

# The Media Audit

## NEWS RELEASE

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FOR IMMEDIATE RELEASE  
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## Ranks of Uninsured Still Increasing; 30% Uncovered in Some Markets

Houston – (4/6/04) – The number of adults without health insurance increased from 23.7 percent in 2001 to 24.7 percent in 2002 and 26.4 percent in 2003 in the 85 metro markets surveyed regularly by The Media Audit.

According to The Media Audit, the 85 markets have an aggregate population of more than 131 million and the number of uninsured exceeds 32 million. These numbers do not include uninsured children. The Media Audit surveys only adults, age 18 plus. Although The Media Audit is not a national survey, its aggregate numbers generally track national survey results.

Among the 85 metro markets surveyed, the Houston and Miami areas have the largest percentage of adults without health insurance at 34 percent; Dallas/Ft Worth is next with 33.3 percent. The percentages vary significantly from market to market. See list further down in this story.

### Income & Insurance

“As you would expect, there is a direct correlation between income and health insurance,” says Bob Jordan, president of International Demographics, Inc., a 33-year-old research firm which produces The Media Audit. “Just 53.7 percent of those households with annual income of less than \$25,000 have health insurance compared to 87.3 percent of those with household incomes of \$50,000 plus,” he says.

The most puzzling figures, says Jordan, “show that many affluent households are not carrying any health insurance. Approximately 9 percent of households with annual incomes of \$100,000 plus do not have health insurance.”

There is also a relationship between race and health insurance. Among Caucasians, 80.5 percent have health insurance compared to 73.7 percent of Asians, 68.5 percent of African-Americans and 58.6 percent of Hispanics.

## HMO Coverage Declining

Participation in Health Maintenance Organizations (HMO) is also declining. In 2001 24.4 percent of adults were covered by an HMO, in 2002 it was 21.3 percent and in 2003 it was 19.6 percent.

“The decline in HMO coverage,” says Jordan, “appears to be just part of the overall decline. The less affluent are less likely to be covered by an HMO and the more affluent are more likely to be covered by an HMO. Just 12.5 percent of households with annual incomes of less than \$25,000 have HMO coverage while 26.3 percent of those with incomes of \$50,000 plus have HMO coverage.”

## Market Penetration

The following list shows the percentage of **adults** in each market that **have** insurance:

Washington, DC	84.8	Des Moines	77.6	Austin	73.9
Madison	84.5	Atlanta	77.4	Cleveland	73.6
Ann Arbor	84.4	Norfolk-Virginia Beach	77.4	Tulsa	73.5
Pittsburgh	82.1	Wichita	77.4	New York City	73.4
Detroit	82.0	Salt Lake City	77.3	Tampa-St. Petersburg	73.4
Hartford	81.7	Columbia (SC)	77.1	West Palm Beach	73.2
Rochester	81.4	Portland (OR)	76.9	San Diego	73.2
Sacramento	81.2	Indianapolis	76.8	Dayton	72.7
New Haven	81.2	Greensboro-Winston-Salem	76.8	Melbourne-Titusville-Cocoa	72.7
Minneapolis-St. Paul	81.0	San Jose	76.7	Oklahoma City	72.7
Philadelphia	80.7	St. Louis	76.7	Jackson (MS)	72.4
Kansas City	80.6	Eugene-Springfield	76.7	Wilmington (NC)	72.3
Richmond	80.2	Peoria	76.3	Daytona Beach	72.3
Baltimore	79.7	San Francisco	76.2	Lexington	71.7

Buffalo	79.7	Little Rock	76.0	Spokane	71.6
Chicago	79.4	Charlotte-Gastonia-Rock Hill	75.8	Sarasota	71.3
Knoxville	79.4	Colorado Springs	75.4	Albuquerque	70.7
Albany-Schenectady-Troy	79.0	Akron	75.3	Tucson	70.5
Allentown-Bethlehem	79.0	Boston	75.2	Greenville-Spartanburg	70.2
Birmingham	78.9	Louisville	75.2	Las Vegas	69.6
Seattle-Tacoma	78.9	Phoenix	75.2	New Orleans	69.5
Nashville	78.8	Toledo	75.2	Los Angeles	68.3
Omaha-Council Bluffs	78.3	Boise	74.8	San Antonio	68.2
Cincinnati	78.2	Orlando	74.6	Reno	68.2
Milwaukee-Racine	78.2	Columbia-Jefferson City	74.5	Fort Myers-Naples	67.6
Denver	78.1	Charleston	74.4	Dallas-Ft. Worth	66.7
Raleigh-Durham	77.9	Memphis	74.4	Houston-Galveston	66.0
Providence-Warwick-Pawtucket	77.8	Jacksonville	74.1	Miami-Ft. Lauderdale	66.0
Columbus (OH)	77.7				

## The Data Source

The Media Audit, a syndicated media ratings service currently covering 85 metropolitan markets, provides both quantitative and qualitative data for media web sites 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 30 years. In 1998, the survey started providing data on local media web sites. The surveys now contain more than 400 fields of qualitative information in addition to quantitative measurements of local web audiences.

The Media Audit is a product of International Demographics, Inc., a 33-year-old firm engaged exclusively in syndicated, multimedia surveys conducted at the local market level.

Note: If you would like to periodically receive market survey data from The Media Audit, please contact Bob Jordan by email ([bjordan@TheMediaAudit.com](mailto:bjordan@TheMediaAudit.com)) and leave your name, title, company affiliation and email address.