

The Media Audit

NEWS RELEASE

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CONTACT: Robert Jordan

(713) 626-0333

CONTACT: Phillip Beswick

(914) 398-8000

International Demographics, Inc.

3355 West Alabama, Suite 500

Houston, Texas 77098-1718

1-800-324-9921

Internet Growth Continues; 58 % of Adults Access Web

Houston - (4/25/02) - The number of adults accessing the web increased by 8.5 percent last year in the 85 metro markets surveyed by The Media Audit.

Collectively, 74.5 million out of a total adult population in the 85 markets of approximately 128.3 million "logged on during the past month." For the previous year the collective total was 68.7 million. As a percent of the population being surveyed, those accessing the Internet increased from 54.9 percent in 2000 to 58.0 percent in 2001.

According to The Media Audit data, three metro markets have surpassed 70 percent access and 30 markets have surpassed 60 percent. "Growth slows after the individual markets achieve about 60 percent access," says Bob Jordan, co-chairman of International Demographics, Inc., which produces The Media Audit.

Broader Audience

Jordan also said that as the Internet continues to grow, it is becoming more reflective of the total US population. "The median age is increasing and the median income is decreasing as you would expect. The Internet is no longer the exclusive playground of the young and affluent. It's looking more and more like a very essential utility for people of all ages."

Leading the 85 metro markets in Internet access are Madison, Wisconsin and Washington, DC, each with 73.4 percent, and Ann Arbor, Michigan with 70.2 percent. "How much more growth is there beyond 70 percent?" Jordan asks. "Its very difficult, maybe impossible, to make a fact-based projection. Content and cost would seem to be among the primary variables influencing growth and its difficult to predict the future of those factors. We think its reasonable to expect continued, but moderate growth."

The 30 markets with access rates of more than 60 percent are: Austin, 68.8; Denver, 68.4; Seattle-Tacoma, 67.4; Des Moines, 67.1; Minneapolis-St. Paul, 67.1; San Jose, 66.8; Atlanta, 66.1; Hartford, 66.0; Columbia-Jefferson City, 65.7; Sacramento, 65.3; Boston, 64.8; Raleigh/Durham, 64.6; Orlando, 64.4; Cedar Rapids, 64.3; Salt Lake, 63.5; San Francisco, 63.3; Indianapolis, 63.2; San Diego, 62.6; Portland, 62.4; Spokane, 61.6; Reno, 61.5; Richmond, 61.5; Phoenix, 61.2; Baltimore, 60.7; Omaha-Council Bluffs, 60.6; Colorado Springs, 60.6. Norfolk, 60.5; Kansas City, 60.4; Las Vegas, 60.3; Chicago, 60.2.

The Media Audit, a syndicated media ratings service currently covering 85 markets, provides both quantitative and qualitative data for media web sites as well as for traditional media. In addition to comprehensive audience profiles, TMA provides trend data on market penetration and market share.

Management & Marketing

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 surveys 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 has more than 1700 clients that include radio and television stations, cable television networks, cable television operators, daily newspapers, alternative weekly newspapers, city and regional magazines, shopper publications, outdoor billboard companies, and direct mail houses. In addition, The Media Audit clients include local Internet web sites for daily newspapers, television and radio stations, alternative newspapers, shoppers, and city guides. The client base also includes more than 500 advertising agencies, media buying services, and advertisers.

The Media Audit is a product of International Demographics, Inc., a 31-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@themediiaaudit.com) and leave your name, title, company affiliation and your mailing and/or email address.

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