are aggregated,” says Jordan, “as they are here, the similarities of the three political groups are evident. But, on a market-by-market examination the differences in media habits and demographics can be very significant. You can’t make a local advertising buy based on national numbers anymore that you can make a national buy based on local numbers.”

Highest Percentage of Independents

The 25 metropolitan markets with the highest percentage of Independent voters are: Providence-Warwick-Pawtucket, 53.6 percent; Boston, 48.8; New Haven, 42.4; Spokane, 38.7; Hartford, 38.6; Denver, 37.8; Columbia-Jefferson City (MO) 36.6; Seattle-Tacoma, 36.5; Austin, 36.3; Colorado Springs, 35.2; Cleveland, 35.1; Albany-Schenectady-Troy, 34.7; Dayton, 34.2; Minneapolis-St Paul,

34.0; Little Rock, 33.9; Madison, 33.6; Knoxville, 33.3; Rochester, 33.3; Detroit, 33.2; Des Moines, 33.1; Tucson, 32.9; Ann Arbor, 32.7; Norfolk-Virginia Beach, 32.7; Phoenix, 32.5; and, Cincinnati, 32.4.

The Data Source

The Media Audit, a syndicated media ratings service currently covering more than 80 metropolitan markets, provides both quantitative 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 30 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.

The Media Audit is a product of International Demographics, Inc., a 33-year-old firm engaged exclusively in syndicated, multimedia surveys conducted at the local market level.

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