



# **“The rich aren’t like you and me” – F. Scott Fitzgerald**

Webinar

Amsterdam, 17 June 2019





# Who are the Affluent?



Mean age: **47** years



University degree or higher: **55%**

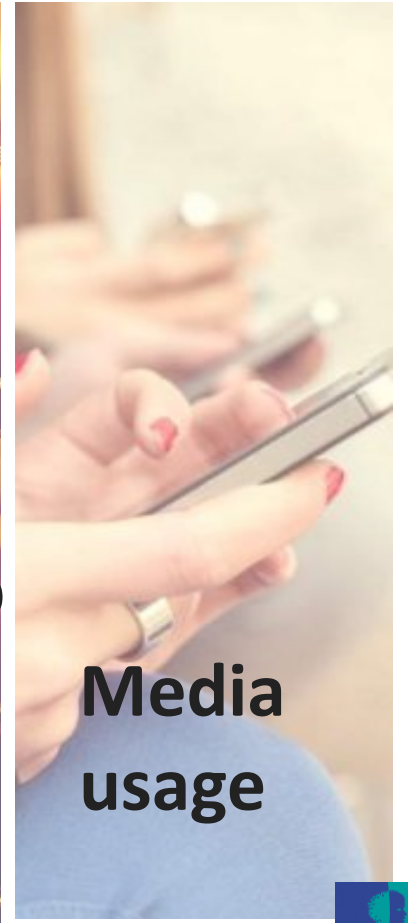
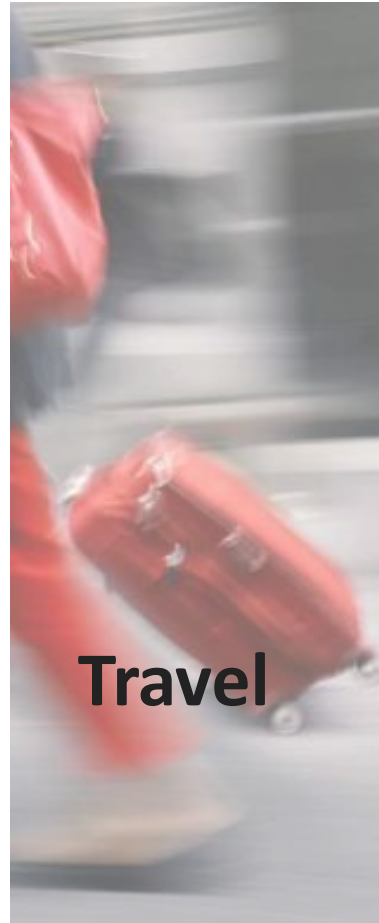
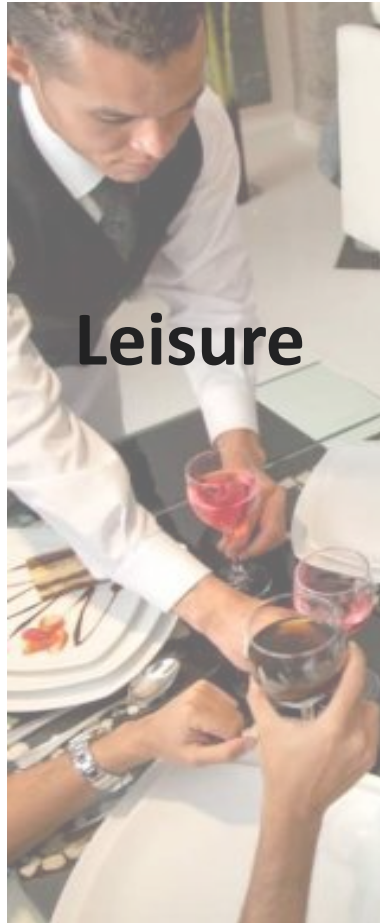


Mean household income  
**79,077** euro



Gender: **59%** male, **41%** female

# What do we ask them about?



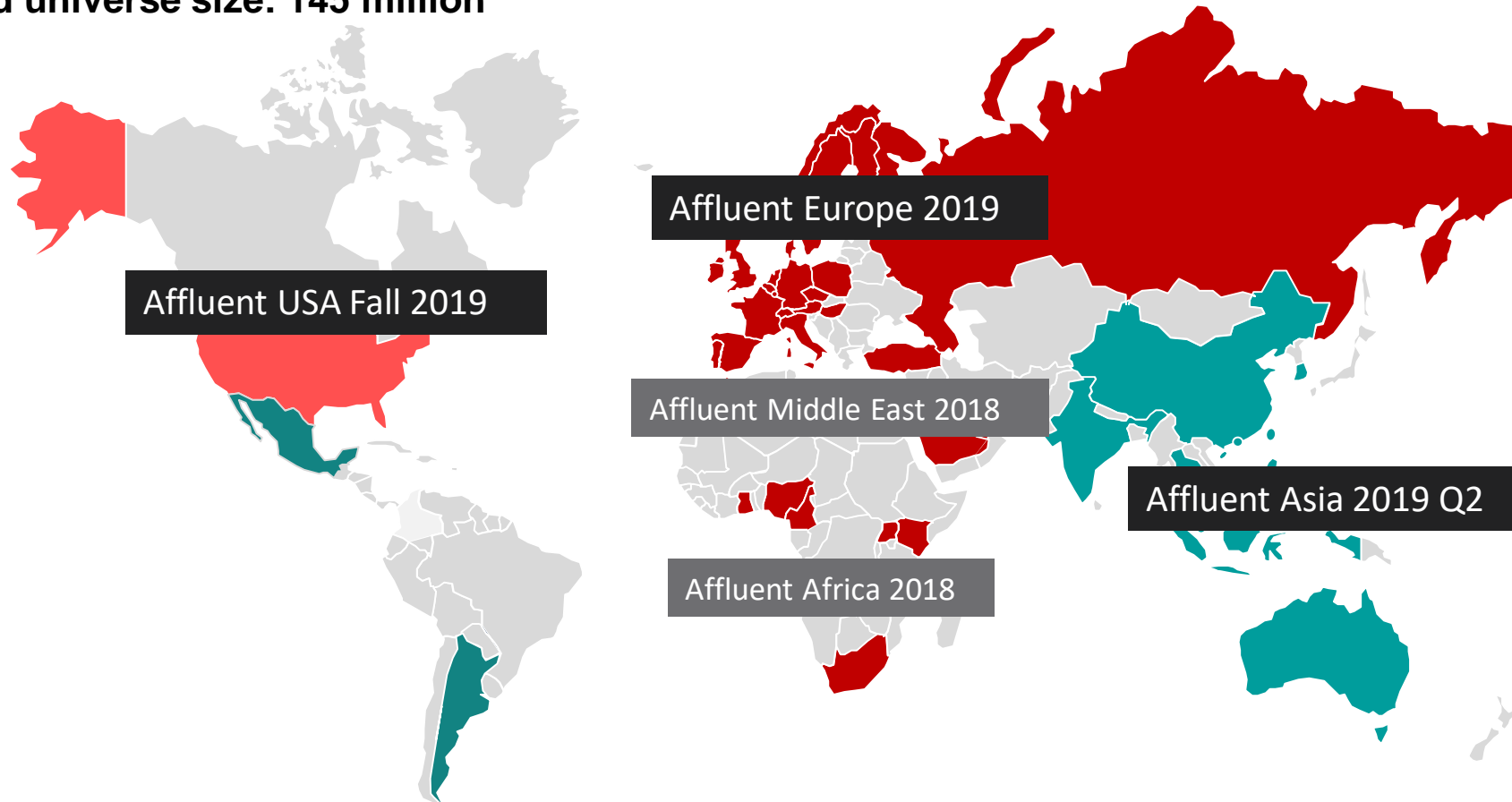
# Ipsos Affluent Global

**US** Affluent US

**EMEA** Affluent Europe  
Affluent Middle East  
Affluent Africa

**AP** Affluent Asia Pacific

Estimated sample size n=83,000  
Estimated universe size: 145 million



# New in Affluent Europe 2019 release

- Are the Affluent interested in more than current affairs ?
- Do podcasts fit into the Affluent busy lives?
- How different are the Affluent vs non Affluent?



8.2 Million

6.5 Million

18.7 Million



# LifeStyle Brands

	Lifestyle index	News/Business index
Female	141	94
3+ Languages	135	170
PI €100,000+	144	257
People ask me for fashion advice	174	207
I express who I am with what I wear	155	185
Expenditure on Jewelry	€ 1.744	€ 2.439



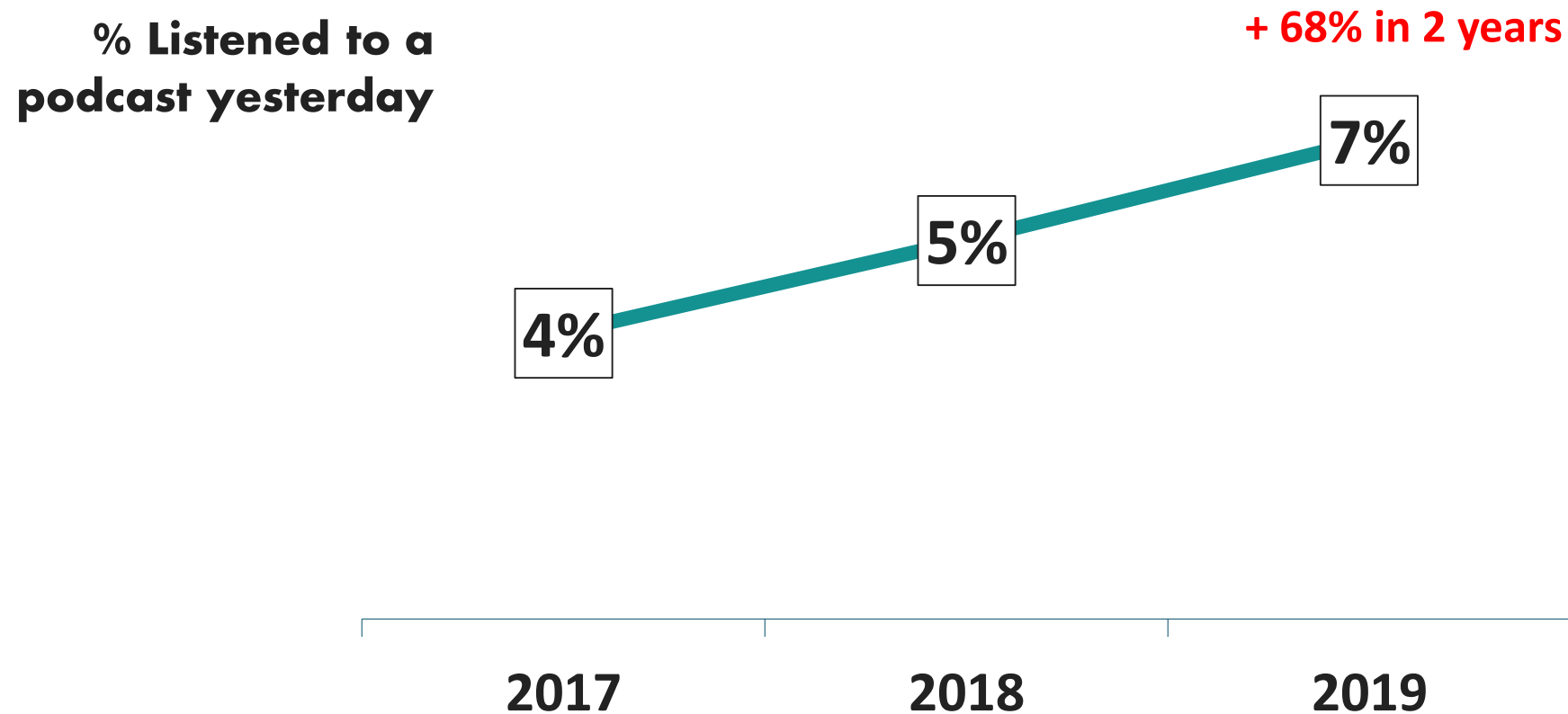


# New in Affluent Europe 2019 release

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# The Affluent are rapidly taking up podcasts



# Podcast listening varies significantly between countries

**% Listened to a  
podcast yesterday**

**Sweden (16%)**

**Russia (10%)**

**Spain (10%)**

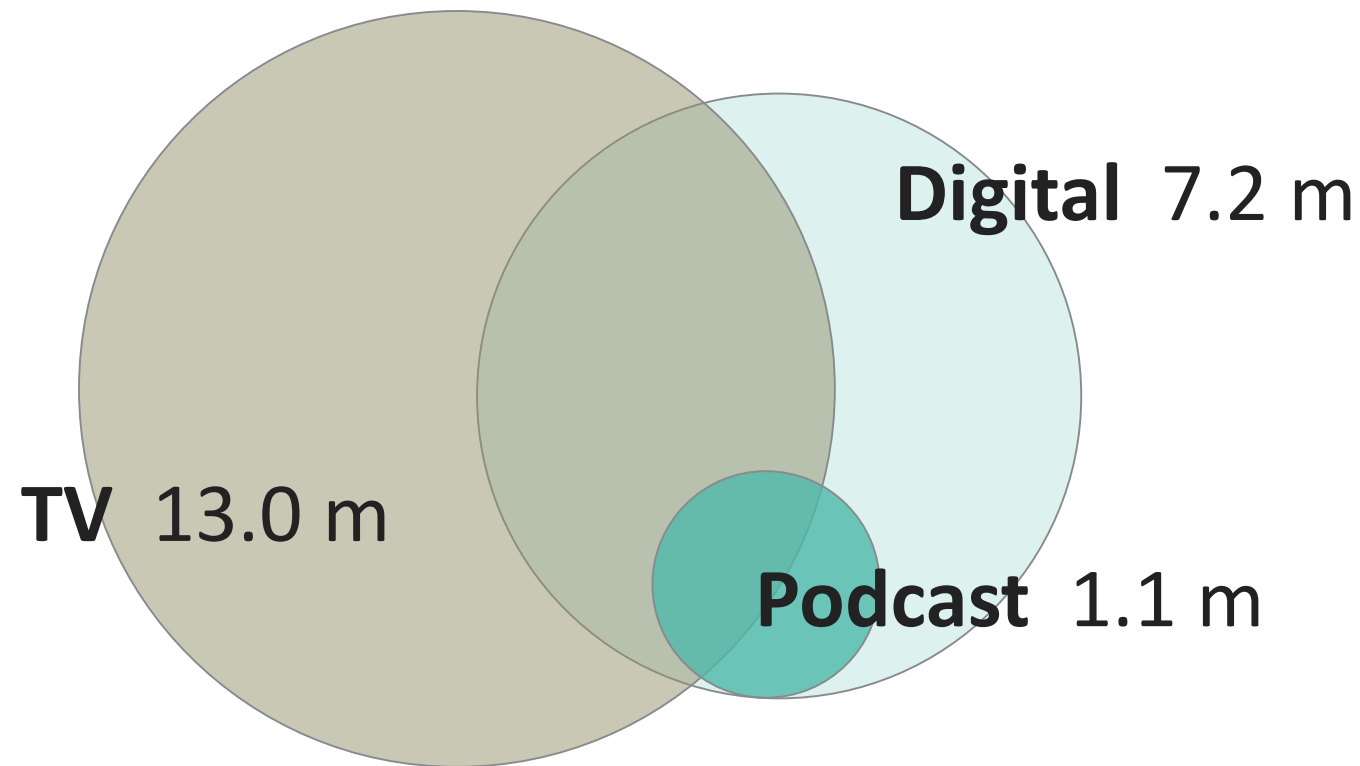
**UK (9%)**

**France (6%)**

**Italy (5%)**

**Germany (4%)**

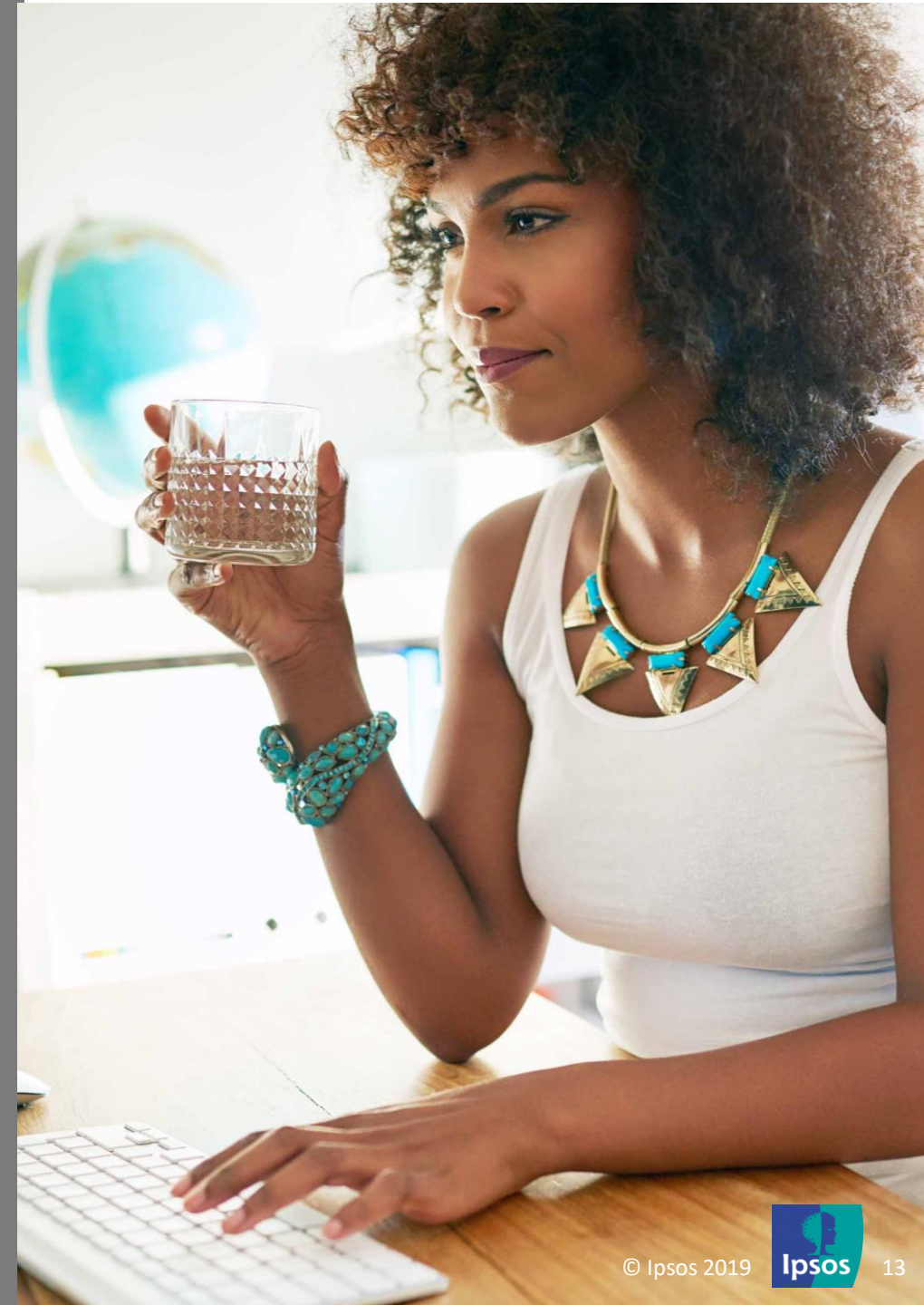
# Affluent 2019 gives podcast listening context



**Example brand: monthly users by platform**

# New in Affluent Europe 2019 release

- Are the Affluent interested in more than current affairs ?
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- **How different are the Affluent vs non Affluent?**





# Affluent vs. Non-Affluent



# The Strength of the Affluent vs. non-Affluent

- For the first time we can see the Affluent in context
  - How do the Affluent lead their lives differently?
  - How do their interests differ?
  - How do they consume media differently?





# Some things are universal to us all...

- Music
- Food
- Heavy mobile use
- Heavy computer/laptops use
- Email
- Social media/chat via mobile
- Heavy TV viewing\*

\* Heavy TV viewing = 20 hours + /week  
Source Ipsos Affluent Survey 2019





# **“I enjoy life”**

## **70%**

### **NON-AFFLUENT**

## **80%**

### **AFFLUENT**

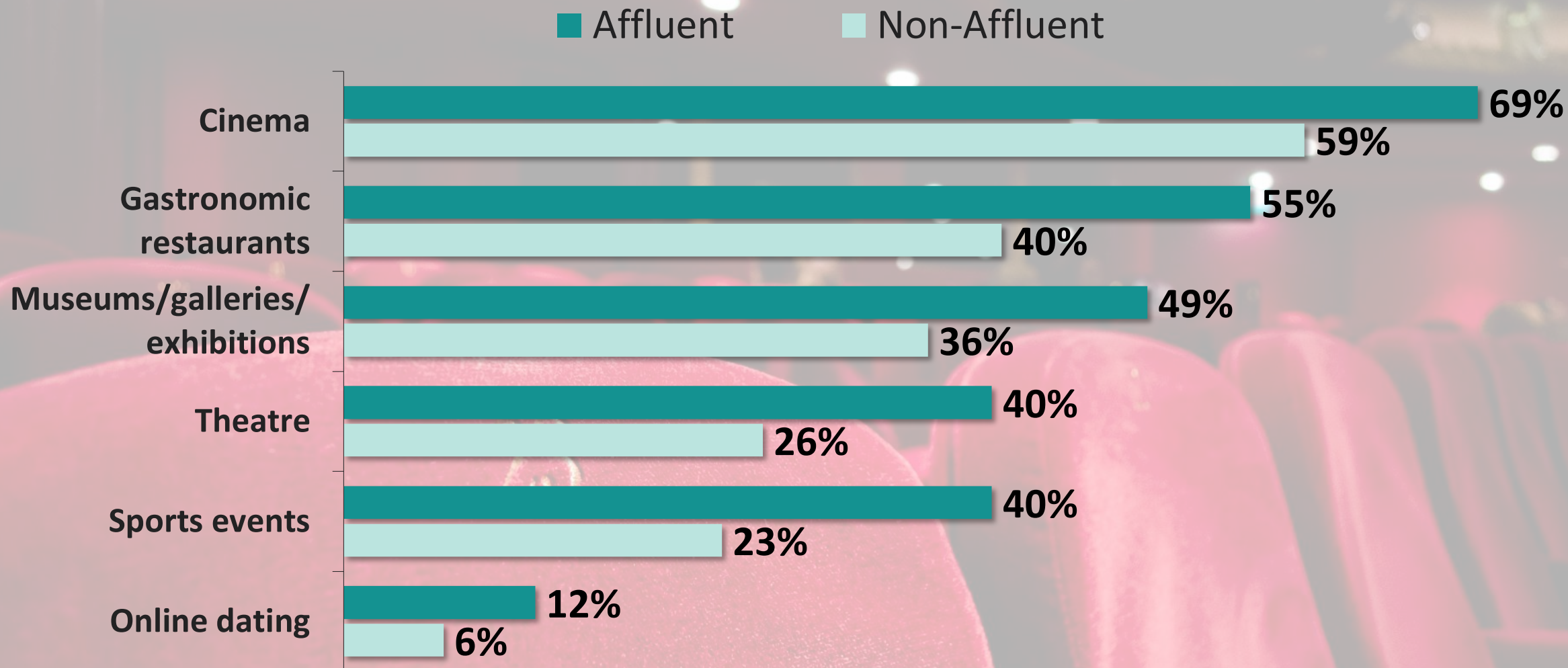


But, what  
*is it* about  
The Affluent?



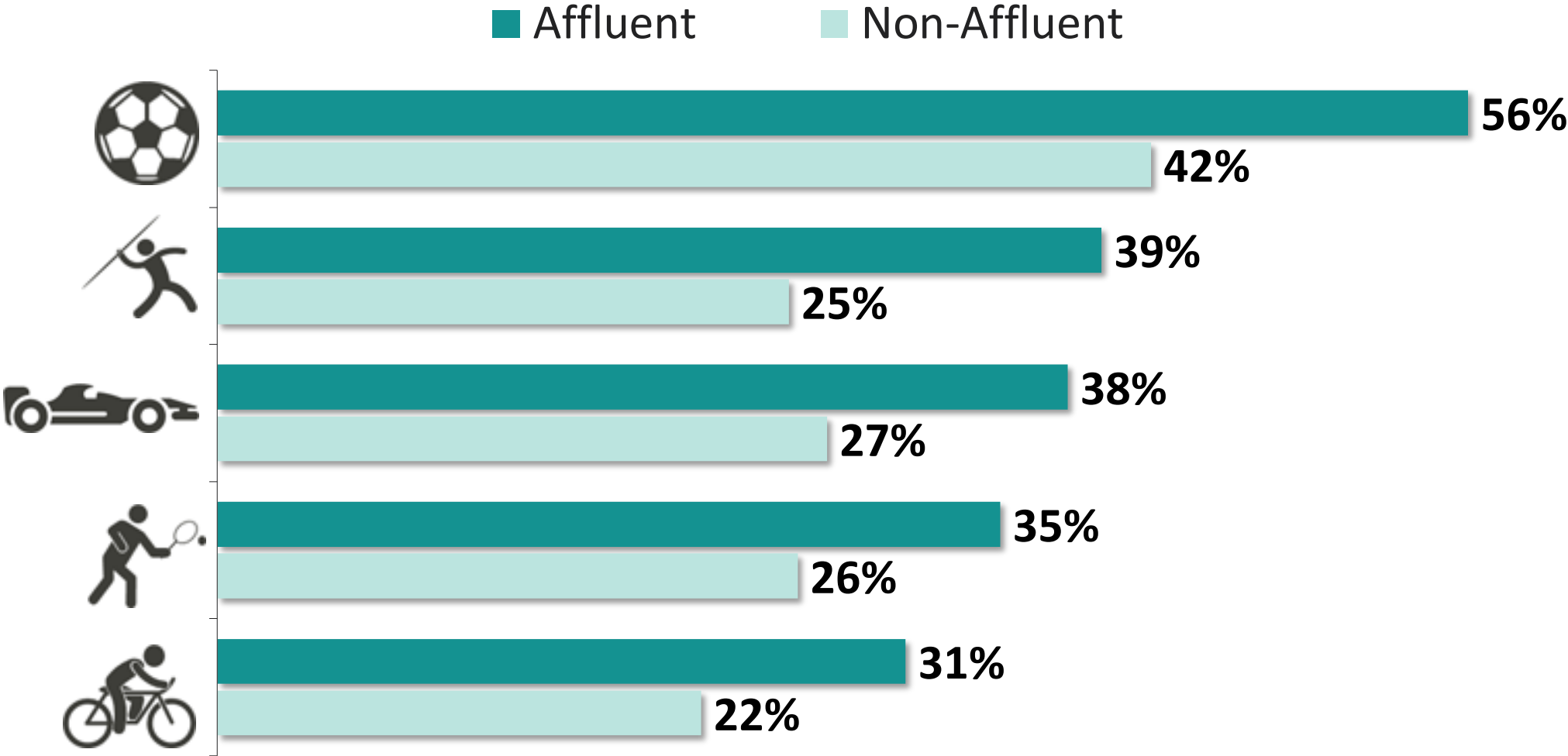


# The Affluent do much more with their lives

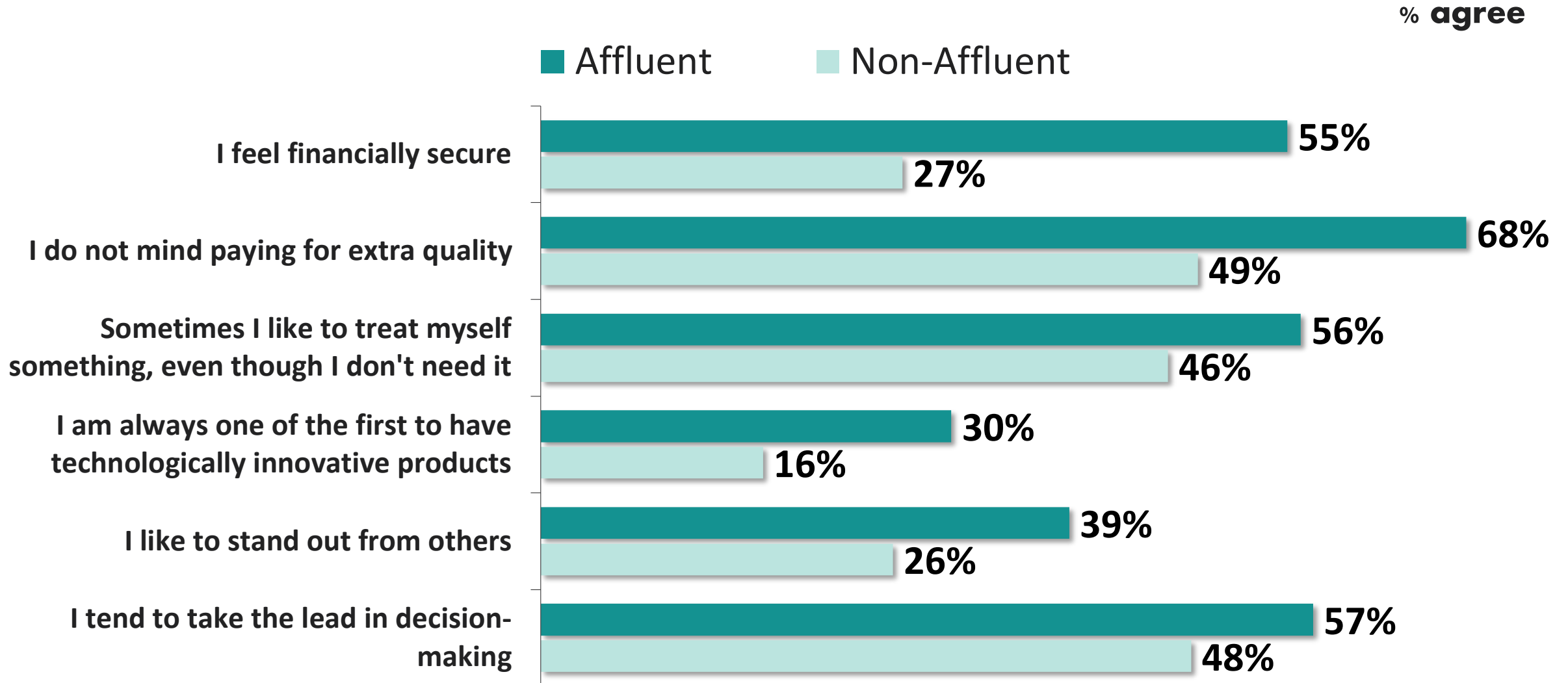


# The Affluent love sport

% sports personally interested

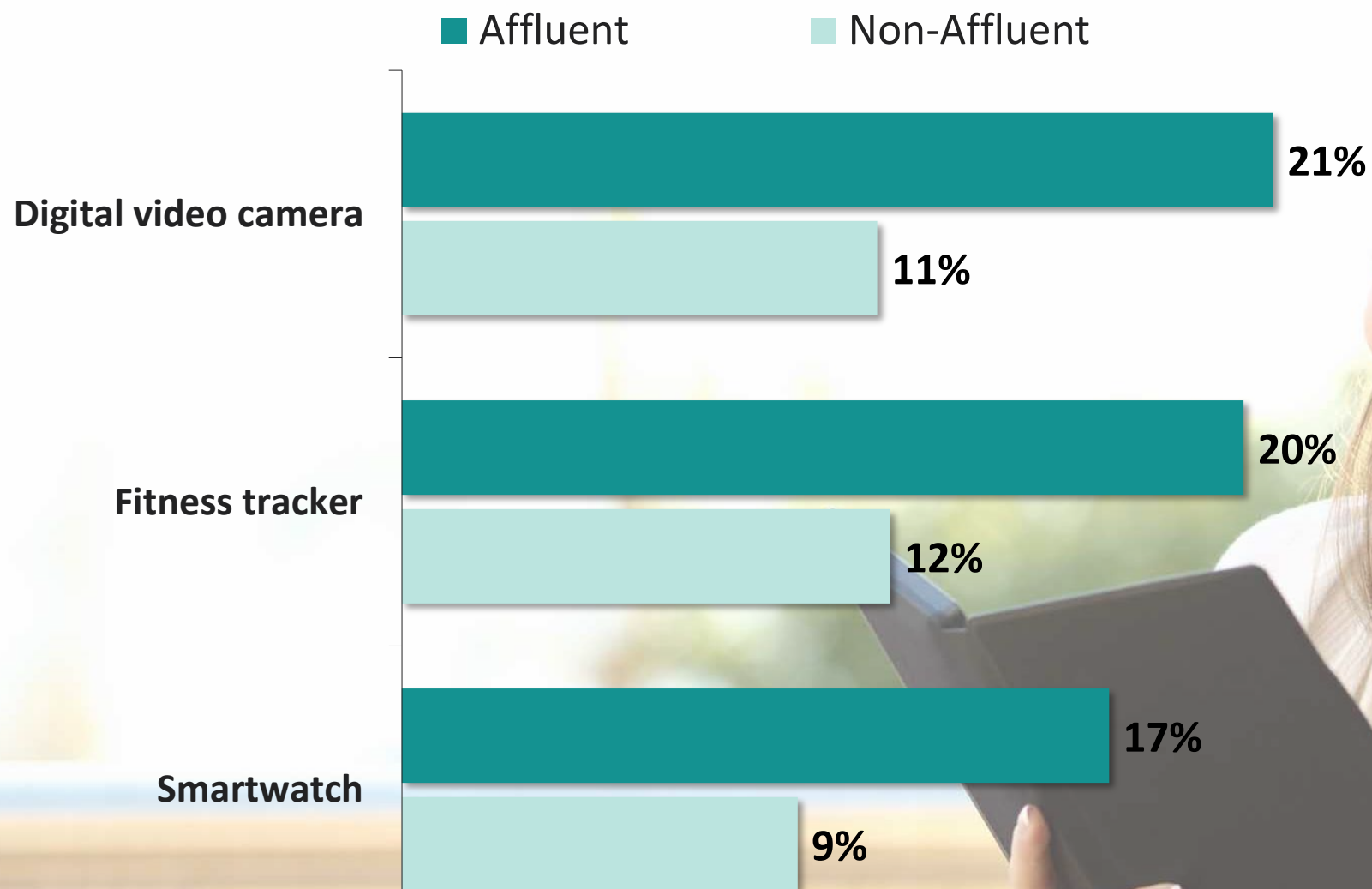


# The Affluent have a confident attitude to spending



# The Affluent are still the early-adopters

% ownership of devices



Base: Ipsos Benchmark Survey 2019

© Ipsos 2019





# Benchmark confirms the value of the Affluent to travel advertisers

6+ international air trips  
in last year

**16%**

**AFFLUENT**

**3%**

**NON-AFFLUENT**

21+ nights in a  
hotel in last year

**48%**

**AFFLUENT**

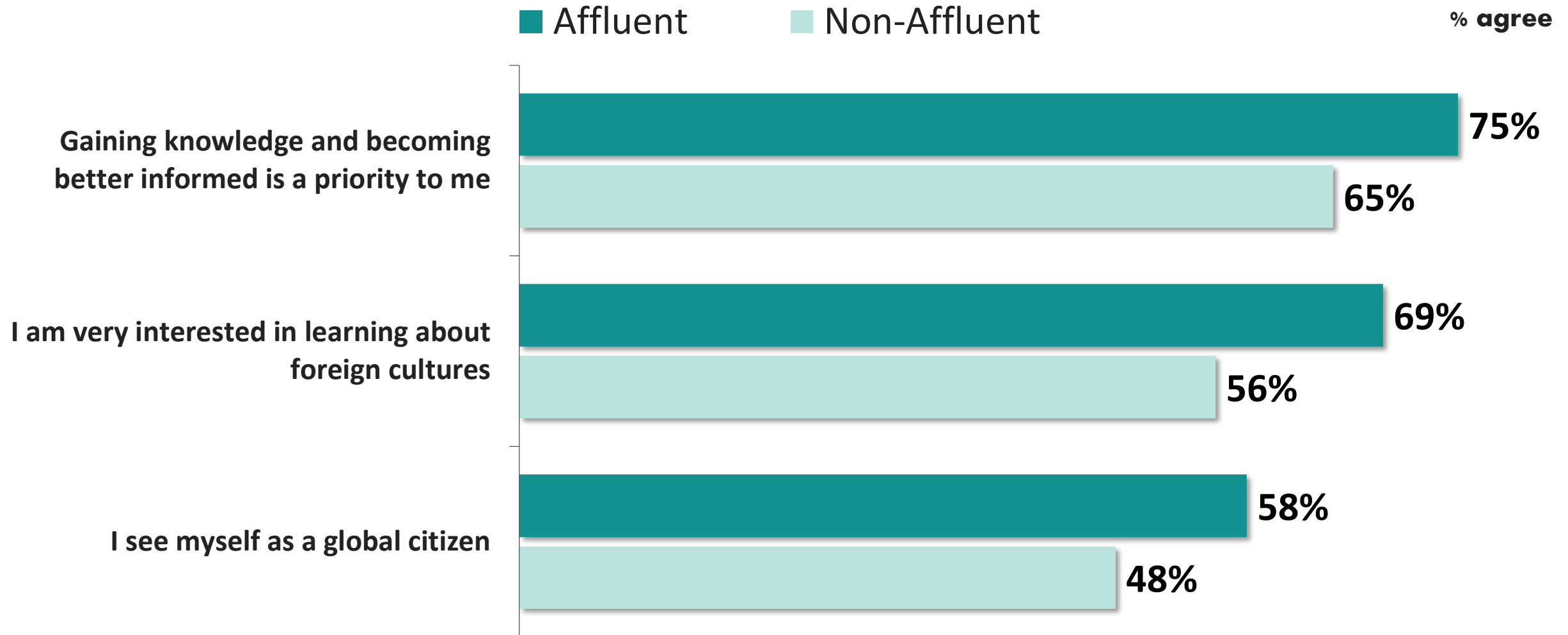
**21%**

**NON-AFFLUENT**



# What is it about The Affluent?

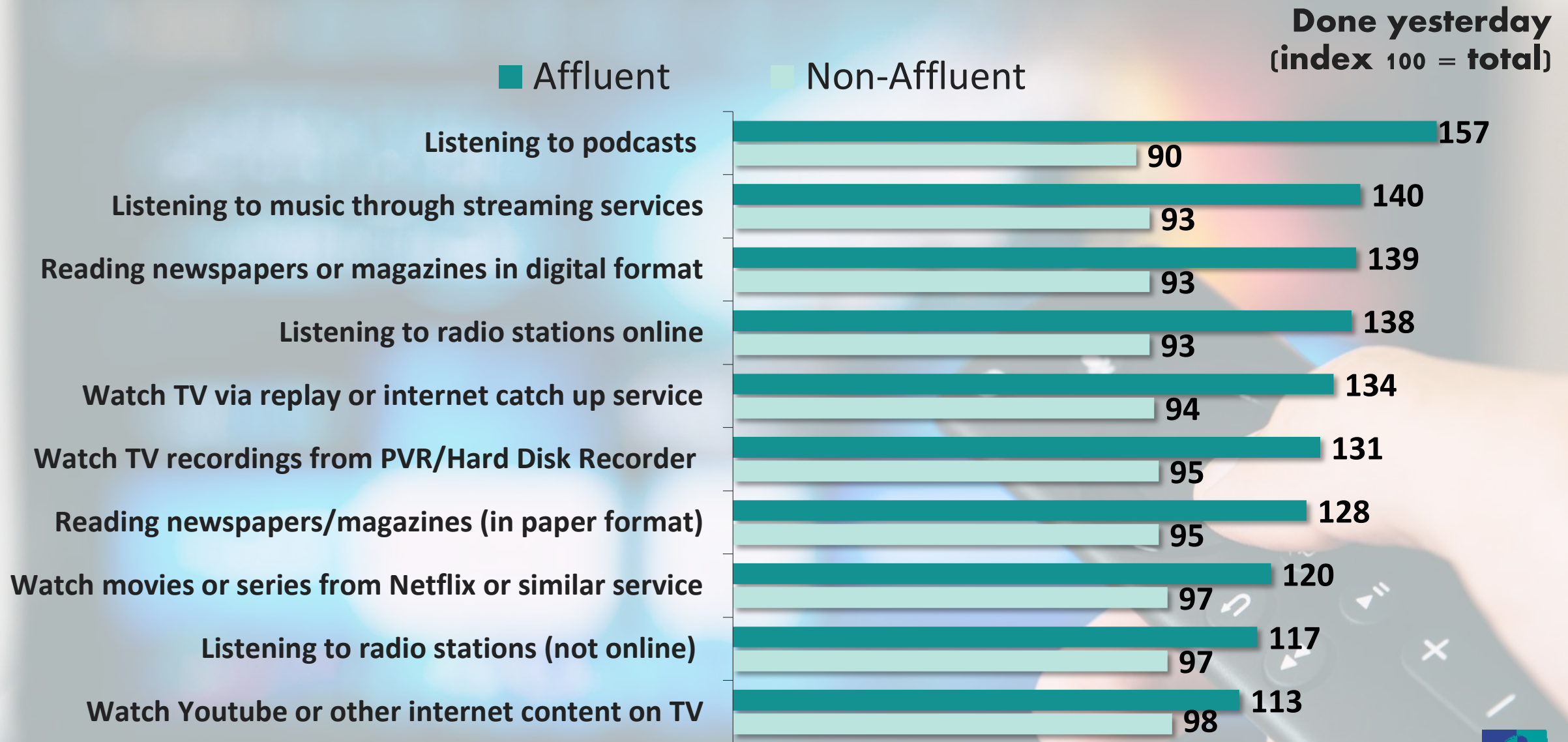
## They are more inquisitive and outward-looking



# Media



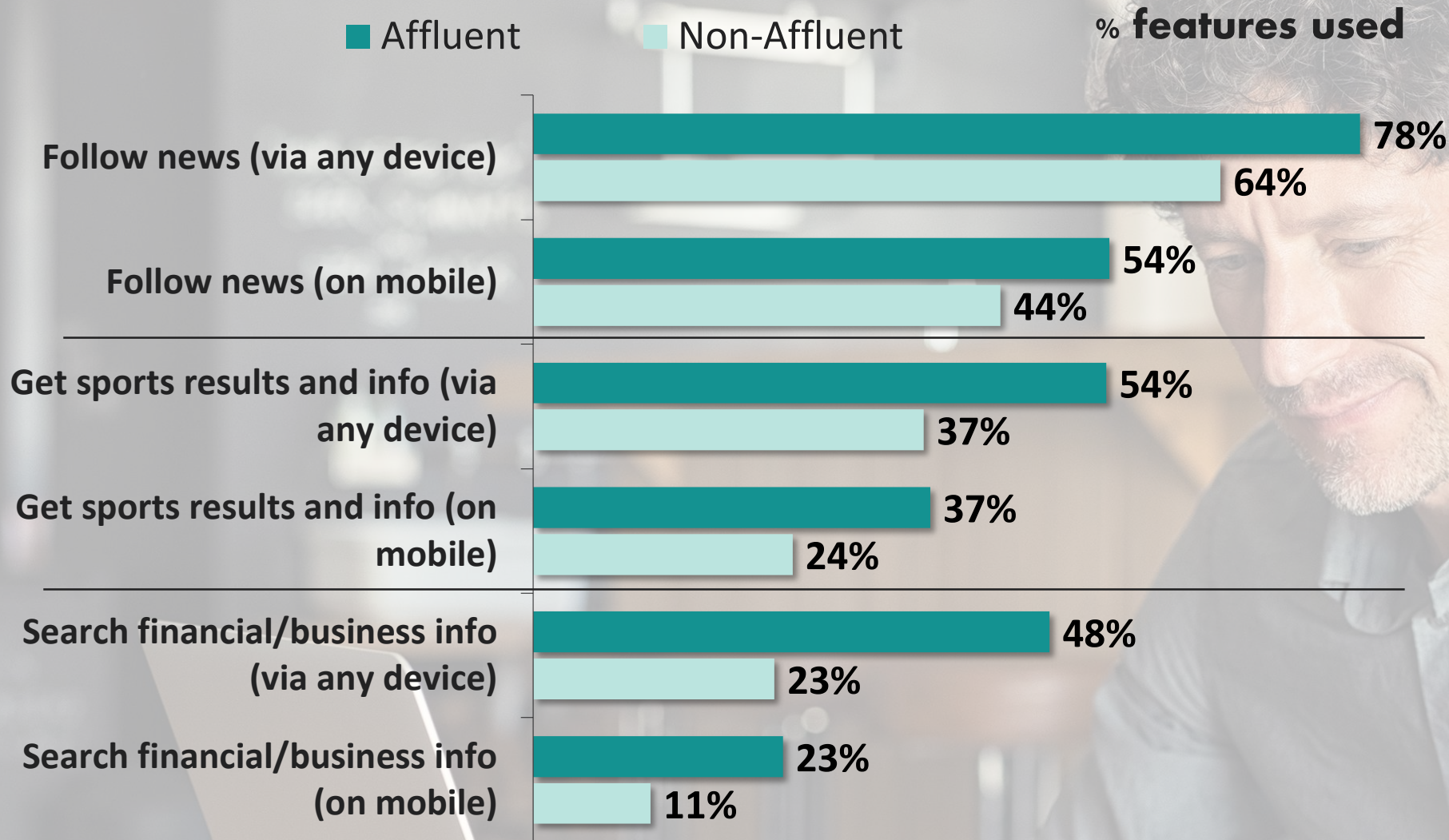
# Affluent want media 'on-demand'



Base: Ipsos Benchmark Survey 2019

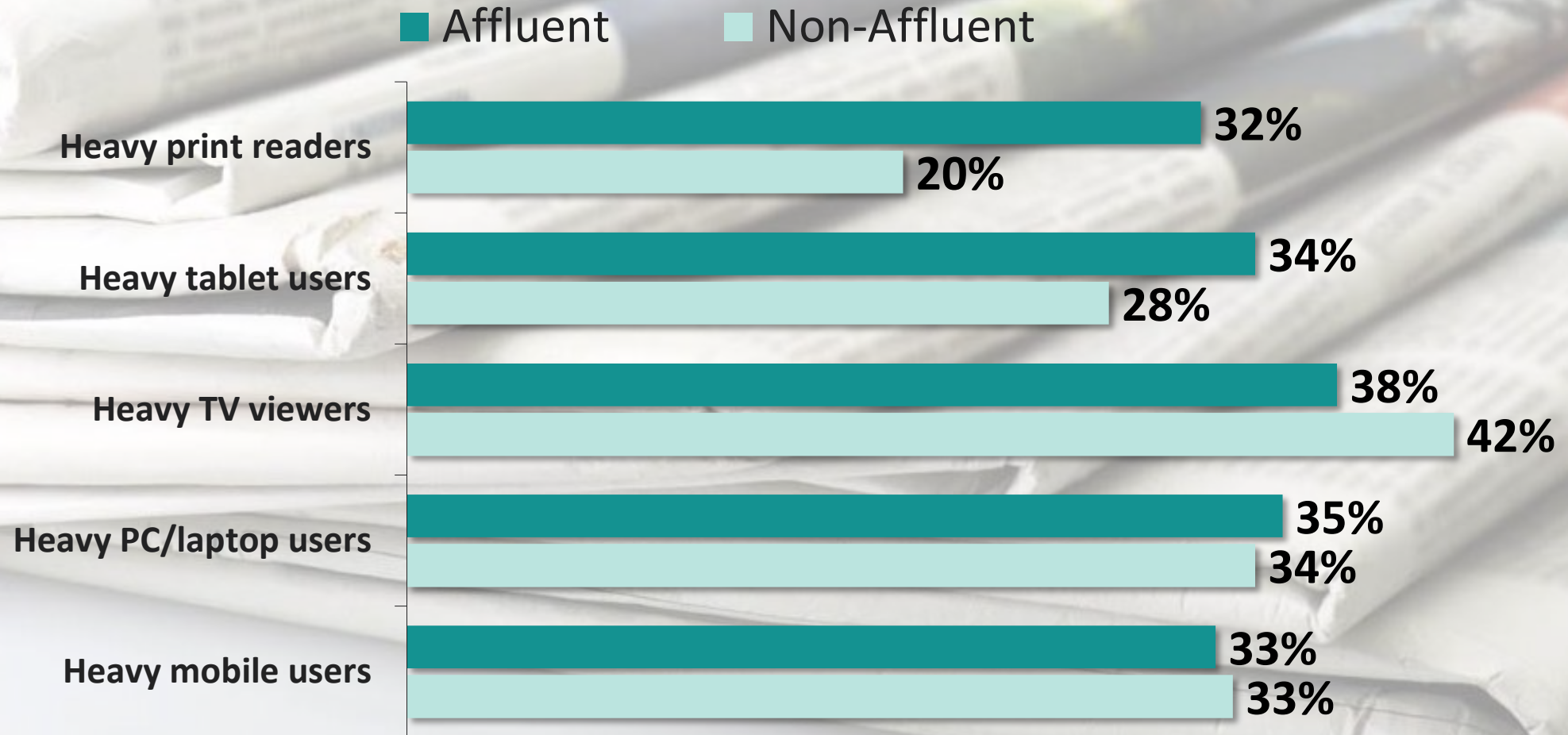


# They seek information across devices



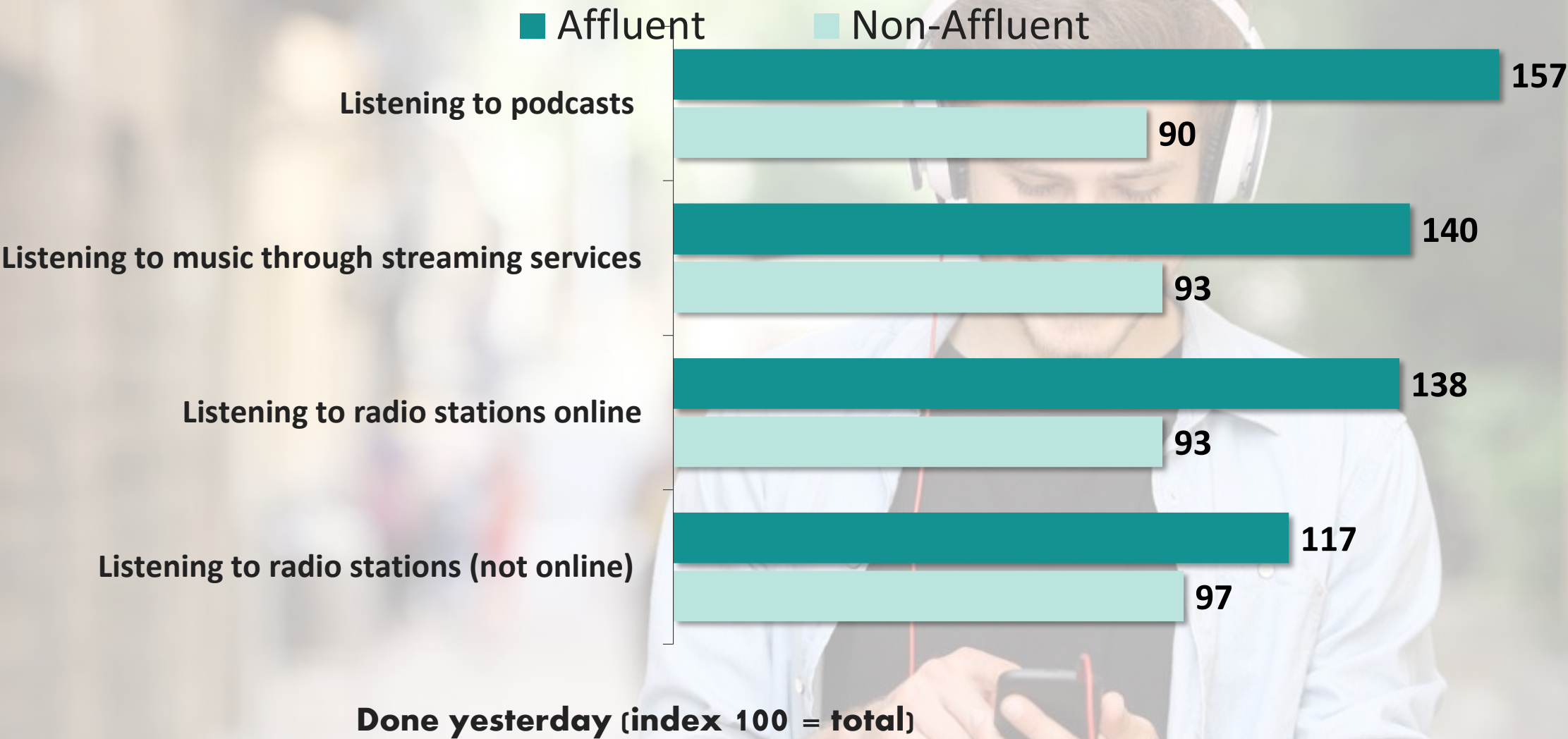


# Print and tablet use are strong differentiators

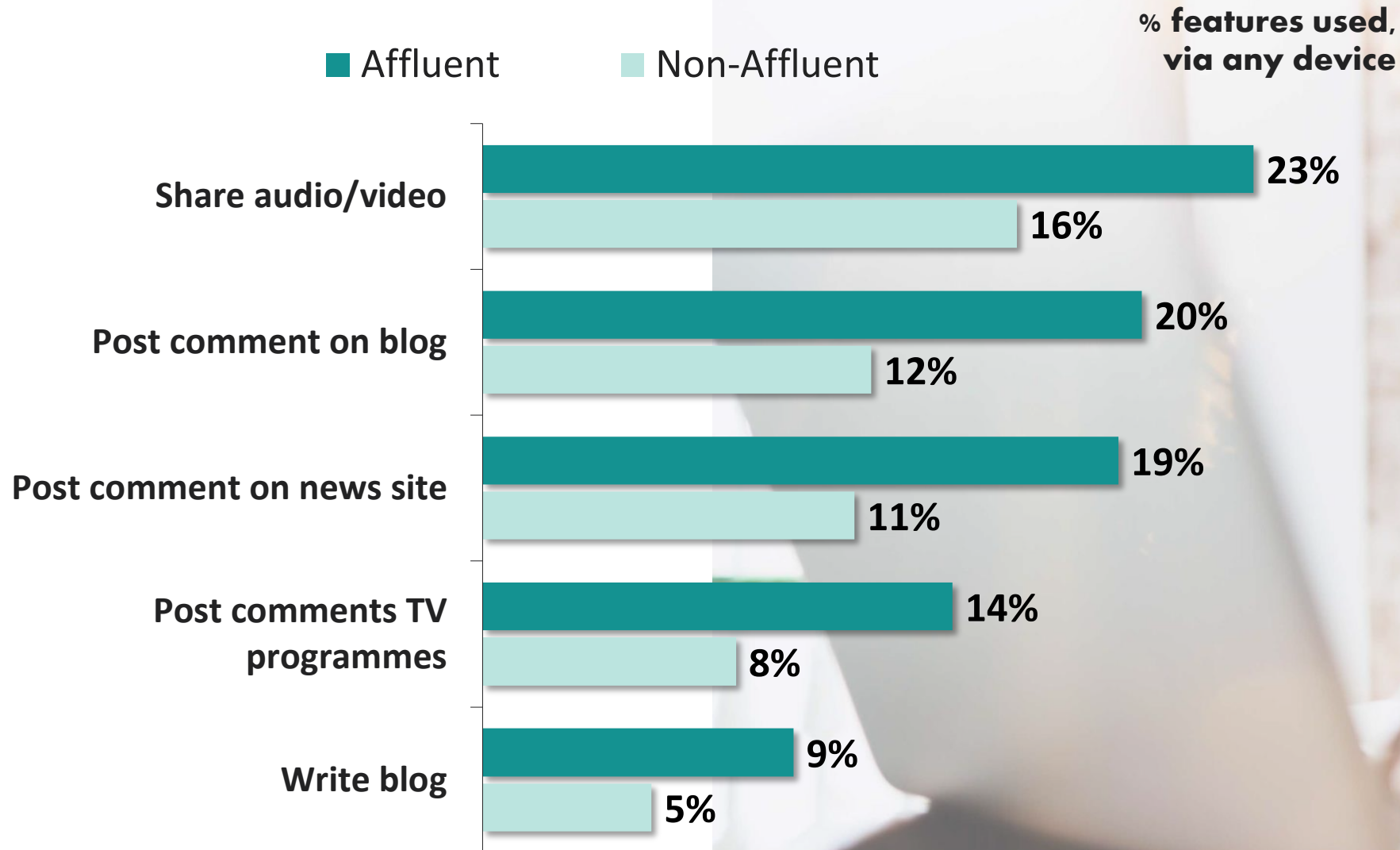




# Audio is important



# The Affluent actively share their opinions online

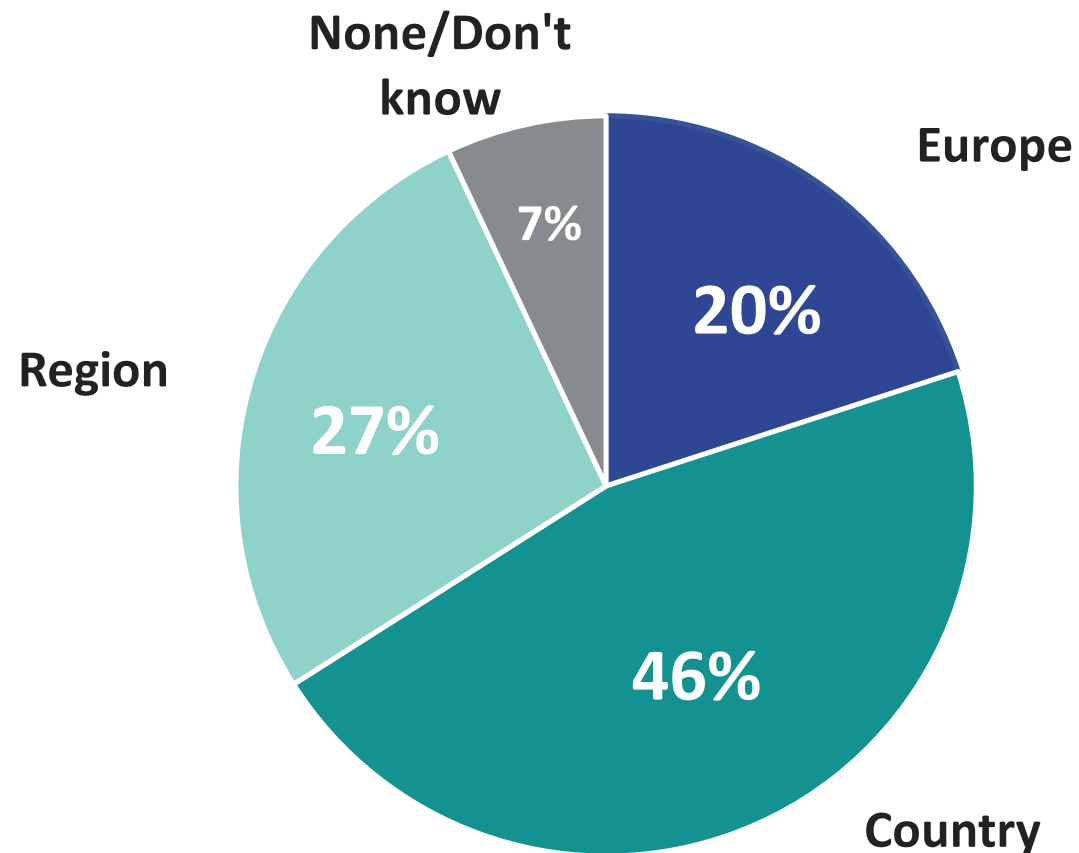


# Current topic: European identity



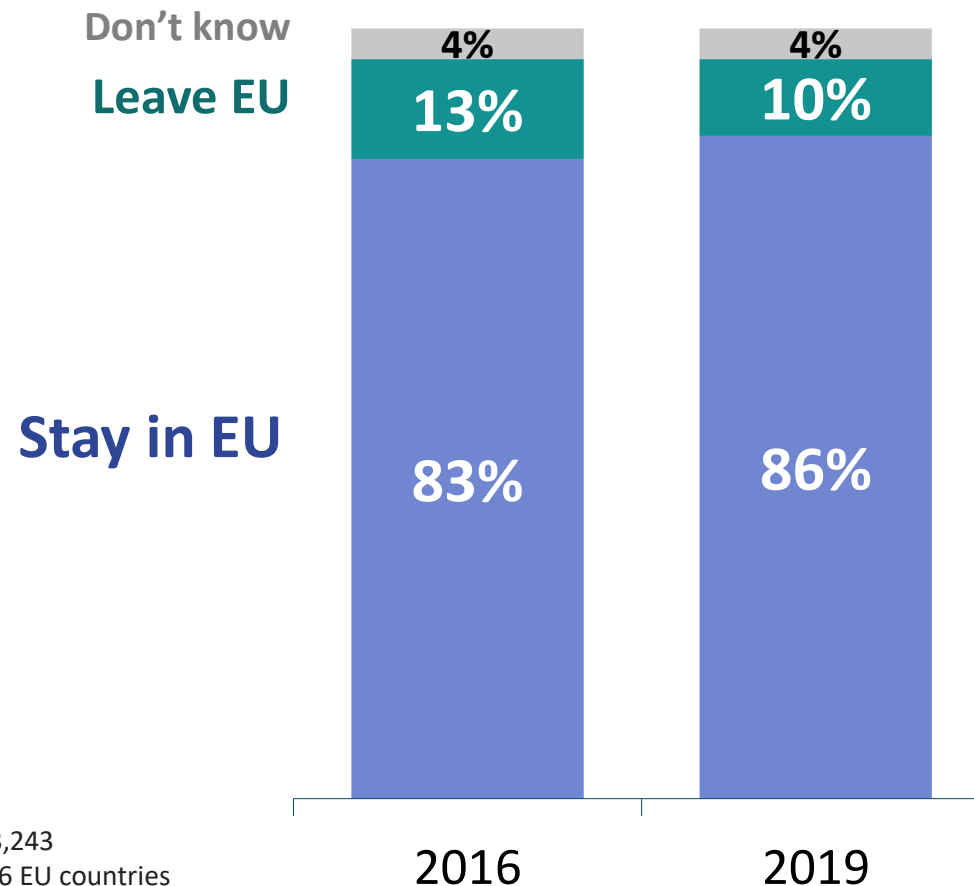
# Affluents identify themselves most with their country or region

**Question:** With which of the following do you identify yourself most?



# Affluents overwhelmingly believe they should stay in the EU

**Question:** “Please indicate what you think the long-term policy of your country should be:”

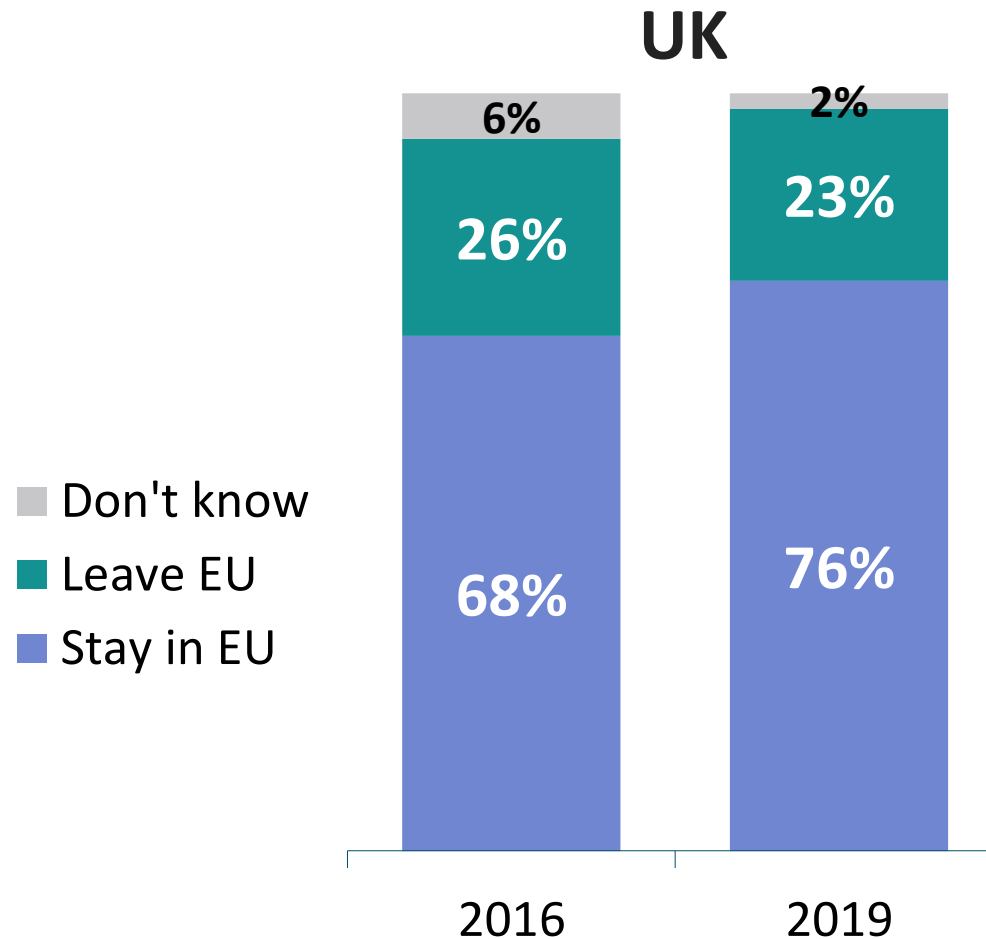


Fieldwork period: Q1 2019 / n=3,243  
Base: Affluent (21-74 years) in 16 EU countries



# Even in the UK, Affluents are increasingly 'Remainers'

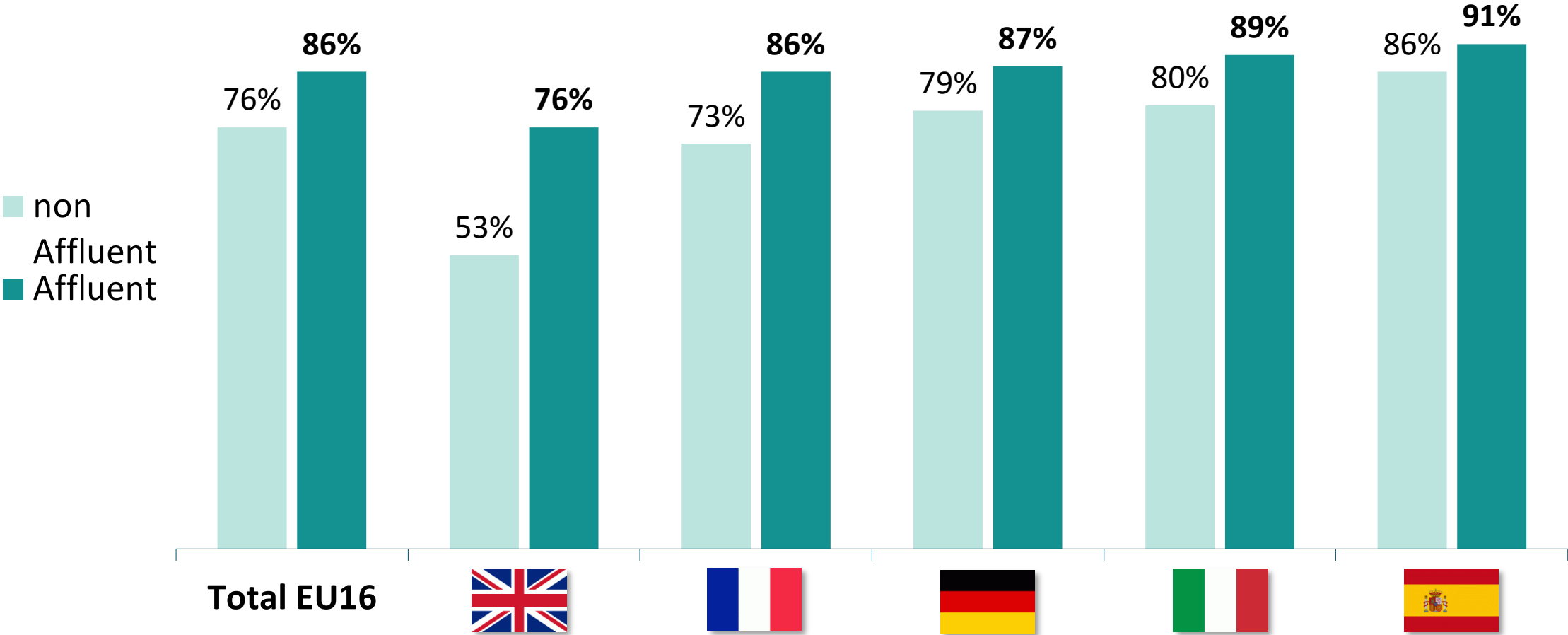
Question: "What do you think long-term policy of your country should be?"



Fieldwork periods: Q1 2016 and Q1 2019  
Base: Affluent (21-74 years) in 16 EU countries

# Affluent 2019 gives you context across markets

Please indicate what you think the long-term policy of your country should be: **Stay in EU**



Fieldwork periods: Q1 2016 and Q1 2019  
Base: **Affluent** (21-74 years) in 16 EU countries

# Conclusion

- *The Affluent have a different mindset*
- *The Affluent are more confident about their financial security*
- *The Affluent are heavier and more selective media consumers.*