

## **Report: More Than Half of \$100K Households Time Shift**

### **Upscale DVR users are particularly fond of Style Network, Fine Living, Versus, Sundance Channel and BBC America**

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-By Anthony Crupi

A new survey suggests that upscale households account for a disproportionate slice of the DVR distribution pie, as more than half of all U.S. homes with incomes of \$100,000+ subscribe to some form of time-shifting device.

According to a report from Ipsos Mendelsohn, 63 percent of the \$100,000+ crowd have DVR capability, which translates to a deployment of at least one DVR in some 15 million affluent households.

Upscale DVR users are particularly fond of Style Network, Fine Living, Versus, Sundance Channel and BBC America, according to the survey data, which was pulled together from 1,200 different respondents. Although the five networks offer dissimilar programming, the overlaps in the Venn diagram include over-indexing on median household income and the fact that the channels are all offered as part of a digital tier.

Other networks that drew a large number of affluent DVR users were: Science Channel, Nickelodeon, Bloomberg TV, VH-1 and Animal Planet.

Richard Vogt, a vp at Ipsos Mendelsohn and the architect of the survey, said that while the research did not take commercial avoidance into account, the company is hoping to begin examining its upscale subjects' ad-skipping habits in the near future.

In the meantime, the research seems to underscore what many marketers often overlook in their rush to reach younger consumers—namely, that tech and money tend to enjoy a reciprocal relationship. “When the iPhone was \$400, it was older, wealthier people who were buying them,” Vogt said. “Not to take away from testing to younger consumers, but as we’ve seen with DVR adoption, it’s often the more affluent consumers who are going to invest in the next big thing.”

While Vogt found quite a range of variance among the 70 cable networks his team ranked, the Ipsos Mendelsohn data unearthed no significant difference in terms of how the broadcast nets rate among upscale DVR users. Of those surveyed, 65.9 percent reported that they watched Fox, followed by ABC (64.9 percent), CBS (64.6 percent) and NBC (64.5 percent).

According to Nielsen data, 29 percent of U.S. television homes are equipped with DVRs, which puts the commercial-skipping gizmos in approximately 33 million household