



## Research

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The **'09 Mendelsohn Affluent Survey** offers a drilldown into the US affluent market (\$100K+ annual HH income), and shows the demo surfs the Web an avg of 24 hours/wk and watches TV an avg of 18 hours/wk. Also, approx three-fourths of affluent homes receive an HD signal and approx 65% own a DVR. As for what channels the wealthy prefer, the big 3 broadcasters head the list, and **CNN** paces cable nets. Other popular nets among the affluent, in order, are **Discovery Channel, ESPN, The Weather Channel** and **History**.