

# Summary of Findings of Affluent Internet & Social Media Usage

- Three out of four (78%) affluent consumers have profiles on one or more social networking sites. Facebook is the hands down favorite.
  - Social networking isn't just for the young: 70% of mature affluents (41 years or older) also have one or more social media profiles.
- About half of affluents have used social media to connect with a brand, such as viewing news, products, or a video. But only one out of four affluents have 'friended' a luxury brand.
  - Affluents are more likely to use social media to look at brands, rather than to commit to a relationship with them.
- Typical luxury consumer spends 13.5 hours weekly on line and about 4.2 hours devoted to shopping. They spent about \$3,000 online in the past three months.
  - The most active internet shoppers spend 9.5 hours on shopping-related activities. These heavy users are more likely to be young and ultra-affluent (\$250,000 and above). They spent three-times more than the average on their online purchases.
- While the number of affluents that enjoy the shopping experience more online or in the store is evenly split, a majority of heavy users (55%) say they enjoy shopping online more than in the store.
- One-in-three affluents have visited a social shopping site in the past three months. Woot, Gilt.com, HauteLook, RueLaLa and Ideeli are their favorites. More than half of the heavy users visit social shopping sites regularly.