The Media Audit

NEWS RELEASE

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Research Shows Ranks of the Affluent Keep Growing Despite Slow Economy

Houston – (7/31/03) -- In the 85 metropolitan markets surveyed regularly by The Media Audit the number of adults "unemployed and looking for work" grew by 1.5 million from 2001 to 2002, while those earning more than $50,000 a year increased by 2.5 million.

Those earning more than $75,000 annually increased by 2.0 million and those earning more than $100,000 annually increased by 1.5 million. The total adult (18+) population of the 85 markets surveyed by The Media Audit was 128,393,000 in 2001 and 131,417,000 in 2002. The analysis is based on more than 120,000 survey respondents in each of the two years. Although not a national survey, The Media Audit's aggregated total for the 85 markets traditionally track national data.

"The results make it pretty clear that the market in 2002 wasn't all bad news," says Bob Jordan, co-Chairman of International Demographics, Inc., a 32-year-old research firm that produces The Media Audit.

Those earning $50,000 or more increased from 56,755,000 to 59,307,000. The $75,000 plus group grew from 31,189,000 to 33,189,000. Those earning more than $100,000 increased from 16,312,000 to 17,830,000.

The number of affluent working women with family incomes of $50,000 plus increased from 14.4 to 14.7 percent, or 18,468,000 to 19,303,000. Affluent blue-collar workers with family incomes of $50,000 plus declined from 7.0 to 6.6 or 9,035,000 to 8,659,000. The number of survey respondents who identify themselves as blue-collar workers has declined gradually during the last five years, from 18.0 percent in 1998 to 16.4 in 2002. Two income families also continued a steady decline from 29.8 in 1998 to 27.1 in 2002.

Home Buying Up Optimism Down

"The growth in the ranks of the affluent (and low interest rates) probably explain the continued resilience of the home buying market," says Jordan. The percentage of survey respondents to The Media Audit who said they planned to buy a home during the next two years actually increased from 18,603,000 in 2001 to 19,196,000 in 2002. "The home buying data," says Jordan, "makes it very clear that some consumer market segments remain very aggressive even in a market that is generally soft."

Financial optimists (those people who believe they will be better off in six months) continued a decline that started in 2000. The percentage of financial optimists in 2000 was 47.8, but that dropped to 46.5 in 2001 to 45.5 in 2002."

Those planning to buy a new car/van/truck/sport utility vehicle declined from 9.9 to 9.0 percent, 2001 to 2002. "That's a decline of 885,000 buyers," says Jordan, "but that still leaves 11,811,000 who do plan to buy a new vehicle."

Jordan's view of the market is that it might not be as strong as we expected, but it is stronger than it was last year. "There are millions more affluent consumers now than there were in 2001, " he says," and that's good news." For income levels in each of the 85 markets see chart attached.

The Data Source

The Media Audit is a syndicated media ratings service currently covering 85 metropolitan markets. The surveys provide 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 surveys 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.

Note: If you would like to periodically receive market survey data from The Media Audit please contact Bob Jordan by email (bjordan@TheMediaAudit.com) and leave your name, title, company, mailing and /or email address. Additional marketing data is available at TheMediaAudit.com.

LEVELS OF AFFLUENCE IN 85 MARKETS

	Total Persons	% of $50,000+	% of $75,000+	% of $100,000+
Akron, OH	530,000	36.0	18.7	10.4
Albany-Schenectady-Troy, NY	671,000	39.3	20.7	9.5
Albuquerque, NM	529,000	38.0	17.4	8.7
Allentown-Bethlehem, PA	575,000	38.8	20.7	9.9
Ann Arbor, MI	257,000	44.4	28.0	17.1
Atlanta, GA	3,166,000	51.4	28.7	14.8
Austin, TX	965,000	45.9	26.8	13.1
Baltimore, MD	1,962,000	49.6	28.6	15.1
Birmingham, AL	750,000	38.3	19.5	9.2
Boise, ID	322,000	36.0	16.5	7.5
Boston, MA	4,022,000	53.7	32.4	19.1
Buffalo, NY	888,000	34.1	16.6	7.2
Charleston, SC	399,000	38.1	19.3	10.8
Charlotte-Gastonia-Rock Hill	1,172,000	44.9	24.7	13.9
Chicago, IL	6,703,000	47.9	27.5	15.1
Cincinnati, OH	1,467,000	43.7	23.9	11.9
Cleveland, OH	1,616,000	37.9	18.1	8.4
Colorado Springs, CO	386,000	43.3	19.9	8.5
Columbia, SC	410,000	36.6	17.1	7.3
Columbia-Jefferson City, MO	161,000	38.5	18.0	7.5
Columbus, OH	1,204,000	42.8	23.1	11.0
Dallas-Ft. Worth, TX	3,848,000	42.2	24.6	13.0
Dayton, OH	743,000	37.0	17.9	7.7
Daytona Beach, FL	408,000	31.1	15.0	5.9
Denver, CO	1,838,000	50.5	28.1	15.2
Des Moines, IA	411,000	42.6	20.0	8.8
Detroit, MI	3,436,000	48.2	26.4	13.9
Eugene-Springfield, OR	249,000	27.7	10.8	6.0
Fort Myers-Naples, FL	580,000	43.6	23.8	13.1
Greensboro-Winston-Salem-H.P.	990,000	37.7	19.5	9.0
Greenville-Spartanburg, SC	705,000	36.6	18.4	8.5
Hartford, CT	893,000	54.8	32.1	18.1
Houston-Galveston, TX	3,483,000	43.8	25.8	14.3
Indianapolis, IN	1,107,000	43.1	24.1	11.7
Jackson, MS	323,000	40.2	19.5	8.4
Jacksonville, FL	852,000	37.2	19.4	9.5
Kansas City, MO/KS	1,320,000	46.6	23.6	11.7
Knoxville, TN	543,000	36.6	15.3	7.0
Las Vegas, NV	1,109,000	43.1	21.7	11.1
Lexington, KY	374,000	38.5	19.0	8.8
Little Rock, AR	437,000	39.8	20.8	9.4
Los Angeles, CA	9,271,000	41.9	24.6	15.0

LEVELS OF AFFLUENCE IN 85 MARKETS

	Total Persons	% of $50,000+	% of $75,000+	% of $100,000+
Louisville, KY	801,000	37.5	18.6	7.9
Madison, WI	336,000	45.5	25.3	10.7
Melbourne-Titusville-Cocoa, FL	381,000	36.0	21.5	10.0
Memphis, TN	892,000	41.6	22.1	9.6
Miami-Ft. Lauderdale, FL	3,097,000	34.0	19.0	10.2
Milwaukee-Racine, WI	1,251,000	43.5	22.4	10.6
Minneapolis-St. Paul, MN	2,223,000	53.6	27.7	12.5
Nashville, TN	947,000	41.4	21.5	10.2
New Haven, CT	639,000	49.1	24.9	15.0
New Orleans, LA	931,000	36.6	18.9	9.8
New York, NY	14,316,000	49.3	29.7	16.8
Norfolk-Virginia Beach-N.N.	1,117,000	41.8	20.0	8.7
Oklahoma City, OK	809,000	37.6	19.2	7.5
Omaha-Council Bluffs, NE/IA	508,000	38.6	17.9	7.5
Orlando, FL	1,121,000	39.7	20.7	10.0
Peoria, IL	257,000	38.9	19.8	8.9
Philadelphia, PA/NJ	3,826,000	47.4	26.0	13.7
Phoenix, AZ	2,383,000	43.0	23.8	13.8
Pittsburgh, PA	1,833,000	33.8	16.6	7.8
Portland, OR	1,657,000	41.9	22.2	11.0
Providence-Warwick-Pawtucket	1,221,000	41.4	19.3	10.1
Raleigh-Durham, NC	954,000	44.1	24.9	12.9
Reno, NV	315,000	38.4	21.9	11.1
Richmond, VA	768,000	44.7	23.7	11.7
Rochester, NY	826,000	38.6	19.5	10.3
Sacramento, CA	1,434,000	47.1	25.4	13.5
Salt Lake City, UT	1,143,000	40.5	19.8	8.9
San Antonio, TX	1,252,000	35.8	19.6	8.9
San Diego, CA	2,162,000	45.0	23.2	12.4
San Francisco, CA	5,315,000	55.1	35.0	21.4
San Jose, CA	1,303,000	62.5	41.3	26.9
Sarasota, FL	502,000	35.7	17.7	8.0
Seattle-Tacoma, WA	2,734,000	45.9	24.4	12.3
Spokane, WA	398,000	28.9	12.3	5.5
St. Louis, MO	1,933,000	43.2	22.9	10.5
Tampa-St. Petersburg, FL	1,948,000	36.5	17.9	8.7
Toledo, OH	456,000	35.7	19.1	8.8
Tucson, AZ	654,000	27.8	12.8	5.4
Tulsa, OK	630,000	35.2	18.6	7.6
Washington, DC	3,535,000	66.0	41.3	25.0
Wichita, KS	403,000	42.2	18.9	9.7
Wilmington, NC	188,000	35.6	18.1	8.0
West Palm Beach	943,000	45.3	26.5	13.3