



# RESEARCH BRIEF

FROM THE CENTER FOR MEDIA RESEARCH

## 20% of US Households Account for 50% of Income

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The 2008 Ipsos Mendelsohn Affluent Survey, measuring male and female heads of household living in all 50 states and Washington, D.C., who have household incomes of \$100,000 or more, represents an estimated 19% of all American adults. The 2008 survey results are projected to an estimated 42 million affluent heads of house living in an estimated 23.3 million households.

The U.S. government's estimate of total household income as of the beginning of 2008 is approximately \$8 trillion. The Survey estimate of total affluent (\$100,000+) household income is approximately \$4.6 trillion, an estimated 20% percent of all U. S. households, accounting for more than one half of all U. S. household income.

It is clear that the affluent market segments that Ipsos Mendelsohn surveys annually contain extraordinarily valuable marketing targets. Affluent Survey subscribers target their markets in many different ways. These include, but are not limited to, the following approaches:

Another way of segmenting the affluent marketplace is to focus on an estimated 2,672,000 households that have have liquid assets (financial accounts including CD's, mutual funds, stocks, bonds, etc.) of \$1 million or more and an estimated 2,525,000 households have incomes of \$250,000 or more. Or, 1,029,000 households that have household incomes of \$250,000 or more and liquid assets of \$1 million or more.

The Affluent Survey estimates that within the affluent marketplace there are 4,168,000 households in total that could be reached by using one of these specific targeting approaches.

Examples of the findings are included here, though the PDF file of complete results and additional charts and graphs is linked for your convenience.

When compared with the balance of the population, affluent heads of house are known to be heavy readers of magazines/publications. Internet usage tends to increase with affluence as well. These patterns hold across the affluent segments.

<b>Affluent Media Consumption</b>	
Average number of publication titles read among readers	8.0 (over measured time period)
Average number of publication issues read among readers	17.9 (over measured time period)
Average number of hours spent watching television per week among viewers	19.5 hours

Average number of hours spent listening to radio per week among listeners	11.3 hours
Average number of hours spent using Internet per week among users	23.4 hours
<i>Source: Ipsos Mendelsohn, September 2008</i>	

<b>Media Consumption by Income</b>			
	<i>Household Income</i>		
	<b>\$100,000 - \$149,999</b>	<b>\$150,000 - \$249,999</b>	<b>\$250,000 or more</b>
Average Number of Magazine/Publication Issues Read Among Readers	15.8	18.8	25.5
Average Number of Hours Listened to Radio per Week Among Listeners	11.4	11.1	10.9
Average Number of Hours Watched TV per Week Among Viewers	20.0	19.2	17.8
Average Number of Hours Used Internet per Week Among Users	21.8	25.1	27.4
<i>Source: Ipsos Mendelsohn, September 2008</i>			

Averages of publications read are limited to those measured in the Affluent Survey

#### **Cable Network and Broadcast Television Audiences:**

- Proportion of affluent heads of house who view cable television... 95%
- Proportion of affluent households that own a satellite dish...29%
- Average number of cable TV networks viewed among past-7-day viewers... 16.1

<b>Audiences Viewing Television (in Past Seven Days)</b>	
<b>Cable Network</b>	<b>Total Affluent Heads of House Viewing (000)</b>
A&E (Arts & Entertainment Network)	20,829
AMC (American Movie Classics)	15,569
APL (Animal Planet)	14,267
BBC America	6,645
BET (Black Entertainment Television)	3,087
Biography Channel	10,610
Bloomberg Television	3,554
BRV (Bravo)	10,862
CMT (Country Music Television)	9,272
CNBC	18,947
CNN	26,267
Comedy Central	17,293
CSTV (College Sports Television)	5,138
DISC (The Discovery Channel)	25,414
DIY Network	7,217
DSNY (Disney Channel)	12,936
E! Entertainment TV	15,766
ESPN	22,069

ESPN Classic.	9,833
ESPN2	15,901
ESPNEWS	10,285
FAM (ABC Family Channel)	13,477
Food Network	19,827
Fox Sports Net	15,321
FOXNC (Fox News Channel)	17,235
FX	12,819
GOLF (The Golf Channel)	7,043
HGTV (Home and Garden TV)	18,182
HIST (The History Channel)	21,942
HLN (Headline News)	10,546
Lifetime Television	13,480
MSNBC	15,856
MTV	7,552
National Geographic Channel	14,707
Nickelodeon/Nick at Nite	8,949
Oxygen	6,121
Sci-Fi Channel	9,471
Science Channel	6,180
SPEED Channel	4,812
Spike TV .	8,638
Style Network	2,900
TBS (TBS Superstation)	16,894
TLC (The Learning Channel)	15,875
TNT (Turner Network TV)	16,136
TRAV (The Travel Channel)	10,814
TruTV (formerly Court TV)	4,819
TV Land	6,640
USA Network	16,205
VH-1	6,710
WE (Women's Entertainment)	4,764
The Weather Channel	20,933
WGNC (WGN Cable)	4,660
<b>Broadcast Networks</b>	
ABC	32,518
CBS	31,684
Fox	31,985
NBC	32,395
PBS	17,991
<i>Source: Ipsos Mendelsohn, September 2008</i>	

Although virtually all affluent households own and use computers and cell/mobile devices, only 40 percent currently use their cell/mobile devices for Internet access. However, Internet access via cell/mobile devices clearly rises with increased affluence.

<b>Internet and Cell Phone Usage (% of Respondents)</b>	
	<b>Own and Use in Household Use to Access Internet</b>

Desktop/Laptop	98%	96%
Cell/Mobile	97%	40%
<i>Source: Ipsos Mendelsohn, September 2008</i>		

<b>Cell Phone/Mobile Devices Used to Access Internet (% of Respondents)</b>	
Total	<b>40%</b>
HHI \$100,000 to \$149,999	<b>34%</b>
HHI \$150,000 to \$249,999	<b>46%</b>
HHI \$250,000 or more	<b>57%</b>
<i>Source: Ipsos Mendelsohn, September 2008</i>	

The affluent connect frequently to the Internet both on their computers and on their cell/mobile devices. But, not surprisingly, their average number of activities and purchases are more numerous and varied on their computers. Affluent heads of house use a variety of sites to search for information:

<b>Websites Used by Head of House to Search for Information</b>				
	<b>Past 7 days</b>		<b>Past 30 days</b>	
Google		75%		82%
Yahoo		44%		51%
MSN.com		23%		26%
AOL.com		17%		20%
Ask.com		8%		12%
About.com		4%		7%
Lycos.com		1%		2%
<i>Source: Ipsos Mendelsohn, September 2008</i>				

<b>Average Number of Times per Week Connect to Internet (Among Users) with:</b>		
Cell/Mobile		<b>17.6</b>
Computer		<b>25.9</b>
<b>Average Number of Activities/Purchases on Internet (Among Users)</b>		
	<b>Cell/Mobile</b>	<b>Computer</b>
Total Activities	<b>4.0</b>	<b>20.4</b>
Purchases	<b>2.5</b>	<b>8.0</b>
<i>Source: Ipsos Mendelsohn, September 2008</i>		