

The Media Audit

NEWS RELEASE

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Number of Households with \$100,000 Incomes Increase 73 % in Seven Years

Houston -- (03/08/07) – In the 87 metropolitan markets surveyed regularly by The Media Audit, households with annual incomes of \$100,000 plus have increased from 14.9 to 25.8 million during a seven year period, 2000 to 2006.

“The increases are dramatic and surprising,” says Bob Jordan, president of International Demographics, Inc., a 35-year-old market research firm which produces The Media Audit. “There was a 73.2 percent increase in the **number** of households with annual incomes of \$100,000 or more,” says Jordan. “In addition, the **percentage** of households with \$100,000 incomes increased from 11.9 percent in 2000 to 18.1 percent in 2006.”

The metropolitan markets surveyed by The Media Audit have a total population of approximately 140 million. The findings of The Media Audit usually track the findings of national surveys.

Two Income Households

For the first time, “most” of the households – 51.4 percent -- with annual incomes of \$100,000 or more are also two income households. Just 28.2 percent of all households have two incomes.

While 31.3 percent of all households have one or more college degrees, 62.4 percent of all \$100,000 income households have a college degree. Twenty six percent of \$100,000; income households have an advanced degree compared to 13 percent of all households.

“Education and number of incomes seem to be the primary components of the \$100,000 income household. Age seems to have very little impact on household income,” says Jordan, “25.8 percent are ages 18 – 34; 27.7 percent are from 35 – 44; 26.7 percent are 45 – 54; and 14.8 percent are 55 – 64. Beyond age 64 percentages drop to low single digits.”

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.