

The Media Audit

NEWS RELEASE

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Research Shows Hispanics Have the Numbers But Asians Have the Income

Houston, Texas – (3/9/04) – In the 85 metro markets surveyed regularly by The Media Audit, Hispanics outnumber Asians by more than two to one, 18,370,000 to 7,672,000. But, 1,488,000 Asian households have annual incomes of \$100,000 or more compared to 1,476,000 Hispanic households.

Among households with annual incomes of \$75,000 or more Hispanics barely outnumber Asians 3,039,000 to 2,718,000 and with annual incomes of \$50,000 or more Hispanics outnumber Asians 5,786,000 to 4,289,000.

“The adult Hispanic population in the 85 markets exceeds the adult Asian population by more than 139 percent but the number of Hispanic households with incomes of \$75,000 or more exceeds the number of Asian households with the same income by just 12%. When annual household incomes are \$50,000 or more Hispanic households exceed Asian households by 39 percent.” says Bob Jordan, president of International Demographics, Inc., a 33-year-old market research firm that produces The Media Audit. Although not a national survey, The Media Audit’s 85-Major Market aggregated totals traditionally track national data. The Media Audit surveys only adults age 18 plus.

Hispanic Market Vs Asian Market

“Hispanics, because of their numbers, will be a better market than Asians for the essentials of daily life but Asians may be a better market for products and services that are thought of as luxury goods,” says Jordan.

The incomes of Asians are also higher than those of the general population. Among Asians, 55.9 percent have incomes of \$50,000 plus compared to 49.6 percent in the general population and 31.5 percent in the Hispanic population. Asians also have fewer low-income households. Just 10.3 percent of Asian households have incomes under \$25,000 compared to 16.4 percent in the general population and 24.4 percent in the Hispanic community. In the \$35,000 to \$50,000 income range all three groups are almost within one point of one another, ranging from 22.2 to 23.3.

“In the upper incomes,” says Jordan, “Asians surpass all other groups – the majority as well as minorities – in the percentage of households earning \$50,000 plus, \$75,000 plus and \$100,000 plus. The percentage of Asians in the US population is increasing rapidly, but their demographic profile is not being diluted by their growth. They continue to grow in income and educational levels attained.”

Asian Media Habits

The media habits of Asians are distinctive. Their readership of the New York Times and the Wall Street Journal indexes at 170 and 159 respectively. An index of 100 is the market average. They index at 154 among heavy users of the Internet. The Media Audit defines a heavy user as anyone who spends at least 430 minutes per week online. Asians also shop on the Internet with 30.9 percent (an index of 137) making five or more purchases during the past year and 55.8 percent making at least one Internet purchase (an index of 135) during the year.

When asked what sporting events they followed on TV or radio, 54.7 percent (index 111) of Asians said they watched basketball. “Some of their media choices are distinctive from other groups in our population and certainly different from the general population,” says Jordan.

The Data Source

The Media Audit, a syndicated media ratings service currently covering 85 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 survey 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) and leave your name, title, company affiliation and email address.