

# The Media Audit

## NEWS RELEASE

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FOR IMMEDIATE RELEASE  
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## Daily Newspaper Business Section Still Delivers Audience with Clout

Houston – (7/19/05) -- Critics insist they are relics and will soon be extinct but, in the meantime, the business news sections of daily newspapers continue to consistently deliver an educated audience with economic clout.

“In the 87 markets surveyed by The Media Audit in 2004, between 20 and 36 percent of the adults in each market reported “regularly reading the business news section of their daily newspaper,” says Bob Jordan, president of International Demographics, Inc., a 34-year-old market research firm which produces The Media Audit.

Collectively in the 87 metro markets, 26.2 percent or 36 million adults regularly read a daily newspaper business news section. The 87 markets have a population of more than 137 million. “Most of these metro markets are served by just one daily newspaper and that means advertisers can reach the business news section readers with just one media buy,” says Jordan.

Most metropolitan daily newspapers have been losing market share for decades but they aren’t the only medium that has lost market share. Newspapers remain competitive and in many markets they are still the dominant media,” says Jordan.

## Market Share Still Impressive

Market share numbers for most newspaper business news sections are still very attractive. As an example, in San Diego 23.7 percent of survey respondents report “regularly reading a newspaper business news section.” That 23.7 percent is 518,000 adults.

If newspaper business news section readers were once all “old men,” they no longer are. Collectively in the 87 markets, 57.7 percent are male and 42.3 are female. More than 54 percent have annual household incomes of \$50,000 or more, 35.1 percent have annual incomes of \$75,000 or more and 22.4 percent have \$100,000 or more while 9.7 percent earned \$150,000 or more. All percentages are significantly higher than those found in the general adult population of the markets surveyed.

Business news section readers, says Jordan, tend to be much more affluent and much better educated than the general population. Exactly 48 percent of business news section readers have one or more degrees compared to 35.2 percent of all adults.

Fifty-eight percent of regular business news section readers are between 18 and 54. Approximately 72 percent of all adults in the markets surveyed are between age 18 and 54.

## Business Reader Indexes

Approximately 34.5 percent have liquid assets of \$100,000 or more and 16.1 percent have \$250,000 or more. The group with liquid assets of \$250,000 or more indexes at 197 (100 being the average for all adults in the survey).

Other areas in which business news section readers index well over 100 include: affluent empty nesters/age 45+, index 167; opinion leader, index 173; now own Jaguar, index 160; market value of home, \$500,000 or more, index 156; past 2-weeks drank wine on 3 or more days, index 160; traded stocks/bond during past year, index 177.

Under “heavy exposure to newspapers” business news section readers index at 195. And they don’t index over 115 for “heavy use” of any other media, including the Internet. “The business news section reader is well educated and very affluent, and is a significant influence on the buying habits of others,” says Jordan.

## 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.