

# The Media Audit

## NEWS RELEASE

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FOR IMMEDIATE RELEASE  
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## Internet Access Still Increasing; Some Markets Surpass 80 Percent

Houston – (8/30/05) – The percent of adults who logged on to the Internet during the previous 30 days increased from 54.9 in 2000 to 68.4 in 2004 in the 80 plus metropolitan markets surveyed by The Media Audit.

“Even among the less affluent households, Internet access is increasing,” says Bob Jordan, president of International Demographics, Inc., a 34-year-old market research firm that produces The Media Audit. In 2000, 17.0 percent of households with annual incomes of less than \$25,000 reported accessing the Internet in the 30 days prior to the survey. In 2004 that percent had increased to 35.2. The Media Audit collects data only on adults, age 18 plus.

Of the 87 metro markets surveyed by The Media Audit in 2004, 12 had Internet access rates exceeding 75.0 percent among adults. The top three exceeded 80 percent. They are Madison, 81.1; Colorado Springs, 80.4 and Columbia-Jefferson City, 80.1. The remainder of the top 12 are: Washington, D.C., 78.8; Ann Arbor, 77.8; Denver, 77.6; Raleigh-Durham, 76.1; Portland, 76.1; Seattle-Tacoma, 76.0; Atlanta, 75.8; Salt Lake City, 75.3 and Southern New Hampshire, 75.3.

### The Changing Internet Audience

“The first wave of Internet users was young and affluent,” says Jordan, “but since that first wave the Internet has become more inclusive. Advertisers can no longer assume that all website audiences are

young and affluent. Many website audiences have begun to resemble the audiences of some traditional media: older and less affluent.”

In 2000 58.1 percent of adults who accessed the Internet regularly had household incomes of more than \$50,000. In 2004, 57.3 percent had incomes of \$50,000 plus. In 2000, 48.0 percent of those accessing the Internet had at least one college degree. In 2004 that percent had moved down to 44.2.

The makeup of the Internet audience also changes significantly between markets. “The Internet audience is a reflection of the market in which it resides,” says Jordan. Madison has an Internet access rate among adults of 81.1, the highest among the 87 markets surveyed by The Media Audit in 2004. It also has one of the highest percentages of college graduates among the same markets at 42.5. Seven of the top 12 markets for Internet access are among the top 12 with the highest percentage of college graduates. The seven markets and the percentage of adults with “one or more college degrees” are: Washington, D.C., 51.1; Ann Arbor, 47.0; Raleigh-Durham, 46.3; Columbia-Jefferson City (MO), 44.6; Madison, 42.5; Atlanta, 40.9 and Denver, 39.4.

“For advertisers,” says Jordan, “evaluating audiences on a market-by-market basis is always a prudent strategy. Each market is distinctive. When the markets are listed by percentage of adults who logged on during the previous month, there are more than 26 percentage points between the first market (Madison, 81.1 percent) and the last market (Fresno, 54.4 percent).”

## 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 34 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 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.