

# The Media Audit

## NEWS RELEASE

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FOR IMMEDIATE RELEASE

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### Research Ranks 85 Metro Markets By Adult Educational Achievement

Houston -(7/10/02) - The percentage of adults with a college degree is increasing while the percentage of adults without a high school diploma is decreasing in the 85 metro markets surveyed regularly by The Media Audit.

Since 1997 the percent of the adult population in the 85 markets with one or more college degrees increased from 33.0 percent to 34.4 percent. In total numbers that's an increase from 38,883,000 to 44,167,000.

During the same period, the number of adults (age 18+) with "some high school or less" increased from 11,848,000 to 12,075,000. However, as a percent of the population surveyed the number of those (age 18+) with "some high school or less" decreased from 10.1 percent to 9.4 percent.

The Media Audit data also reveals that 12.0 percent or 15,464,000 adults in the 85 markets had advanced college degrees in 2001 compared to 11.2 percent or 13,173,000 adults in 1997.

"The improvement in these measurements may not be dramatic, but all three measurements are headed in the right direction at the same time and that is good news," says Bob Jordan, co-chairman of International Demographics, Inc., a 31-year-old research firm that produces The Media Audit. "The bad news," adds Jordan, "is that there are enormous differences between individual markets."

#### Significant Differences Between Metro Markets

The education attainment difference that can exist between markets is demonstrated dramatically when Ann Arbor and Memphis are compared. Fifty-two percent of Ann Arbor's adults have one or more college degrees. In the Memphis market just 23 percent have one or more college degrees.

"When marketing and advertising people are tempted to group markets it would be helpful to remember Ann Arbor and Memphis," says Jordan.

Complete lists of rankings of all 85 markets on the basis of - one or more college degrees, advanced college degrees and, some high school or less - can be viewed by clicking on the attachment link.

The Media Audit, a syndicated media ratings service, 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.

[Click here to see the attached table](#)

Note: If you would like to periodically receive market survey data from The Media Audit, please contact Bob Jordan by email ([bjordan@thediaaudit.com](mailto:bjordan@thediaaudit.com)) and leave your name, title, company affiliation and your mailing and/or email address.

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