

# RA RESEARCH ALERT

OCTOBER 2, 2000  
 Vol XXVII, No. 19  
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THE DEFINITIVE SOURCE FOR RESEARCH ON CONSUMER SPENDING, BEHAVIOR AND ATTITUDES SINCE 1982

## Psychographic Segmentation Of Affluents Reveals Their Attitudes

Affluent Americans — defined as those with household incomes of \$100,000 or more — account for 19% of households, according to Ipsos Mendelsohn. They account for \$1.2 trillion in total discretionary spending.

Affluent households belong to one of four segmentation groups based on psychographics:

### Affluent Globalists

- ▶ 7.6 million affluent households (18%) fall into this group.
- ▶ Account for \$207 billion in spending, or 18% of all spending by affluent households.
- ▶ Are environmentally conscious and willing to pay more for green products.
- ▶ Attempt to minimize their impact on the environment.
- ▶ Enjoy eating foreign cuisines and traveling to learn about other cultures.

### Affluent Individualists

- ▶ 10.0 million affluent households (23%) fall into this group.
- ▶ Account for \$315 billion in spending, or 28% of all spending by affluent households.
- ▶ Consider themselves risk takers and are decision makers.
- ▶ Keep up with financial news and technological developments.
- ▶ Believe environmental issues are overblown.

### Affluent Stylesetters

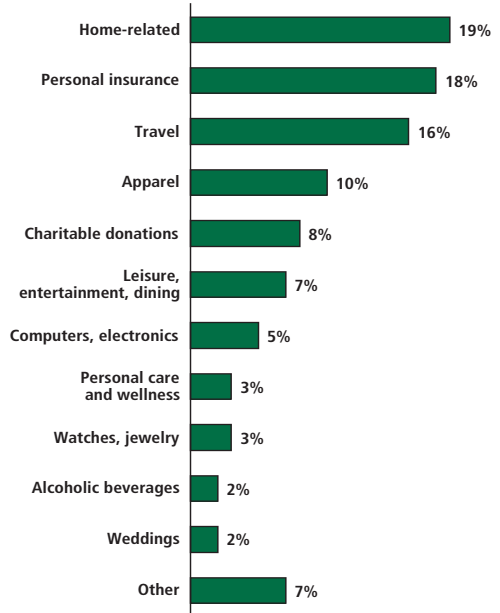
- ▶ 11.8 million affluent households (27%) fall into this group.
- ▶ Account for the largest proportion of affluent spending (32%), \$365 billion.
- ▶ Enjoy keeping up with fashion trends and shopping for clothes.
- ▶ Believe they have an excellent sense of style and often advise others on fashion.
- ▶ Prefer to buy designer or luxury brands.

### Affluent Traditionalists

- ▶ 11.6 million affluent households (27%) fall into this group.
- ▶ Account for a smaller proportion of affluent spending (22%, or \$246 billion) than they do households.
- ▶ Buy based on price rather than quality and gravitate toward brands they grew up with.
- ▶ Consider the stock market too risky of an investment.
- ▶ Prefer to travel within the U.S.
- ▶ Are uninterested in current affairs or politics. [AFFLUENT]

**SOURCE:** "The Mendelsohn Affluent Survey," Ipsos Mendelsohn, Bob Schullman, 841 Broadway, New York, NY 10003; 212-677-8100; bob.schullman@mmsurveys.com; www.mmsurveys.com. Price: Call for information.

HOW AFFLUENT HOUSEHOLDS ALLOCATE THEIR ANNUAL DISCRETIONARY SPENDING, 2009



NOTE: Affluent households are defined as those with annual incomes of \$100,000 or more.

SOURCE: Ipsos Mendelsohn

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RESEARCH ALERT (ISSN: 0739-358X) is published 24 times a year by EPM Communications, Inc. Subscription: \$389 per year/\$449 outside North America. For site licenses, bulk discounts and reprint services, please contact Riva Bennett at 212-941-1633, x28. EPM will pay \$5,000 for evidence of illegal photocopying, and/or electronic or fax distribution of this newsletter that leads to a successful resolution of a claim. Confidentiality is assured. Please contact Ira Mayer at 212-941-1633, x27.  
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