



The Affluent

The world's most influential consumers

Bite Sized Thought Piece
2013



IPSOS AFFLUENT SURVEY

AFFLUENT GLOBAL

Media and Consumer Insights Survey



THE AFFLUENT

Who are the world's most affluent and influential consumers?

The Global Affluent represent those earning the highest incomes in the countries where they live. They do, of course, come in all shapes and sizes depending where they are. Their needs and their desires differ between countries and regions, yet in many areas converge too. One thing they do have in common wherever they are is an importance to the marketers of many products and services that is far greater than their numbers suggest.

Ipsos MediaCT provides a global view of Affluent consumers, delivering media and consumer insights across 51 markets worldwide, spread over Europe, the Middle East, Africa, Asia Pacific, the USA and this year, for the first time, also for Latin America. Affluent Latin America 2013 includes Argentina, Brazil, and Mexico, and represents a universe of 4.8m people.

The Affluent are, as one would expect given their relatively high disposable income, important consumers of high value items. They like to treat themselves with the latest gadgets, with fast cars and with the latest fashionable clothes and accessories. In the Middle East for instance, one in seven of the Affluent reported spending €1,500 or more on jewelry in the previous year.*

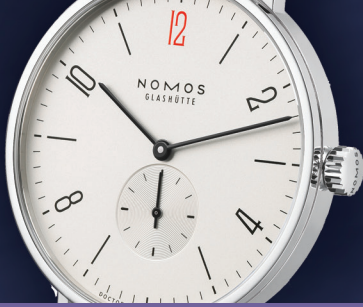
AFFLUENT WORLD MAP

51 MARKETS

**AFRICA, ASIA PACIFIC, EUROPE,
LATIN AMERICA, MIDDLE EAST & USA**

132M PEOPLE





84%

of the European Affluent have a watch with a value close to €1,000

The European Affluent have a penchant for expensive watches: the average value of their main watch for the 84% that have one is close to €1,000. Those planning to buy a watch in the next twelve months tell us they will spend a little over €1,000. An estimated 1.7 million of the European Affluent are also willing to spend over €50,000 on a new car in the next 12 months.

There are certain traits which the world's Affluent tend to have in common; they are generally in their mid-40s, they are highly educated and many speak multiple languages. While their career is a significant driver in their lives, they also have active social lives and are physically active as well. More than half of the Affluent in Europe say sports play a big role in their lives*. And yes, many really do play golf! But a

hard core exists who like to live more dangerously, dabbling in extreme sports.

It would be fair to describe The Affluent as 'Global Citizens' – they travel frequently both for work and pleasure. In Asia Pacific, for example, the number of air trips taken in 2013 grew by 14% over the previous year. Many are what we call 'Influential Opinion Leaders', flying off to meetings with executives from other countries, working on international business strategies and speaking at conferences and seminars.

A third of the African Affluent can be identified as Influential Opinion Leaders. The Affluent are important influencers in their jobs, making significant business decisions for their own companies. At least 55% of the Affluent in the USA tend to take the lead in decision making*.

DIGITAL IS THE NEW BLACK

The Affluent not only keep up with fashion, they create trends which others follow and they are often early adopters of new gadgets and technologies. When it comes to digital adoption, the Affluent are at least 12 months ahead of the pack. This makes them an important group for marketers to track and to keep in touch with – where the Affluent lead, the broader consumer audience often follows.

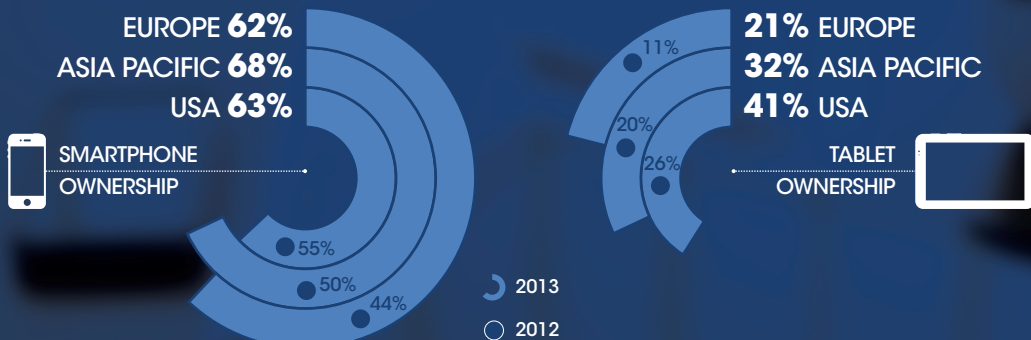
Smartphones and tablets are now widely used by this group. They use them for work, for staying in touch with family and friends and for consuming media content on the move. And they are useful for researching and buying

products as well. Average online spending has increased by nearly 60% in Europe in the past two years.

Among the Affluent in Europe that do not yet own a tablet, 17% plan to buy one in the next 12 months. 14% of those that do own one plan to buy another in the next 12 months.

The Affluent recognise the connectivity of world markets and are constantly seeking information about the world around them. Many are heavy media consumers, despite their busy lives. Their media diet is focused on information-rich media; learning is a priority for them.

Digital media usage, while expanding rapidly, is to a large extent adding to



existing media consumption rather than simply replacing it. The Affluent have not given up on printed media or their television sets. Data show that, in fact, they continue to access their preferred media brands on whichever platform is convenient to them. That may well be a printed newspaper at breakfast, a Smartphone during the day, a preferred TV programme in the evening and the tablet last thing at night.

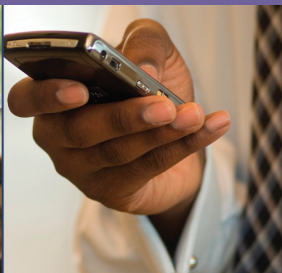
However, digital migration has not been uniform across the world. While The Affluent have been quick to adopt new platforms in all regions, the picture in the Middle East and Africa has been more extreme. Poor communications infrastructure has held back the growth of internet usage via PCs; however, Smartphones and tablets have given The Affluent the freedom to communicate.

The adoption of digital platforms is happening at unprecedented speed and is fundamentally changing the way Affluent consumers engage with media. At Ipsos MediaCT we have needed to evolve just as quickly. In 2013, Ipsos started delivering a new Digital currency for Europe, measuring media brands across all available platforms; apps, sites, via mobile, tablet, and PC/laptop. The new Digital currency is an enhancement which we are incorporating in all our Affluent surveys.

To access and understand this increasingly important group. Please contact a member at Ipsos MediaCT as shown overleaf; experts in researching the affluent market.

*Source:

Affluent USA 2013, EMS Africa 2012,
EMS Europe 2013, EMS Middle East 2012,
Affluent Asia Pacific 2012/2013



For more information, please contact:

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