

The Media Audit

NEWS RELEASE

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Retirees Increasing In Number & Affluence; 27 Percent Now Have Incomes of \$50,000 +

Houston – (4/10/07) – From 2003 thru 2006 – the number of retirees in the 87 metropolitan markets surveyed regularly by The Media Audit with household incomes of \$50,000 or more increased from 23.2 percent to 27.6 percent.

“The percentage of those who said they were retired increased from 16.8 to 17.6 percent,” according to Bob Jordan, president of International Demographics, Inc., a 36-year old market research firm which produces The Media Audit. The surveys cover only adults at least 18 years of age. The total adult population in the 87 metro markets is approximately 142 million.

Growing Affluence

Retiree households with annual incomes of \$75,000 or more increased from 11.2 to 13.8 percent, according to Jordan, and those with annual incomes of \$100,000 or more increased from 5.8 to 6.9 percent.

“By every financial measurement we take,” says Jordan, “retirees improved from 2003 to 2006.” Retirees with liquid assets of \$100,000 or more increased from 27.8 to 29.9 percent and those with liquid assets of \$250,000 or more increased from 13.1 to 14.5.

The rate at which retirees shopped on the Internet increased dramatically. Those that made at least one purchase on the Internet increased from 19.7 percent in 2003 to 28.8 percent in 2006. Those making five or more purchases increased from 10.2 percent to 15.8 percent.

Living Longer

Retirees are also living longer. In 2003, 31.4 percent were 75 or older and in 2006, 33.8 percent had reached that milestone. They are also staying married. In 2003, 56.9 percent were married and in 2006 it was 57.8 percent.

“Once again,” says Jordan, “the demographic group being examined here must be considered on a market by market basis. In Ocala, Florida, 36.1 percent of the adults are retired compared to just 12.0 percent of those in Austin, Texas. It will come as no surprise to most to find that the five metropolitan areas with the highest percentage of retirees are all in Florida.”

The Data Source

The Media Audit, a syndicated media ratings service currently covering more than 87 metropolitan markets, provides both 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 36 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.