

# Lifestyles of Affluent and High Net Worth Consumers - US - December 2016

Report Price: £3199.84 | \$3995.00 | €3775.81

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US Affluent and HNWIs, with their large amount of income-producing assets, are important to lifestyle brands, particularly those offering value-added products and services. With higher-than-average household incomes, they command a significant amount of purchasing power across a variety of areas, from in-home food to household care to leisure and travel.

This report looks at the following areas:

- **Affluent/HNW women are less confident about financial decisions**
- **Older Affluent/HNWIs not as interested in luxury travel**
- **One in five Affluent/HNW Hispanics' finances are just "OK"**

Affluent and High Net Worth Individuals (HNWIs) hold a large amount of the nation's wealth as well as substantial purchasing power. These consumers typically have more discretionary income to spend across a variety of categories. In the next year, they place health, wellness, and increased travel as their top goals. In the longer term, specific demographics express interest in various financial and milestone goals, such as Millennials' interest in purchasing a second home. Ultimately, Affluent/HNW Millennials are a key segment, as they tend to spend more freely.

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## DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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HENRYs

Luxury brands are capitalizing on hotel opportunities

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Shinola  
Aston Martin  
West Elm  
Sharing economy for the wealthy  
Accommodations  
Ride sharing  
Boat sharing  
Unique travel opportunities  
Hotel meet hostel  
Cuba

## The Consumer – What You Need to Know

85% have participated in luxury activities or used luxury services  
They're wealthy but still appreciate a good deal  
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Direct marketing creative

Terms

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