

New Research Says Internet Shopping Recorded Significant Increases in 2002

Houston - (5/14/03) – In the 85 metro markets surveyed regularly by The Media Audit, the number of those making five or more purchases on the Internet during the past year increased by more than four million.

The 85 metro markets surveyed have a collective population of 131,147,000. The survey results are based on 25,552 respondents who made five or more purchases on the Internet during the previous 12 months. The respondents were from a total sample of 120,753 adults, age 18 plus. Although not a national survey, The Media Audit's aggregated totals for 85 markets traditionally track national data.

Those who made five or more purchases on the Internet increased from 19.7 to 22.5 percent of those surveyed. The actual number of households making five or more online purchases increased from 25.2 million to 29.6 million.

“The dot com bust, corporate scandals and a sluggish economy seem to have had no impact on Internet shopping,” says Bob Jordan, co-chairman of International Demographics, Inc., a 32-year-old market research firm which produces The Media Audit.

There are, says Jordan, very large variations in percentages from market to market. “More than 30 percent of the households in Washington, D.C., Ann Arbor and Boston made five or more purchases on the Internet,” he says, “ while less than 20 percent did the same in 37 of the markets we survey.”

The 10 metro markets with the largest percentages of “five plus” Internet shoppers are: Washington, D.C., 32.8; Ann Arbor, 31.1; Boston, 30.3; San Jose, 29.5; Austin, 29.4; San Francisco, 28.4; Atlanta, 27.4; Madison, 27.4; Seattle-Tacoma, 27.3; and Allentown-Bethlehem, 26.8; Denver, 26.7. (11 markets are listed in the “top ten” because Atlanta and Madison had identical percentages)

The Media Audit is a syndicated media ratings service currently covering 85 metro markets. The surveys provide 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 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.

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, mailing and/or email address. Additional marketing data is available at TheMediaAudit.com.