



**2014 SUBSCRIBER STUDY
IPSOS MEDIACT AFFLUENT SURVEY**

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.



COVER IMAGE BY FREDRIK BRODÉN
ABOVE BY FAB FERNANDEZ

DEMOGRAPHIC

AGE		US CPS*	HOUSEHOLD INCOME	US CPS*
Age 35-54	18%	48%	\$50,000-\$99,999	15%
Age 55 or over	82%	35%	\$100,000-\$149,999	18%
Average Age	62	47	\$150,000-\$299,999	33%
			\$300,000-\$999,999	24%
			\$1,000,000 or more	8%
GENDER			Average household income	\$373,800
Female	39%	52%		\$37,700
Male	61%	48%		
			EDUCATION/OCCUPATION	
MARITAL STATUS			College degree	33%
Married	64%	53%	Completed	28%
Single	12%	28%	Post Graduate	30%
Partnered	12%		Own/partner in a business	30%
			Member of Board of Directors	30%
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**			

*United States Census Bureau Current Population Survey Data October 2014

**National Average affluent net worth \$593,800

National Average ultra affluent net worth \$2,803,000

Source, National Average: 2014 IPSOS Affluent Survey

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

Accessed advertisers' website via palmspringslife.com	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%

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%



DAN CHAYKIN

*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-\$4,999	31%
\$5,000-\$14,999	25%
\$15,000 or more	25%
Average	\$10,534

HOME REMODELING

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



TED SUN

DINE OUT / VEHICLE

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 - \$499	26%
\$500 or more	11%
Average	\$315

SPEND ON BEER, WINE, AND SPIRITS FOR 12 MONTHS

\$500 - \$999	16%
\$1,000 - \$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%



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