



News

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WHEN IT COMES TO MEDIA, INDEPENDENTS ARE INDEED INDEPENDENT

Scarborough study reveals that Independents consume a wide variety of media

NEW YORK (July 13, 2004) – Scarborough Research, a leader in identifying the shopping, media and lifestyle patterns of consumers in the United States, analyzed the media behavior of self-proclaimed* Democrats, Republicans and Independents, and found that when it comes to media usage, Independents truly live up to their name.

A study of select media usage patterns among adults 18+ revealed a distinct profile among Independents that matches neither Democrats nor Republicans. Among national newspapers, Democrats are 21 percent more likely than all consumers to read the daily *The New York Times* whereas Republicans are 26 percent *less* likely to read this publication. In contrast, Republicans are 26 percent more likely than all consumers to read *The Wall Street Journal* but Democrats are 14 percent *less* likely to read this newspaper. Both publications score with Independents. This voter group is both 19 percent more likely than all consumers to read *The New York Times* and 14 percent more likely to read *The Wall Street Journal*.

Among national news weeklies, the Scarborough study finds that Independents are 21 percent more likely than the general population to read *US News & World Report*, and 14 percent more likely to read *Time* and *Newsweek*. Democrats and Republicans are both about average when it comes to readership of these publications.

Independents are more likely to tune into news/talk radio formats. Twenty-three percent of Independents tune into news/talk/information radio and they are 12 percent more likely than all consumers to do so. Twenty-six percent of Republicans tune into this format (28 percent above average) and 17 percent of Democrats (15 percent below average). Independents even exceed Republicans' propensity to tune into talk/personality radio – Independents are 22 percent more likely to tune into this genre whereas Republicans are 13 percent more likely than all consumers to do so.

With respect to the big three cable all-news networks, Independents are about average with consumers for viewership of CNN and Fox News. However, they are 10 percent more likely than all consumers to have tuned into MSNBC. Not surprisingly, Democrats are 12 percent *less* likely to have watched Fox News but Republicans are 33 percent more likely than all consumers to have done so.

Independents exhibit high likelihoods to go online for news. They are 30 percent more likely than all consumers to use the Internet to visit a newspaper's website whereas Republicans and Democrats are *less* likely than all consumers to do so.

“Keeping a finger on the pulse of the media habits of the Independent voter is increasingly important as candidates and political parties refine their strategies as they focus on Election Day,” said Bob Cohen, Ph.D., president and chief executive officer, Scarborough Research. “This information has far-reaching implications in attracting swing voters in the presidential, senatorial, congressional, gubernatorial, and other hotly-contested races this year.”

Scarborough examined broad media usage by self-proclaimed party affiliation. An analysis of evening network broadcast news revealed that Independents are average for viewership of network newscasts. Democrats are more likely to tune into ABC and CBS evening newscasts whereas Republicans tend to tune into NBC.[†]

Republicans are avid newspaper readers. They are 12 percent more likely than all consumers to be among the top 20 percent of newspaper readers nationally.

When it comes to outdoor advertising and consumer road travel, Independents are ten percent more likely than all consumers to be among the 20 percent of people who are on the road the most. This suggests that they might be reached by place-based and

outdoor advertising. Republicans are 19 percent more likely than average to be in this group.

“As political campaigns heat up, where voters get their news is obviously increasingly important,” said Dr. Cohen. “Given the hot competition we’re seeing in this year’s contests, precision with media planning in campaigns locally, regionally and nationally can make the critical difference.”

Scarborough’s voting data includes local market consumer information as well as details about the lifestyles of voters. In addition to party affiliation information, the Scarborough study measures the respondent's frequency of voting in presidential, statewide, and local elections; and whether or not the respondent is registered to vote in their district of residence. All this can be crossed by any of the thousands of data points Scarborough collects locally, regionally and nationally.

The information for this report was compiled from the Scarborough USA+ national consumer database.

**Data cited in this report is based on consumers’ self-proclaimed political party affiliation.*

About Scarborough Research

Scarborough Research is a leader in identifying local, regional and national shopping patterns and media usage for the American consumer. Scarborough provides data solutions and media strategies for today’s complex marketing challenges. Scarborough’s 3,500+ subscribers rely on the company’s data to acquire and retain customers, extend brand reach, increase sales and expand into new markets. Surveying more than 200,000 adults annually, Scarborough measures adult consumers in the local markets where they live. Scarborough Research is a joint venture between Arbitron Inc. and VNU Media Measurement & Information. For additional information, please log on to www.scarborough.com.

Please see the next page for Independent Media Consumption information.

**Scarborough Analysis: Use of Media According to
Political Party Affiliation**

	% US 18+ Population	Index:* Democrat**	Index:* Republican**	Index:* Independent**
National Newspapers				
New York Times	2.4	121	74	119
Wall Street Journal	2.5	86	126	114
USA Today	3.5	95	117	104
National News Weeklies (Average Issue)				
Newsweek	9.1	110	101	114
Time	9.0	110	102	114
US News & World Report	3.9	87	123	121
Radio format, last 7 days				
All News	5.9	111	99	107
News/Talk/Information	20.2	85	128	112
Talk/personalities	3.8	84	113	122
Internet				
Ways online service used: news	33.0	91	110	116
Ways online service used: visit newspaper site	10.1	94	99	130
Sites visited last 30 days: CNN	10.0	92	108	124
Cable Networks watched last 7 days				
CNN	33.0	110	106	103
MSNBC	15.6	101	115	110
FOX News	27.4	88	133	96
Network News: Total Viewers, Average Weekday[†]				
ABC M-F Evening Network News	12.8***	114	103	98
CBS M-F Evening Network News	8.8***	116	102	97
NBC M-F Evening Network News	11.9***	106	114	102

* Index is a measurement of consumer likelihood as compared to market average. 100 is market average; anything above 100 is above market average, anything below 100 is below market average.

** Data cited in this report is based on consumers' self-proclaimed political party affiliation.

*** Cumulative audience for 75 market average, based on Scarborough Multi-Market 2003 Release 2 (12 Months only)

SOURCE: Scarborough Research, Scarborough USA+ Study, Release 2 2003 (12 Months)

†NETWORK NEWS DATA SOURCE: Scarborough Multi-Market 2003 Release 2 (12 Months only)