

The Media Audit

NEWS RELEASE

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New Report on Media Habits of Affluent Households to be released at RAB Show

Houston - - (2/2/05) - - A report detailing how much time affluent adults in 81 metropolitan markets spend with radio, television, print media, outdoor and web sites will be released by The Media Audit at the RAB show in Atlanta, February 10 – 13, 2005.

“From the data that is gathered for our syndicated reports we extracted the length of time each respondent, with a household income of \$75,000 or more, reported spending with each type of media during an average day,” says Bob Jordan, president of International Demographics, Inc. a 34-year-old research firm which produces The Media Audit.

“These affluent adults in the 81 markets surveyed spent between 6 and 8 hours with the media on an average weekday,” says Jordan, “In almost all markets, radio and television occupied 3 to 5 hours of the 6 to 8 hours total per adult.” The brochure containing the data for each of the 81 markets will be available at The Media Audit booth #305 at the RAB show.

Local Market Examples

Market	Media	Minutes	Share Media Exposure %
Eugene	Radio	143	32.8
Eugene	Television	123	28.3
Eugene	Print Media	27	6.2
Eugene	Outdoor	78	18.0
Eugene	Web Sites	63	14.5

Market	Media	Minutes	Share Media Exposure %
Jackson, MS	Radio	115	25.2
Jackson, MS	Television	170	37.2
Jackson, MS	Print Media	27	5.9
Jackson, MS	Outdoor	87	19.0
Jackson, MS	Web Sites	58	12.7
Pittsburgh	Radio	204	38.3
Pittsburgh	Television	163	30.6
Pittsburgh	Print Media	27	5.1
Pittsburgh	Outdoor	79	15.0
Pittsburgh	Web Sites	59	11.0
Sacramento	Radio	134	30.9
Sacramento	Television	125	28.7
Sacramento	Print Media	25	5.8
Sacramento	Outdoor	84	19.3
Sacramento	Web Sites	67	15.4
Salt Lake City	Radio	140	33.8
Salt Lake City	Television	115	27.7
Salt Lake City	Print Media	25	5.9
Salt Lake City	Outdoor	73	17.7
Salt Lake City	Web Sites	61	14.8
Seattle-Tacoma	Radio	130	30.8
Seattle-Tacoma	Television	125	29.7
Seattle-Tacoma	Print Media	23	5.3
Seattle-Tacoma	Outdoor	78	18.5
Seattle-Tacoma	Web Sites	66	15.8

Jordan points out that using more than one media at a time is apparently becoming increasingly common. “Some adults listen to the radio or watch television while on the web. Some may do all three. If they listen to the radio while on the web for one hour that shows up in our data as one hour on the web and one hour listening to the radio.”

In almost all markets, Jordan says, “radio and television command the lion’s share of the affluent adult’s average media day. In most markets television gets more time than radio but it is usually a single-digit difference in percentages.”

The Data Source

The Media Audit, a syndicated media ratings service currently covering more than 80 metropolitan markets, provides 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 34 years. In 1998 the survey 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 us by email (info@TheMediaAudit.com) and leave your name, title, company affiliation and email address.