

The Media Audit

NEWS RELEASE

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New Research Shows “Gray & Affluent” Growing More Gray & Affluent

Houston – (3/27/08) – Those who are “graying and affluent” – (over age 50 with incomes of \$50,000 or more) have increased significantly during the past five years in the 80+ metropolitan markets surveyed every year by The Media Audit.

“Since 2004 the percentage of ‘graying and affluent’ households has increased from 13.1 percent to 15.7 percent of all households in the 80+ markets we survey,” says Bob Jordan, president of International Demographics, Inc., a 37-year-old market research firm which produces The Media Audit. The “graying and affluent” households increased from 17.0 million in 2004 to 22.3 million in the most recent survey. Collectively the markets surveyed have an adult population of approximately 142 million. The survey data is based on 16,600 respondents from a respondent base of 86,100.

“In addition to growing more affluent this group is very rapidly embracing the internet as a shopping medium,” says Jordan. In the prior survey, 50.2 percent had made at least one purchase on the internet during the previous 12 months. In the latest survey that 50.2 percent increased to 65.6 percent.

Increasing Incomes

In the current survey, 62.4 percent of the “graying and affluent” households had incomes of \$75,000 or more compared to 57.5 percent in 2004. Thirty-eight percent had incomes of \$100,000 or more

compared to 32.9 percent in 2004. Eighteen percent had incomes of \$150,000 or more compared to 13.6 percent in 2004.

“The baby-boomers, born between 1946 and 1964, began impacting this segment of the population in 1996 and their impact will continue to be felt through 2014,” according to Jordan.

Within the gray and affluent group there were important changes in family size. In 2004, 61.6 percent of “gray” households had one or two persons. That increased to 63.5 in the most recent survey. The number of gray and affluent households with 3 or 4 members decreased from 31.2 to 29.7 and households with 5 or more members declined from 7.1 to 6.8.

The gray and affluent households with liquid assets of \$100,000 or more increased from 49.5 percent to 53.6 percent and those with \$250,000 or more increased from 25.2 percent to 30.2 percent.

The percentage of minorities that were represented in the gray and affluent category increased between surveys from 20.8 percent to 23.6 percent.

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.