

The Media Audit

NEWS RELEASE

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Online Shopping by Minorities Up Sharply

Houston – (3/6/08) – Online shopping by African-Americans, Asians, Hispanics and other minorities has increased dramatically during the past five years, according to a new report from The Media Audit.

“The 88 markets surveyed for this report have an aggregate adult population of approximately 145 million and 58 million of those adults are members of a minority,” says Bob Jordan, president of International Demographics, Inc. “As a result of their numbers, their increasing tendency to shop online is very significant to most marketers,” adds Jordan. International Demographics, Inc. is a 37-year-old market research firm which produces The Media Audit.

Among African-Americans, 40.6 percent now shop online, compared to 27.1 percent five years ago. More than 20 percent now make five or more purchases in a year and 10.9 percent make more than twelve purchases. The total adult African-American population in the 88 markets surveyed is approximately 17.6 million.

Seventy percent of Asians now shop online, compared to 55.8 percent five years ago. More than 46 percent make five or more purchases in a year and 24.9 percent make 12 or more purchases. The total adult Asian population in the 88 markets surveyed is approximately 8.8 million.

According to the report, 41.8 percent of Hispanics now shop online, compared to 27.7 percent five years ago. In addition, 23.5 percent of Hispanics make five or more purchases in a year and 12.3

percent make 12 or more purchases. The total adult Hispanic population in the 88 markets surveyed is approximately 23.3 million.

All other minorities in the survey are grouped and total approximately 8.5 million. Slightly more than 52 percent shop online, 33.9 percent make five or more purchases in a year and 19.5 percent make 12 or more purchases. .

Among all adults surveyed, 55.8 percent now shop online, compared to 44.1 percent in 2002. In addition, 35.7 percent made five or more purchases and 19.8 percent made 12 or more purchases.

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 37 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) and leave your name, title, company affiliation and email address.