

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Robert Jordan

(713) 626-0333

CONTACT: Phillip Beswick

(845) 398-8000

International Demographics, Inc.

3355 West Alabama, Suite 500

Houston, Texas 77098-1718

1-800-324-9921

Research Shows Most Newspaper Web Site Visitors go to Monster.com for Job Search

Houston -- (12/03/02) -- In 60 of 64 metro markets surveyed by The Media Audit during the first nine months of this year those who regularly visit newspaper web sites are more inclined to go to Monster.com than to the employment section of the daily newspaper sites they visit regularly.

"We've known for quite some time that Monster.com attracted a great many more visitors than the online recruitment ads of daily newspapers in the 85 metro markets we survey each year," says Bob Jordan, co-chairman of International Demographics, Inc., a 31-year-old market research firm which produces The Media Audit, "but we were shocked to find that even those who visit newspaper web sites are more likely to go to Monster.com when looking for job listings than they are to the newspapers' web site."

In The Media Audit survey respondents were asked what media web sites they visited. They were then asked what employment classified ad sites they visited. In 60 of 64 markets a greater percentage said they visited Monster.com rather than the daily newspaper job site.

"In 34 markets the percentage of visitors to a newspaper's primary web site that accessed Monster.com was at least ten points higher than the percentage that visited their daily newspaper's job site. The question," says Jordan, "is why are they going to Monster.com rather than the newspaper's job site?" Jobs Icons Hard To Find

"As puzzling as it might seem," says Jordan, "many newspaper employment web sites don't seem to make much of an effort to encourage use of their employment site services. Just finding the employment icon on some sites is difficult. The financial importance of employment classifieds is generally not reflected in the graphic treatment they receive on most newspaper web sites."

In just four markets the daily newspaper recruitment classifieds attract a higher percentage of visitors than Monster.com. The markets are Boise, Eugene Springfield, Las Vegas and Miami Fort Lauderdale. In Baltimore, Career Builder in combination with the Baltimore Sun tied with Monster.com. "Keep in mind," says Jordan, "these are responses from those who visited the local newspaper's web site during the past month. They are visitors with whom the newspaper has an established relationship."

Not all the survey results are bad news for newspapers. "I think there might be an important message in the results for the newspaper industry," says Jordan. In 30 of the 64 markets (including the five markets already mentioned) the newspaper web sites made a strong showing," says Jordan. Of the 30, eight are associated with the Career Builder network and four are with the USA Today Career Network.

"That's 12 of 30 that chose not to go it alone," says Jordan "and there may be a message in that." Since these survey numbers were assimilated, Gannett, which operated the USA Career Network, has become part of Career

Builder. As a result, 94 Gannett newspapers became Career Builder affiliates. Career Builder recorded respectable numbers (percentages) even in some markets in which it is not affiliated with a local newspaper. Networks Vs Going It Alone

"Career Builder," says Jordan "is affiliated with a print product and because of that it may, in the long term, compete effectively with Monster. The print products and online products that Career Builder represents are branded, and that should pay significant dividends over time. Most newspapers that are going it alone seem to have little interest in marketing their classified products beyond the use of house ads in the print product. In addition, they seem to make little effort on their web sites to focus attention on their recruitment products. Many newspapers seem to be maintaining a low profile in recruitment in spite of the losses to the Internet that they have suffered in the past few years."

The survey did reveal that some newspapers that chose not to affiliate with a national network have done very well. "The Washington Post is only 1.8 percentage points behind Monster in the comparisons we are making here. The Post is very aggressive on the Internet," says Jordan, "and it always does well in our online measurements."

The same can be said for The Atlanta Journal & Constitution. It's a Cox property and takes the Internet very seriously.

"One of the more interesting findings of the research," says Jordan, "are the numbers achieved by Career Builder in both DC and Atlanta, markets in which they do not have a print affiliate of which we are aware."

"Overall," adds Jordan, "the numbers prove once again that the online media race isn't over. In fact it may be just approaching the first turn."

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.

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 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@themediiaudit.com) and leave your name, title, company affiliation and your mailing and/or email address.

Copyright © 2002 International Demographics, Inc.