

Mendelsohn: Rich People Love Their Gossip

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MAY 07, 2007 -

As their income rises, people are more likely to read news and business publications. According to the 2006 Mendelsohn Affluent Survey, they don't lose their interest in celebrity news as they move up the income scale.

About one-fourth of households earning \$500,000 and up read People magazine; among all households earning \$85,000 or more, it's 17.4 percent, survey data show.

People was the third most-read title among those making \$500,000 and up, after Barron's/The Wall Street Journal, read by 32 percent of that income group; and The Wall Street Journal, read by 27.2 percent. People was followed by The New York Times' Sunday edition, read by 22.3 percent; and National Geographic/National Geographic Traveler, read by 22 percent.

Other categories that are more likely to be read as income rises are travel, shelter and food magazines.