

# Luxury Consumer

*Foreign Affairs* readers indulge in the finest goods and services.

Luxury Consumer

	<b>Foreign Affairs</b>		<b>Competition</b>	
	<b>Audience Composition</b>	<b>Index vs. U.S. Population</b>	<b>Index vs. MRI Competitive Set</b>	
<b>Fine Watches</b>				
Of those who purchased a watch in the past 12 months:				
Spent \$500 or more	27%	604	425	
Spent \$1,000 or more	17%	-	-	
<b>Automotive</b>				
Spent \$40,000 on most recent car purchase	16%	562	333	
Avg. amount spent on most recent car purchase	\$25,700	152	132	
Own/Lease luxury vehicle	41%	-	-	
<b>Vacation Trips</b>				
Took 3+ domestic vacation trips in past 12 months	50%	212	205	
Took 3+ foreign vacation trips in past 3 years	44%	230	190	
Took 6+ foreign vacation trips in past 3 years	15%	-	-	
Spent \$6,000+ on foreign vacation in past 12 months	34%	578	345	
<b>Liquor</b>				
Drink any:				
	<b>Foreign Affairs</b>			
	<b>Subscribers who</b>			
	<b>Drink Premium</b>			
	<b>Brands</b>			
Rye/Whiskey/Scotch	41%	48%	807	428
Brandy	16%	24%	649	436
Gin	23%	32%	561	308
Wine	47%	77%	302	195
Vodka	28%	40%	262	186
Rum	51%	23%	185	150

Source: MRI 2007 Subscriber Survey  
 Competition defined as readers of at least one of the following publications during their last publication period: *Atlantic Monthly*, *Business Week*, *The Economist*, *Forbes*, *Fortune*, or *The New Yorker*