

# The Media Audit

## NEWS RELEASE

FOR IMMEDIATE RELEASE

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

### **Search Ends for Missing Yuppies; Elusive Consumers Found on Media Web Sites**

They do exist and they do read.

For most of the last two decades the newspaper industry - and to a lesser extent the broadcast industry - has conducted an ongoing search for yuppies.

They knew they were out there but survey after frustrating survey showed they didn't read newspapers like everyone else and they spent little, if any, time on television news programs.

And the absence of these college educated 21- 34 year-olds with their loose-with-a-dollar lifestyles and bright financial futures was a serious matter. They are as essential to the newspaper/advertising industry as they are to current social security recipients.

But, all is well. The Media Audit, a 29-year-old media rating service, has found the missing yuppies. They are logged on and reading local dot-com newspapers and other high news content web sites.

The Media Audit (TMA) conducts continuing surveys of local media web sites in more than 80 US markets. In almost all of those markets the elusive yuppies have been found reading the local newspaper online, and they are also logging onto local television web sites.

According to Bob Jordan, Co-chairman of The Media Audit:

The recently found yuppies are much like their predecessors, but perhaps a bit better off. Fifty-seven percent are single, all of them have college degrees, and 60% have annual household incomes in excess of \$50,000. Thirty-two percent are in the \$75,000 bracket, and an amazing 13% have household incomes that exceed \$100,000 per year. In other words, they can indulge their buying impulses for things like cars, clothes and all things cool.

They are smart enough to know that they aren't too young to be saving and planning for retirement. Fifty-two percent have a savings account, 38% have an IRA or Keogh Account, 25% a CD and 15% have liquid assets of \$100,000 or more (i.e. assets that can be readily converted to cash).

Luxury cars are a hot item with yuppies. But American luxury brands don't index well with these young upscale adults. Cadillac and Lincoln index poorly with a market index of 40, which means that yuppies are 60% below average in buying these two luxury cars. On the other hand, Acura's market index with yuppies is 203 or 103% above the market average in their probability of buying an Acura. Other luxury brands that index well with yuppies: BMW with an index of 191, Infinity with an index 168 and Lexus with an index of 144.

Yuppies are on the go a lot. They only account for 6% of the adult population, but they accounted for 14% of all of the adults who made six or more airline trips to cities within the U.S. last year and 11% of those who made two or more international trips.

It's easy to see why media, especially newspapers and television, would want to reach this affluent market segment. It is a group that advertisers want to win over to their stores and branded merchandise but also a group that is less likely to be regular readers of newspapers and/or viewers of television news programs. But they are terrific prospects for the web sites for these same media. They grew up with the computer and the Internet is a natural extension of the computer as a medium.

To illustrate this point, consider a recent analysis completed for a major newspaper group using The Media Audit's local web site measurements. The findings showed that yuppies logging onto each of the newspapers' web sites in aggregate increased the total reach of the group's five newspapers among yuppies by 852,000. These are young adults that the newspapers were not reaching via their printed product.

The same phenomenon, in varying degrees, applies to just about every local newspaper and their web sites and local television stations and their sites in each of the 80 plus markets covered by The Media Audit.

How long can the newspapers and the television stations keep this synergy going? That depends on their ingenuity in building content, keeping it current and interesting. It also depends on the newspaper and television station management group's willingness to cannibalize their traditional media products to reach a larger audience. Traditional media in many cases have been loath to do anything that might hinder the growth of their audience, which may be the reason that many media corporate groups are spinning off their interactive endeavors into independent and separate corporations.

If the interactive media have to make it on their own, they have to sell the value of their sites. They can't depend on the income from the traditional media side of the aisle. They have to make a commitment to the new media, because there is no other place to turn.

The Media Audit, a syndicated media ratings service currently covering more than 80 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 TMA data in sales, marketing and management for more than 29 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.

TMA 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, TMA clients include local Internet web sites for daily newspapers, television and radio stations, alternative newspapers, shopper and city guides. The client base also includes more than 500 advertising agencies, media buying services and advertisers.

TMA is a product of International Demographics, Inc., a 29-year-old Houston firm that is engaged exclusively in syndicated, multiple-media surveys conducted at the local market level.

For additional information:

Phil Beswick  
President/The Media Audit  
[pbswick@aol.com](mailto:pbswick@aol.com)  
Phone: 914-398-8000

Bob Jordan  
Co-Chairman  
[bjordan@themediiaudit.com](mailto:bjordan@themediiaudit.com)  
Phone: 800-324-9921