

# The Affluent Mind

Feb 2005

Affluent consumers are a valuable and influential force in the marketplace – voting with both their wallets and influence. They are early adopters of new technology products, three times more likely to buy a luxury car, four times more likely to fly business class and even as business decision makers, five times more likely to make decisions of \$100k+. While businesses admit their value, many find them an elusive group to engage – citing their strong reliance on networks and the value their place on referrals from peers.

Conducted over five months, and tapping into affluent networks from a spectrum of different life stages, regions, life-styles and types of employment, the report interviewed more than 70 affluent individuals and an additional 280 online. While income was a key definer (high income households from 120K- 250K+ and individually from \$80K+) the project screened as well for those with a high propensity to spend. This ensured a sharper definition beyond wealth alone, to affluent people exhibiting high spending behaviour. It also served to capture people on the peripheral of affluence, forgoing expenditure in certain areas to spend up large in others. The report serves as a valuable reference for organizations seeking new insights, ideas and fresh thinking to guide their marketing and communication decisions.

## Summary of report contents

### 1. Defining Affluence and highlighting the opportunity

- Highlighting changes taking place within the Affluent mindset
- Moving beyond traditional definitions to recognize the many faces of Affluence

### 2. Segmenting the Affluent consumer

- Different expressions of Affluence and accompanying motivations for buying premium products/ services or luxury brands

### 3. 10 credos of Affluence

- 10 essential themes and accompanying principles to guide marketing and communication activities directed at this valuable audience

### 4. Communicating with them

- The spectrum of communication experiences they look for and the kinds of media they gravitate towards i.e. their must reads, watch and listen to
- The roles of each in fueling brand desirability and building relationships

**Report cost: \$3000 +GST**

- Includes a hard and soft copy of the full report (90 page report)

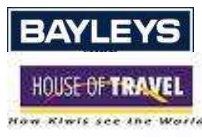
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