

ROAD & TRACK

MEN WITH LUXURY BUYING POWER

ITEM PURCHASED	INDEX	ITEM PURCHASED	INDEX
Any Purchase	156	Sports and athletic equipment	213
China/crystal/sterling silver	267	Housewares	212
Cigars and cigar accessories	256	Personal insurance	211
Artwork and collectibles	254	Wine/beer/liquor	211
Fine watches	252	Software and software applications	211
Magazine app	252	Tablets	209
Boating-related equipment	250	Newspaper app	206
Spa/massage/gym sessions	241	Home furnishings/furniture	202
A vehicle (auto, truck, motorcycle)	238	Music	199
Purchase other apps	234	Home (net)	197
Watches	233	Video	196
Automotive maintenance and supplies	233	Games	196
Toys	231	Computers	196
Skin care, cosmetics, and fragrance	229	Prescription drugs and medicines	194
Home improvement products (tile, paint, etc.)	229	Music/video (sub-net)	193
Visits to day spas and massage therapists	228	Vitamins and other health aids	193
Auction site items (e.g., bought on eBay)	226	Event tickets (e.g., movies, concerts, sports)	192
Jewelry	225	Apps (sub-net)	192
Personal care products and services	224	Electronics and related equipment (sub-net)	190
Smartphones	224	Books (printed and eBooks)	187
Television network app	220	Securities (e.g., stocks, bonds)	179
Other electronic equipment	218	Financial trades (e.g., buying and selling stock)	175
Radio station app	218	Personal care/wellness (net)	175
Home appliances	215	Apparel and accessories (net)	174
Televisions	215	Leisure/dining (net)	167
Over-the-counter drugs and remedies	214	Groceries (food, household goods, etc.)	166
		Over-the-counter medications	162
		Airline tickets	161

