



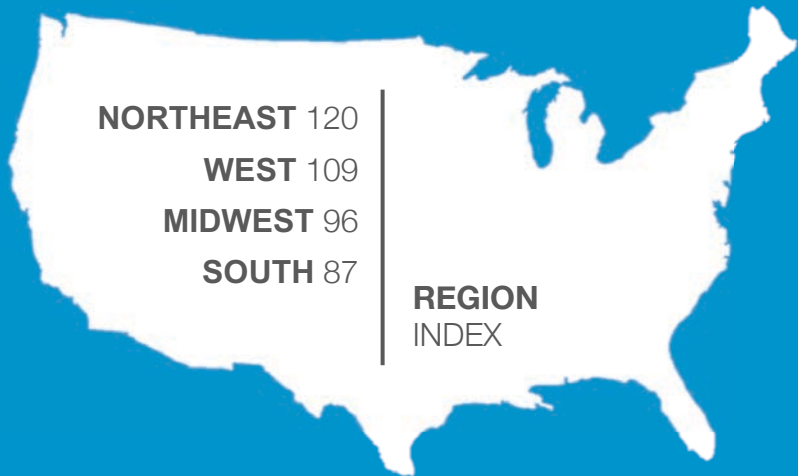
IPSOS AFFLUENT INTELLIGENCE ANNUAL REPORT

JULY 2019

MEET THE AFFLUENT AMERICANS* 2019

**ADULTS 18+ WITH HHI \$125K+
Source: IAS Study Spring 2019; all gen pop data from March 2018
Current Population Survey, Bureau of Labor Statistics*

WHO THEY ARE: DEMOGRAPHICS



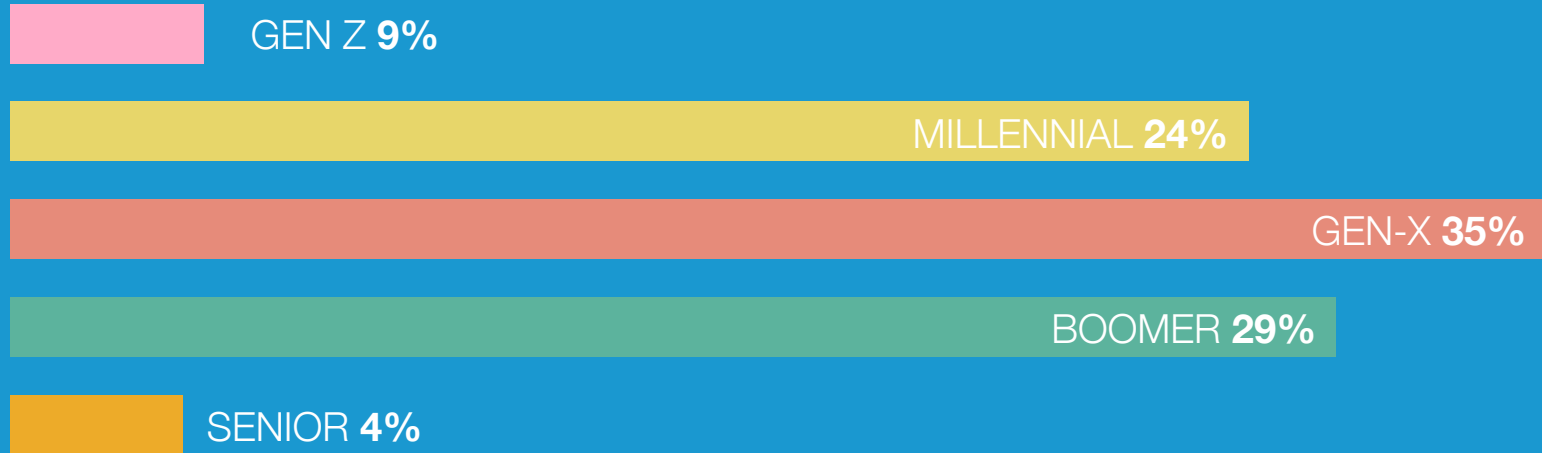
MALE
52%



FEMALE
48%

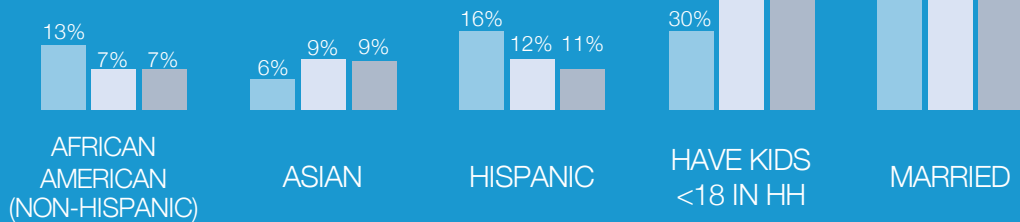
WHO THEY ARE: DEMOGRAPHICS

GENERATION



WHO THEY ARE: DEMOGRAPHICS

- Total US Pop
- Total Affluencers
- Total Affluent Pop



HH
INCOME
MEDIAN

\$182K

LIQUID
ASSETS
MEDIAN

\$453K

NET
WORTH
MEDIAN

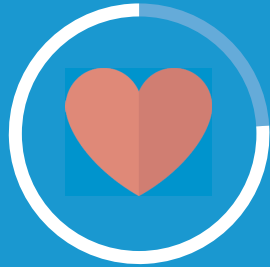
\$893K

WHO THEY ARE: DEMOGRAPHICS



75%

HAVE A BACHELOR'S
DEGREE OR HIGHER
EDUCATION



76%

ARE
MARRIED



42%

HAVE CHILDREN UNDER
18 IN THE HOME



24%

ARE EMPLOYED IN
TOP MANAGEMENT

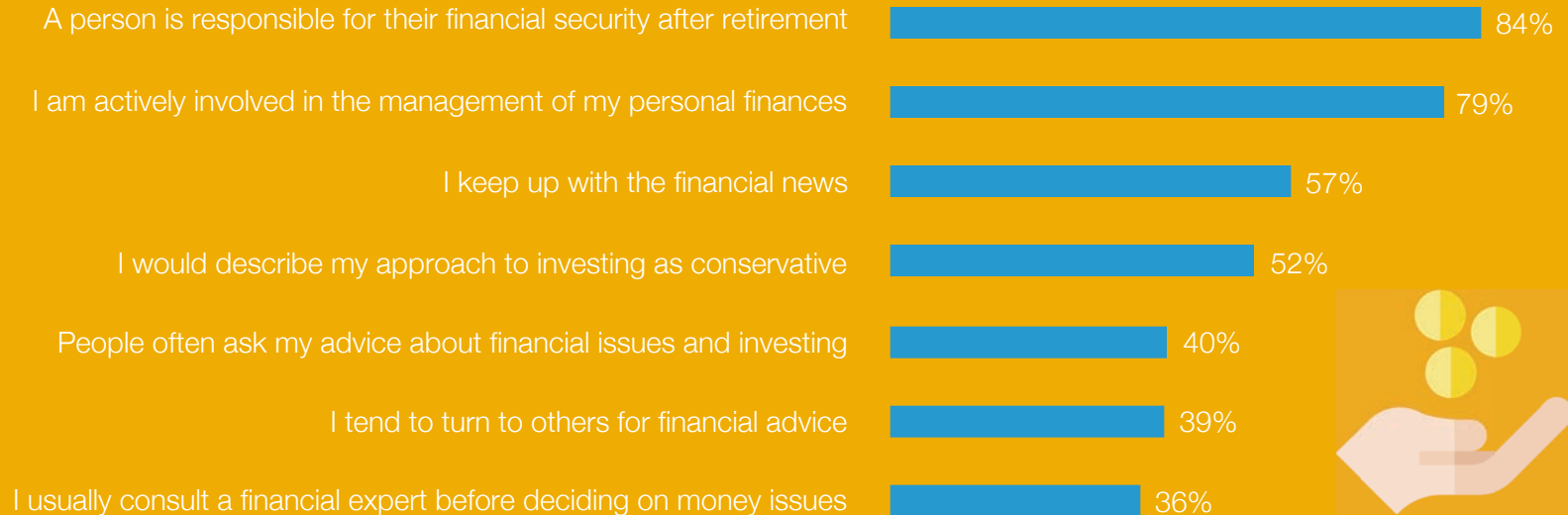
INFLUENCE & ATTITUDES:

ATTITUDES TOWARDS LUXURY



● Affluencer
● Affluent

INFLUENCE & ATTITUDES: ATTITUDES TOWARDS FINANCE



INFLUENCE & ATTITUDES: ATTITUDES TOWARDS CHARITABLE GIVING



TOTAL AFFLUENT
CHARITABLE
CONTRIBUTION

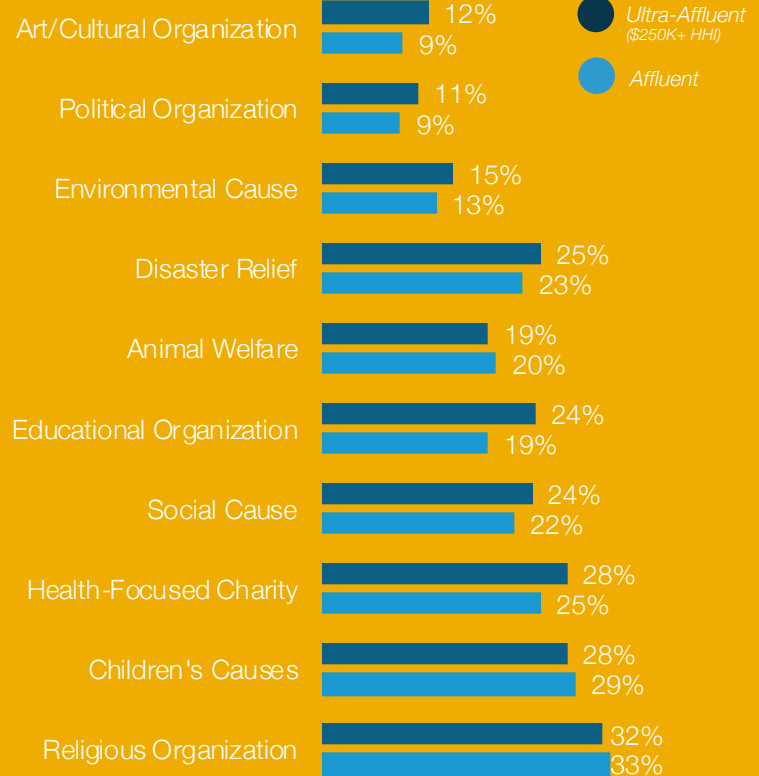
**\$151.9
BILLION
LAST YEAR**

AVERAGE
AFFLUENT
HOUSEHOLD
CONTRIBUTION

\$6,349

AVERAGE
ULTRA-AFFLUENT
CONTRIBUTION

\$10,985



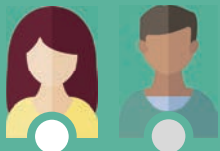
INFLUENCE & ATTITUDES:

ATTITUDES TOWARDS ADVERTISING



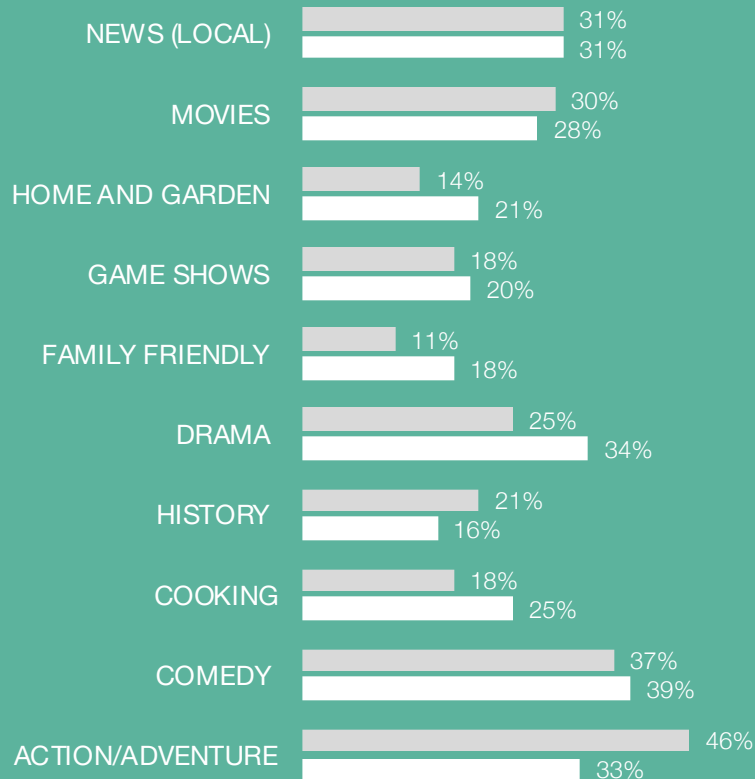
TELEVISION VIEWING

TOP 10 GENRES VIEWED ON TELEVISION (PAST 7 DAYS)



Female

Male



TELEVISION GENRES BY GENERATION



Gen Z

COMEDY	37%
ACTION/ ADVENTURE	34%
MOVIES	24%
COOKING	19%
NEWS (LOCAL)	18%



Millennial

COMEDY	35%
ACTION/ ADVENTURE	35%
DRAMA	25%
MOVIES	23%
COOKING	19%



Gen-X

COMEDY	40%
ACTION / ADVENTURE	40%
NEWS (LOCAL)	30%
DRAMA	30%
MOVIES	29%



Boomer

NEWS (LOCAL)	44%
ACTION/ ADVENTURE	43%
COMEDY	39%
DRAMA	36%
MOVIES	34%



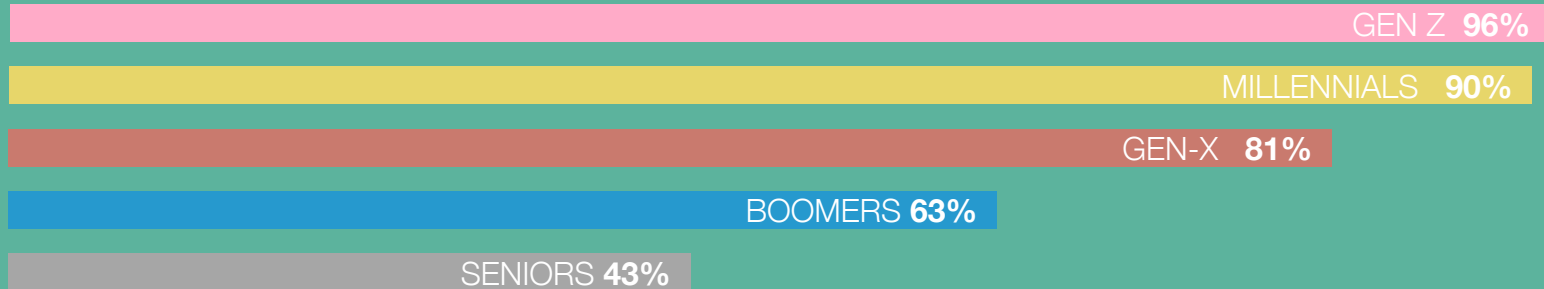
Senior

NEWS (LOCAL)	58%
ACTION/ ADVENTURE	44%
DRAMA	37%
MOVIES	36%
DOCUMENTARY/ HISTORY	34%

IAI TOP STATS: AFFLUENT AMERICANS 2019: ENTERTAINMENT



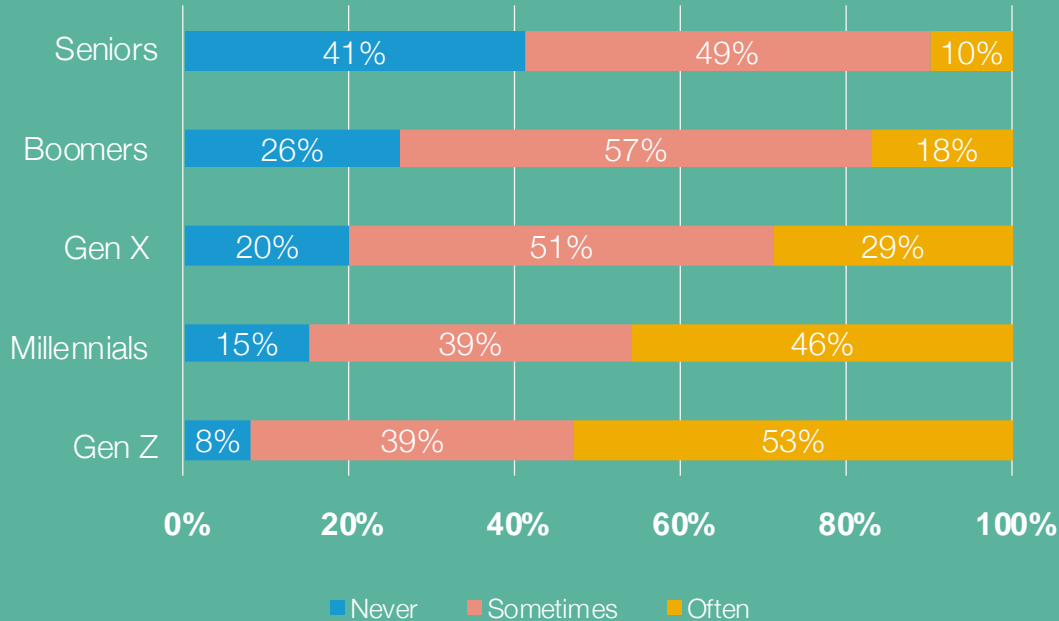
USED A STREAMING SERVICE IN THE PAST SEVEN DAYS



STREAMING SERVICES USED



BINGE WATCHING



MEDIAN NUMBER OF SAME SERIES EPISODES AT A TIME



Gen Z

4.6



Millennial

4.0



Gen-X

3.6



Boomer

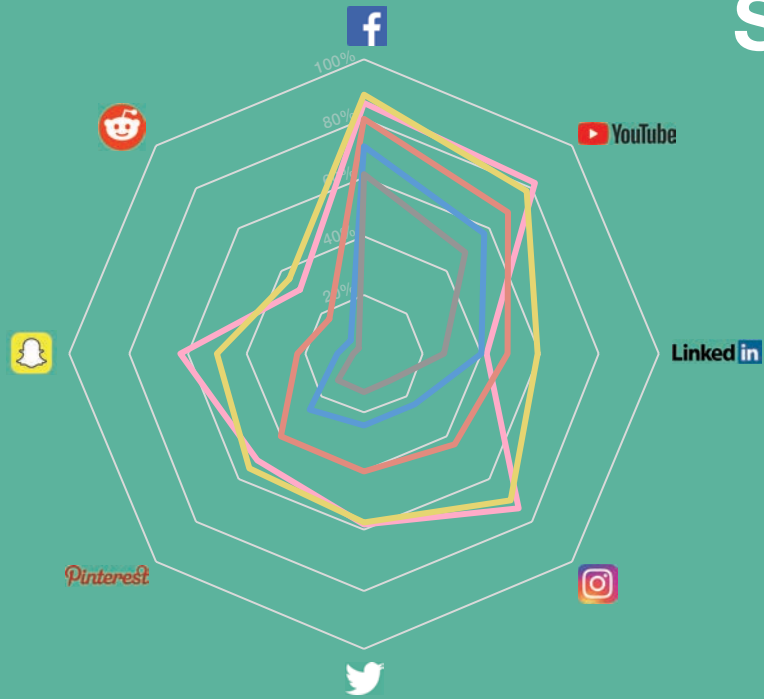
3.4



Senior

3.3

SOCIAL MEDIA USAGE BY GENERATION



Millennial



Gen-X



Gen Z



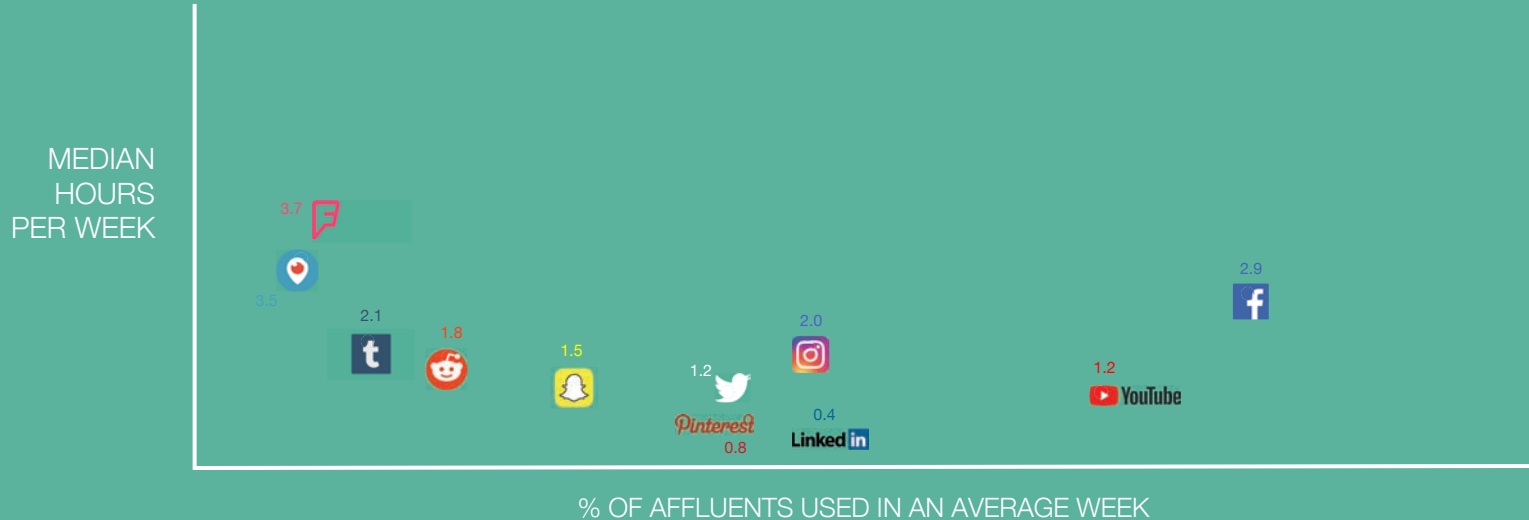
Boomer



Senior

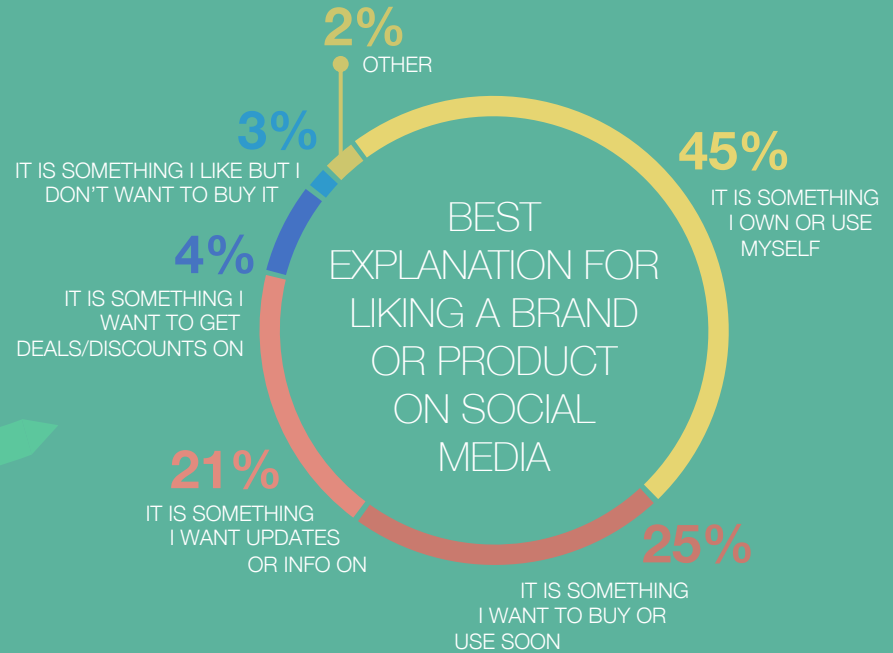
SOCIAL MEDIA PLATFORM USAGE

CLOSE-UP ON SOCIAL MEDIA



SOCIAL MEDIA BEHAVIOR

	TOTAL AFFLUENT
LIKE THINGS FRIENDS AND FAMILY HAVE POSTED	58%
SEND MESSAGES	42%
POST PICTURES	41%
POST UPDATES	30%
FIND VIDEOS, MUSIC, OR SOMETHING TO READ	23%
LIKE BRANDS OR PRODUCTS	23%
EMAIL	22%
SHARE LINKS	19%
CHECK IN YOUR LOCATION	17%
VISIT PRODUCT OR BRAND PAGES/PROFILES	16%
PLAY GAMES	15%



A panoramic view of a city skyline at sunset. The sun is low on the horizon, casting a warm, golden glow over the buildings. The sky transitions from a pale yellow near the horizon to a clear blue at the top. The buildings are a mix of modern glass skyscrapers and older, more traditional structures. The overall scene is vibrant and captures the beauty of an urban landscape during the "golden hour".

**VISIT <http://bit.ly/2X4ImOe>
TO DOWNLOAD A COPY
OF THIS REPORT**

Source: IAS Study Spring 2019; all Gen pop data from March 2018 Current Population Survey, Bureau of Labor Statistics

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