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# Lavish Lifestyles

High-wealth residents of city and country, with generous incomes, substantial assets and the most expensive homes



## Age



## Property



Home owner



Mortgaged detached



5+ bedrooms

## Highest Education, Work and Finances



University degree or higher



Employed part-time



Very high household incomes

## Technology and Channel Preferences



Only buy when really like



Direct Mail



Social media offer

## Internet, Mobile, and Recent Holiday



News/sports websites



News apps



City breaks

## Leisure Activities



Enjoy reading



Enjoy cooking



Enjoy exercising indoors

## Sustainability and Energy Spend



Likely to fit solar panels



Change to green energy supply



High energy spend

## Shopping and Lifestyle Behaviour



Top 3 supermarkets



Average clothing spend



Exercise once a week

## Transport and Automotive



Travelled by train in last year



Current car medium/saloon/estate/MPV



Car financed using cash