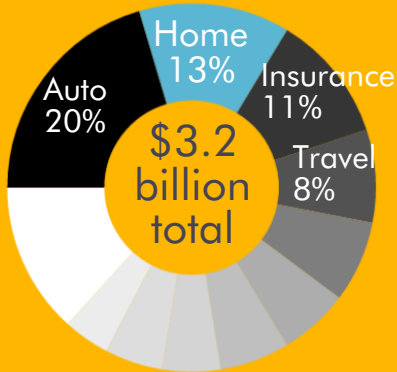


Affluents AND THEIR HOMES

"Your home should tell the story of who you are, and be a collection of what you love." -Nate Berkus, Interior Designer

AFFLUENT HOMES AT-A-GLANCE

Home & Garden: 2nd Largest Expenditure
\$13K avg/year



Annual household expenditures

89% own their home



22% own 2+ homes

63% agree:
"I'm always looking for ways to improve my home"
69% of Affluent Women agree



29% hired home-related professionals in past year

38% of Ultra Affluents (\$250K+ HHI) did

home plans

45% redecorate/remodel home or grounds
12% build or buy a home
15% move or relocate

17% of Millennials
25% of Millennials

1/someone in HH plans to do in next 12 months

attitudes

57% "I enjoy presenting my home to others"
62% of Ultra Affluents

51% "I regularly take on DIY projects"
56% of Gen X Men

56% "The kitchen is the center of our family life"
66% of Gen X Women

Tend to/definitely agree

AFFLUENT HOME SPENDING

Furniture

Affluents spend
3.3x more
than non-affluents

Major Appliances

Affluents spend
2.9x more
than non-affluents

Small Appliances

Affluents spend
1.9x more
than non-affluents

Source: 2014 Consumer Expenditure Survey, BLS

Source: Unless otherwise noted, data are from the Fall 2016 Ipsos Affluent Survey USA, N=24,424 adults 18+ with household income \$100,000+.

For over 40 years, the Ipsos Affluent Survey has tracked the lifestyles, purchase patterns and media habits of Affluent Americans. More than 250 subscribing organizations use the study to support business applications such as ad sales, media planning, consumer insights, market sizing, and target marketing.

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