

The Media Audit

NEWS RELEASE

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Market Research Finds Buying Power Hiding in Empty Nests

Newspapers & Internet Dominate Media Interests Of Empty Nesters

Houston – (12/06/06) – They like casinos, cruises, wine, and dining out. They are 45 or older, very affluent, and there are 17 million of them occupying empty nests in the 87 markets surveyed regularly by The Media Audit.

“The income data for this group is very impressive,” says Bob Jordan, president of International Demographics, Inc., a 35-year-old market research firm which produces The Media Audit.

“In almost every income category beyond \$50,000 they index approximately 100 points above the market average of 100,” says Jordan. The annual household income categories and indexes are: \$50,000 - \$74,999, index 221; \$75,000 - \$99,999, index 202; \$100,000 - \$149,999, index 196; \$150,000 or more, index 179.

Newspapers & Internet Dominate Media Habits

“The media habits of the affluent empty nesters are dominated by newspapers and the Internet,” says Jordan. More than 27 percent spend an hour or more each day reading a

newspaper (index 159) and 38.7 percent spend 430 minutes or more each week on the Internet (index 107). Radio, television and direct mail all index at less than 100 with the affluent empty nesters.

Almost one fifth of the people who plan on spending more than \$30,000 for their next automobile are affluent empty nesters an index at 150. Among those who ate out at least four times during the last two weeks (at a sit-down restaurant) index at 152. And they have an index of 190 among those who drank wine on three or more occasions during the past two weeks.

Ocean Cruises & Casino Visits

Thirty-five percent (index 123) of the affluent empty nesters plan to take an ocean cruise during the next 2-3 years and 33.9 percent (index 130) visited a gambling casino at least once during the past year.

More than 37 percent (index 114) made five or more purchases on the Internet during the past year and 20.1 percent (index 114) made 12 or more purchases. Not surprisingly, the weekly supermarket expenditures of the affluent empty nesters are just average. Approximately 62.8 percent (index 104) spend \$100 or more while 33.6 percent (index 100) spend \$150 or more.

“The empty nesters are another example of the enormous impact the presence or absence of children has on almost all household expenditures,” says Jordan. “If they included children the weekly supermarket expenditures would be considerably higher and the wine, dine and casino expenditures much lower.”

The number of affluent empty nesters varies greatly within the 87 markets surveyed by The Media Audit. Almost 19 percent of the households in the Fort Myers-Naples market are occupied by affluent empty nesters compared to 8.9 percent in Buffalo. The average for all markets is 12.5 percent.

It would be a mistake, says Jordan, to conclude that all affluent empty nesters are retired or near retirement age. Just 24 percent are 65 years old or older, 38.7 percent are between 45 and 54 and 37.3 percent are between 55 and 64.

The Data Source

The Media Audit, a syndicated media ratings service currently covering more than 80 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 35 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.