

The Media Audit

NEWS RELEASE

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CONTACT: Robert Jordan

(713) 626-0333

CONTACT: Phillip Beswick

(914) 398-8000

International Demographics, Inc.

3355 West Alabama, Suite 500

Houston, Texas 77098-1718

1-800-324-9921

Research Shows Number of Affluent Households Increased During 2001

Houston - (4/16/02) - In spite of a recession and a series of extraordinary negative events, the number of households earning \$75,000+ and \$100,000+ increased during 2001 in the 85 metro markets surveyed regularly by The Media Audit.

Even more surprising, the number of households with liquid assets of \$100,000+ and \$250,000+ increased in real numbers and experienced only fractional declines when measured as a percentage of the number of adults surveyed.

"Some researchers have been predicting 3 and 4 percent declines in the number of affluent households (income exceeding \$100,000), " says Bob Jordan, co-chairman of The Media Audit, "but in the 85 metro markets we survey regularly the decline did not materialize, and our numbers traditionally mirror national survey results. The only significant decline we found, in our financial/economic data, showed approximately a 2.5 percent decline among survey respondents who said they traded stock/bonds/securities during the past year."

The Media Audit is a syndicated, multimedia survey conducted at the local market level. All numbers in this release are assimilated from 85 metro market surveys. The 85 markets have a combined adult population of approximately 128 million.

Affluent Households Increase

Adults with annual household incomes of \$75,000 + increased from 28,279,000 or 22.6 percent of the adult population surveyed in 2000 to 31,189,000 or 24.3 percent in 2001. Only eight of the 85 markets surveyed showed a decline in the percentage of adults with incomes of \$75,000+. Seven markets had more than 30 percent of adults with incomes of \$75,000. The seven are: San Jose, 41.7; D.C., 38.8; San Francisco, 34.0; New Haven, 30.7; Boston, 30.4; Minneapolis/St Paul, 30.3; and Atlanta, 30.2.

Adults with household incomes of \$100,000+ increased from 14,895,000 or 11.9 percent in 2000 to 16,312,000 or 12.7 percent in 2001. Only 16 of the 85 markets surveyed showed a decline in the percentage of adults with incomes of \$100,000+. In eleven markets, 14 percent or more of adults had incomes of \$100,000+. The eleven are: San Jose, 26.7; D.C., 22.5; San Francisco, 20.8; Atlanta, 16.9; New York City, 16.7; Denver, 15.8; New Haven, 15.2; Minneapolis/St Paul, 14.7; Boston, 14.6; Baltimore, 14.5 and Hartford, 14.1.

From 2000 to 2001 the number of adults with liquid assets of \$100,000+ declined from 20.5 to 20.1 percent of population surveyed, but increased from 25,686,000 to 25,828,000. Adults with liquid assets of \$250,000+ declined from 7.9 to 7.8 but increased from 9,893,000 to 10,002,000. "These very slight changes," says Jordan, "would, ordinarily, be dismissed as insignificant, but the past year was so rife with bad news the numbers become interesting because they reflect an incredible resilience in the marketplace."

The number of individuals with IRA or Keogh accounts declined from 52,471,000 or 41.9 percent of the population surveyed in 2000 to 51,055,000 or 39.8 percent in 2001.

The number of individuals with CDs/Savings Certificates declined from 38,345,000 or 30.6 percent of those surveyed to 38,095,00 or 29.7 percent.

Those who traded stocks/bonds/securities during the past year declined from a record high in 2000 of 32,126,000 or 25.7 percent of the surveyed audience to 29,675,000 or 23.1 percent. However, trading by those with liquid assets of \$100,000+ and \$250,000+ remained level year to year.

The Media Audit Methodology

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. In addition to comprehensive audience profiles, TMA provides trend data on market penetration and market share.

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.

The Media Audit has more than 1700 clients that include radio and television stations, cable television networks, cable television operators, daily newspapers, alternative weekly newspapers, city and regional magazines, shopper publications, outdoor billboard companies, and direct mail houses. In addition, The Media Audit clients include local Internet web sites for daily newspapers, television and radio stations, alternative newspapers, shoppers, and city guides. The client base also includes more than 500 advertising agencies, media buying services, and advertisers.

The Media Audit is a product of International Demographics, Inc., a 31-year-old Houston firm that is engaged exclusively in syndicated, multimedia surveys 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@themediiaaudit.com) and leave your name, title, company affiliation and your mailing and/or email address.

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