

# Affluent Insights™ Report Summary: 2015 High Net Worth Individual Report - USA

While in 2015 the HNWI population of Asia Pacific surpassed that of North America, becoming the region with the largest number of HNWI's in the world<sup>1</sup>, this report focuses on US, which as a single market still has, by far, the largest number of millionaires in the world.

<sup>1</sup>Source: World Wealth Report 2015



We focus on this population with **1 million+ USD in investable assets**; their purchasing behaviour, motivations, media channels and brand preferences when it comes to purchasing premium and luxury products and services. We interviewed a total **110 HNWI respondents in Singapore**.

- Fielded online in May/June 2015.
- All respondents are defined as affluent, command at least USD\$1M in investable assets, and have annual household incomes as per the table below

Country	Affluent Definition (HHI)
<b>USA</b>	<b>USD 150,000+</b>

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## Example Findings from the Report:

- HNWIs expect luxury to be expensive and deliver high quality. A perfect luxury experience for HNWIs is often related to something that comes with a high level of service.
- Future big purchases are often related to travel.
- Besides offering high quality, HNWIs expect luxury products to be unique.
- Overall, craftsmanship and design/styling are the primary motivators for buying luxury.
- Wealthy consumers in the US are likely to buy luxury online.



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Civil Status

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## PRODUCT CATEGORIES COVERED:

Affluent Insights™ 2015 HNWI reports cover premium brands across the following categories:

- ✓ Fashion/Accessories (83 brands)
- ✓ Watches (82 brands)
- ✓ Jewelry (39 brands)
- ✓ Skincare (52 brands)
- ✓ Makeup (49 brands)
- ✓ Financial Services (50 brands)
- ✓ Cars (46 brands)
- ✓ Alcohol (65 brands)

USA HNWI Report Price: **USD 2,850**

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