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## Age 50 + Group Growing More Affluent; Better Educated, Logged On & Shopping

Houston - - (11/16/04) - - In the 80 plus metropolitan markets surveyed regularly by The Media Audit, the 50 plus age group is increasing in numbers, increasing in affluence, increasingly better educated and spending more time shopping online.

The 80 plus metro markets surveyed have a combined adult population of more than 130 million and 36.4 percent or 47.4 million are age 50 plus, according to Bob Jordan, president of International Demographics, Inc., a 33-year-old market research firm which produces The Media Audit. Although The Media Audit is not a national survey its results traditionally track national findings.

"The group has grown," says Jordan, "from 35.6 percent of the adults in our metro markets in 2000 to 36.4 percent in 2003. Although that rate of growth is not significant, it is steady and will continue. The more impressive changes in the group have to do with its growing affluence, its education levels and its embrace of the Internet."

### Significantly More Affluent

The percentage of the 50 plus age group with annual incomes of \$50,000 or more increased from 32.7 in 2000 to 35.9 in 2004. The percent with incomes of \$75,000 or more increased during the same years from 17.8 percent to 20.6 percent. Those with annual incomes of \$100,000 or more increased from 9.6 percent to 11.8 percent. Educationally, the group looks much like the rest of the

adult population. In the 50 plus group, 35.3 percent have at least one college degree. The percent is the same for the general adult population.

“The most impressive demographic changes in this group,” says Jordan, “are reflected in our Internet use data. Those who logged on regularly increased from 29.8 percent in 2000 to 47.0 percent in 2004. Those who made at least one purchase via the Internet during the past year increased from 17.1 percent to 31.1 percent. Those making five or more purchases during the past year increased from 8.4 percent to 17.3 percent.” In the general adult population, 61.3 percent log on regularly while 43.8 made at least one purchase during the past year and 25.5 percent made five or more purchases.

“Initially, the 50 plus age group was slow in coming to the Internet,” says Jordan, “but they now look like they will soon catch up with the 60 percent use rate of the general adult population. Forty-five percent of this group is retired and subsequently they have more time to invest in using the Internet. The 50 plus age group may become a prime market in coming years --- if marketers ever wake up to the potential market value this group offers.”

## The Data Source

The Media Audit, a syndicated media ratings service currently covering more than 80 metropolitan markets, provides qualitative data for media websites 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 33 years. In 1998, the survey started providing data on local media websites. The surveys now contain more than 400 fields of qualitative information in addition to quantitative measurements of local web audiences.

Note: If you would like to periodically receive market survey data from The Media Audit, please contact us by email ([info@TheMediaAudit.com](mailto:info@TheMediaAudit.com)) and leave your name, title, company affiliation and email address.