



Affluents Bank On Magazines

The wealthiest Americans are reading more magazine titles and more issues of magazines than they did five years ago, according to new research from the 2008 Mendelsohn Affluent Survey.

This increase in reading comes despite the fact that the time the wealthy spent online has doubled since 2004 from 10.7 hours to 22.1 hours each week. However, increases in using these media have come at the expense of television and radio.

Focusing on the affluents—the top one-quarter of U.S. households (those with incomes of \$100,000 or more in this year's survey)—Ipsos Mendelsohn found:

- The average number of magazines read during the measured period increased from 7.0 in 2004 to 7.9 in 2008—an increase of 13%
- The average number of magazine issues read increased from 15.1 in 2004 to 17.1 in 2008—an increase of 13%
- During this period, the time spent each week watching TV fell from an average of 23.7 hours to 18.6 hours—a decrease of 27%
- The time spent listening to the radio declined from an average of 11.9 hours to 11.3 hours—a decrease of 5.3%

What's more, the higher the income the more these wealthy consumers utilize magazines and online and the less they use television and radio. Focusing on the upper one-third of the richest Americans, those earning \$250,000+ in 2008:

- They read a whopping 25.5 magazine issues during the measured period (compared to 17.1 for all affluent households)
- They were online for 27.4 hours each week (compared to 22.1 hours for all affluent households)
- They watched only 17.8 hours of television (compared to 18.6 hours for all affluent households)
- They spent 10.9 hours listening to the radio (compared to 11.3 hours for all affluent households)

For more information about the 2008 Mendelsohn Affluent Survey, please contact Bob Shullman, President of Ipsos Mendelsohn, at bob.shullman@mmsurveys.com.

For more information about this issue of SalesEdge, please contact Stephen Frost, Director of Research, Magazine Publishers of America, at sfrost@magazine.org.