

# The Media Audit

## NEWS RELEASE

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FOR IMMEDIATE RELEASE  
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## Research Shows When Newspaper Readers Go to Radio They Stay With News Format

Houston – (2/22/05) – In the 80 plus metropolitan markets surveyed regularly by The Media Audit, research shows that when heavy newspaper readers switch to radio they tend to stay with News (NWS), News-Talk (NTK), News-Talk-Sports (NTK/SPT) and Sports (SPT) formats.

In addition, approximately 50 percent or more of those who say they listen to these four radio formats also say they are heavy newspaper readers.

“When news or sports are part of the equation, adult readers take their tastes and interests with them when they switch from newspapers to radio or radio to newspapers,” says Bob Jordan, president of International Demographics, Inc., a 34-year-old research firm which produces The Media Audit.

According to Jordan, “There is a very distinctive gender difference when heavy newspaper readers go to radio, but news is a significant influence for both genders.”

### **Gender Differences per Format**

In the metro markets surveyed, there are slightly more than 24 million adults who describe themselves as heavy newspaper readers. The Media Audit defines a “heavy” newspaper reader as one who spends at least an hour every day reading a newspaper. Of the 24 million, 12.2 million or 51.1 percent are adult males and 11.8 million or 48.9 percent are adult females.

Of the 11.8 million women, 19.2 percent listen to the News-Talk format; a little over 10 percent listen to the News format; 5 percent select News-Talk-Sports and 3.7 percent go for Sports. Collectively, 36 percent of the women who listen to these four radio formats are heavy newspaper users.

Of the 12.2 million men who are heavy newspaper readers, 24.1 percent listen to News-Talk; 14.1 percent listen to the Sports format; 13.8 percent listen to the News format and 7.1 percent listen to the News-Talk-Sports format. Collectively, 59 percent of men who listen to these formats are heavy newspaper readers.

### **Heavy Newspaper Readers per Radio Format**

Among women who listen to News Talk radio, 43.4 percent are heavy newspaper readers. Of those who listen to the News format, 41.1 percent are heavy newspaper readers. Of women who listen to News-Talk-Sports, 39.8 percent are heavy newspaper readers and 20.0 percent of those who listen to the Sports format are heavy newspaper readers.

With men, 56.6 percent of those who listen to the News-Talk format are heavy newspaper readers. Eighty percent of those who listen to the Sports format, 58.9 percent of those who listen to the News format and 60.2 percent of those who listen to News-Talk are heavy newspaper readers.

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