

Flex Your (Political) Muscles

Written by Cheryl Pearson-McNeil
Thursday, 24 May 2012 10:06

during the entire month of January 2012 (12%).

RickSantorum.com attracted the lion's share of women visitors (60%), which was the largest male/female split among the candidates.

Interestingly, 76-year-old Ron Paul, the oldest of the Republican hopefuls, drew the youngest visitors. More than a third of his hits were from members of the 18-34 group. Though it was almost neck-and-neck with Newt Gingrich with male visitors, 56% and 51%, respectively, RonPaul2012.com won by 4.3 percentage points.

Newt Gingrich's website guests were the most affluent and educated. Twenty-seven percent reported earnings of more than \$100K and half had either a Bachelor's or Post-Graduate degree.

The analysis of *why* American voters visit which sites is up to the political pundits. Part of the research Nielsen conducted also focused on the News & Information sites that feature political content. Are you surprised to learn that *Google News* wins the race for the highest concentration of young visitors, those 18-24? Survey results showed that 23% more 18-34 year olds visited

Google News
in January 2012 than were active online.

(It is heartening to me to know that our young people are interested, engaged and involved in our political process. My son is only a few years away from legally casting his first vote. *Sigh.*)
More results:

The next age demographic, Americans 25-49, are most likely to visit *Politico* and *Drudge Report* (31%).

Of all the sites studied, *NPR* enjoyed the largest growth in visitors (up 21% since October 2011).

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28% of visitors to *Wall Street Journal Digital* have a household income of \$100K or more.

Surfers who land on the *Drudge Report* page were most likely to have a Bachelor's degree, which is more than double the percentage of all active college grad Internet users (36% vs. 17%).

College graduates were more likely to visit a specific candidate's site than visit a News & Information site.

I'm always telling you that knowledge is power, and stressing how you wield power as consumers and how important it is that we pick and choose to use that power wisely. Well, I hope you don't tire of hearing me stress this point. This election is important – no matter which side of the political aisle you may stand on. Read. Watch. Listen. Learn – so you can make the most informed decision possible. The choice and power are in your hands.

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