

Palm Springs Life
SUBSCRIBER STUDY



IPSOS
MEDIAC
AFFLUENT SURVEY
2014



SUBSCRIBER STUDY

ABOUT THE AUDIENCE MEASUREMENT GROUP

The Audience Measurement Group of Ipsos MediaCT has provided its clients with the insight and intelligence to efficiently reach and communicate with all U.S. consumers, with syndicated solutions like The Ipsos Affluent Survey. Our expertise today is cross-platform in scope. Our strength lies in our understanding of affluent consumers, including media usage, category and brand consumption, overall lifestyle behaviors and attitudes, and their definition and embracement of luxury goods and services.



DEMOGRAPHICS

AGE

Age 35-54.....	18%	48%
Age 55 or over.....	82%	35%
Average Age	62	47

GENDER

Female.....	39%	52%
Male.....	61%	48%

MARITAL STATUS

Married.....	64%	53%
Single.....	12%	28%
Partnered.....	12%	

EDUCATION/OCCUPATION

College degree.....	33%	28%
Completed Post Graduate.....	30%	10%
Own/partner in a business.....	30%	
Member of Board of Directors.....	30%	

HOUSEHOLD INCOME

\$50,000-99,999.....	15%	32%
\$100,000-149,999.....	18%	15%
\$150,000-299,999.....	33%	10%
\$300,000-999,999.....	24%	2%
\$1,000,000 or more.....	8%	
Average household income.....	\$373,800	\$37,700

NET WORTH

Up to \$999,999.....	28%
\$1,000,000 - 9,999,999.....	62%
\$10,000,000 or more.....	10%
Average net worth ..	\$3,040,000**

**National Average affluent net worth \$593,800
National Average ultra affluent net worth \$2,803,000
Source, National Average: 2014 IPSOS Affluent Survey

*United States Census Bureau Current Population Survey Data October 2014



READER INVOLVEMENT

ISSUES READ

4 out of the last 4	91%
3 out of the last 4	6%
Saved one or more issues.....	76%

TIME SPENT READING

30 to 59 minutes.....	47%
One to two hours.....	31%
More than two hours.....	7%

HOW DO YOU RATE PALM SPRINGS LIFE?

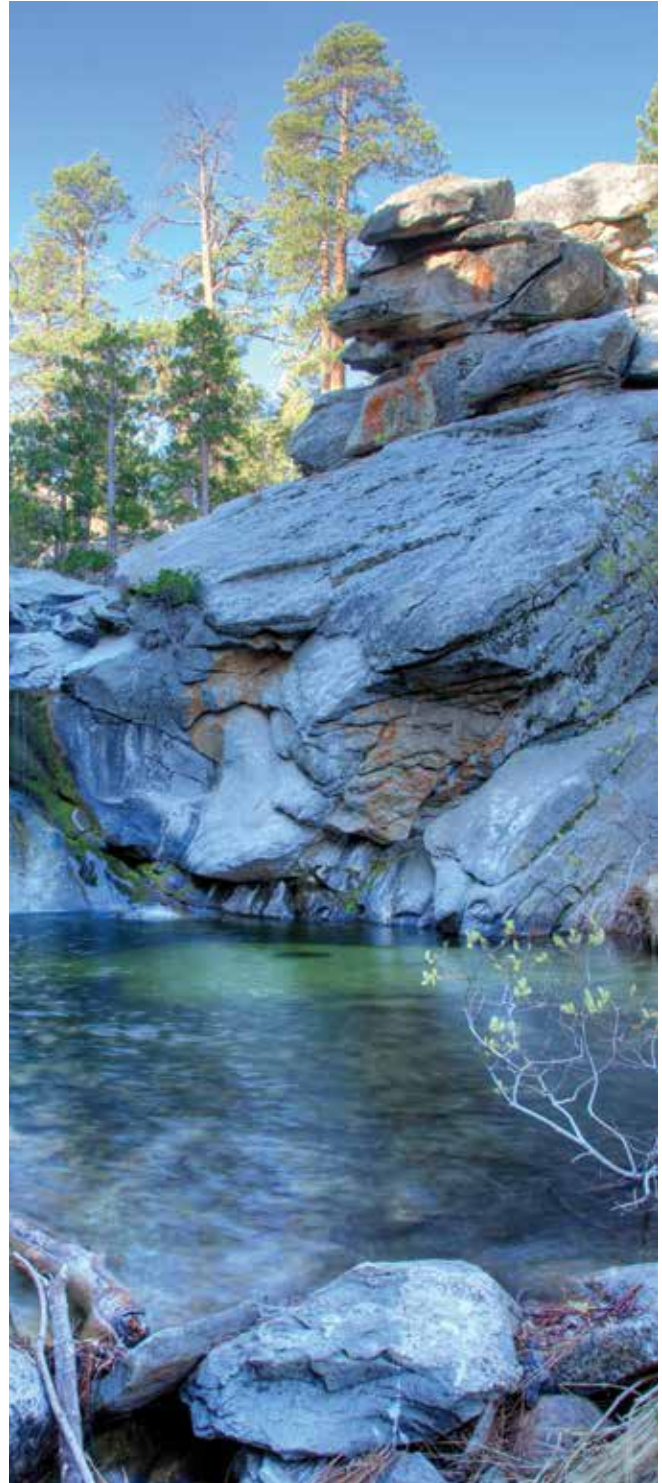
Excellent or good.....	95%
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HOW LONG HAVE YOU BEEN A READER?

10 or more years	29%
5 to 10 years.....	20%
2-5 years	30%
1-2 years.....	10%
Average.....	5.5 years

ACTION TAKEN

<i>Accessed advertisers' website via palmspringslife.com.....</i>	29%
Attended an event.....	49%
Bought a product or service	30%
Saved items of interest	42%
Contacted an advertiser directly.....	11%
Dined in a restaurant.....	80%
Used the dining out/calendar listings.....	35%
Used travel information	25%



READER INTERESTS

ATTENDED IN PAST 12 MONTHS

Live theatre performances.....	67%
Museums.....	66%
Art auctions/gallery exhibits.....	63%
Music concerts.....	60%
Food tastings/festivals.....	53%
Sporting events.....	49%
Wine tastings/festivals.....	46%
Charitable benefit events.....	45%
Home tours.....	38%
Spa.....	37%
Auto shows.....	30%
Fashion/trunk shows.....	25%

RESPONDENT PLANS FOR THE NEXT 12 MONTHS

Invest in stocks/mutual funds, etc.....	43%
Redecorate your home.....	35%
Employ a contractor/builder.....	33%
Remodel or renovate your home.....	31%
Take a cruise.....	28%
Buy or lease a new car, SUV, or truck.....	26%
Employ a landscaping company.....	26%
Remodel or renovate bathroom.....	18%
Remodel or renovate kitchen.....	16%
Employ an interior designer/decorator.....	12%
Buy a home.....	10%
Cosmetic surgery.....	7%
Join a country club.....	4%



HOME

NUMBER OF RESIDENCES

One	44%
Two	40%
Three or more	16%

VALUE OF PRIMARY RESIDENCE

\$250,000 - \$499,999	28%
\$500,000 - \$749,999	25%
\$750,000 - \$999,999	14%
\$1,000,000 - \$2,999,999	20%
\$3,000,000 or more	5%
Average	\$923,400

PRIMARY RESIDENCE LOCATION

		US CPS*
West	77%	23%
Midwest	12%	21%
South	6%	37%
Northeast	5%	18%

*United States Census Bureau Current Population Survey Data October 2014



EXPENDITURES (FOR 12 MONTHS)

WOMEN'S APPAREL AND ACCESSORIES

Up to \$1,000.	27%
\$1,000 to \$4,999	31%
\$5,000 or more	13%
Average.	\$3,183

MEN'S APPAREL AND ACCESSORIES

Up to \$1,000.	45%
\$1,000 to \$4,999	36%
\$5,000 or more	7%
Average.	\$1,917

WATCHES, JEWELRY AND FINE WRITING INSTRUMENTS

Up to \$1,000.	38%
\$1,000 to \$4,999	11%
\$5,000 or more	6%
Average.	\$2,024

ARTWORK AND COLLECTIBLES

\$1,000 to \$4,999	25%
\$5,000 to \$14,999	20%
\$15,000 or more	8%
Average.	\$2,706

TRAVEL

\$1,000 to \$4,999	31%
\$5,000 to \$14,999	25%
\$15,000 or more	25%
Average.	\$10,534

HOME REMODELING

Up to \$5,000	23%
\$5,000 to \$14,999	8%
\$15,000 or more	10%
Average.	\$6,939



DINE OUT

NUMBER OF TIMES DINE OUT IN AN AVERAGE WEEK

One or two.....	50%
Three or four.....	36%
Five or more.....	13%
Average.....	2.9%

SPEND ON DINING OUT IN AN AVERAGE WEEK

Up to \$250.....	61%
\$250 to \$499.....	26%
\$500 or more.....	11%
Average.....	\$315

SPEND ON BEER, WINE, AND SPIRITS FOR 12 MONTHS

\$500 to \$999.....	16%
\$1,000 to \$1,999.....	22%
\$2,000 or more.....	49%
Average.....	\$4,305

Order Liquor by brand name.....	79%
Drink or serve vodka.....	38%
Drink or serve wine.....	78%



VEHICLE OWNERSHIP



Mercedes-Benz	20%
Lexus	19%
Toyota	18%
Ford	13%
BMW	13%
Honda	9%
Cadillac	6%
Lincoln	5%
Porsche	5%
Audi	5%
Jaguar	4%
Bentley	0.8%
Ferrari	0.3%
Aston Martin	0.3%
Rolls Royce	0.2%

NOTES

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