

The Media Audit

NEWS RELEASE

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Yuppie Demographic Includes More Minorities, Women, IRAs & Travel

Houston - (2/27/03) - Their ranks include more women and minorities and collectively they travel more and are more affluent than they were five years ago.

Yuppies are moving on and moving up, according to The Media Audit. In the 85 metro markets surveyed by The Media Audit, Yuppies now number more than 8 million, up from 7.4 million five years ago. They represent 6.3 percent of the collective population of 128 million in the 85 markets covered in these surveys.

"Yuppies are defined as 21 to 34 year olds who have a college education and are employed in technical, professional or managerial jobs," says Bob Jordan, Co-chairman of International Demographics, Inc., a 31-year-old research firm that produces The Media Audit. Jordan also says, "Yuppies are the consumers that merchants dream about. They are young and affluent and in all probability will grow in affluence for many more years."

According to the survey conducted in 1998, 44.9 percent of Yuppies were women. Today that percent is 46.0. The percentage of Yuppies who are Caucasians declined from 68.8 percent to 64.8, while African-Americans were increasing slightly, from 10.7 to 11.0 and Hispanics increased from 8.1 to 9.1. Asians recorded the most substantial gains moving up from 11.9 to 14.5. Collectively, the minorities increased from 30.7 percent to 34.6 percent of this young affluent group of people. "The democratization reflected in these figures hasn't slowed the financial progress of the group," says Jordan.

More Than \$50,000, \$75,000 & \$100,000 In 1998, 38.3 percent of all Yuppies had IRAs, compared to 47.0 percent today. Those with incomes of \$50,000+ increased from 64.4 percent to 68.9. Those earning \$75,000+ increased from 35.5 percent to 41.3. And those earning \$100,000+ increased from 18.0 percent to 21.3.

The percent with liquid assets valued at \$100,000+ increased from 13.6 percent to 15.5 while those with liquid assets of \$250,000+ increased from 3.8 percent to 4.3. Those who traded stocks, bonds or other securities increased from 33.2 percent to 34.2. Although they represent just 6.3 percent of the adult population in the markets surveyed, they represent 9.3 percent of those who trade stocks, bonds and other securities.

"Their gains have been significant," says Jordan. "More than half are unmarried, so they have a lot of discretionary income. Yuppies also very clearly demonstrate the value of education in the job market. Only 2.2 percent of Yuppies have annual incomes of less than \$25,000. Among all adults, 16 percent have annual incomes of less than \$25,000. Yuppies tend to be buyers, and they have a lot of buying power, which is something that marketers of consumer goods and services should be interested in."

Frequent Flyers

Exactly 40 percent of Yuppies took three or more domestic flights in the year prior to the survey; 18.7 percent took

six or more domestic flights. Although Yuppies only represent 6.3 percent of the adult population in the 85 markets surveyed, they constitute 13.5 percent of the adults who took 3 or more domestic flights and 15.9 percent of those who took six or more flights.

When asked if they had flown internationally at least once during the past two years, 46.9 percent said Yes. That's up from 41.1 percent five years ago. Those who took two or more international flights during the past two years increased from 22.4 percent to 25.8 percent. "Only 14.4 percent of all adults in our markets made two or more international flights during the past two years," says Jordan, " while 25.8 percent of Yuppies did the same. This is more evidence of their enormous value to the marketplace."

Movement To Foreign Cars

The percent of Yuppies that owned "any domestic" automobile at the time of the survey declined from 62.9 percent in 1998 to 57.2 percent in the most recent survey. Conversely, the percent that owned "any foreign" car increased from 60.7 to 63.4 during the same period. Jeep and Saturn still do well with Yuppies. Although Yuppies are just 6.3 percent of the adult population, they represent 9.4 percent of those who own Jeeps and 11.1 percent of those who own Saturns. But both those numbers are trending down. Among those who own BMWs, 11.7 percent are Yuppies and for Honda the percent is 12.6. Both those numbers are trending up. More than 11 percent of all SAAB owners and 13.5 percent of Volkswagen owners are Yuppies. Those numbers are also trending up. Sport utility vehicles were owned by 27.1 percent of all Yuppies in 1998 compared to 31.3 percent in the most recent survey data.

"The drift to foreign cars is occurring throughout the entire population. Even those age 50+ are showing a greater inclination to own foreign cars," says Jordan.

Markets With Most Yuppies

Educated populations seem to attract or produce the most Yuppies. The greatest concentrations of Yuppies are found in metro markets with the highest percentages of college-educated adults. In Ann Arbor, 52.0 percent of the adults have one or more degrees. That's the highest of any of the 85 markets surveyed by The Media Audit. Ann Arbor also has the highest percentage of Yuppies, 11.9. Of the 10 metro markets with the highest percentage of college graduates, eight are also on the list of metro markets with the highest percentage of Yuppies.

"Yuppies are an asset to any market," says Jordan, "their buying power is already substantial and it's going to continue to grow for decades."

The 25 markets with the highest percentage of adults with one or more college degrees are:

Ann Arbor	52.0
New York City	38.4
Washington, D.C.	47.8
Hartford	37.5
San Jose	45.0
Chicago	37.3
San Francisco	44.1
Seattle-Tacoma	37.0
Madison	42.9
Des Moines	36.0
Boston	42.0
Jackson	35.6
Raleigh-Durham	41.9
Colorado Springs	35.3

Denver	41.6
Baltimore	34.6
New Haven	39.1
Albany-Schenectady-Troy	34.5
Minneapolis-St. Paul	39.0
Richmond	34.5
Austin	38.7
Nashville	34.3
Columbia-Jefferson City	38.6
Cedar Rapids	34.2
Atlanta	38.5

The 25 markets with the highest percentage of Yuppies are:

Ann Arbor	11.9
San Francisco	7.7
Madison	10.8
Hartford	7.6
Washington, D.C.	10.4
Baltimore	7.5
Boston	9.8
Cedar Rapids	7.5
San Jose	9.7
Omaha-Council Bluffs	7.5
Denver	8.8
Nashville	7.4
Raleigh-Durham	8.8
Chicago	7.3
Minneapolis-St. Paul	8.7
Rochester	7.2
Atlanta	8.5
Austin	7.1
Des Moines	8.1
Seattle-Tacoma	7.0
Columbus	8.0
Cincinnati	7.0
Indianapolis	8.0
Albany-Schenectady-Troy	6.7
Columbia-Jefferson City	7.8

Source of Data

The Media Audit, a syndicated media ratings service covering 85 metro 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 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 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.

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