



# MEET THE AFFLUENCERS

The Affluent Influencers Who Drive Categories Forward



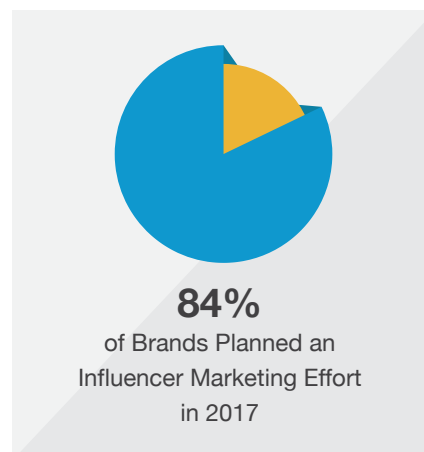
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# THE IMPORTANCE OF INFLUENCERS

In today's environment, spreading a brand's message far and wide can seem daunting. From the fragmentation of media, to transparency and quality issues with the digital supply chain, to the widespread use of ad-blocking software, reaching consumers can be more challenging than ever before.

One solution has been to target *influencers*—influential consumers who can amplify a brand's message. At a time when most consumers say they trust people more than brands, influencers who are keen to share their knowledge and advice represent a critical opportunity for brands.



## MEET THE AFFLUENCERS

In almost all categories, the most powerful influencers are affluent consumers. With money to spend and the ability to experiment, they're often the earliest adopters of products and services.

For over forty years, *Ipsos Affluent Intelligence* has been the preeminent authority on affluent consumers. Our ongoing survey gives us an unparalleled view into their attitudes and behaviors. It's allowed us to identify a segment we call *Affluencers*—a group of affluents with disproportionate influence across countless categories.

These are not only the early adopters who blaze new paths—they're the influencers who lead the rest of us forward. They give us a glimpse of the future of categories. What Affluencers are doing now is what everyone else will be doing next. Figuring out how to access their power should be at least one page in every marketing plan.

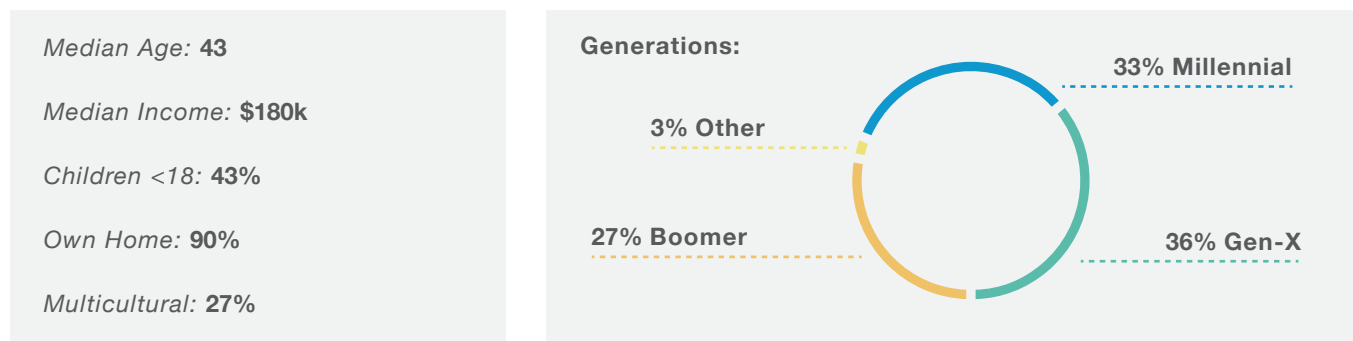


# WHAT MAKES AN AFFLUENCER?

An Affluencer is an affluent consumer to whom others turn for advice in at least one category. The majority of Affluencers also describe themselves as early adopters. They have the inside scoop on new products and services—and they enjoy sharing their knowledge and recommendations with others. 71% of affluents are Affluencers in at least one category.



## AFFLUENCER DEMOGRAPHICS

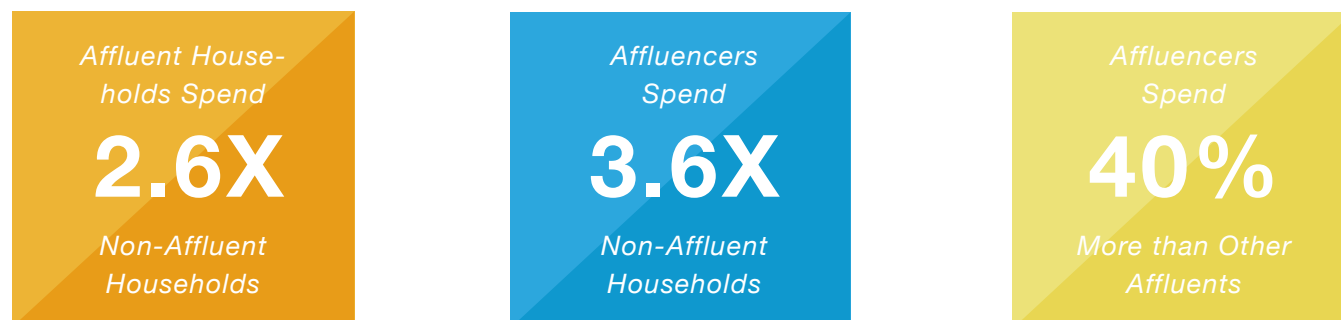


## ULTRA AFFLUENCERS

35% of Affluencers are *Ultra Affluencers* who influence five or more categories. Ultra Affluencers tend to be younger (median age: 39) with a higher HHI (median: \$183K). 35% are in top management. Their media consumption is sky high across the board, and they spend more time on social media than any other group.

## AFFLUENCER SPENDING

Affluencers describe themselves as “heavy spenders” (121 Index) and the numbers bear them out. They spend 3.6X non-affluent households across all categories.



## AFFLUENCER CATEGORY SPENDING

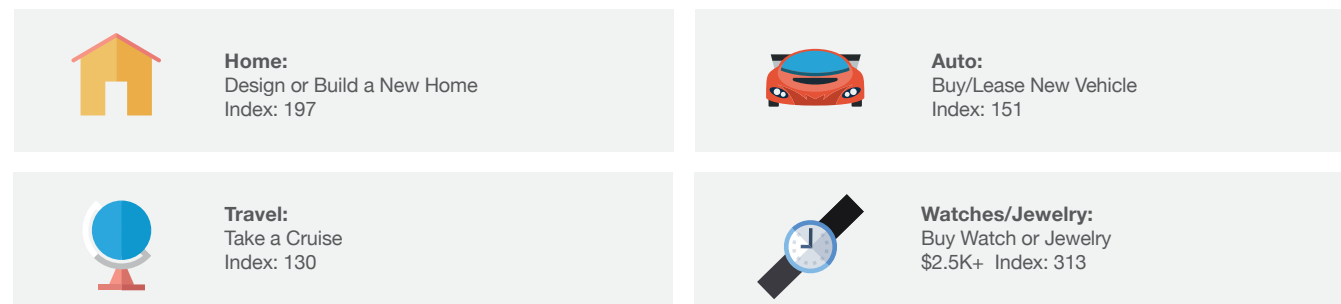
Within the specific categories they drive, Affluencers’ spending vs non-affluents is even more remarkable.



## AFFLUENCER PURCHASE INTENT

Not only do Affluencers spend more in the categories they influence, their purchase intent is higher as well. Because they are in the market more often, they’re more engaged and receptive to messaging. This also makes them excellent advocates.

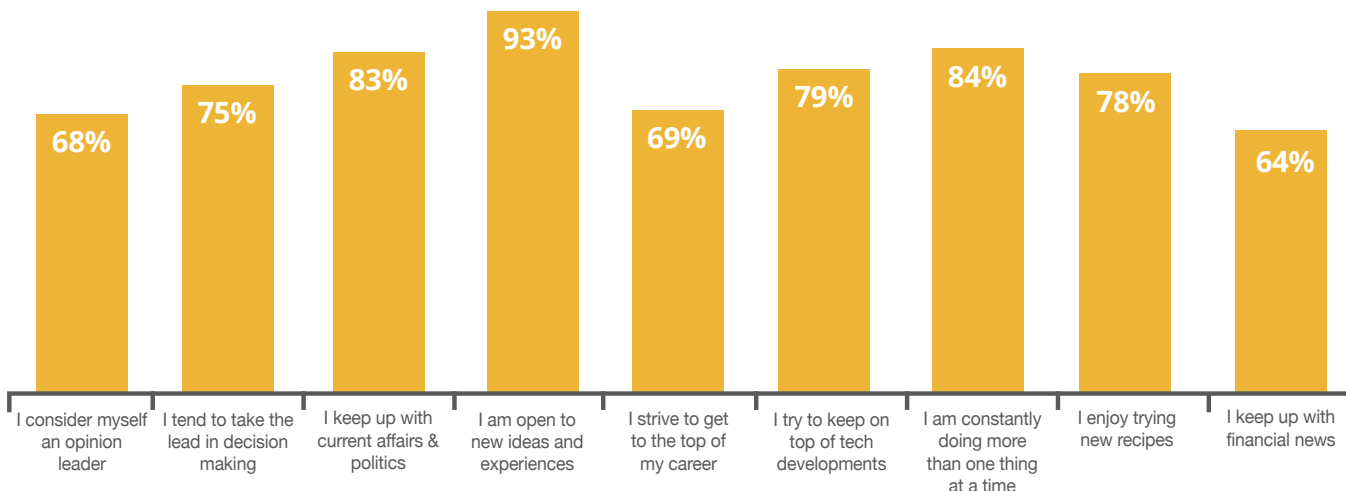
Spending + Purchase Intent + Influence is what we call *The Affluencer Multiplier Effect*.



Future intent next 12 month

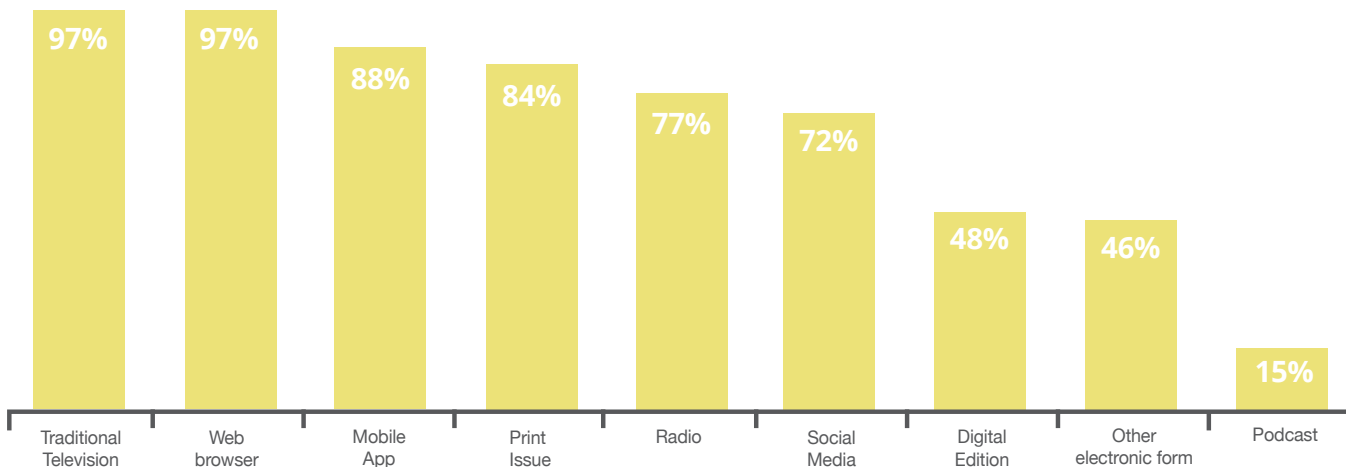
# AFFLUENCER PSYCHOGRAPHICS

Affluencers are doers and decision-makers. It's in their DNA. They stay up to date on the subjects that matter to them and actively seek out new experiences. They don't follow—they lead the way.



# AFFLUENCER MEDIA CONSUMPTION

Affluencers are heavy consumers of all media—from traditional television to podcasts.



# AFFLUENCER BEHAVIORS

## Shopping

I prefer to shop online instead of at a store:

**Index: 108**

I shop at stores that provide a high level of personalized attention: **Index: 121**

I seek out products or experiences that are truly exclusive: **Index: 124**

I prefer to buy designer or luxury brands: **Index: 124**

I enjoy keeping up with the latest fashion & trends:

**Index: 120**



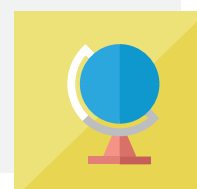
## Travel & Leisure

When traveling, comfort & service are worth paying more: **Index: 207**

Hotels I stay at for business travel influence my personal choices: **Index: 114**

Travel pubs and programs inspire me to seek new experiences: **Index: 112**

I go out of my way to ensure that fine food & wine are a part of vacation: **Index: 112**



## Home

I enjoy presenting my home to others:

**Index: 112**

My home is an expression of my personal style: **Index: 107**

I am always looking for new ways to improve my home: **Index: 109**



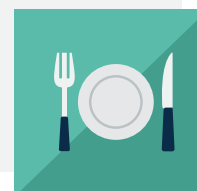
## Health & Wellness

I am passionate about cooking: **Index: 116**

I make a special effort to eat a healthy diet: **Index: 107**

I have asked my doctor about brand name prescription drugs: **Index: 123**

I actively do things to improve/maintain my health: **Index: 107**



# IPSOS AFFLUENT INTELLIGENCE

Our goal is to help brands, agencies, and media companies understand affluent influencers—and to uncover insights that enable business to seize opportunities and navigate change.

# ABOUT IPSOS AFFLUENT SURVEY USA

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The Ipsos Affluent Survey USA is the longest-running and most widely-used study of affluents in America. Ipsos Affluent Intelligence began The Affluent Survey over 40 years ago because we understood that affluents are one of the most powerful and influential target audiences across all industries, driving revenue, adoption of new technologies and experiences, and influencing purchases among their peers and network.

Affluents control the lion's share of U.S. household net worth and outspend non-affluents in virtually every category. Consequently, marketers of everything from automobiles to watches, technology to media, and entertainment to travel rely on capturing both the share of wallet and share of mind of this critically important group.

For the purposes of this White Paper, the definition of affluents is adults aged 18 and over, living in households with at least \$125,000 in annual household income. Data presented here are from the Fall 2017 Ipsos Affluent Survey USA, which consists of online interviews of 22,449 interviews projecting to 58 million affluents in America.

# ABOUT IPSOS CONNECT

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Ipsos Affluent Intelligence is housed within Ipsos Connect, the market research specialization within Ipsos built to reach, engage and more actively understand today's digitally-driven consumer in the fast moving media, content and technology space. We work with leading companies in technology, entertainment and all sectors of media—TV, online, print, mobile, outdoor, radio—helping owners and advertisers to better understand different audiences, the content they consume, the channels they use to consume it and the technology they employ to discover, share and access this content.

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