

# GOOD FORTUNE

## THE BEHAVIORS & MEDIA CONSUMPTION OF AFFLUENT AMERICANS

### AFFLUENCE IN AMERICA

28% of US Households (35MM) are Affluent - Having an annual Household Income \$100,000+

72%



Non Affluent (<\$100,000)

21%



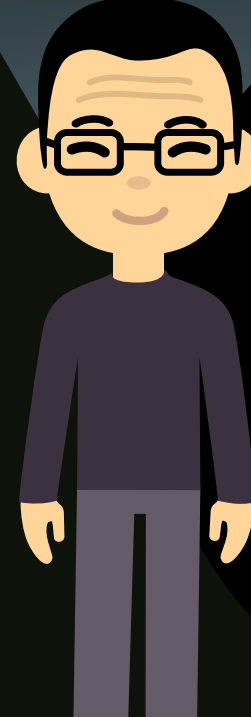
Moderately Affluent (\$100,000-200,000)

7%



Ultra Affluent (\$200,000+)

63% of Affluent Adults are Generation X or Boomers



63%



### Affluent Adults Are Demographically Different Than The Average Adult, But They Have Similar Values and Life Pressures

Education 54% College+

Index 179

Career 25% Professional Occupation

Index 180

22% Management Occupation

Index 215

Location 52% Urban

Index 125

Family Oriented:

Index 104 (90%)



Stressed By Juggling Work & Family:

Index 100 (52%)

So Busy They Can't Finish Everything:

Index 107 (72%)



### Affluents Have the Disposable Income to Simplify & Enrich Their Lives

#### SIMPLIFY

INDEX VS P18+

Credit Card (\$700+ Monthly) 194

Housekeeper 167

Dry Cleaning 184

#### ENRICH

OWN INDEX VS P18+

Smart TV 139

iPhone 155

Tablet 136

Only 13% consider themselves highly knowledgeable about New Technology

### Interestingly, They Are Not Much Different Than the Average Adult in Their Video/TV Behavior

82% of TV Viewing is Live (vs 88% for P18+)



% OF AFFLUENT ADULTS AGREE & INDEX VS P18+

73% prefer to watch TV content on a TV (vs. 73% for P18+; 100 index)

Source: Nielsen UE Report December 2017; Nielsen Npower PowerPlay November 2017

#### AFFLUENT ADULTS WATCH SIMILAR PROGRAMMING TO THE AVERAGE ADULT

Top 200 TV Programs Grouped By Genre



Adults (18+)

Sports 33%

Drama 18%

News 29%

Documentary 12%

Comedy 8%

Reality 8%

Affluent Adults (18+)

Sports 40%

Drama 21%

News 19%

Documentary 13%

Comedy 6%

Reality 1%

### In Fact, Affluent Adults Show A Deep Commitment to TV Content

74% of Affluent Households Have a Cable+ Subscription

74%

27%

Affluent Households With A DVR Spend 27% More Time Watching TV than Affluent Non-DVR Households

4x

Affluent Adults Spend Over 4x More Time With Ad-Supported TV Than With YouTube & Facebook Combined

They Spend 20% More Time With Ad-Supported TV Content Online than the Average Adult

20%