

THE GLOBAL AFFLUENT TRIBE

Rise of a New Creator Class

January 2019





INTRODUCTION

The wealthy might not be who you think they are.

Team One has been studying affluents and tastemakers for over thirty years ago, to understand their behaviors and desires – but more importantly, to get ahead of their motivations and aspirations.

Some of our clients include:



REVOLUTION IN THE AIR

Technological innovations have dramatically changed the way people think, do and live

*Radical
Transparency*

*The Sharing
Economy*

*Algorithmic
Living*

*The
Quantified Self*

*Genomic
Health Care*

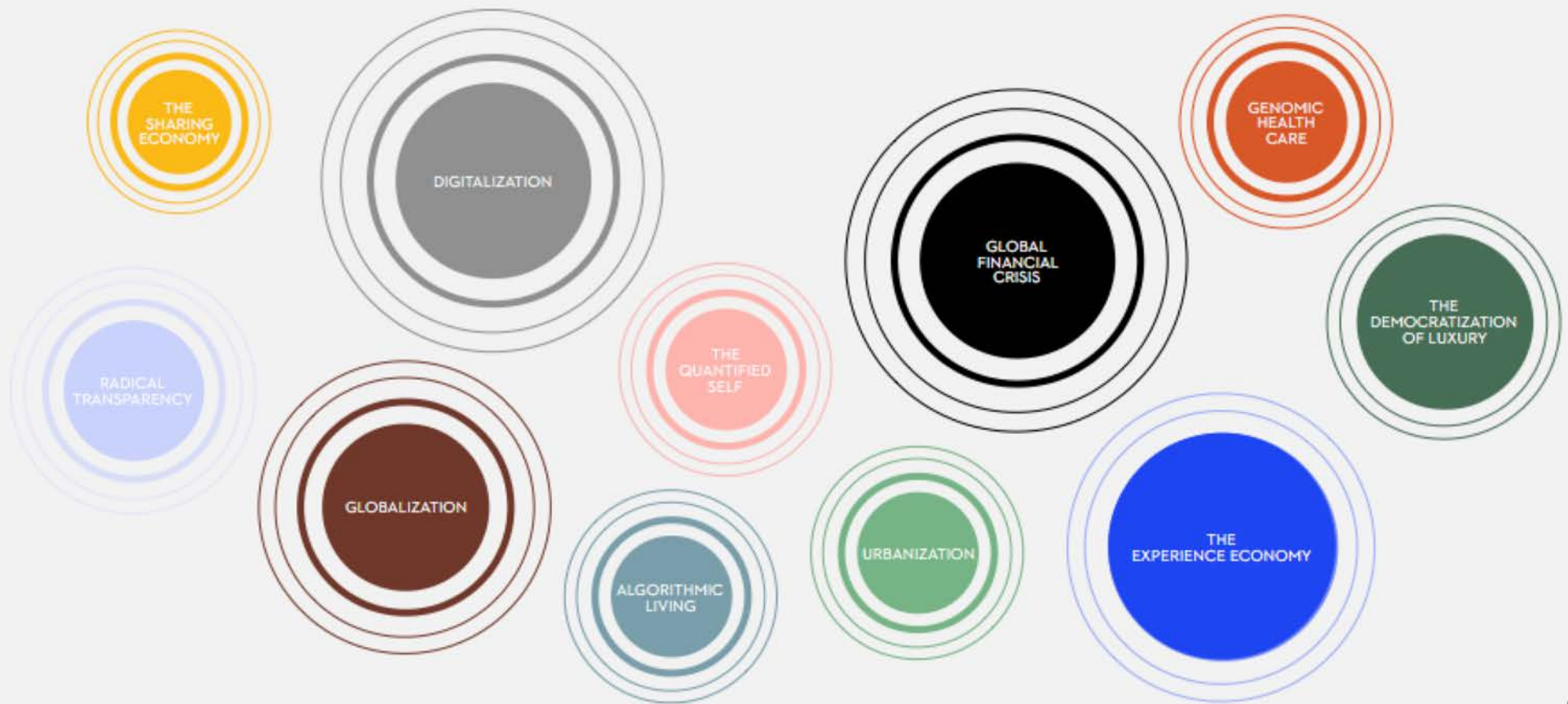
*The
Democratization
of Luxury*

*The Experience
Economy*



FORGING A NEW CULTURE

Profound changes in the way we communicate, travel, shop, learn, find a date, manage our health and wellness



A NEW WAVE OF WEALTHY

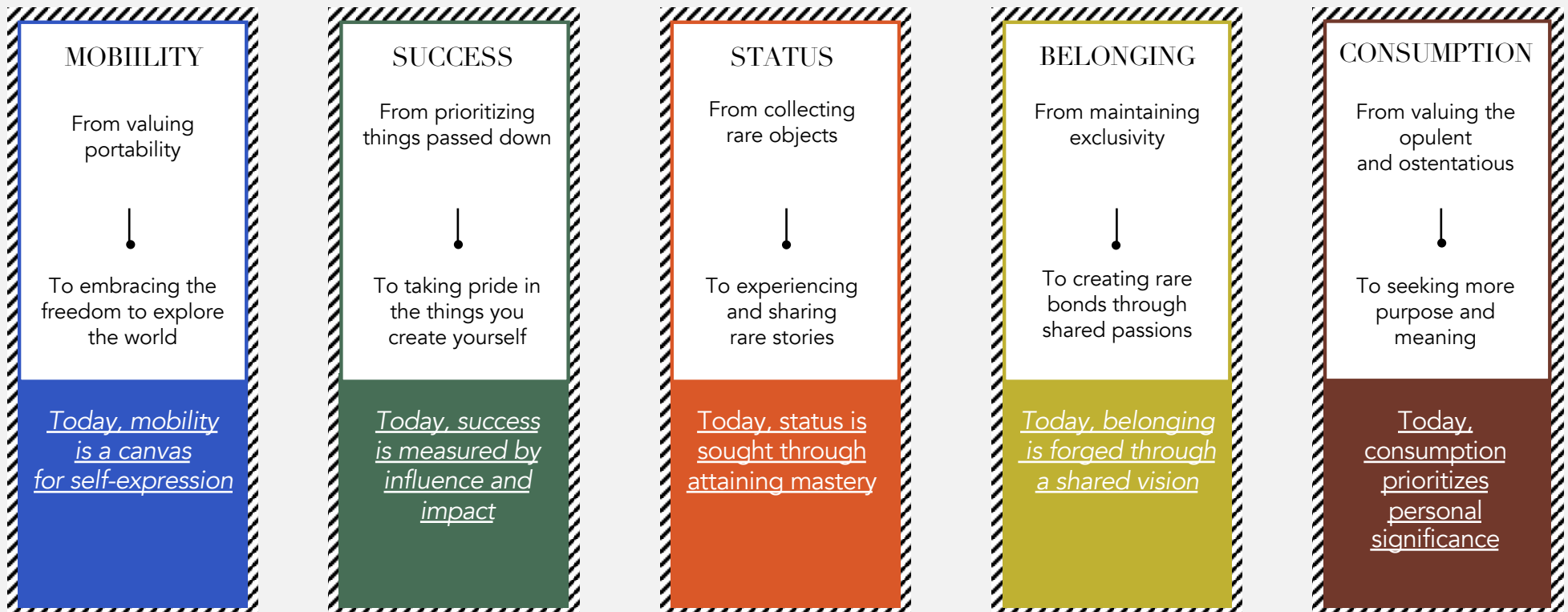
Economically powerful but also highly conscious of how their consumption affects others

Multi-cultured and globally networked

Technologically fluent, but increasingly chasing real experiences



FIVE VALUES CONNECT THIS GROUP



METHODOLOGY

2018 Quantitative Panel in partnership with YouGov

Global Reach

*n=5200 respondents, ages 25-64,
in 15 countries around the world:
Brazil, Canada, Mexico, United States,
France, Germany, Russia, United Kingdom,
Australia, India, United Arab Emirates,
China, Japan, South Korea, Singapore,*

Identifying the Tribe

*Using a proprietary algorithm, we identify
consumers with a shared mindset around the
world who are in the top 10% of income and
net worth of their respective markets. They
represent 78% of the world's wealth and 80%
of the world's HNW population.*

*As a benchmark, we also conduct interviews
with the general population (bottom 90%).*



FIVE SHARED VALUES



BELONGING

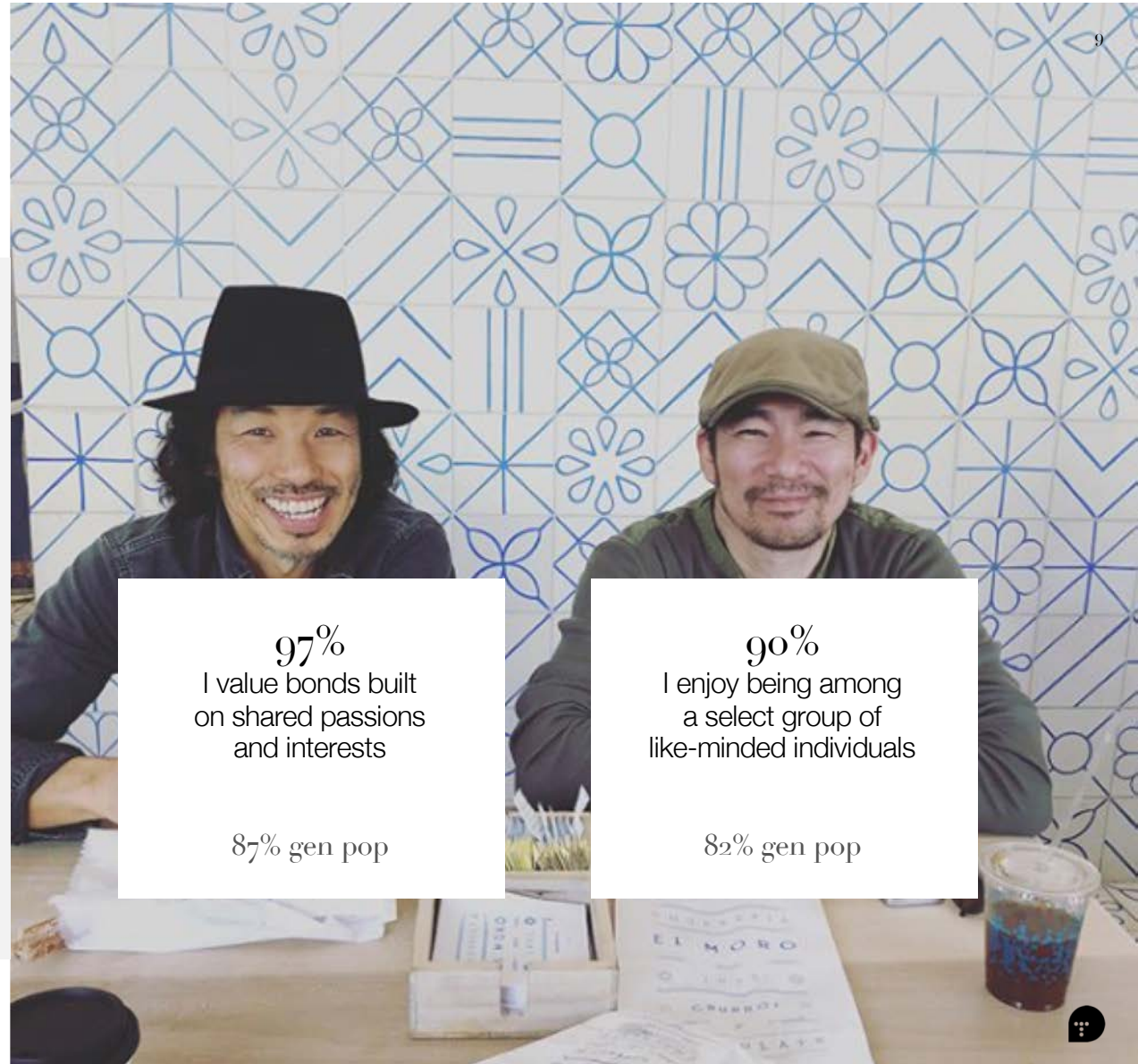
From maintaining exclusivity...



*to creating new bonds
through shared passions*



Today, belonging is
forged through
a shared vision



97%

I value bonds built
on shared passions
and interests

87% gen pop

90%

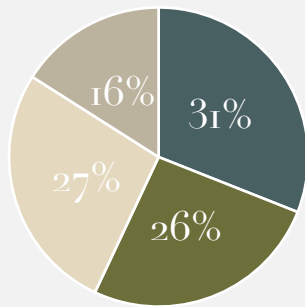
I enjoy being among
a select group of
like-minded individuals

82% gen pop

BELONGING

MOST CONSIDER THEMSELVES NEWLY WEALTHY

Number of years lived
with wealth:

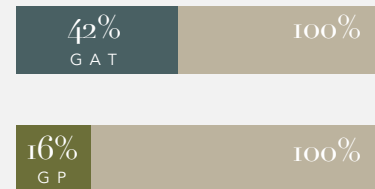


■ Under 4
■ 10+ Years
■ 5-9 Years
■ My Whole Life

Parents were affluent



Consider themselves affluent



Source: Q24 How long have you personally lived with affluence or wealth? n=3813

Q25. Growing up, would you say your parents were affluent or wealthy? n=5539

Q7 Do you consider yourself affluent or wealthy? n=5539.

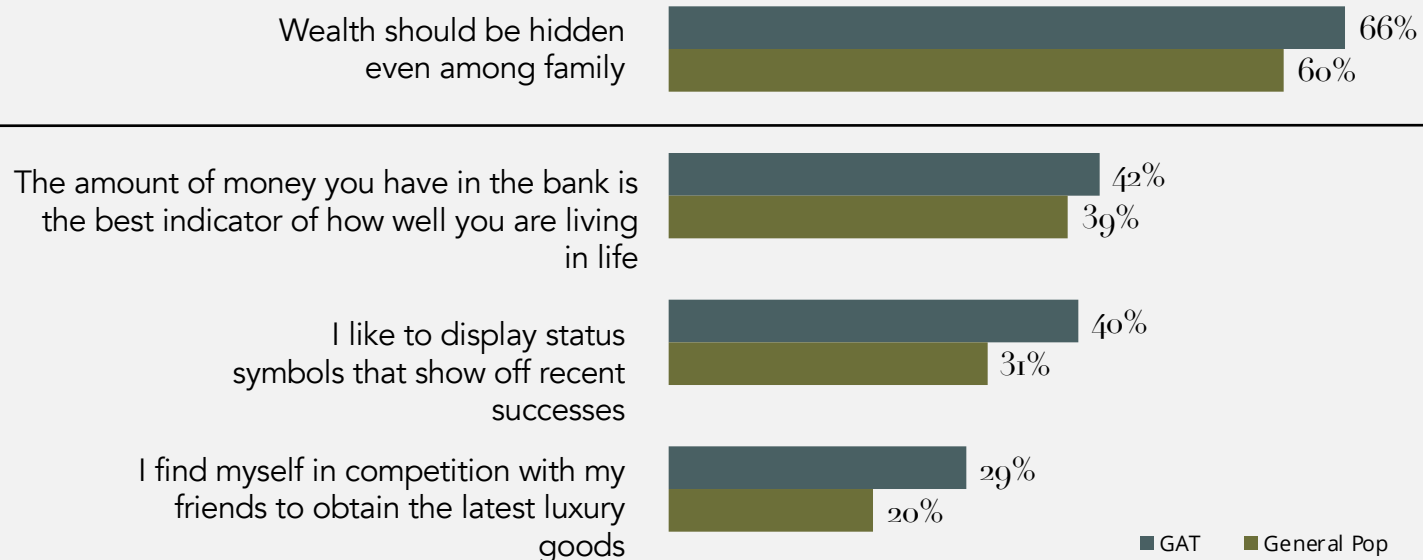
Q17. Using the scale below, please indicate how much you agree or disagree with the following statements:
n=5539





BELONGING

MODEST ABOUT THEIR WEALTH



Source: Q17. Using the scale below, please indicate how much you agree with the following statements. n=5539



Source: Q41. Using the scale below, please indicate how much you agree or disagree with the following statements. n=5539

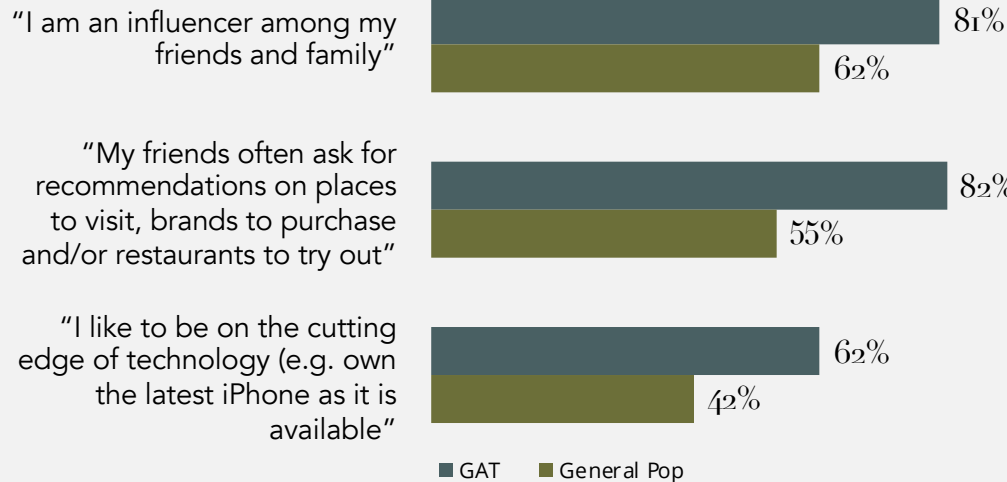


BELONGING

AN ENGAGED & INFLUENTIAL GROUP

They are influencers, but they are just as likely to ask for others' opinions

INFLUENCERS



Source: Q17. Using the scale below, please indicate how much you agree or disagree with the following statements: n=5539. Q29. What are the top reasons you visit your favorite social media site? Please select all that apply.

OPINION SEEKERS

130% more likely
to ask for inspiration or advice from others, across categories, from travel to financial services to car purchases



Source: Q12. Sources of Inspiration: Where do you get your inspiration or advice about each of the following categories?



B E L O N G I N G

CRAVING MEMORABLE MOMENTS TO DEEPEN RELATIONSHIPS

Investing more time in worthwhile experiences helps to strengthen bonds of worth

PART OF LIVING A FULFILLED LIFE

Creating memories with my friends and family

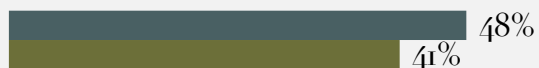


DEVOTE MORE TIME TOWARD

Relationship with significant other



Children



Friends



New friends



■ GAT ■ General Pop



Source: Q23. Which of the following do you aspire to do as part of living a fulfilled life? Please select all that apply.

Q11. In which of the following would you like to devote more time toward? Please select all that apply.:

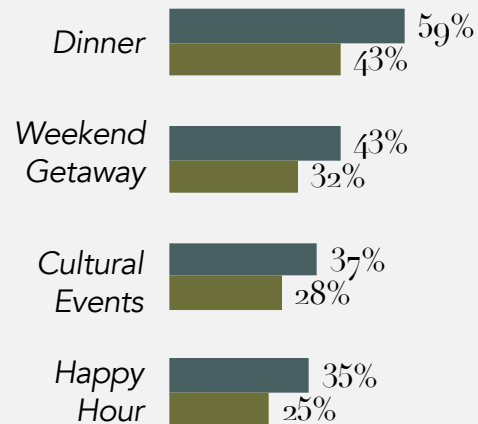


B E L O N G I N G

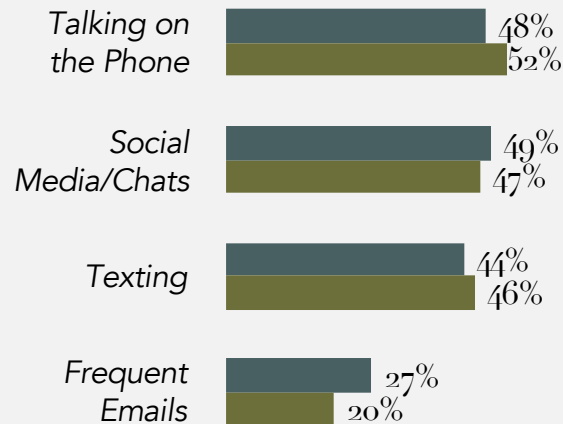
AFFLUENTS WANT MORE POINTS OF ENGAGEMENT WITH THEIR TRIBE

Bonding through intimate activities provides valuable moments of togetherness

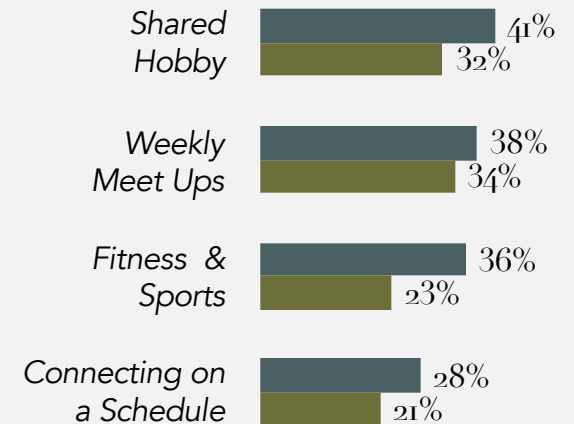
SOCIAL PLANS



CATCHING UP



MEET UPS



■ GAT ■ General Pop



Source: Q18. How do you like to connect with friends? Please select all that apply. n= 5399



STATUS

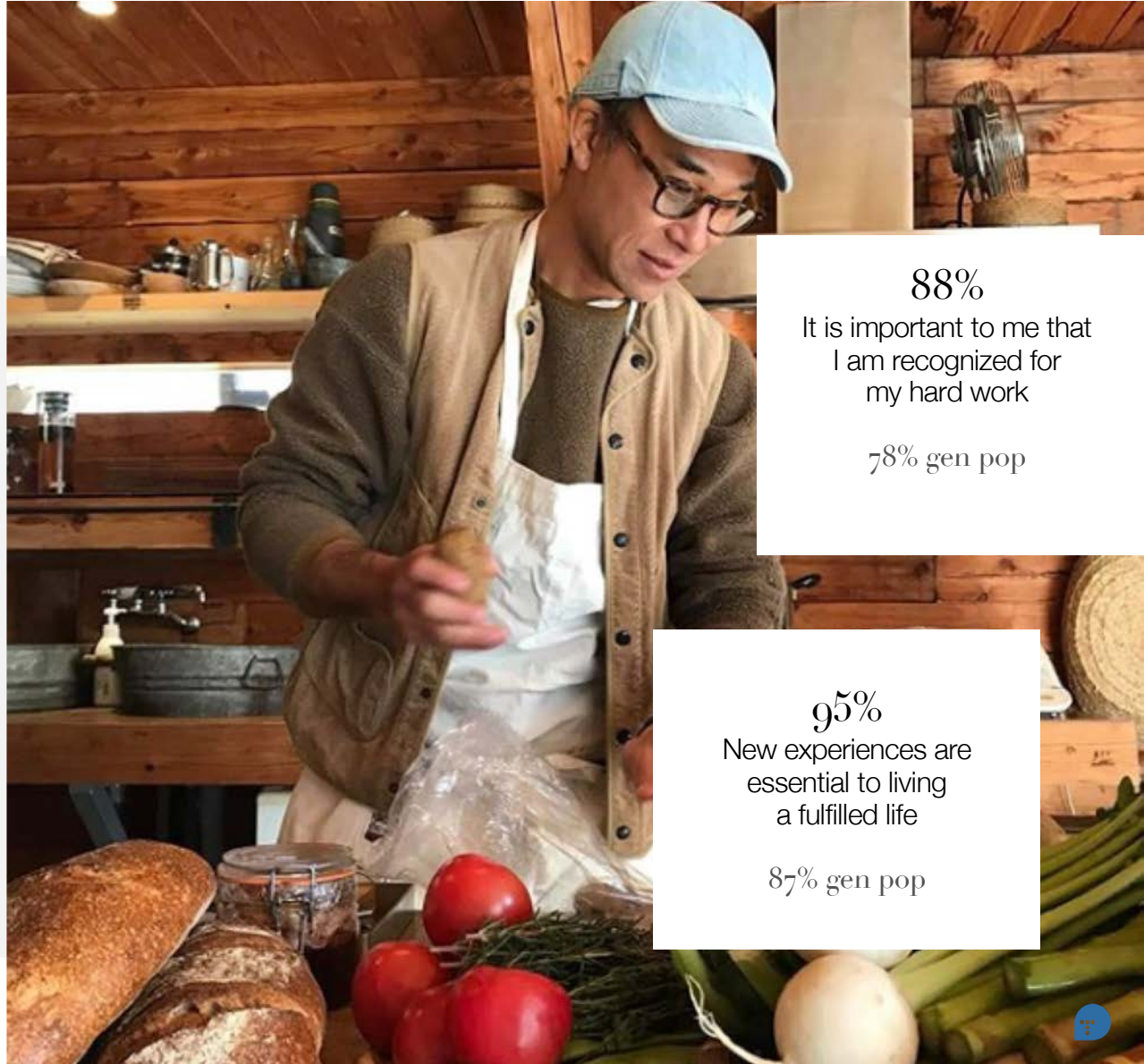
From collecting
rare objects...



*to experiencing and
sharing rare stories...*



Today, status is
sought through
attaining mastery



88%

It is important to me that
I am recognized for
my hard work

78% gen pop

95%

New experiences are
essential to living
a fulfilled life

87% gen pop



S T A T U S

PERSONAL GROWTH HAS BECOME AN IMPERATIVE

Especially for affluents, opportunities to continue to learn and grow are paramount to their vision of an ideal life

ASPIRE AS PART OF A FULFILLED LIFE

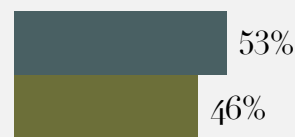
*Being able to pursue
personal passions*

Index 110



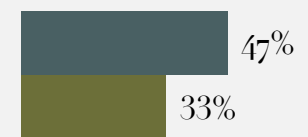
*Developing as a
person continuously*

Index 115



*Having experience in
diverse parts of the world*

Index 142



■ GAT ■ General Pop



Source: Q23. Which of the following do you aspire to do as part of living a fulfilled life? Please select all that apply.

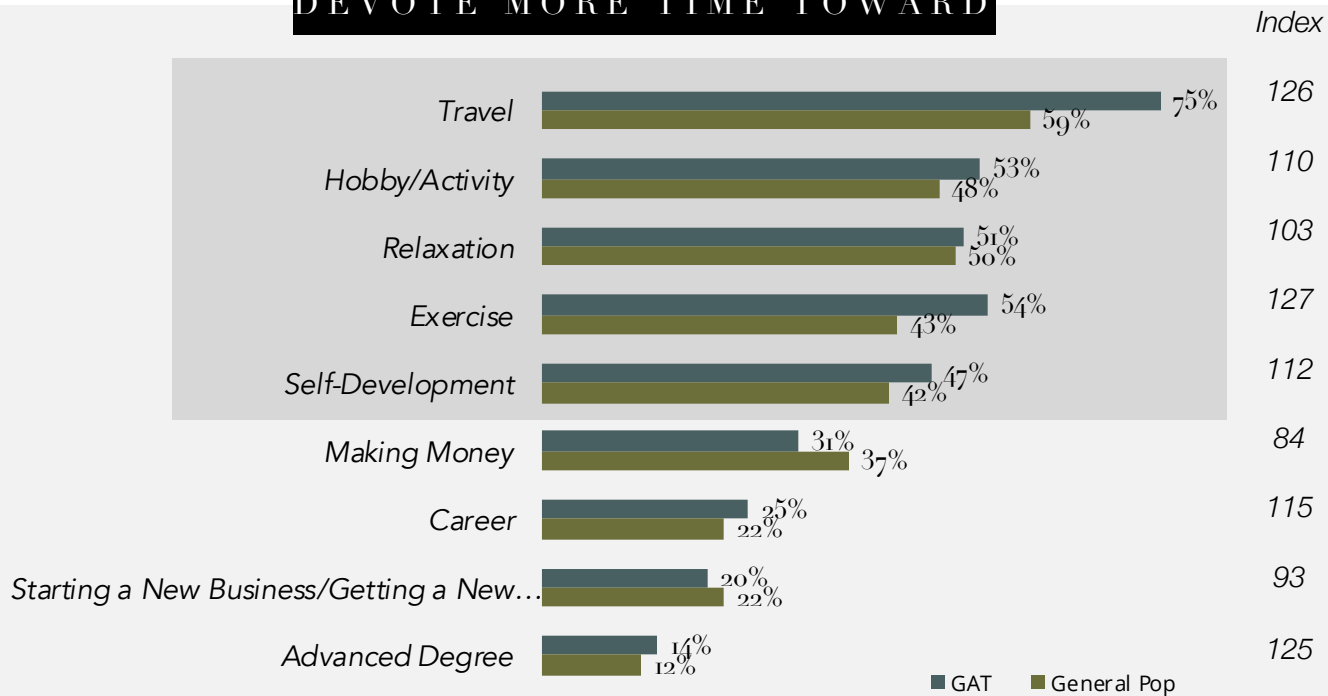


STATUS

FOCUS IS ON TODAY, NOT SOMEDAY

New experiences and opportunities to pursue personal interests in the immediate future, rather than chase accolades or professional gains far in the future

DEVOTE MORE TIME TOWARD



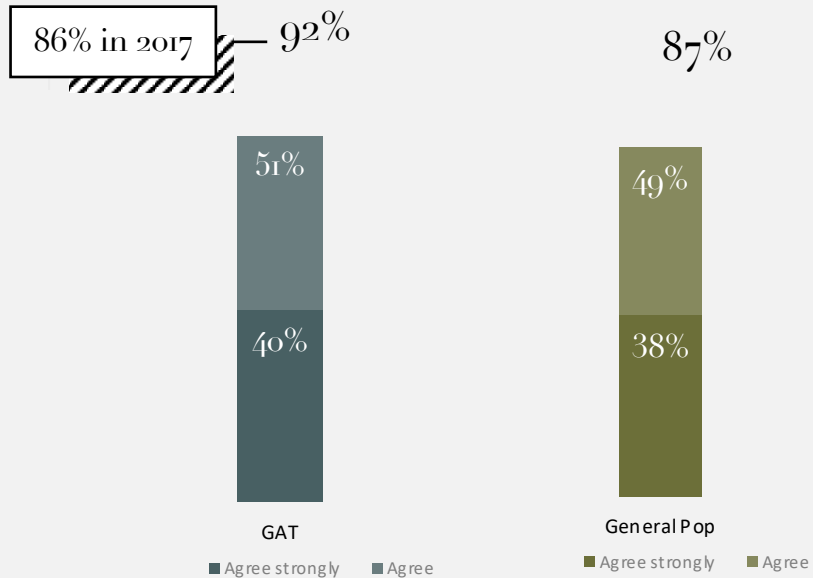
Source: Q11. In which of the following would you like to devote more time toward? Please select all that apply.



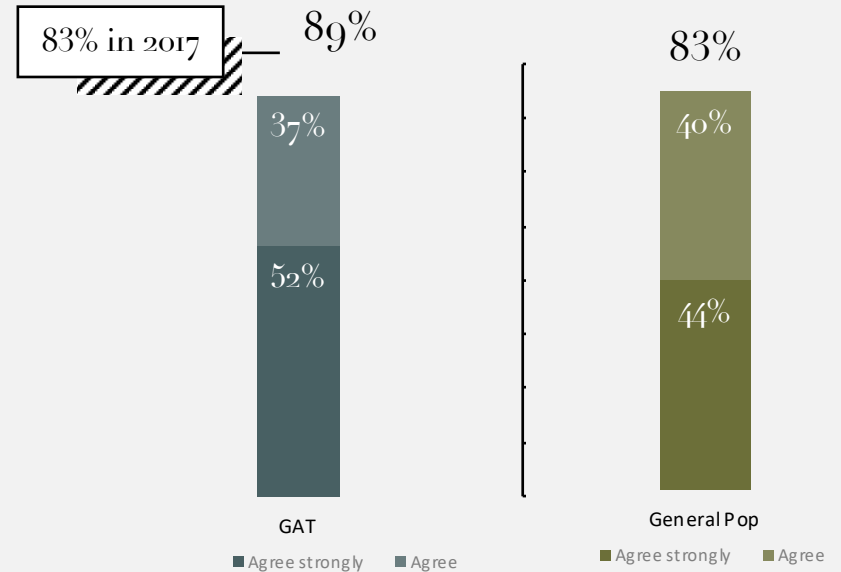
S T A T U S

TIME IS OF THE ESSENCE

"My time is my most valuable asset"



"I appreciate that I have only one life to live"



Q17_rc_1. Agree (NET): Using the scale below, please indicate how much you agree or disagree with the following statements.

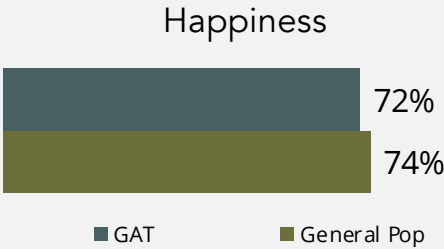




S T A T U S

HAPPINESS IS THE ULTIMATE GOAL

ASPIRE AS PART
OF A FULFILLED
LIFE



Source: Q23. Which of the following do you aspire to do as part of living a fulfilled life? Please select all that apply.

HOPE MOST
FOR CHILDREN

	GAT	Gen Pop
<i>Happiness</i>	28%	28%
<i>Health</i>	19%	23%
<i>Success</i>	9%	13%
<i>Independence</i>	7%	8%
<i>Family</i>	6%	4%
<i>Education</i>	5%	4%
<i>Be respected</i>	4%	5%
<i>Creativity</i>	4%	2%
<i>Safety</i>	4%	3%
<i>Cultured</i>	4%	%



Source: Q16. Thinking about children, what do you hope they are or have the most in life? (Chose one)



MOBILITY

From valuing portability...



*to embracing the freedom
to explore the world...*



Today, mobility is
a canvas for
self-expression



82%

It is a lifelong goal of mine
to understand the world
in which we live

73% gen pop

91%

I enjoy travel as a
means of self-discovery

73% gen pop

98%

I enjoy traveling to
new places to learn
about new cultures

83% gen pop

MOBILITY

WELLBEING ECLIPSES EGO-DRIVEN PURSUITS

55%



WELLBEING:

Joie de vivre, inner
peace, freedom,
health, happiness

47%



THE TRINITY:

Money, sex, time

46%



BROTHERLY LOVE:

Giving back/helping
others, sense of purpose,
meaningful relationships

43%



FAMILY LOVE:

Marriage or best
relationship with
significant other,
children, love

22%



ACHIEVEMENT:

Influence, power,
prestige, admiration,
material objects



Source: Q10. Which of the following do you want more
of in your life? Please select all that apply..

WANT MORE OF
IN LIFE

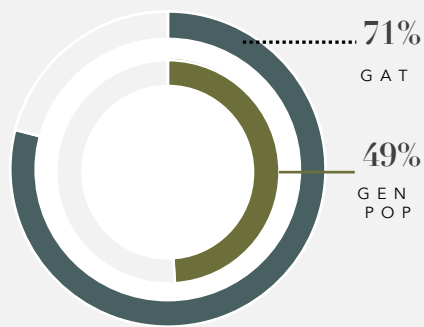


MOBILITY

TRAVEL IS A WAY TO CREATE IDENTITY

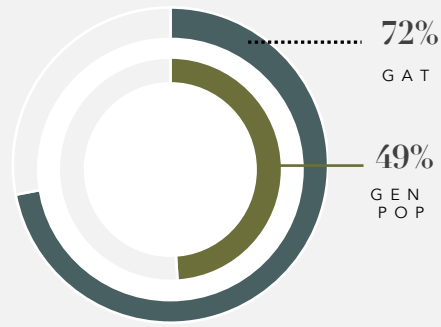
*More about great exposure to the possibilities of the world,
and less about consumption or bragging rights*

*"My travel experiences
define me better than my
nationality"*



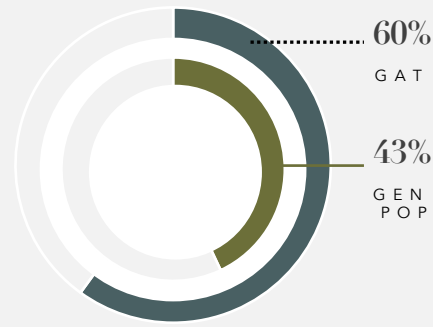
Index 145

*"I feel at home anywhere
in the world"*



Index 147

*"I keep in close contact with
people I've met while visiting
other countries"*



Index 140



Source: Q42. Using the scale below, please indicate how much you agree with the following statements. Please select one response for each.



Source: Q9. Using the scale below, please indicate how much you agree or disagree with the following statements. Agree (NET).



Source: Q19. Using the scale below, please indicate how much you agree or disagree with the following statements. n=5539

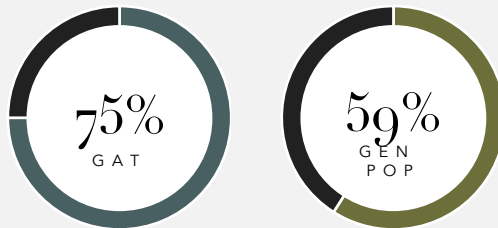


MOBILITY

“GLOBAL” IS AN AFFLUENT PRIORITY

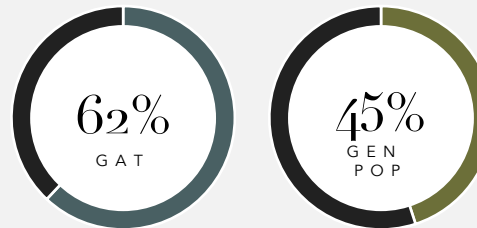
“Would like to devote more time to travel”

Index 126



“I’d prefer to spend more money on travel than on my home”

Index 139



“It is important to live in places outside of where you grew up”

Index 119



Source: Q11. In which of the following would you like to devote more time toward? Please select all that apply.



Q17. Using the scale below, please indicate how much you agree with the following statements. Please select one response for each.

(75% for GAT 25-39)

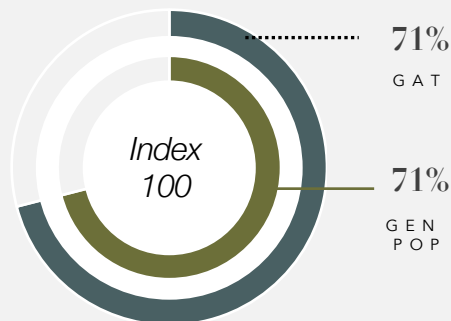


MOBILITY

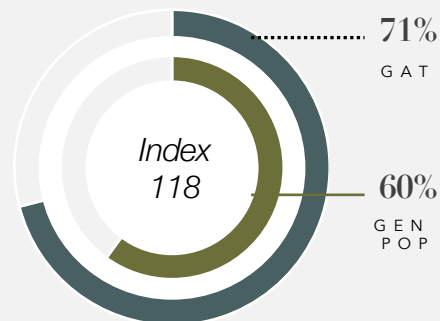
SEIZING ONTO THE VISCERAL JOYS IN LIFE

There is a strong desire and urgency for living to the fullest every day

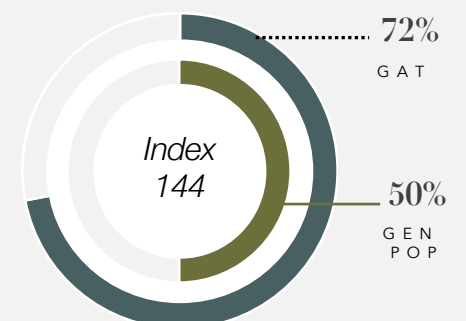
"I am living life for today"



"I plan to live life to the fullest using all of my monetary means"



"Luxury is not a necessity in my life but I choose to have it"



Source: Q17. Using the scale below, please indicate how much you agree with the following statements.



Source: Q41. Using the scale below, please indicate how much you agree or disagree with the following statements. Agree (NET)



SUCCESS

From prioritizing things
passed down...



*to taking pride in the
things you create yourself*



Today, success is
measured by
influence and impact



76%

What I do for work is a
passion, not an
occupation

66% gen pop

91%

True success is not
handed down or inherited,
instead it is created
through talent and
hard work

84% gen pop

S U C C E S S

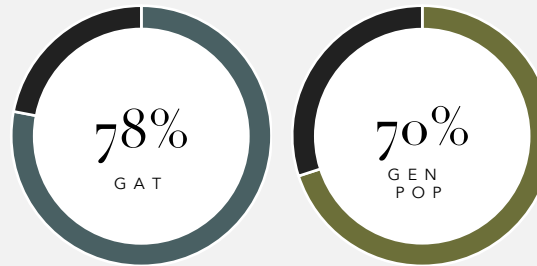
THE WEALTHY UNDERSTAND THE PRIVILEGE THAT THEY HAVE

"I am able to experience more of what life has to offer because of my wealth"



Source: Q41. I am able to experience more of what life has to offer because of my wealth. n=5539

"Affluent households have a responsibility to give back to those who are less fortunate"



Source: Q19_10. Using the scale below, please indicate how much you agree or disagree with the following statements. Please select one response for each.





S U C C E S S

A DESIRE FOR MORE SUBSTANCE

93% GAT

*"Luxury needs to have
substance over flash"*

79% gen pop

Index 118

↓ Source: Q9. Using the scale below, please indicate how much you agree or disagree with the following statements. Agree (NET) . .

81% GAT

*"I like brands and products
that have interesting stories"*

66% gen pop

Index 123

↓ Q42_rc_1. Agree (NET) : Using the scale below, please indicate how much you agree or disagree with the following statements. Please select one response for each..



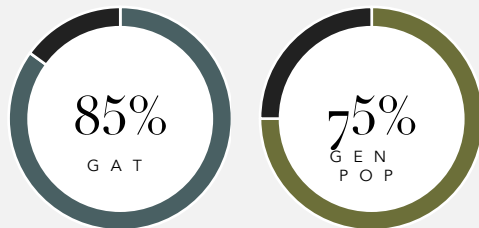
S U C C E S S

A NEW SENSE OF NOBLESSE OBLIGE ARISING

*Contributions to society are equally as important as personal enrichment, a responsibility to steward culture.
There is a sense of responsibility in playing a role in the improvement of society*

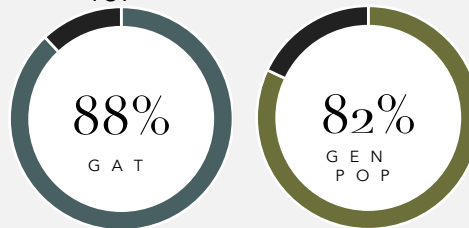
"Affluence comes with the responsibility to contribute to culture and progress"

Index 113



"It's important I give back to my community"

Index 107



TOP 5 MOST ADMIRABLE PURSUITS:

"Making a contribution to society"
(#1 response)

Index 106



Source: Q19. Using the scale below, please indicate how much you agree with the following statements. Please select one response for each.



Source: Q17_5. It is important I give back to my community. Using the scale below, please indicate how much you agree or disagree with the following statements. Please select one response for each.



Source: Q15. Which of the following pursuits would you say are most admirable? Top 5 Most admirable Pursuits.



CONSUMPTION

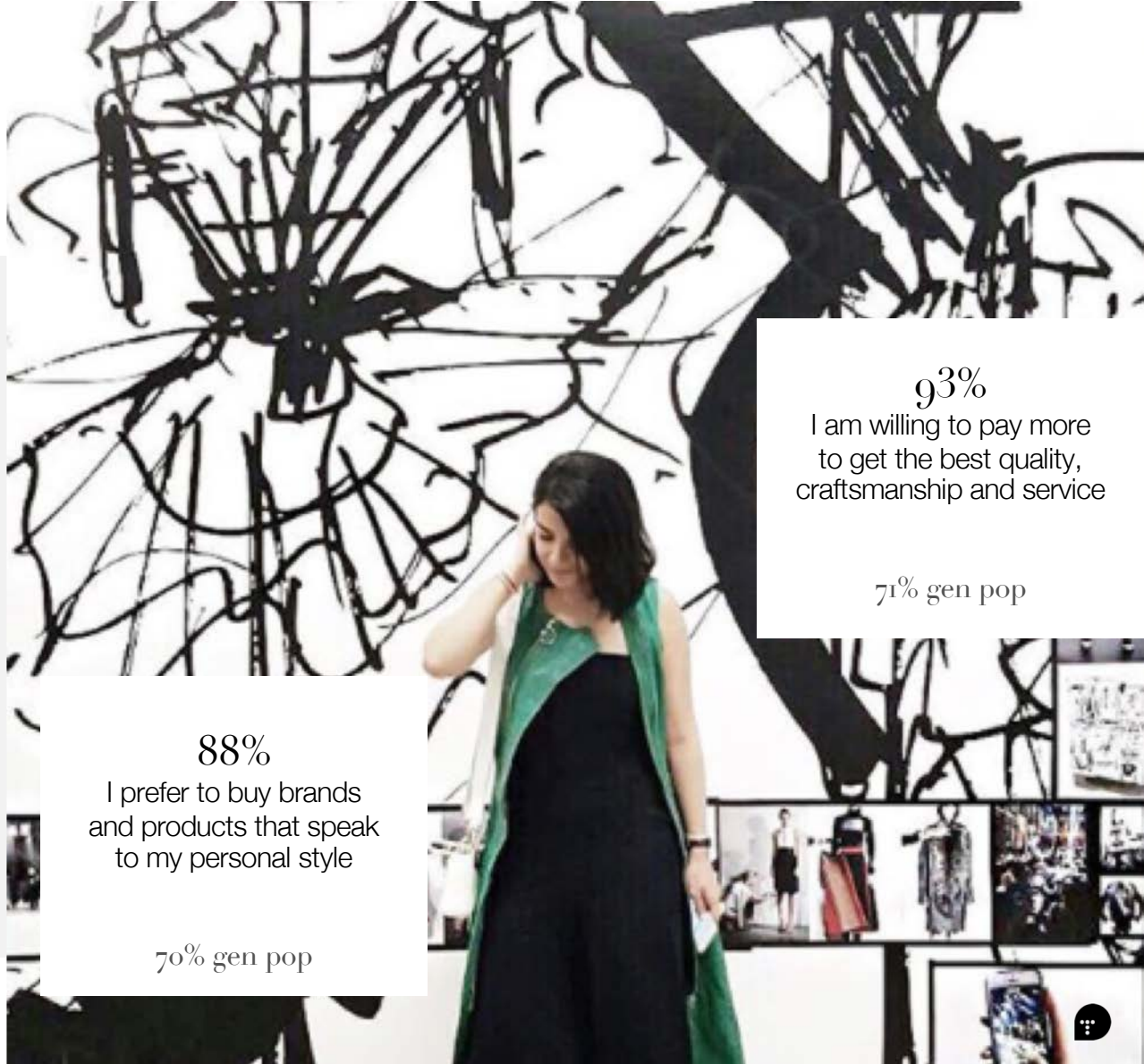
From valuing the opulent
and ostentatious...



*to seeking more
purpose and meaning*



Today, consumption
prioritizes
personal significance



93%

I am willing to pay more
to get the best quality,
craftsmanship and service

71% gen pop

88%

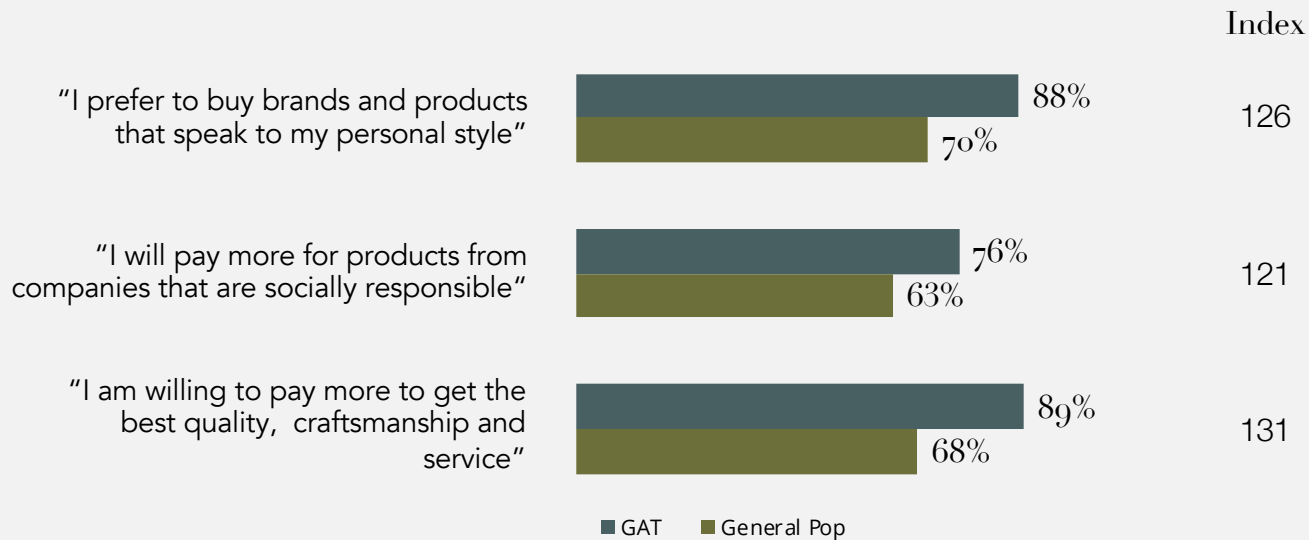
I prefer to buy brands
and products that speak
to my personal style

70% gen pop

CONSUMPTION

EXPECTATIONS HIGHER FOR AFFILIATION AND PATRONAGE

Quality over quantity is sought; deeper engagement is experienced with a fewer number of brands



Source: Q41. Using the scale below, please indicate how much you agree or disagree with the following statements. Agree (NET) n=5539. Q9. Using the scale below, please indicate how much you agree or disagree with the following statements. Agree (NET) n=5539.

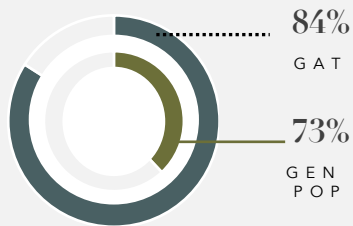


CONSUMPTION

IT'S GOTTEN MORE AND MORE PERSONAL

Individual brand relationships are more personally significant, rather than less

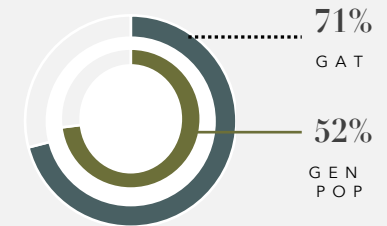
"I love the brands I own"



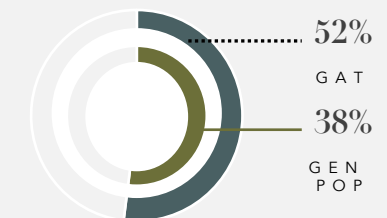
"My definition of luxury is unique to me"



"I will pay more for brands and products that enable personalization and customization"



"I feel respected when a brand reciprocates on social media"



Source: Q41. Using the scale below, please indicate how much you agree or disagree with the following statements. Agree (NET) n=5539



Source: Q42. Using the scale below, please indicate how much you agree with the following statements. Please select one response for each. n=5539

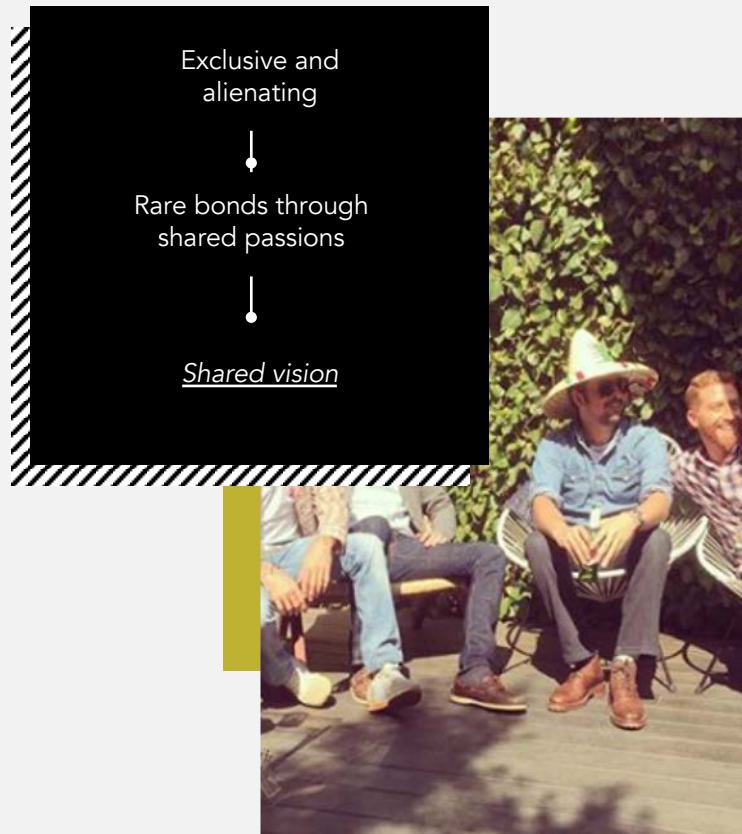


KEY TAKEAWAYS



BELONGING

KEY TAKEAWAYS



HUNGER FOR MEANINGFUL CONNECTION

Tribal affiliations and loyalties forming around a shared trajectory or common destination (rather than origin)

A more discerning and conscientious affluent consumer seek moments of authenticity to deepen engagement

Desire to break through daily inertia to connect in meaningful ways



STATUS

KEY TAKEAWAYS

Once meant collecting
rare objects



Experiencing and
sharing rare stories



Mastery

CARPE DIEM, TODAY

A strong desire to seize the day - and an increased willingness to spend on the luxuries to help them do so

Craving space and opportunities to imagine, explore, create and connect

The wealthy are not afraid of hard work – their biggest fear is wasting the time they have



MOBILITY

KEY TAKEAWAYS

Once prioritized as
portability



The freedom to explore
the world



A canvas for
self-expression

PERSONAL GROWTH LEADS TO FULFILLMENT

Affluents seek to discover the world in order to
discover more about themselves

Global exposure is a *must* to forge new identity and
open up new possibilities



SUCCESS

KEY TAKEAWAYS

Once prioritized things
passed down



The things you
create yourself



Influence and impact

LOOKING FOR IMPACT

A desire for substance rather than flash in all the moments of their day

A new mantle of responsibility to give back, look after and contribute to society

Affluents identify as patrons and vested stakeholders – looking for ways to contribute to the progress of their community and society – and measure their contribution



CONSUMPTION

KEY TAKEAWAYS

Opulent and
ostentatious



Purposeful and
meaningful



Personally significant
and inspiring

THE PURSUIT OF SIGNIFICANCE

Beyond amazing products or experiences, affluents expect alignment with their values

Seek brands as companions and partners, rather than badges

It's important to remember that customization is not personalization



A photograph of two women sitting on a blue cushioned sofa, laughing heartily. The woman on the left has reddish-brown hair and is wearing a black top with a colorful floral pattern. The woman on the right has dark brown hair and is wearing a dark blue long-sleeved shirt. They are both holding water bottles. Behind them is a large, lush green plant wall. The text "THANK YOU!" is overlaid in the center in a white serif font, flanked by two horizontal white lines.

THANK YOU!

