

EML ENTERTAINMENT MARKETING LETTER

SEPTEMBER 15, 2008
Vol XXI, No. 18

THE LATEST ENTERTAINMENT MARKETING STRATEGIES, TECHNIQUES AND DEAL-MAKERS SINCE 1988

More Money, More Time For Entertainment. Affluent Americans — those with annual household incomes of \$100,000 or more — generally spend more time with media and at live events as their income increases, according to the 32nd annual Mendelsohn Affluent Survey.

Households with an income of \$250,000 or more see nearly twice as many theater performances (91%) — as well as 40% more concerts (not including classical music) and 26% more sporting events — as households with an income of \$100,000-\$149,999, Mendelsohn says.

The wealthiest segment spends more time on the Internet as well, logging an average of 27.4 hours a week online — 26% more than the base affluent household group. Print magazines and publications also fare better among the most well off, who read 61% more of them than those with incomes between \$100,000 and \$149,999.

But the upward trend isn't true for all media. As their wealth increases, Americans spend slightly less time watching TV and listening to the radio (see chart).

Affluent households that bought videogames over the past year spent an average of \$384 on them, while households buying music and video spent an average of \$301 on CDs, DVDs and downloads during the same period.

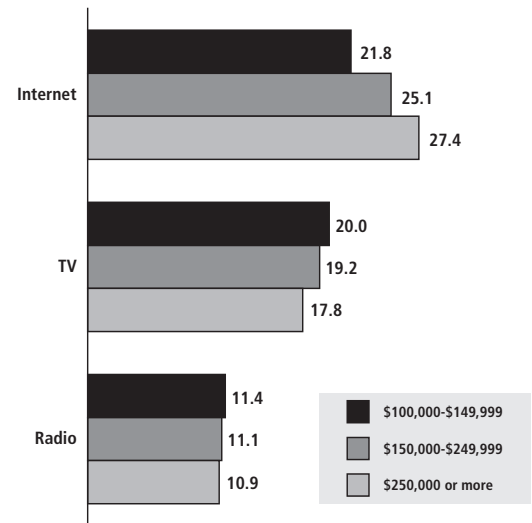
Other facts on affluents:

- ▶ The vast majority of affluents (96%) are online, and 40% connect to the Internet from their cell phones.
- ▶ 58% of affluent heads of house purchase tickets to movies, concerts or sporting events on the Internet via computer; but only 1% do so via cell phone or mobile device.
- ▶ 31% of affluent heads of house buy music and video online, but only 1% do so with a cell phone or mobile device.
- ▶ Affluent households represent 20% of the nation's total household base and 57% of the country's total household income.
- ▶ Affluents shop many of the same stores as everyone else — most commonly frequenting Home Depot (85%), Target (85%), and Wal-Mart (80%).

Mendelsohn bases its results on direct-mail questionnaires completed by more than 13,500 male and female heads of affluent households.

SOURCE: Ipsos Mendelsohn, "The Mendelsohn Affluent Survey," Robert Shullman, President, 841 Broadway, New York, NY 10003; 212-677-8100; www.mmsurveys.com.

MEDIA CONSUMPTION BY AFFLUENT HEADS OF HOUSE
Number Of Hours Weekly, By Household Income



NOTE: Average number of hours consumed per week.
Average = Arithmetic mean.

SOURCE: Ipsos Mendelsohn

AFFLUENT TELEVISION AUDIENCES
Selected Networks; Millions Of Viewers Weekly

BROADCAST NETWORKS	
ABC	32.5
NBC	32.4
FOX	32.0
CBS	31.7
PBS	18.0
CABLE NETWORKS	
Discovery Channel	25.4
ESPN	22.1
History Channel	21.9
A&E	20.8
Food Network	19.8
HGTV	18.2
Comedy Central	17.3
TBS	16.9
USA	16.2
TNT	16.1

NOTE: Average number of affluent heads of house in past seven days.
Average = Arithmetic mean.

SOURCE: Ipsos Mendelsohn



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