

The Media Audit

NEWS RELEASE

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Research Shows: Women 35-54 Earn More, Save More & Shop More than Younger Women

Houston – (01/24/06) – Women 35 to 54 earn more, save more, shop more and outnumber their 18-34 year old counterparts, 27.9 million to 21.4 million in the 87 markets surveyed by The Media Audit.

“Advertisers are beginning to discover the enormous market value of women 35 to 54,” says Bob Jordan president of International Demographics, Inc., a market research firm that produces The Media Audit. In the 87 metropolitan markets surveyed by The Media Audit, the total adult population is 137.4 million. Only adults (age 18 +) are included in the survey.

Income & Wealth Differences

When the 87 markets are considered collectively, 63.9 percent of women 18 – 34 have annual incomes of \$35,000 or more. That compares with 78.5 percent among those women 35 – 54. Forty-percent of the younger set and 51.9 percent of the older set have annual household incomes of \$50,000 or more. Twenty-one percent of the 18-34 year olds have household incomes of \$75,000 or more, compared to 31.9 percent among the 35 – 54 age group. When incomes reach \$100,000, the older group surpasses the younger group, 18.2 percent to 9.9 percent. And beyond \$150,000 the older group is 7.1 percent compared to 3.3 percent.

The 35 – 54 years olds have also been more successful at acquiring wealth. More than 20 percent of the older group has liquid assets of \$100,000 or more while just 8.9 percent of the younger group has reached that plateau. With liquid assets of \$250,000 or more, the older group leads the younger group 7.1 to 1.9.

When asked if they traded stocks or bonds during the past year, 9.8 percent of the 18-34 year olds said yes, compared to 17.9 percent of those 35-54. Approximately 30 percent of the 18-34 year-olds have at least one college degree compared to 39.4 percent of the 35-54 year olds.

Boomers Fueling Growth

The 35-54 year-old group is being fueled by the 76 million baby boomers that were born between 1946 and 1964 (NYT-10/28/05). Today, the youngest boomers would be 42 and the oldest 60 and it's reasonable to assume that half of them are women. "Collectively," says Jordan, "the baby boomers had unprecedented access to affluence and education and many of them took advantage of those opportunities. As a result they raise the level of education and affluence of every age group they move through."

Slightly more than 41 percent of the 35-54 year olds have two-income households compared to 23.5 percent of the younger group.

Even shopping the 35-54 year olds surpass their younger sisters. With the Internet, 15.1 percent of the 18 - 34 year olds made 12 or more purchases during the past year. Eighteen percent of the older group did the same. Fifty-five percent of the 35-54 year olds purchased men's clothing during the past 4 weeks compared to 51.3 percent of the younger group. When it came to shopping during the past 4 weeks in sporting goods stores the older group excelled 28.7 percent to 23.8 percent. Only when shopping for women's clothing (past 4 weeks) did the younger group excel, 81.6 percent vs. 78.7 percent.

When it came to eating out, exactly 11.9 percent of each group reported dining 4 + times in a sit-down restaurant during the previous two weeks. Approximately 7 percent of the younger group drank wine on 3 + days during the previous two weeks compared to 13.2 percent of the 35-54 year olds. Just 2.7

percent of the older group drank beer on 6 + days during the previous two weeks compared to 3.4 percent of the younger group.

“In some shopping categories,” says Jordan, “the older group represents a much stronger market for advertisers. More than 59 percent of the older group reported shopping in a hardware/lumber/building supply store during the previous 4 weeks. That compares to 37.3 percent among the younger women.”

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 34 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.