

OPA Intelligence Report

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Online Publishing Business



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Research

Ipsos: Affluent Americans spend more time online

Most publishers have been touting the high income of their readers for years, and now Ipsos Mendelsohn has confirmed how much affluent Americans like going online. The firm has run its "Affluent Survey" since 1977, and this one shows a striking change in media habits. The top 20% of Americans by income (making \$100,000 or more) said they spent 22.1 hours per week online, up from 10.7 hours five years ago. And for those making more than \$250,000 per year, Internet use was even higher, at 27.4 hours per week. So which medium is losing out to online among this demographic? Not print publications, but TV. Out of that top 20% bracket in income, time spent watching TV is at 18.6 hours per week, down from 23.7 hours five years ago. Plus, affluent consumers are ahead of the curve with the mobile web, with 40% using their cell phones to access the Net, and even more, 57%, of people earning more than \$250,000 going online via mobile phones.

- » [If You're Rich, You Still Have Time to Read \(AdAge\)](#)
- » [Ipsos: Rich Spend More Time Online \(Adweek\)](#)
- » [Ipsos Mendelsohn: Use mobile to target rich \(BizReport\)](#)
- » [Rich People Read More Online, Use Mobile To Access Net \(Adotas\)](#)
- » [The Mendelsohn Affluent Survey \(Mendelsohn release\)](#)