

Reprinted by  
permission for  
Schwartz Public  
Relations.

# RA RESEARCH ALERT

THE DEFINITIVE SOURCE FOR RESEARCH ON CONSUMER SPENDING, BEHAVIOR AND ATTITUDES SINCE 1982

## TRAVEL AND LEISURE

### Affluents In A Media-Rich Environment

Affluents are reading more magazines (nearly 7 titles) and watching more cable TV (about 11 channels) this year than in 2005, according to the "Mendelsohn Affluent Survey." The study defines affluent households as those in the top 25% of the U.S. population based on income in 2006; that definition takes in those with an annual income of \$85,000 or more. A large majority of affluents (86%) read at least one magazine. *People Magazine* had the largest affluent audience increase among both men and women.

Nearly nine in 10 high-income households (89%) watch cable television. Among all affluent households, the Food Network has gained the most viewers and also showed the largest increase among affluent women. Among affluent men, the Discovery Channel had the biggest gain in viewers (second among women); the National Geographic Channel had the second largest gain among men. Men watch a greater variety of cable channels than women do (11.4 compared to 9.9).

More than four in 10 high-income households (43%) plan to spend their leisure time traveling. More than a third (35%) will take a trip outside the U.S. this year, and one in six will take a cruise. Those with higher incomes are more likely to do both; more than half of those who make \$250,000 or more (55%) will travel abroad and 20% will take a cruise. Not surprisingly, this group is also three times more likely to travel by private plane, with 15% having taken a private flight as an alternative to commercial air travel.

[AFFLUENT MARKET, MASS MEDIA]

#### MEDIA USE AMONG HOUSEHOLDS WITH ANNUAL INCOMES OF \$85,000 OR MORE, 2006 VS. 2005

	2006	2005
Read at least one publication	85.8%	82.6%
Average number of titles read	6.9	6.2
Average number of issues read	15.3	13.4
Watch cable television	89.0%	88.2%
Average number of cable stations viewed (of those who watch cable)	10.7	10.7

SOURCE: Monroe Mendelsohn Research

SOURCE: "Mendelsohn Affluent Survey," Monroe Mendelsohn Research, Mitch Lurin, President, 841 Broadway, New York, NY 10003; phone: 212-677-8100; e-mail: mitch.lurin@mmsurveys.com; website: <http://www.mmsurveys.com>. Price: Call for information.

#### Editor

Melanie Shreffler  
mshreffler@epmcom.com

#### Editorial Director

Martin Brochstein  
212-941-1633, x19  
mbrochstein@epmcom.com

#### Publisher

Ira Mayer  
212-941-1633, x27  
imayer@epmcom.com

#### Chief Operating Officer

Riva Bennett  
212-941-1633, x28  
riva@epmcom.com

#### VP Marketing

Michele Jensen  
212-941-1633, x21  
mjensen@epmcom.com

#### Marketing Coordinator

Melissa Trosterman  
212-941-1633, x22  
mtrosterman@epmcom.com

#### Circulation Manager

Loretta Netzer  
212-941-1633, x17  
lnetzer@epmcom.com

#### Director of Information Technology

Michael Price  
212-941-1633, x18  
mprice@epmcom.com

RESEARCH ALERT (ISSN: 0739-358X) is published 24 times a year by EPM Communications, Inc. Subscription: \$389 per year/\$449 outside North America. For site licenses, bulk discounts and reprint services, please contact Riva Bennett at 212-941-1633, x28.

EPM will pay \$5,000 for evidence of illegal photocopying, and/or electronic or fax distribution of this newsletter that leads to a successful resolution of a claim. Confidentiality is assured. Please contact Ira Mayer at 212-941-1633, x27.

EPM Communications, Inc. 160 Mercer Street, 3rd Floor, New York, NY 10012, Phone: 212-941-0099, Fax: 212-941-1622

© 2006 EPM Communications, Inc. All rights reserved. May not be reproduced in whole or in part without consent of the publisher.



A member of

