

5 Surprising Facts About *Affluents*



Affluents are the 75.5 million U.S. adults 18+ with household income \$100,000+



They Outspend Non-Affluents in 92% of Categories

Exceptions: non-Affluents spend more on cigarettes, rent, Medicare, coin-operated laundry

Affluents

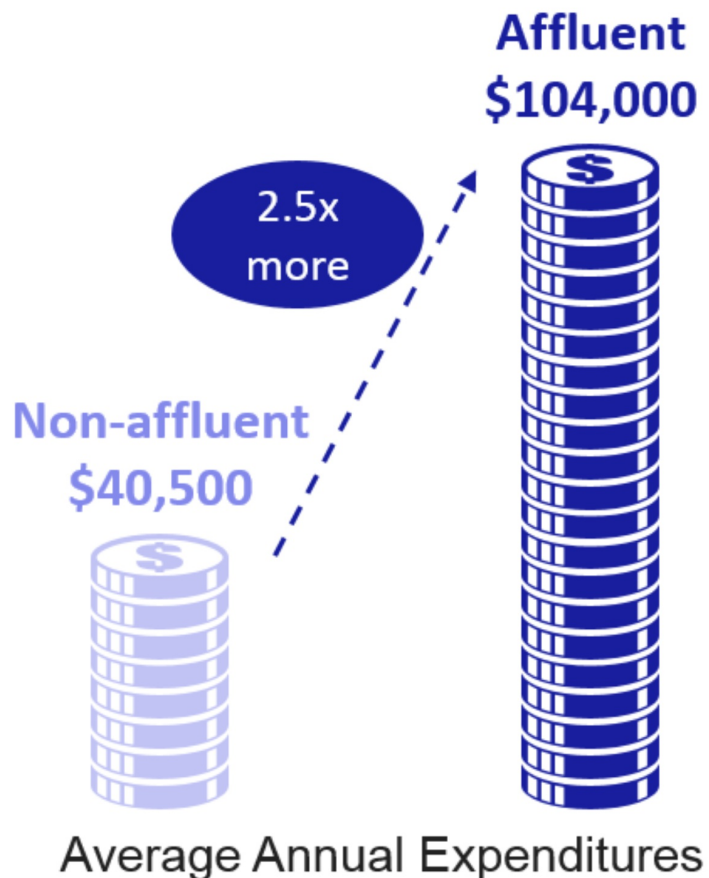
outspend non-Affluents

**2x-4x
more**

on most goods and services

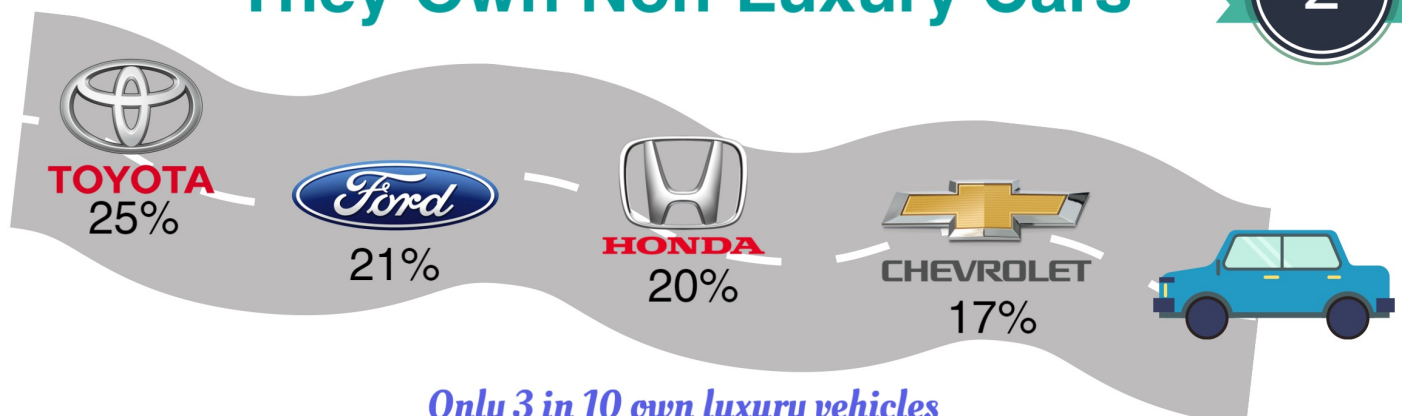
**5x-10x
more**

on premium goods and services (suits, cruises, club memberships, etc.)



Source: Ipsos analysis of 2014 Consumer Expenditure Survey, BLS. 617 categories measured.

They Own Non-Luxury Cars



Top 4 auto brands owned

3

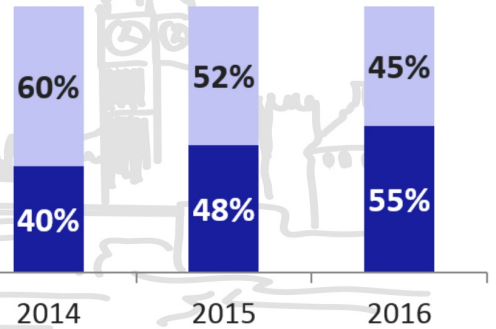
They Prefer to Spend on Experiences Over Things

Would you rather have two extra weeks of...

68%

Rather spend money on a fantastic trip than an expensive car

Salary
Vacation time



2016Q2 Ipsos Affluent Barometer

They Shop Mainstream Big Box Stores

4

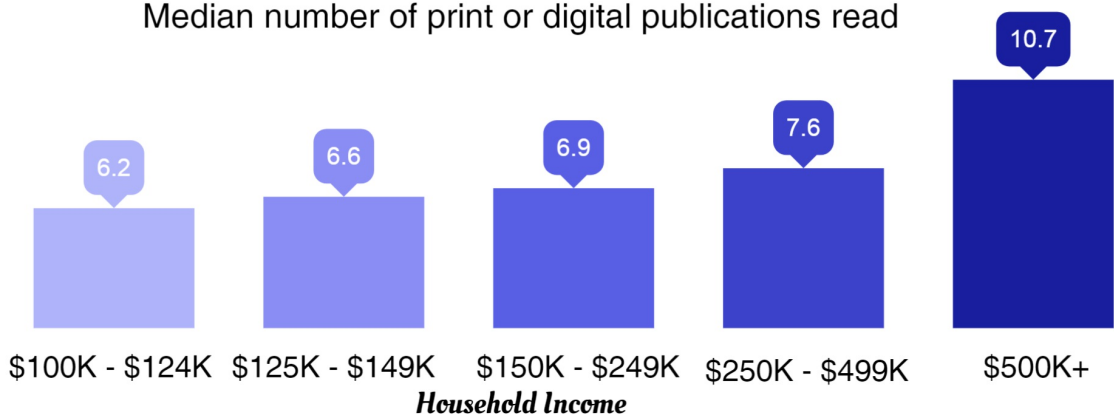


Top 4 brick and mortar stores shopped in past 12 months

5

The More Money They Have, the More Publications They Read

Median number of print or digital publications read



Source: Unless otherwise noted, all data are from the Fall 2016 Ipsos Affluent Survey USA, N=24,424 adults 18+ with household income \$100,000+. The Ipsos Affluent Barometer is conducted on a quarterly basis as a recontact of the respondents to the Ipsos Affluent Survey, with N=750+.

The Ipsos Affluent Survey is the longest-running, most widely-used study of Affluent Americans. For forty years, it has tracked the lives, lifestyles, purchase patterns and media habits of financially-successful Americans. More than 250 subscribing organizations use the Ipsos Affluent Survey to support business applications such as advertising sales, media planning, consumer insights, market sizing, and target marketing.

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