

Chapter 1: Affluent Shoppers in 2015	5
Overview	5
Affluents Enjoying the Little Things in Life – Resisting the Temptation to Over-Spend & Liking It.....	5
Demographic Forecast: Luxury Drought	6
<i>Figure 1: Dent Research, Consumer Spending by Age.....</i>	6
<i>Figure 2: LCI Historical 1Q2004-present</i>	8
El Nino and the Millennials- the Short and Long of It.....	9
Chapter 2: Retail & Affluent Consumers in Perspective.....	13
Retail Sales Growth Flattening	13
<i>Figure 3: GAFO Retail Sales & Growth 2007-1Q2015.....</i>	13
GAFO Retail Sales in 2015	14
<i>Figure 4: GAFO Store Sales YTD 2015-2014.....</i>	14
<i>Figure 5: Fastest Growing Retailers 1Q2015</i>	15
Tracking Consumers’ Personal Consumption	16
<i>Figure 6: Personal Consumption Quarterly Change 2008-1Q15.....</i>	16
<i>Figure 7: Personal Consumption Expenditures 1Q15 Percent. Change Previous Period, details</i>	17
Latest U.S. Census Reveals Affluent Consumer Segment is fastest growing.....	18
<i>Figure 8: Number of Households and Average Income 2010-2013.....</i>	18
Number of Ultra-affluent households grew by one-third since 2010	19
<i>Figure 9: Households by Income & % Change 2010-2013.....</i>	19
Affluents Account for 20% of Households, but over 40% of all Consumer Spending.....	21
<i>Figure 10: Share of Consumer Expenditures Attributed to Affluents, 2012-2013.....</i>	21
Marketers’ Take Away>>>.....	22
Chapter 3: Affluent Shopping Overview	23
<i>Figure 11: Shopper Track Survey Sample Demographics.....</i>	23
Overview.....	24
Key Trends Shaping the Future of Retail Catering to Affluent Shoppers.....	24
Marketers’ Take Away>>>.....	26
Trends in Where Affluents Shopped	28
<i>Figure 12 Trends in Where Affluents Shopped.....</i>	28
Trends in Affluent Experiential Purchases	30
<i>Figure 13: Trends in Affluents Experiential Purchases</i>	30
Trends in How Often They Shopped by Type of Shopping Experience.....	31
<i>Figure 14: Trends in Average Number of Shopping Occurrences by Type of Shopping Experience.....</i>	31
Trends in How Much Affluents Spent in Last Shopping Experience by Type.....	33
<i>Figure 15: Trends in Spending on Last Shopping Occurrence.....</i>	33
Trends in Extended Spending by Type of Shopping Experience	35

<i>Figure 16: Trends in Projected Total Spending by Type of Store</i>	35
Projected Spending by Major Category of Experiences.....	37
<i>Figure 17: Trends Spending by Major Category of Shopping Experience</i>	37
Shopping Overview Details	39
<i>Figure 18: Shopping Overview Details</i>	42
Online vs. In-Store Shopping.....	43
<i>Figure 19: Online vs. In-Store Shopping</i>	43
Who Affluents Shopped with In Store	45
<i>Figure 20: Who In-store Affluents Shopped With</i>	45
How Paid for Last Purchase.....	47
<i>Figure 21: How Affluents Paid for Last Purchase (credit card, cash, debit, etc.)</i>	47
Reasons for Last Shopping Occurrence	49
<i>Figure 22: Reasons for Most Recent Shopping Experience</i>	49
Loyalty Rewards Collected and Used	51
<i>Figure 23: Loyalty Rewards Collected or Used</i>	51
Shopping Experience Detail	52
<i>Figure 24: Shopping Experience Detail, 2015</i>	52
Chapter 4: How Affluents Shopped at Specialty Retail Stores	53
Overview.....	53
<i>Figure 25: Specialty Retail Stores Usage & Occurrences Overview</i>	53
<i>Figure 26: Specialty Retail Stores Overview</i>	56
Chapter 5: Major Appliance Store, Kitchen & Bathroom Remodeling Stores & Websites Detail	57
Overview.....	57
<i>Figure 27: Major Appliance Store Shoppers & Website Shopping Summary</i>	57
Marketers' Take Away>>>.....	57
How Shopped: In-store or Online?.....	60
<i>Figure 28: Major Appliance Store Shoppers Last Shopping In-store or Online</i>	60
Who They Shopped with?.....	60
<i>Figure 29: Major Appliance Store Shoppers Last Shopping by Self, with Family or Friends</i>	60
Marketers' Take Away>>	61
What Bought in Most Recent Shopping Experience	61
<i>Figure 30: Major Appliance Store Shoppers Items Bought</i>	61
Marketers' Take Away>>	62
Distribution of Spending on Most Recent Shopping Experience	62
<i>Figure 31: Major Appliance Store Shoppers Spending</i>	62
Form of Payment: Cash, Credit Cards, Store Credit, Debit	63
<i>Figure 32: Major Appliance Store Shoppers Method of Payment</i>	63

Use of Rewards.....	63
<i>Figure 33: Use of Rewards</i>	63
Reason for Most Recent Shopping Experience	64
<i>Figure 34: Major Appliance Store Shoppers Reason for Shopping</i>	64
Appendix A: Spending Details by Demographic Segment	65
Most Recent Occurrence Spending by Gender	65
<i>Figure 35: Affluent Spending on Last Shopping Occurrence by Gender</i>	65
<i>Figure 36: Affluent Spending Last Shopping Occurrence by Gender, Details 2014-2015</i>	67
Most Recent Occurrence Spending by Age	68
<i>Figure 37: Affluent Spending on Last Shopping Occurrence by Age</i>	68
<i>Figure 38: Affluent Spending Last Shopping Occurrence by Age, Details 2014-2015</i>	70
Most Recent Occurrence Spending by Income.....	71
<i>Figure 39: Affluent Spending on Last Shopping Occurrence by Income</i>	71
<i>Figure 40: Affluent Spending Last Shopping Occurrence by Income, Details 2014-2015</i>	73
Appendix B: Affluent Survey Methodology	74
Quarterly Tracking of Luxury Consumer Purchasing	74
<i>Figure 41: Income Sample</i>	74
Survey tracks trends in 4 retailer and service categories in luxury market.....	75
Sample Demographics	76
Net Worth	77
<i>Figure 42: Net Worth</i>	77
Gender.....	78
<i>Figure 43: Gender Distribution</i>	78
Age Distribution	78
<i>Figure 44: Age Distribution</i>	78
Occupation & Employment	79
<i>Figure 45: Occupation</i>	79
Other Demographic Variables	80
<i>Figure 46: Educational Attainment</i>	80
<i>Figure 47: Marital Status</i>	81
<i>Figure 48: Affluents' Life stage</i>	81
<i>Figure 49: Home Ownership</i>	82
<i>Figure 50: Ethnicity</i>	82