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## 47 Daily Newspapers Attract 25% of Adults to Their Web Sites

Houston – (02/28/06) – Forty-seven metropolitan daily newspapers have succeeded in attracting at least 25 percent of the adults in their immediate market to their web sites, according to a new report from The Media Audit.

“The report covers readers/viewers for both primary product and web sites for 678 metropolitan dailies, television stations and alternative newsweeklies in the 87 metro markets covered by The Media Audit,” says Bob Jordan, president of International Demographics, Inc., a 35-year-old market research firm which publishes The Media Audit.

The report includes each market’s adult population and the percent that read or viewed each media outlet in addition to the percent that viewed each web site. “We have also ‘netted out’ the numbers to eliminate the duplication between primary media outlet and web site,” says Jordan, “the result is a total net gain in viewers and readers.

### Newspapers Still Dominate Markets

“In almost every case the daily newspaper and its web site have a market share that substantially surpasses that of other media outlets in the same market,” says Jordan, “but there are still some television stations that give the newspapers a run for their money in terms of web site visitors.”

Forty-seven newspaper web sites attracted at least 25 percent of the adults in their immediate market. Nine TV stations did the same. "There are still some combination web sites (TV and newspaper) that are succeeding at attracting web sites visitors," says Jordan. San Antonio Express-News and KENS-TV attract more than 500,000 visitors each month for a market share of 39.4. The Oklahoman and KWTF-TV achieve comparable results in Oklahoma City attracting almost 300,000 visitors to their combination site each month for a market share of 34.3.

The 47 newspapers with the most successful web sites and the market share of each are: Wisconsin State Journal/Capitol Times, 41.1; Washington Post, 40.1; San Antonio Express-News, 39.4; Omaha World Herald, 36.1; Cincinnati Enquirer, 35.9; Norfolk Virginian-Pilot, 35.0; Kansas City Star, 34.8; Daily Oklahoman, 34.3; New Orleans, Times-Picayune, 34.0; Jacksonville (FL) Times-Union, 33.0; Atlanta Journal Constitution, 32.3; Minneapolis Star Tribune, 32.2; Ann Arbor News, 31.5; Denver Post/Rocky Mountain News, 31.2; Charlotte Observer, 30.8; Arizona Republic, 30.7; Buffalo News, 30.5; San Jose Mercury News, 30.3; San Diego Union Tribune, 29.8; Columbia Daily Tribune, 29.7; Orlando Sentinel, 29.7; Rochester Democrat & Chronicle, 29.3; Raleigh-Durham News & Observer, 28.9; Lexington Herald Leader, 28.8; St. Louis Post-Dispatch, 28.6; Boise Idaho Statesman, 27.0; Milwaukee Journal Sentinel, 26.8; Austin American-Statesman, 26.7; Portland Oregonian, 26.7; Columbia (SC) The State, 26.6; Hartford Courant, 26.6; Jackson (MS) Clarion-Ledger, 26.6; Nashville Tennessean, 26.5; Cleveland Plain Dealer, 26.4; Albany Times Union, 26.1; Greenville (SC) News, 26.1; Sacramento Bee, 26.0; Dayton Daily News, 25.8; Indianapolis Star, 25.8; Wilmington (NC) Morning Star, 25.7; Chicago Tribune, 25.5; Toledo Blade, 25.5; Reno Gazette-Journal, 25.1; Tampa Tribune, 25.1; Florida (Melbourne) Today, 25.0; Seattle Times, 25.0.

The 34-page report covers 678 media outlets ranked four different ways. "The four rankings," says Jordan, "will reflect readership, web site visitors and a combination of the two, plus a combination of the two netted out."

## The Data Source

The Media Audit, a syndicated media ratings service currently covering more than 80 metropolitan markets, provides both 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 33 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.

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](mailto:info@TheMediaAudit.com)) and leave your name, title, company affiliation and email address.