

The Media Audit

NEWS RELEASE

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Real Estate Web Sites Building Audience; Realtor.com & Apartments.com Dominate

Houston – (11/13/03) - Real estate web sites in 49 metro markets are attracting between 17 and 32 percent of those who go online, regularly or occasionally, during an average weekday, according to The Media Audit.

“The real estate web site audience is comparable to that of the automobile web sites, says Bob Jordan, president of International Demographics, Inc., a 32 year-old research firm which produces The Media Audit. TMA previously reported that auto sites attracted between 21 and 39 percent of those who go on line regularly or occasionally during an average day.

In almost all of the 49 markets the competition is between Realtor.com, Apartments.com and the web sites of local dailies in each market. Apartments.com represents a network of more than 170 newspapers. Realtor.com is the web site of the National Association of Realtors. To be included in The Media Audit a web site must attract at least one percent of the adult population of a market.

Daily Newspapers Do Well

Realtor.com attracted more than 1 percent of adults in 38 of the 49 markets surveyed. Apartments.com attracted 1 percent or more of the adults in 26 markets and the local daily

newspaper web sites attracted 1 percent or more in 37 markets. Apartments.com also represents some of the daily newspapers that showed up in the survey.

Realtor.com ranked first in 19 markets while Apartments.com ranked first in just 4 markets. Realtor.com was second in 11 markets and Apartments.com was second in 13 markets. Realtor.com is aimed at both the real estate for rent and real estate for sale markets while Apartments.com is, obviously, much more narrowly focused.

“The local daily newspapers,” says Jordan, “demonstrated -- once again -- that the Internet market is a local market. The local dailies, without the national identity and promotion of Realtor.com and Apartments.com did very well. Realtor.com collected 30 first and second place rankings. Apartments.com collected 24. The local dailies were either first or second in 24 markets. Since Apartments.com represents local dailies, it appears that the dailies are in a win-win situation.”

Local real estate web sites showed up in several markets. Craigslist.org, an independent site, showed up in just two markets but it ranked first in both, San Francisco and San Jose.

The level of competition for the real estate classified business of the local dailies is not near as intense as it is for the employment classified. “It appears that what the newspapers lose in print real estate advertising they will re-acquire on their Internet editions,” says Jordan.

The Data Source

The Media Audit, a syndicated media ratings service currently covering more than 80 markets, provides both quantitative and qualitative data for media web sites 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 web sites. 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 32-year-old Houston firm that is 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 (bjordan@TheMediaAudit.com) and leave your name, title, company affiliation and email address. #