

The Media Audit

NEWS RELEASE

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Market Research Profiles "The Young & Restless" *Age 25-34, Affluent, College Educated*

Houston – (01/18/07) -- They are college educated, very affluent, between the ages of 25 and 34 and some demographers are referring to them as 'rare and desirable' and 'young and restless.'

There are 10.3 million of them in the 87 metropolitan markets surveyed regularly by The Media Audit. They are pretty evenly divided by gender, 5,222,796 are women and 5,093,164 are men.

"Cities are beginning to see this group as very important to future economic growth," says Bob Jordan, president of the International Demographics, Inc., a 35 year old market research firm which produces The Media Audit.

Key to Economic Future

A New York Times article recently referred to them as "a demographic group increasingly viewed as the key to an economic future." The Times article described the group as "mobile but not flighty, fresh but technologically savvy" and "their chances of relocating drop precipitously when they turn 35. Cities that do not attract them now will be hurting in a decade."

According to The Media Audit data, approximately 21 percent of adults in the 87 metropolitan markets surveyed are members of the 'rare and desirable' group. "Once again," says Jordan, "the variance between markets is enormous, from Little Rock with more than 30 percent to West Palm Beach with less than 10 percent"

More than 36 percent have lived in the city of their current residence for five years or less and 33.6 percent have lived at their current address for one year or less.

"It's at about age 35 that they start to settle in," says Jordan, "by that age they are likely to be married and have children and that often makes moving much less desirable."

"They are a very distinctive group, in many ways," says Jordan, "43.5 percent of all those in the 87 markets who drive Hummers are members of this group and 30.6 percent of all those who drive Land Rovers are also members of this group."

Young & Affluent

More than 72 percent have household incomes of \$50,000 plus. This compares to just 48.7 percent of all adults. And 45.5 percent have incomes of \$75,000 plus compared to just 29 percent of all adults. Almost 25 percent have incomes of \$100,000 plus compared to 16.9 percent of all adults.

"The income levels are spectacular," says Jordan, "when you consider they are all between the ages of 25 and 34."

There is apparently awareness in the group that advanced education got them where they are because 24.3 percent plan on taking additional college level courses in the next 12 months. More than 30 percent of the members of this group already have at least one advanced degree.

Thirty four percent say they are Democrats, 25.8 percent Republicans and 31.3 percent Independent. However, only 68.4 percent voted in local, state or national elections during the previous year.

Racially the group is 56.9 percent Caucasian, 9.5 percent African-American, 12.5 percent Hispanic, 16.1 percent Asian and 5.0 percent other.

The ten markets with the highest percentages of “the young and restless” are: Little Rock, 30.5; Salt Lake City, 29.4; Lexington, 28.0; Louisville, 27.2; Columbus (OH), 27.1; Greensboro-Winston Salem, 27.0; Austin, 26.6; Nashville, 26.2; Memphis, 26.0; and Peoria, 25.8.

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.