

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE
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One in 5 Internet Users Visit a Radio Website

(Houston Sept 12, 2007) Nearly 75% of all adults log onto the internet and nearly 1 in 5 (18%) of online users visit a radio website over the period of a month. A profile of radio website visitors shows that well educated, upper income, white collar workers in addition to younger people tend to be more likely to visit radio websites. These findings come from a recently released telephone study of 118,211 randomly selected adults conducted by The Media Audit between January 2006 and April 2007 in 88 markets across the nation.

Four top 10 cities (based on population) San Francisco, Dallas, Chicago and Philadelphia make it into the top 10 for radio websites visitors. In rank order the top 3 cities for radio website visitors are Minneapolis, Seattle and Atlanta.

<u>Rank</u>	<u>City</u>	<u>% Adults Going to Radio Website</u>	<u>Index</u>
1	Minneapolis	22.0	171
2	Seattle	19.1	148
3	Atlanta	16.6	129
4	San Francisco	15.8	122
5	Dallas	15.6	121
6	Chicago	15.3	119
7	Denver	15.1	117
8	Philadelphia	15.1	117
9	Salt Lake City	15.1	117
10	Milwaukee	15.0	116

As noted below only two of the top 10 strongest markets for internet penetration, Atlanta and San Francisco make it into the top 10 market for the percent of adults visiting a radio website. This shows there is little correlation between internet penetration and visiting radio websites.

<u>Rank</u>	<u>City</u>	<u>% Adults Going Online</u>	<u>City</u>	<u>% Adults Going to Radio Website</u>
1	Ann Arbor	86.0	Minneapolis	22.0
2	Washington	84.0	Seattle	19.1
3	Colorado Springs	83.7	Atlanta	16.6
4	Boise	82.8	San Francisco	15.8
5	San Jose	82.7	Dallas	15.6
6	Raleigh	82.4	Chicago	15.3
7	Salt Lake	82.1	Denver	15.1
8	Portland OR	81.5	Philadelphia	15.1
9	San Francisco	81.2	Salt Lake City	15.1
10	Atlanta	81.2	Milwaukee	15.0

“Three factors that show a very high correlation for visiting radio websites are heavy radio listeners, heavy internet users and people at work” commented Jordan President of The Media Audit. “Adults in these categories are 70% more likely than the average adult to visit a radio website. This information can be helpful for radio stations wishing to build their websites.”

Visit a Radio Website Past 30 Days		
	Percent	Index
Adults 18+	12.9%	100
Heavy Radio Listeners	21.5%	168
Heavy Internet Users	21.9%	171
Log online at work	21.3%	167

Jim Higginbotham Chief of Research at The Media Audit noted “You’d expect younger people go to radio websites however we also found that well educated, upper income, white collar workers tend to have a high likelihood of going to a radio website. Not unexpectedly heavy radio listeners tend to frequent radio websites as well. The use of the internet and radio in the office environment appears to play a major role in people’s use of radio websites” continued Higginbotham.

Radio Website Visitors Composition			
		(Horizontal)	Index
Age	Adults 18-34	17.1	134
	Adults 35-44	16.2	127
	Adults 44-49	14.1	110
	Adults 50-54	12.5	98
	Adults 55-64	8.9	70
	Adults 65-74	3.8	30
	Adults 75+	1.1	9
Hhold Income	Under \$25,000	4.8	37
	\$25,000 to \$35,000	7.5	59
	\$35,000 to \$50,000	12.1	95
	\$50,000 to \$75,000	15.5	121
	\$75,000 to \$100,000	17.0	133
	\$100,000 to \$150,000	19.2	150
	\$150,000+	17.0	133
Education	Some High School or less	5.8	45
	High School Grad	10.4	81
	Some College	14.3	112
	College Degree (1)	16.2	127
	Advanced College Degree	15.0	118
Occupation	Professional/Technical	18.9	148
	Proprietor/Managerial	18.4	144
	Clerical/Sales	17.9	140
	Blue Collar	12.5	97
	Retired	3.5	27
	Homemaker	6.8	53
Heavy Media Exposure	Television viewing	10.3	81
	Newspaper readership	11.5	90
	Direct Mail readershiop	12	94
	Radio Listening	21.5	168
	Internet Use	21.9	171

“The growing strength of radio websites complements radio as a medium” said Bob Jordan. Radio websites put radio on a par with other media in adding visual component and the ability to add features such as coupons for an advertiser. Radio stations have much to gain by including the websites with the traditional radio campaign.”

Company Background

The Media Audit, a 36 year old, media and marketing research company conducts syndicated surveys in 88 cities across the US. The studies are used by more than 1,500 media companies ad agencies and advertisers for the planning, buying and selling of media.

The Media Audit is well known for being the leader in local market media research. In 1995 THE MEDIA AUDIT became the first research company to start surveying local media website use. Over the years this has led THE MEDIA AUDIT to become the standard for newspapers and television stations that sell their websites along with their traditional media. Clients include Gannett, Hearst, Knight-Ridder, New York Times Company and Tribune.

For more information

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