

The Media Audit

NEWS RELEASE

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Radio Listeners Surpass TV Viewers On Internet; More Visit, More Buy

Houston – (10/26/04) – Radio listeners are more inclined than television viewers to visit the Internet and buy on the Internet, according to The Media Audit.

The Media Audit is a syndicated media ratings service currently covering more than 80 metropolitan markets. “Radio listeners are substantially more active on the web than are television viewers,” says Bob Jordan, president of International Demographics, Inc., a 33-year-old market research firm that produces The Media Audit. Although not a national survey The Media Audit data traditionally tracks the findings of national surveys.

Of those who have Heavy Exposure to radio (180+ minutes per average day) 62.7 percent logged on to the Internet during the past 30 days, and of those who logged on 68.4 percent made one or more purchases on the Internet during the previous year and 39.7 percent made five or more purchases during the same time period.

Radio Vs Television

Among those who have Heavy Exposure to television (300 minutes per average day) 50.8 percent logged on to the Internet during the past 30 days, and of those who logged on 64.7 percent made one or more purchases during the past year and 36.3 percent made five or more purchases during the same time period.

The radio group is also more affluent than those who have heavy exposure to television. Fifty-seven percent of the radio group have incomes of \$50,000 or more, 32.4 percent have incomes of \$75,000 plus and 17.2 percent have incomes of \$100,000 plus. Comparable percentages for the television group are 48.9 percent, 26.6 percent and 13.0 percent.

Among the radio group, 14.8 percent are between the ages of 18 – 24, 48.5 percent are 25 – 44, 20.5 percent are 45 - 54 and 9.9 percent are 55 – 64. Comparable percentages for heavy television group are: 16.2 percent, 41.8 percent, 19.0 and 13.0 percent.

Almost 34 percent of the radio group is employed in professional/technical and/or proprietor/managerial occupations. In the television group just 23.5 percent are in those occupation classifications. The radio group also has slightly more clerical/sales workers and blue collar workers. The television group has more of those who say they are retired or are homemakers.

In education, radio leads with the highest percentage of college graduates, 36.9 to 30.8.

The Data Source

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