



# **Good Fortune:** **A Look At The Behaviors & Media Consumption Of Affluent Americans**

# Overview

Many marketers speak of the Affluent in America as “time poor, but cash rich.” Affluents have the motivation and means to design their lives - including how they consume media - on their terms. The concern we have heard from advertisers and their agencies is that this can result in Affluent households moving away from TV platforms and adopting behaviors of ad avoidance.

Join us as we explore the lifestyle traits and media behavior of the Affluent and evaluate the implications for TV/Video and advertising:

*How dissimilar (or similar) are Affluent households demographically and attitudinally?*

*To what degree are the affluent watching TV?*

*To what extent are they adopting new forms of video consumption - time shifting, use of OTT devices, viewing on other digital platforms?*

*How do they perceive advertising, and are TV ads effective for them?*

Ultimately, we will answer the question of whether this “time poor, but cash rich” condition impacts how Affluents consume media. It may surprise you to learn that, when it comes to media behavior, the Affluent look a lot like the average person!

# Agenda

- Affluence in America: An Overview
  - Definitions & breakouts by income, lifestage, region
- Demographic, Attitudinal, & Lifestyle Traits: How do the Affluent Compare with the Average American?
- A Closer Look: The Affluent and TV/Video Usage
- The Affluent and Advertising: Perceptions and Impact
- *Good Fortune* Key Takeaways



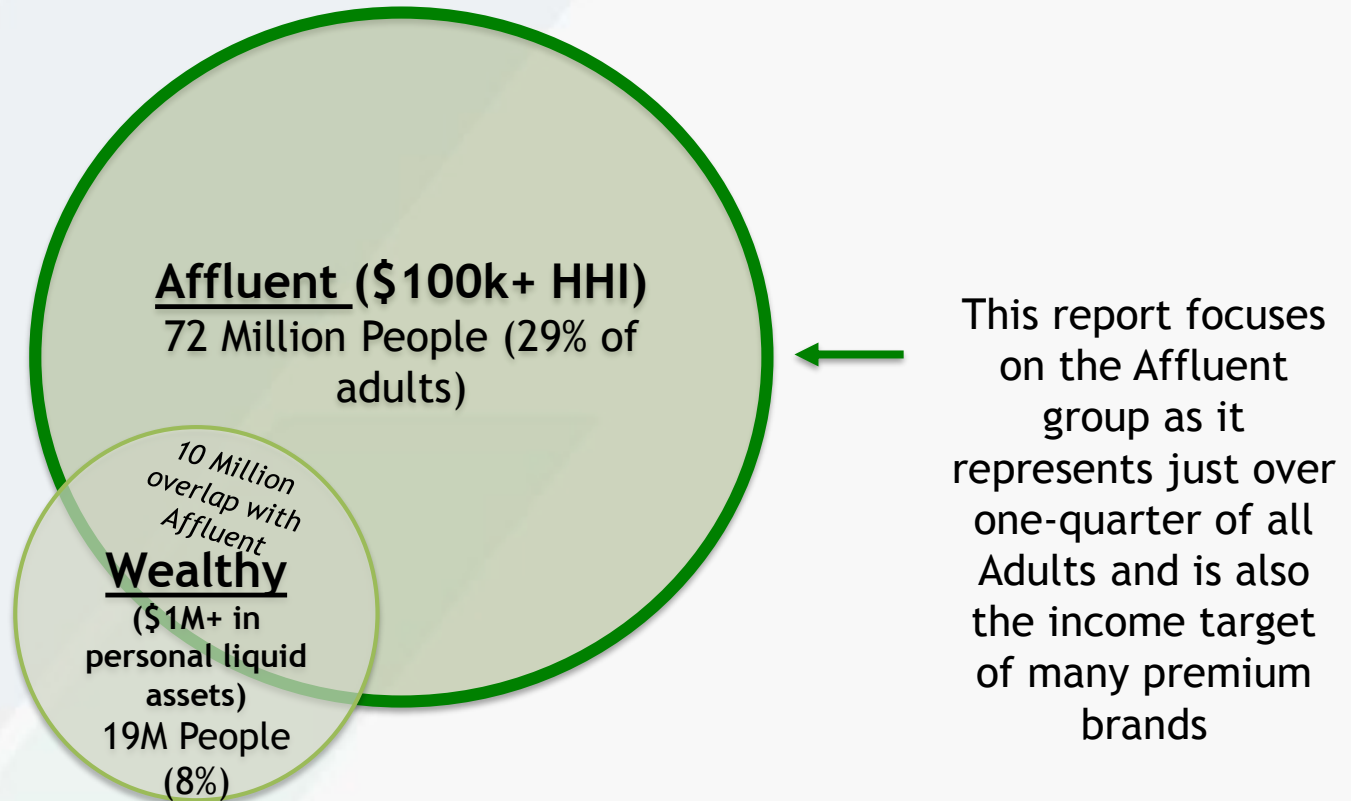
# Affluence in America: An Overview

# “Affluent” vs. “Wealthy” - A Quick Level-Set

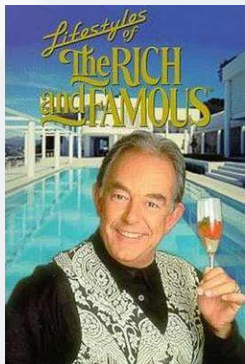
“Affluence” is defined by most marketers as household with an income over \$100k+.

At times, this is interchanged with “wealthy household.”

There is a big distinction in the amount of wealth, and one that is important to understand when thinking about the behaviors of the “Affluent” consumer.



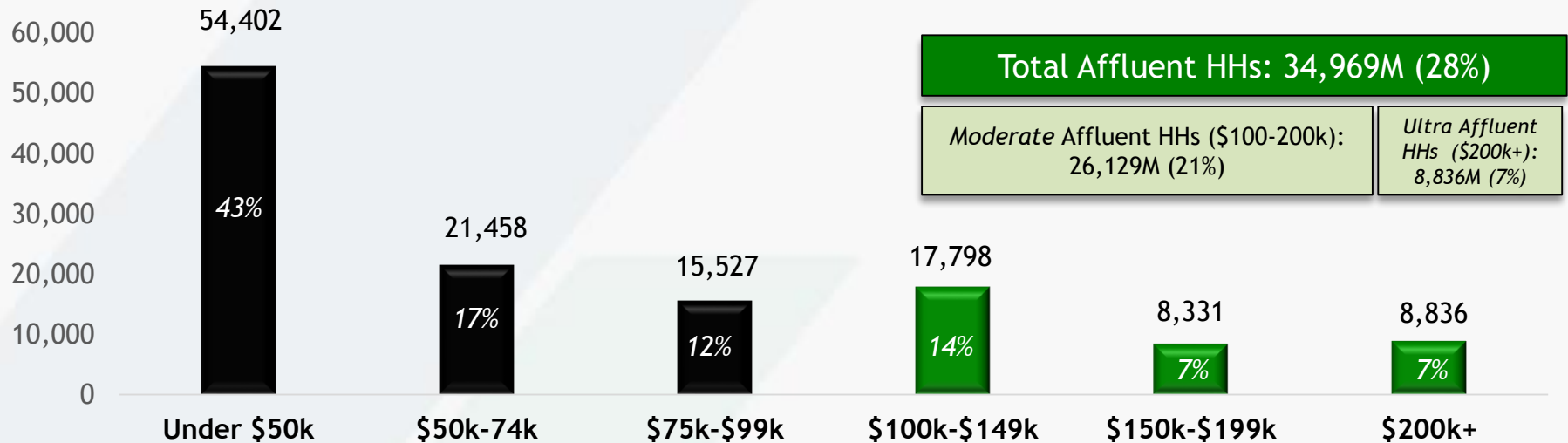
This report focuses on the Affluent group as it represents just over one-quarter of all Adults and is also the income target of many premium brands



VAB: GOOD FORTUNE

# Affluent Households Represent 28% Of All U.S. Households

# of Households by Income Bracket (000)



For reference, the median US Household Income is \$59,039

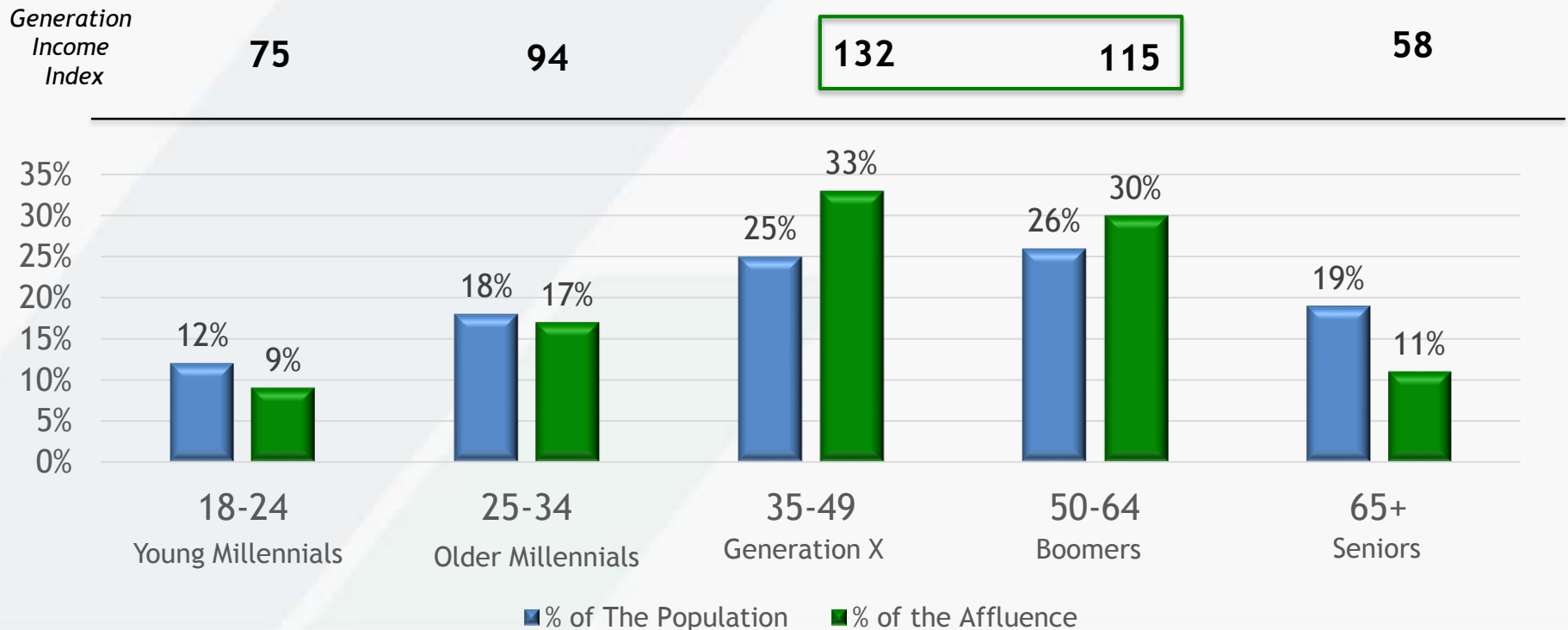
VAB: GOOD FORTUNE

Source: US census 2016 data, Table A-1 Households by Total Money Income

# The Majority Of Affluent Households Belong To Gen X (A35-49) or Boomers (A35-64)

Households within the Gen X and Boomer generations have a higher likelihood of being affluent than those of younger and older age groups

## Percentage of the U.S. Population and Affluence, By Generation



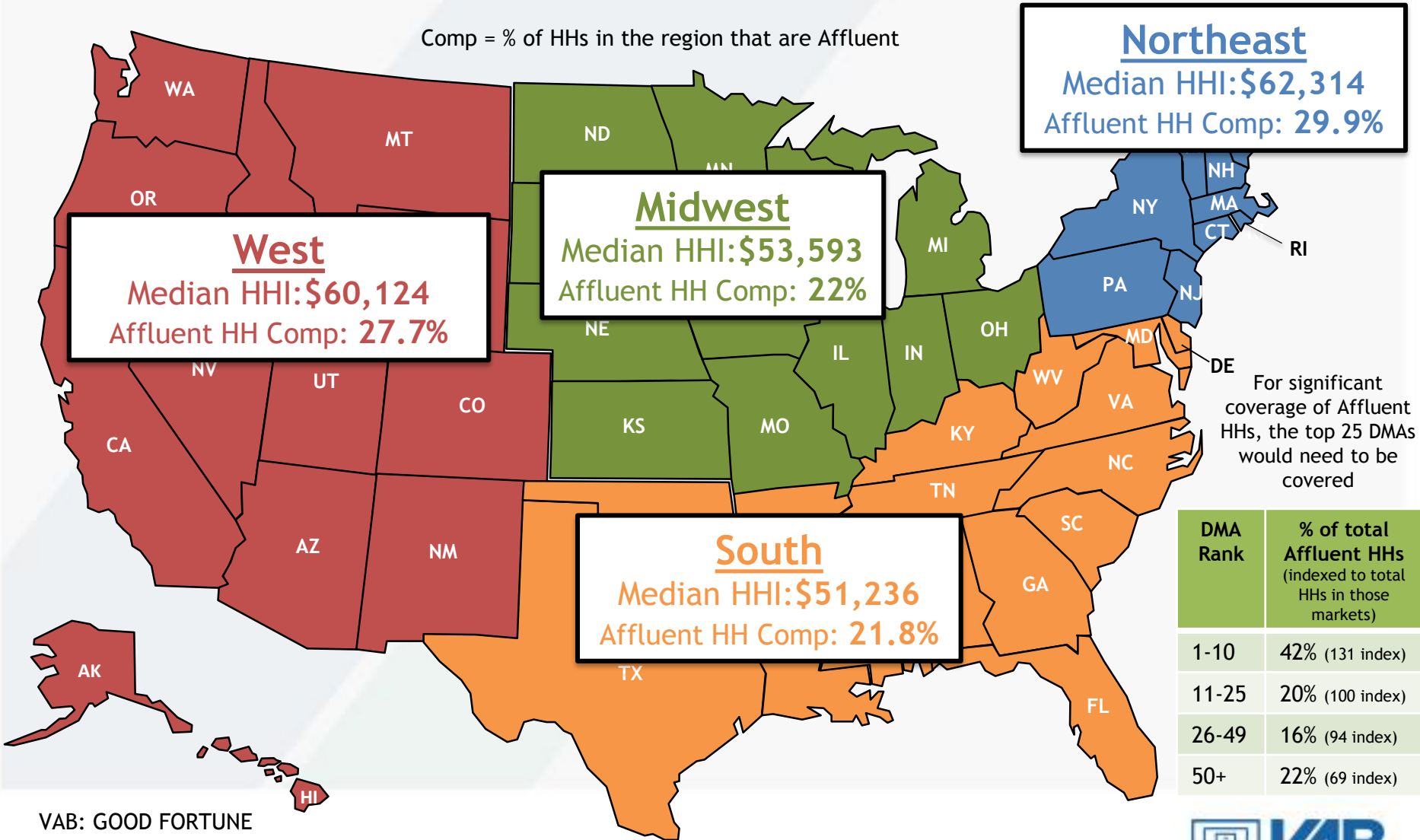
VAB: GOOD FORTUNE

Source: 2017 GfK MRI Doublebase, Affluent defined as Adults + HHI \$100k+; Index as compared to each generation's size of the population



# While Affluence Skews Towards West And Northeast, Affluent Households Live Throughout The U.S.

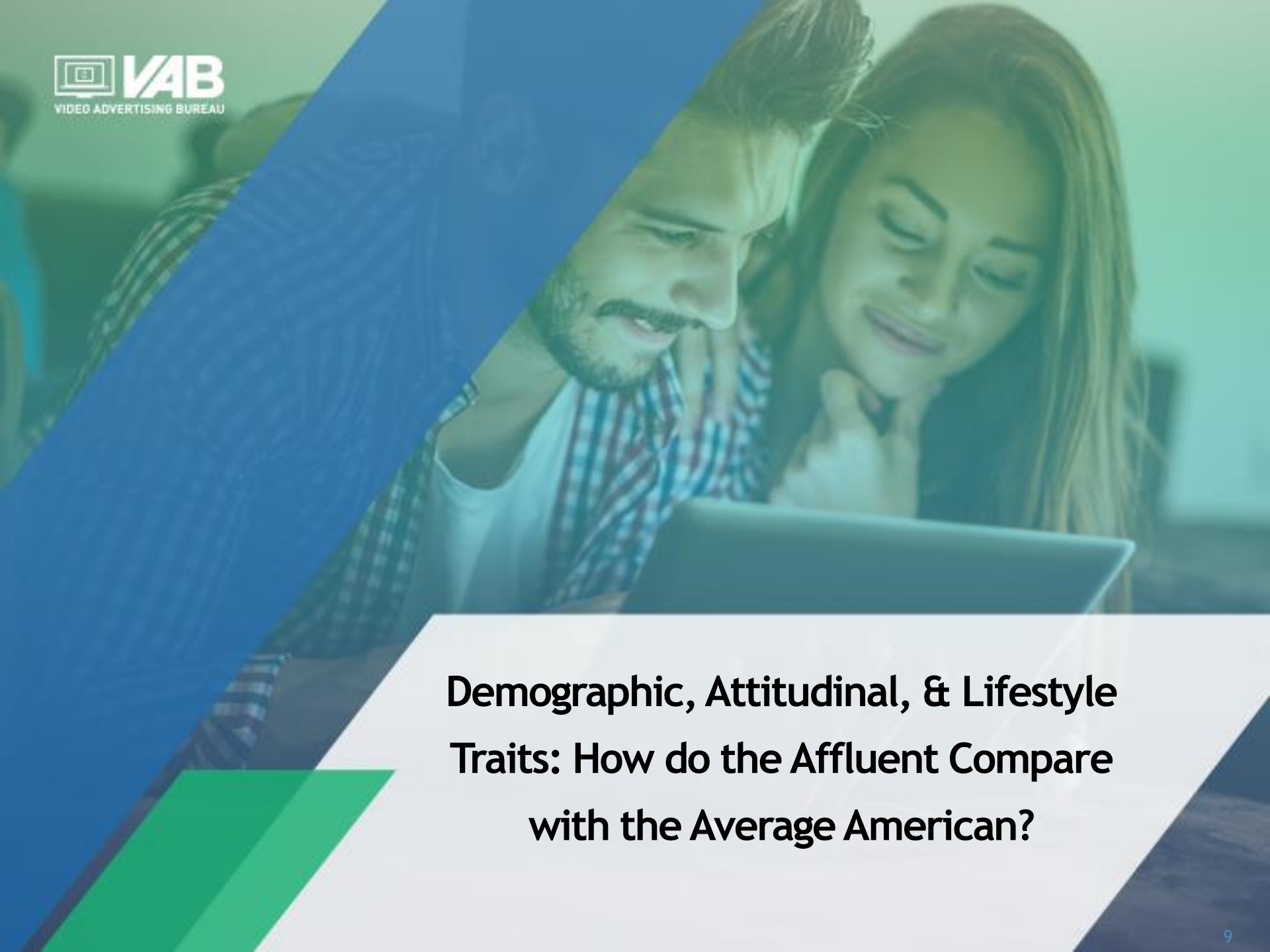
Comp = % of HHs in the region that are Affluent



VAB: GOOD FORTUNE

Source: US Census Bureau, 2016 American Community Survey; DMA Rank Data: Nielsen UE Report, December 2017

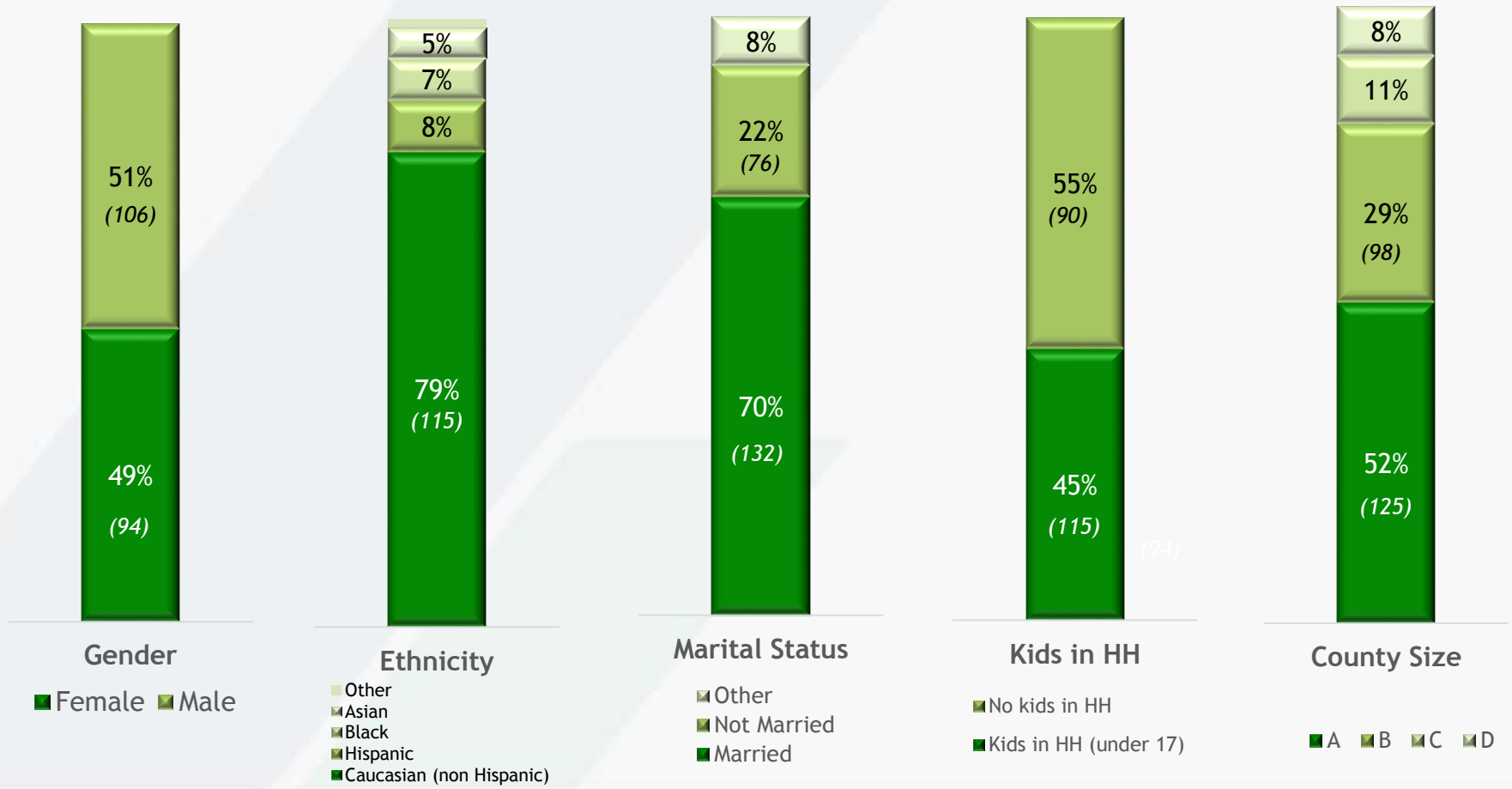




**Demographic, Attitudinal, & Lifestyle  
Traits: How do the Affluent Compare  
with the Average American?**

# Demographically, The Affluent Are More Likely To Be Married And Live Within Large Metropolitan Areas

% Affluent and Index vs. Adults 18+



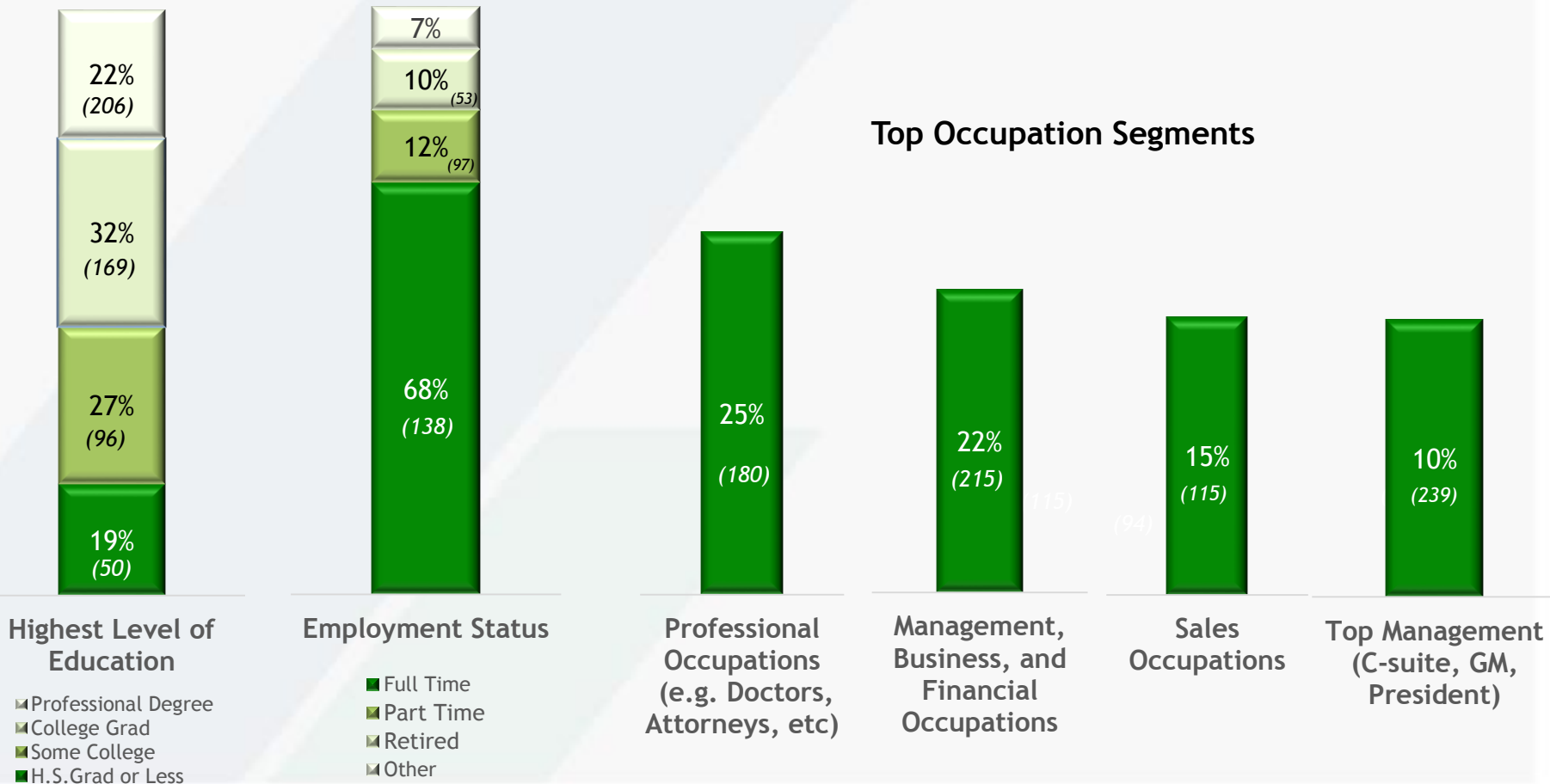
VAB: GOOD FORTUNE

Source: GfK MRI, 2017 Doublebase. Affluent defined as HHI \$100k+, Indices are vs. Total Adults 18+

# They Are Higher Educated, More Likely To Work Full Time, And Hold Professional And Management Positions

% Affluent and Index vs. Adults 18+

## Top Occupation Segments

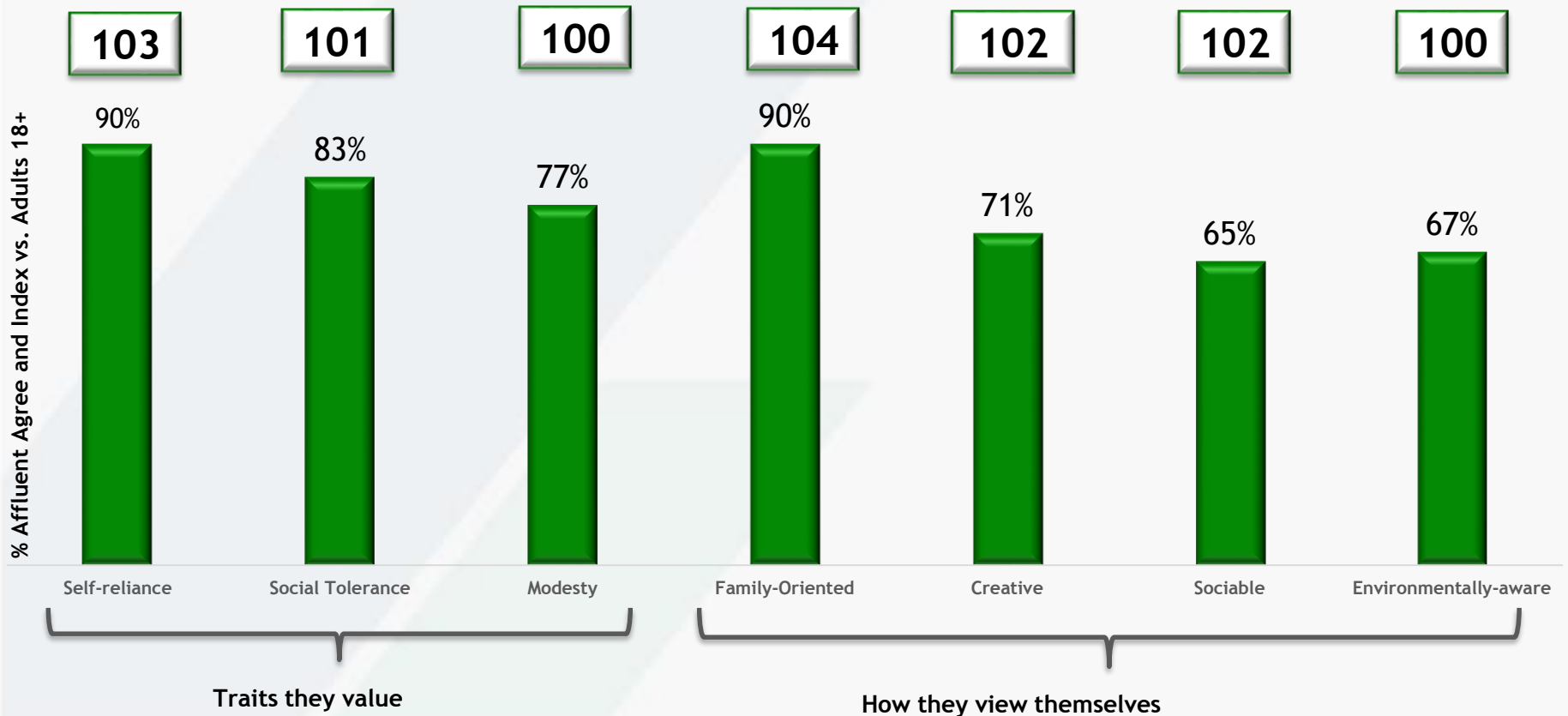


VAB: GOOD FORTUNE

Source: GfK MRI, 2017 Doublebase. Affluent defined as HHI \$100k+, Indices are vs. Total Adults 18+

# Although they Have Different Demographic Characteristics, Their Values Are Largely The Same As The Average Person

Just like the average adult, the affluent view themselves as sociable and invested in their families and communities.



VAB: GOOD FORTUNE

Source: GfK MRI Doublebase; Affluent Adults (\$100k+ HHI) = Self-reliance - "Being self-reliant is very important to me"; Modest - "Being modest is very important to me"; Social Tolerance - "Social tolerance and respect is very important to me"; Family-Oriented - "My family is my top priority"; Creative - "Being creative/imaginative is very important to me"; Sociable - "I consider myself to be very sociable"; Environmentally-aware - "I am interested in finding out how I can help the environment."

# And Just Like The Average Adult, One Of Their Core Tensions Is Being Time-Pressed As They Struggle To Maintain A Work/Life Balance

% Affluent Agree and Index vs. Adults 18+



VAB: GOOD FORTUNE

Source: GfK MRI, 2017 Doublebase. Affluent defined as HHI \$100k+, Indices are vs. Total Adults 18+

# And Therefore, Just Like The Average Adult, The Affluent Seek Out Ways To Keep Their Lives Organized And Streamlined



VAB: GOOD FORTUNE



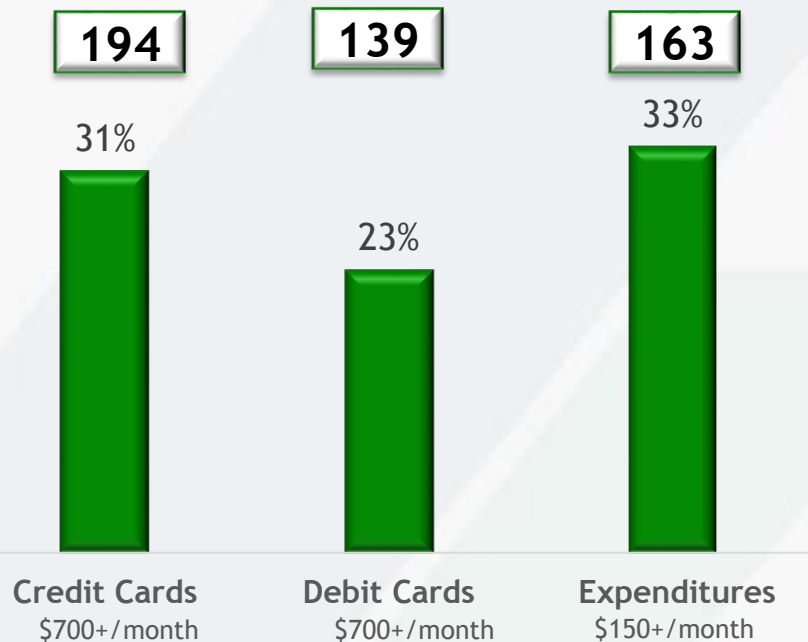
Source: GfK MRI, 2017 Doublebase. Affluent defined as HHI \$100k+, Indices are vs. Total Adults 18+

# What Differentiates The Affluents Is Their Disposable Income

Their income allows them to spend significantly more than the average person

And they are able to spend on conveniences to help manage their time

% Affluent Behavior and Index vs. Adults 18+



Affluent Index vs. Adults 18+

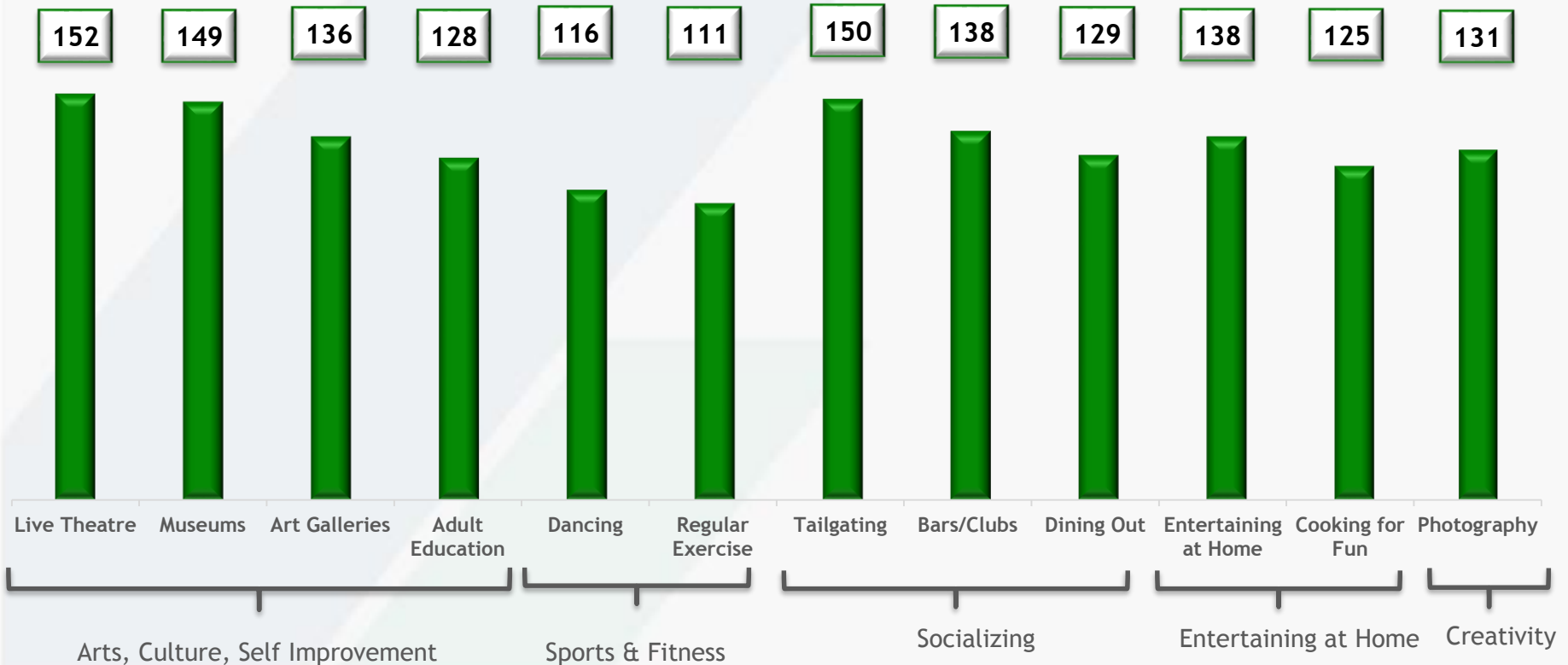


VAB: GOOD FORTUNE

Source: Source: GfK MRI Doublebase; Affluent defined as HHI \$100k+; Dry Cleaning - any expenditure; Housekeeper - any expenditure; Online Clothes Shopping - any expenditure; Beauty Salon - any expenditure; Expenditures is an aggregate score of spending \$150+ in last 6 months across over 25 product categories such as apparel, laundry services, personal grooming, goods & services.

# Their Discretionary Income Enables Them To Indulge Their Many Interests, Which Increases Their “Busy-ness” But Also Their Self Fulfillment

Affluent Index vs. Adults 18+



VAB: GOOD FORTUNE



Source: GfK MRI 2017 Doublebase; Affluent (HHI \$100k+) participation in last 12 months

# It Allows Them To Enjoy “Upgraded” Experiences...

Affluent Index vs. Adults 18+



They seek luxury when on vacation

- Spent \$6k+ on foreign vacations: **222**
- Spent \$6k+ on domestic vacations: **223**
- Stayed at a luxury hotel property: **178**



They opt for fine dining

- Visit fine dining restaurants twice a month: **173**



They invest in their sporting pursuits

- Spent \$75+ on fitness sneakers: **167**
- Spent \$75+ on golf shoes: **223**
- Spent \$100+ on swimsuit: **214**



They go to the cineplex to watch movies

- Watch a movie in the theatre at least once a month: **132**

VAB: GOOD FORTUNE

# ...As Well As Finer Material Possessions...

## Affluent Index vs. Adults 18+



They indulge in their homes and cars

- Own a 2<sup>nd</sup> or vacation home: **196**
- Home value is \$500K or more: **239**
- Most recent auto purchase/lease was a luxury car: **191**



They purchase accessories and jewelry that reflect their style

- Spent \$250+ on handbags: **177**
- Spent \$1,500+ on fine jewelry: **179**
- Spent \$250+ on designer jeans: **186**



Pay more for the quality goods sold at upscale shops

- Shop at Crate & Barrel (**185**), Williams-Sonoma (**171**), J. Crew (**175**), Lord & Taylor (**159**), Ulta (**147**)

VAB: GOOD FORTUNE

Source: GfK MRI 2017 Doublebase: Affluent Households \$100k+ vs. Adults 18+; Luxury car is aggregate weighted index of Mercedes, BMW, Cadillac, Infiniti, and Lexus; Handbag, jewelry, and designer men's jeans expenditures are within the last 12 months

# Affluent Traits - Key Takeaways

1

Demographically, Affluent adults are different from average adults - better educated, more likely to live in urban areas & work in white collar jobs.

2

However, at their core, Affluent adults have similar values & beliefs as the average person - work and family are important and therefore they struggle with creating a work/life balance.

3

Money allows affluent adults the ability to address their “stresses” differently - they invest in time-saving conveniences which enables them to spend quality time with loved ones, and indulge in a variety of life-enriching leisure pursuits.



## A Closer Look: The Affluent and TV/Video Usage

# With More Disposable Income, Affluent Americans Have The Means To Invest In The Latest Technology (or own everything...)



High-End Home PC: **183**  
*Spent \$2k+ in last year on a PC*



PC Software: **140**  
*Spent \$500+ in last year*



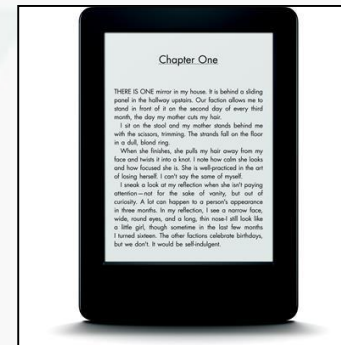
Smart TV: **139**  
*Smart TV most recent TV purchase*



iPhone: **155**



Xbox 360: **121**



eReader: **156**



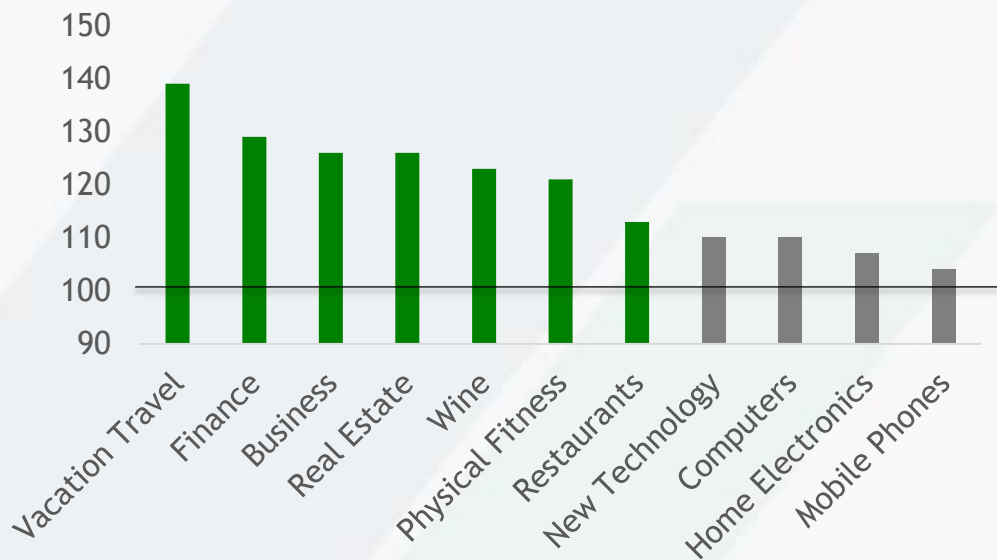
Tablet: **136**

VAB: GOOD FORTUNE

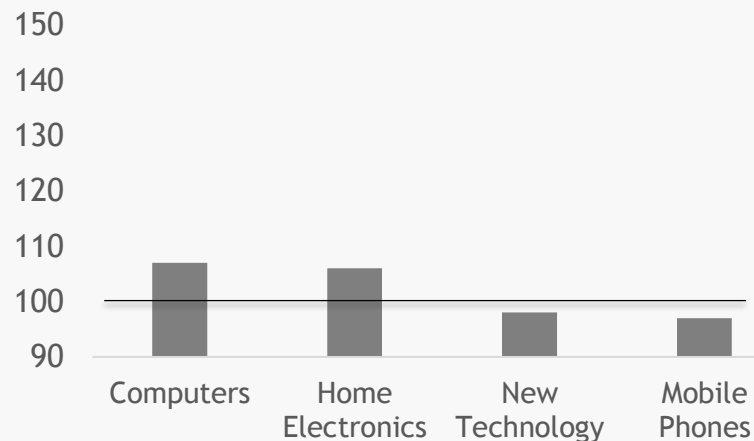
# Although They Own All These Devices, They Aren't (And Don't Consider Themselves To Be) Significantly More "Tech Savvy" Than The Average Person

In fact, "tech" ranks behind several other areas they consider themselves to be more of an expert in, and they aren't readily consulted for their opinions in this area either.

*"I have a great deal of knowledge or experience in this subject"*



*"My friends/family often ask for and trust my advice on this topic"*



Index Affluent Adults vs. Total Adults

VAB: GOOD FORTUNE

# One Area They Invest Heavily In Is Video/TV Related Devices

Index vs. Total Adults 18+

**150**

Own a 4K or Ultra HDTV

**139**

Most recent purchase was a Smart TV

**128**

Have 3+ TVs in their home

**131**

Have an XL or XXL (43"+) TV screen

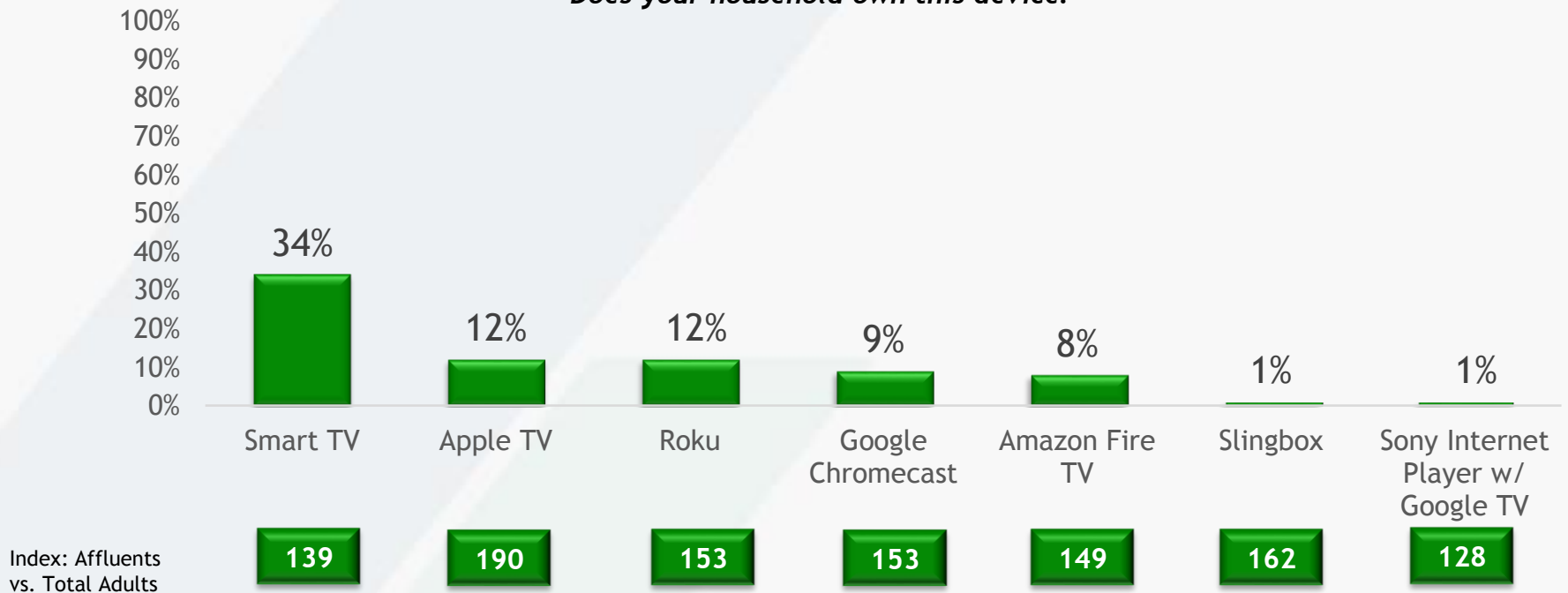


VAB: GOOD FORTUNE

Source: GfK MRI 2017 Doublebase; Index of Affluent HHI \$100k+ vs. Total Adults 18+

# Affluents Are More Likely To Own Connected-TV Devices, However, They Don't Own Them In Large Numbers

**% Affluent Ownership of Connected-TV Devices**  
*"Does your household own this device?"*



VAB: GOOD FORTUNE

Source: GfK MRI 2017 Doublebase; Index of Affluent HHI \$100k+; Index is vs. Total Adults 18+ Q. Does your household own this device? Percentages are of total Affluent population.

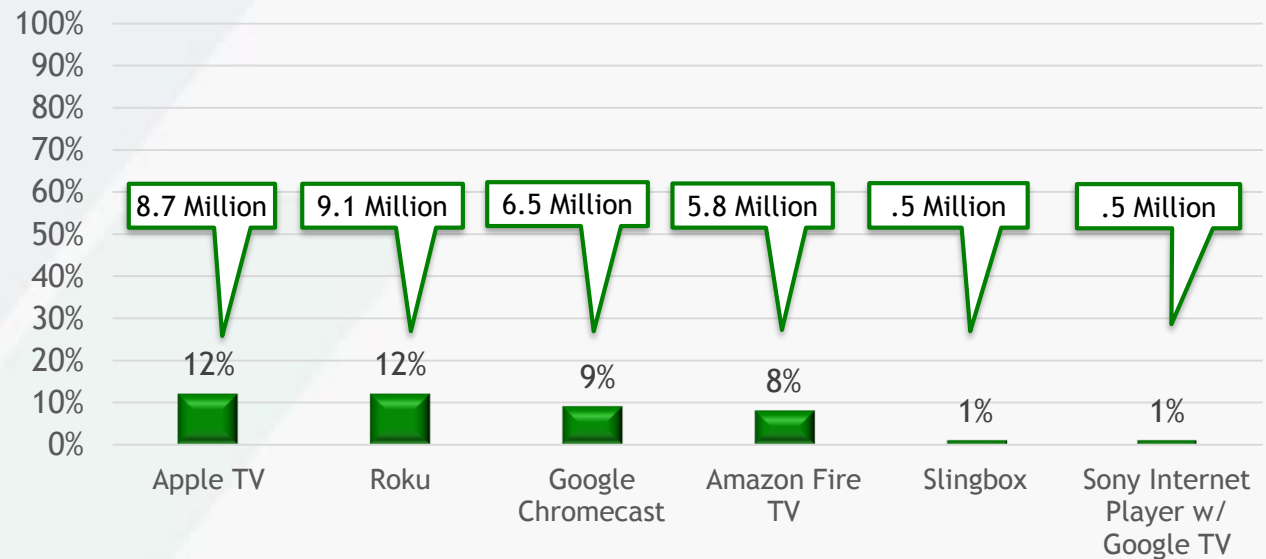
# As 74% Of Affluent Households Have A Cable+ Subscription, Connected-TV Devices Are Largely *Supplementary* Viewing

Affluents want choice, and the ability to view where/when/how they want.

**74%** of Affluent Households have a Cable+ Subscription  
**25.7 Million HHs**



## % Affluent Ownership Of Connected-TV Devices *“Does your household own this device”*



VAB: GOOD FORTUNE

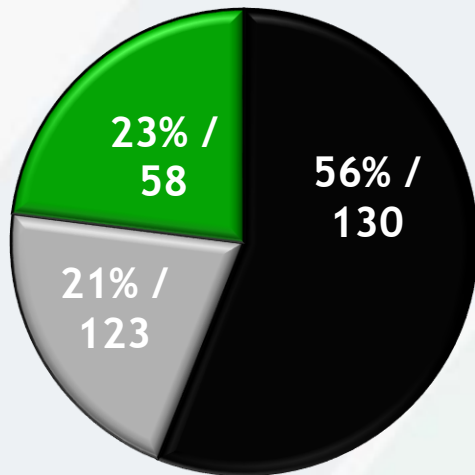
Source: Cable+ subscription: Nielsen Universe Estimate, Cable+ = Cable, Satellite, or Fiber Optic Subscription, 12/1/17-12/31/17, A18+; Connected-TV Device data - 2017 GfK MRI Doublebase, Affluent = HHI \$100k+; Q. Does your household own this device? Percentages are of total Affluent population.

# Since Cost Is Not An Issue, Affluent Adults Want As Many Different Options As Possible To Watch TV Content

As such, “Cord cutter/Never” households tend to be lower income, not affluent

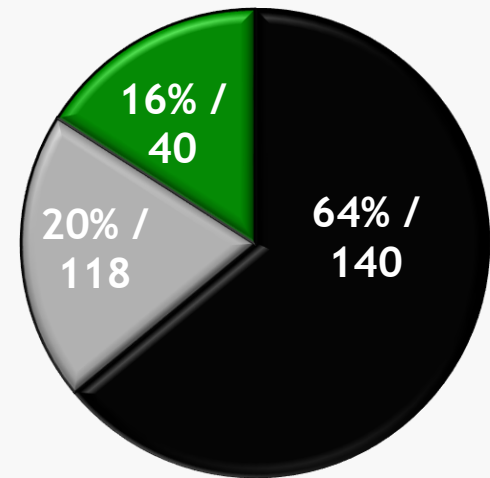
## Cord Cutters

Average Household Income - \$52k



## Cord Nevers

Average Household Income - \$41k



■ Less than \$50k

■ \$50k-\$75k

■ \$75k+

(indices are vs. population size)

85% of consumers said price (not ad avoidance or disinterest in content) was the primary reason they cut the cord

VAB: GOOD FORTUNE

Source: SNL Kagan, 2017 S&P Global Market Intelligence, 2017 cord cutter and cord never updates, May 2017; Gfk MRI “Cord Evolution”, 4/24/17; Index is vs % total US households for each HHI bracket; TiVo Q3 2017 Video Trends Report

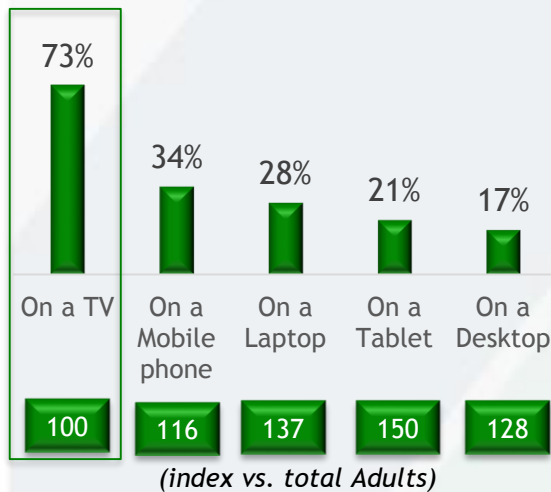
# The Affluent Demonstrate A Commitment To TV Content And Their Viewing Behavior Looks A Lot Like That Of The Average Adult

# Just Like The Average Adult, The Television Clearly Continues To Be The Affluents' Preferred Screen To Watch TV Programs

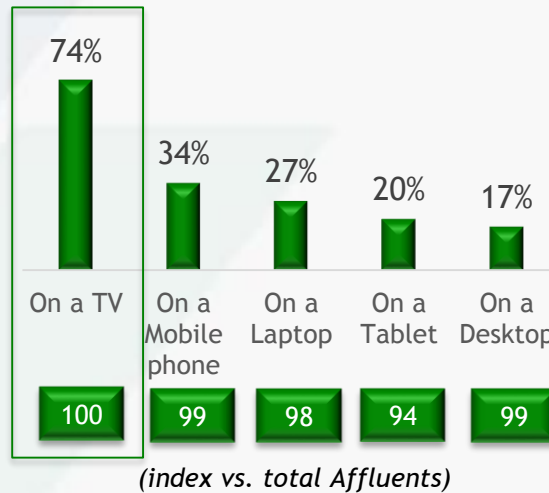
Due to their active lifestyle, Affluents, particularly the Ultra Affluent, are more likely than the average person to view on other devices, however they most enjoy TV programming on the television.

“How do you watch TV Programs compared to 12 months ago?”  
*Response: 'More or the Same Amount'*

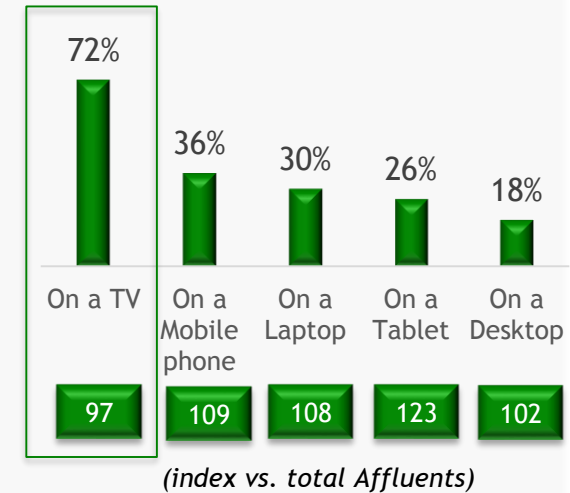
Total Affluents



Moderate Affluents



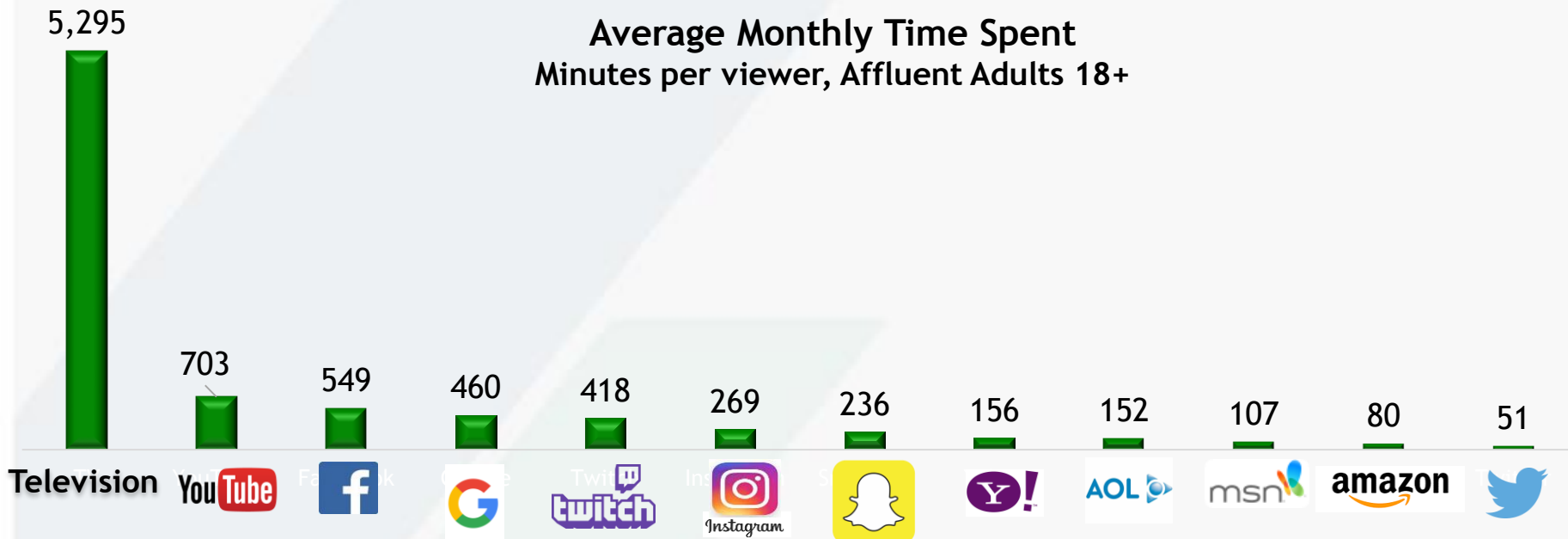
Ultra Affluents



VAB: GOOD FORTUNE

# From A Platform Perspective, Affluent Adults Spend Over 4x More Time Watching TV Than With YouTube and Facebook Combined

Time spent with TV dwarfs that spent on other top digital platforms



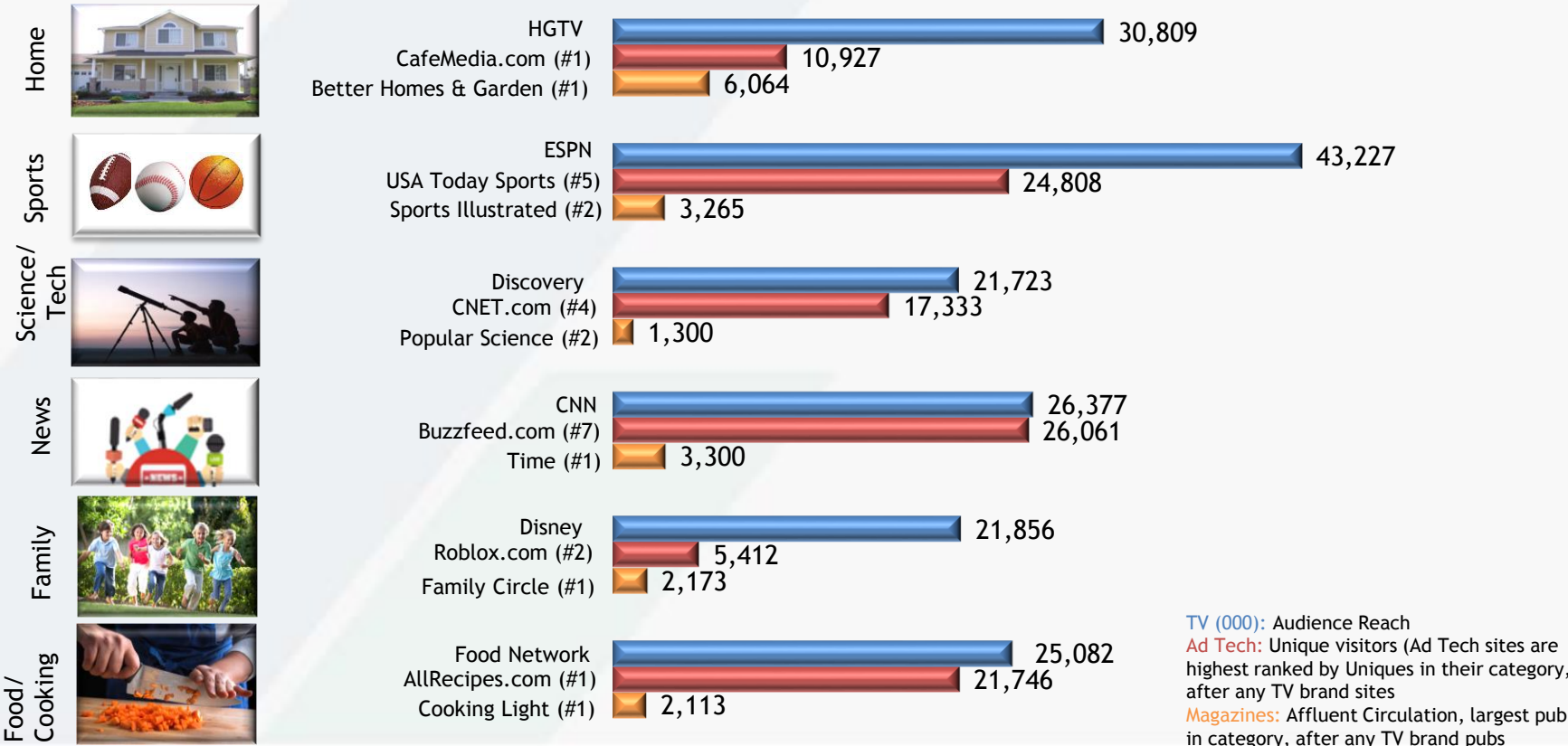
VAB: GOOD FORTUNE

Sources: Affluent Adults 18+ - Nielsen R&F Report, Nov 1-Nov 30 2017, Live+7, P18+ & HHI of 100k+ Average Monthly Time Spent - TV = Live + DVR + Time-shifted TV (Ad-Supported TV only); comScore Media Metrix Multi-Platform Data, P18+ & HHI \$100k+, November 2017, Average Min Per Visitor; note comScore data for digital platforms does not include mobile video

# Affluent Consumers Are Passionate About TV And Can Be Reached In Larger Numbers Than On Other Enthusiast Platforms

TV brands are the “go-to” authority across a variety of subjects, offering significant Affluent reach.

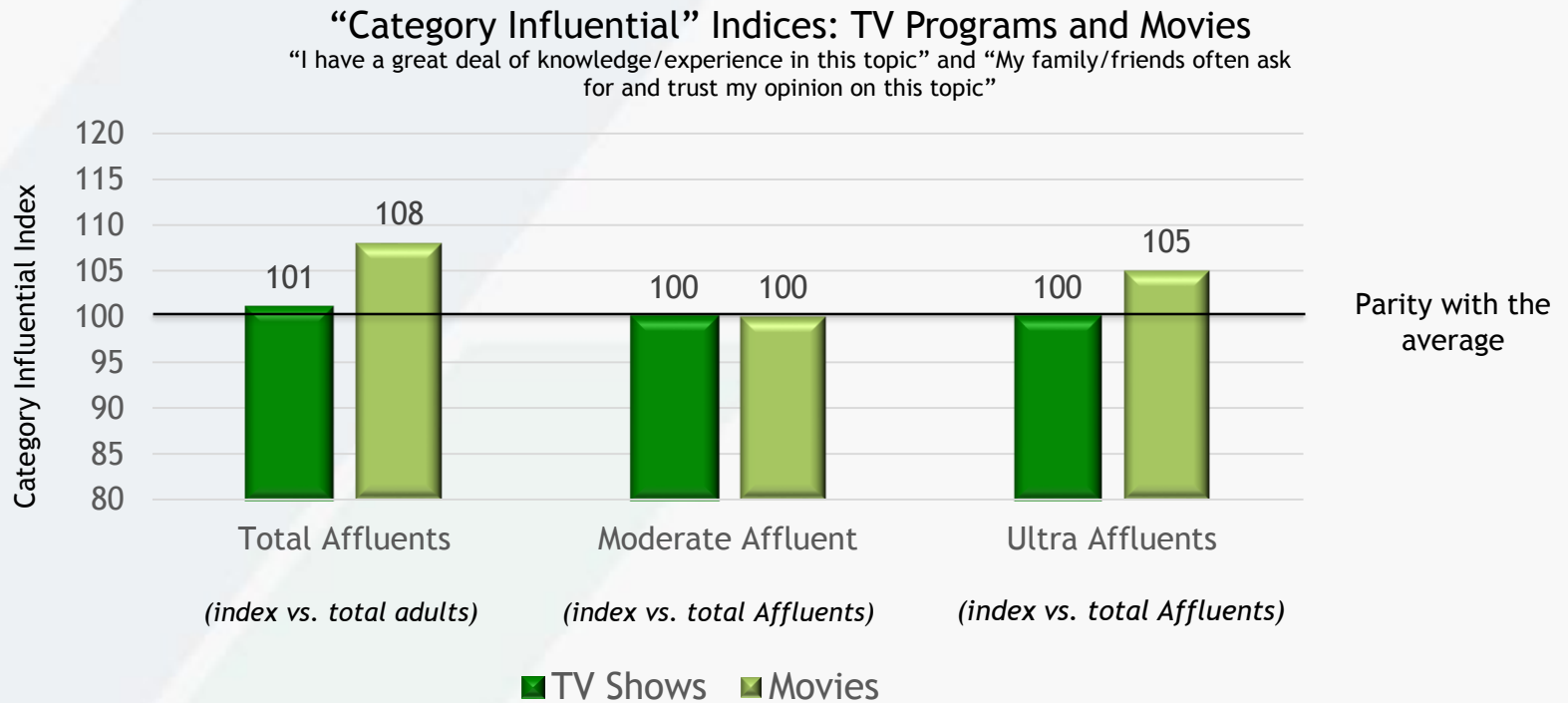
## Affluent Reach of Enthusiast Platforms Affluent A18+ Monthly (000)



VAB: GOOD FORTUNE

Sources: TV data - Nielsen Npower Live+7, Total Day, P18+ & HHI of \$100k+ 11/1/17-11/30/17, TV - Linear with VOD; Ad Tech data - comScore November 2017 Total Unique Visitors; P18+ & HHI of 100k+; Magazine data - GfK MRI Doublebase, response “I take note of the advertising in this publication” HHI \$100k+; Ad Tech sites and publications selected are the highest reaching in their category, after any TV brand sites/pubs

# The Affluent Are As Knowledgeable About TV Shows And Movies As The Average Person



VAB: GOOD FORTUNE

Source: 2017 GfK MRI Doublebase, Affluent Households HHI \$100k+, Moderate Affluents HHI \$100k-\$200k, Ultra Affluents HHI \$200k+;

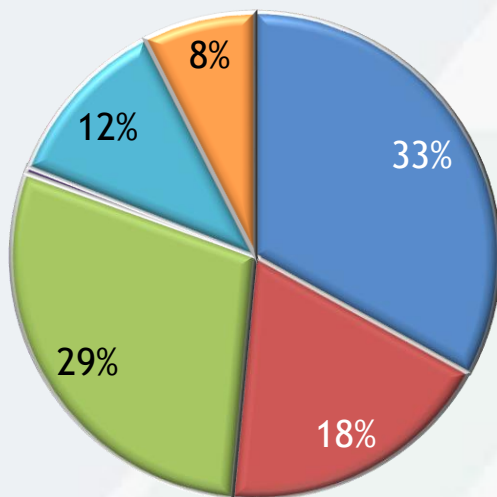
# This Is Because, Just Like The Average Adult, The Affluent Enjoy A Wide Variety Of Programming

VAB performed an analysis looking at the top 200 TV programs for Adults and Affluent Adults.

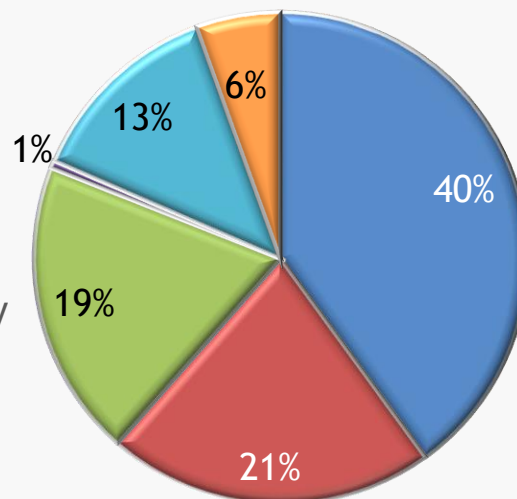
While Affluents skew more towards Sports and less News, their preferences compared to their peers are very similar in enjoying a robust and diverse slate of programming.

## Top 200 TV Programs Grouped By Genre

Adults (18+)



Affluent Adults 18+























- Sports
- Drama
- News
- Documentary
- Comedy
- Reality






















VAB: GOOD FORTUNE

# In Fact, The Affluent Have The Same Favorite Programs As The Average Adult...23 Of The Top 25 Programs Overlap

## Affluent Adults Top Program Ranker

#1		#13	
#2		#14	
#3		#15	
#4		#16	
#5		#17	
#6		#18	
#7		#19	
#8		#20	
#9		#21	
#10		#22	
#11		#23	
#12		#24	
		#25	

## Adults Top Program Ranker

#1		#13	
#2		#14	
#3		#15	
#4		#16	
#5		#17	
#6		#18	
#7		#19	
#8		#20	
#9		#21	
#10		#22	
#11		#23	
#12		#24	
		#25	

VAB: GOOD FORTUNE

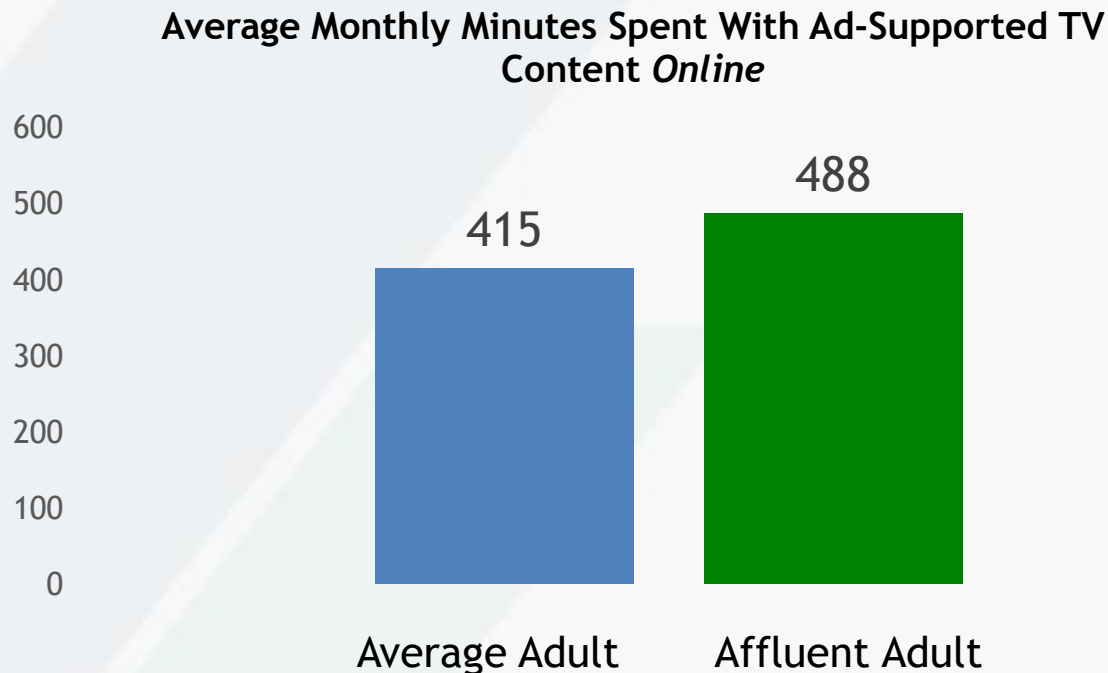
Source: "Average 18+ population" data based on Nielsen NPower, Oct 1 - Dec 31 2017, P18+, Live+7 for cable + broadcast, excludes specials and sports.  
 "Affluent 18+ population" data based on Nielsen NPower, Oct 1 - Dec 31 2017, P18+, HHI of 100k+, Live+7 for cable + broadcast, excludes specials and sports.  
 If program airs multiple times a week, the highest rated airing is reflected.

# Their Interest And Commitment To TV Programming Results In Following Their Favorite TV Content Online

VAB: GOOD FORTUNE

# Due To Their Active, On-The-Go Lifestyle, Affluent Adults Spend More Time Viewing Ad-Supported TV Digital Content Than the Average Person

An affluent adult spends nearly 20% more time with TV content online than the average person



VAB: GOOD FORTUNE

Source: VAB analysis of Media Metrix Audience Duplication comScore data, December 2017; Adults 18+, Affluent Adults 18+ (\$100k+), "Ad-Supported TV" custom group.

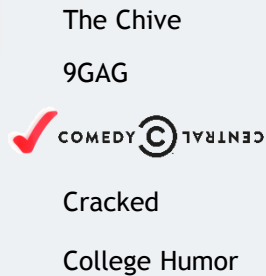
# Across A Variety Of Genres, Affluent Adults Seek Out Ad-Supported TV Brand Content Online

Top 5 Rank on “Total Minutes Viewed” By Genre  
Affluent Adults 18+

## Sports



## Comedy



## TV Entertainment - Black



## General News



## Finance News



## Home



## Weather



## TV Entertainment



## Food



## Family



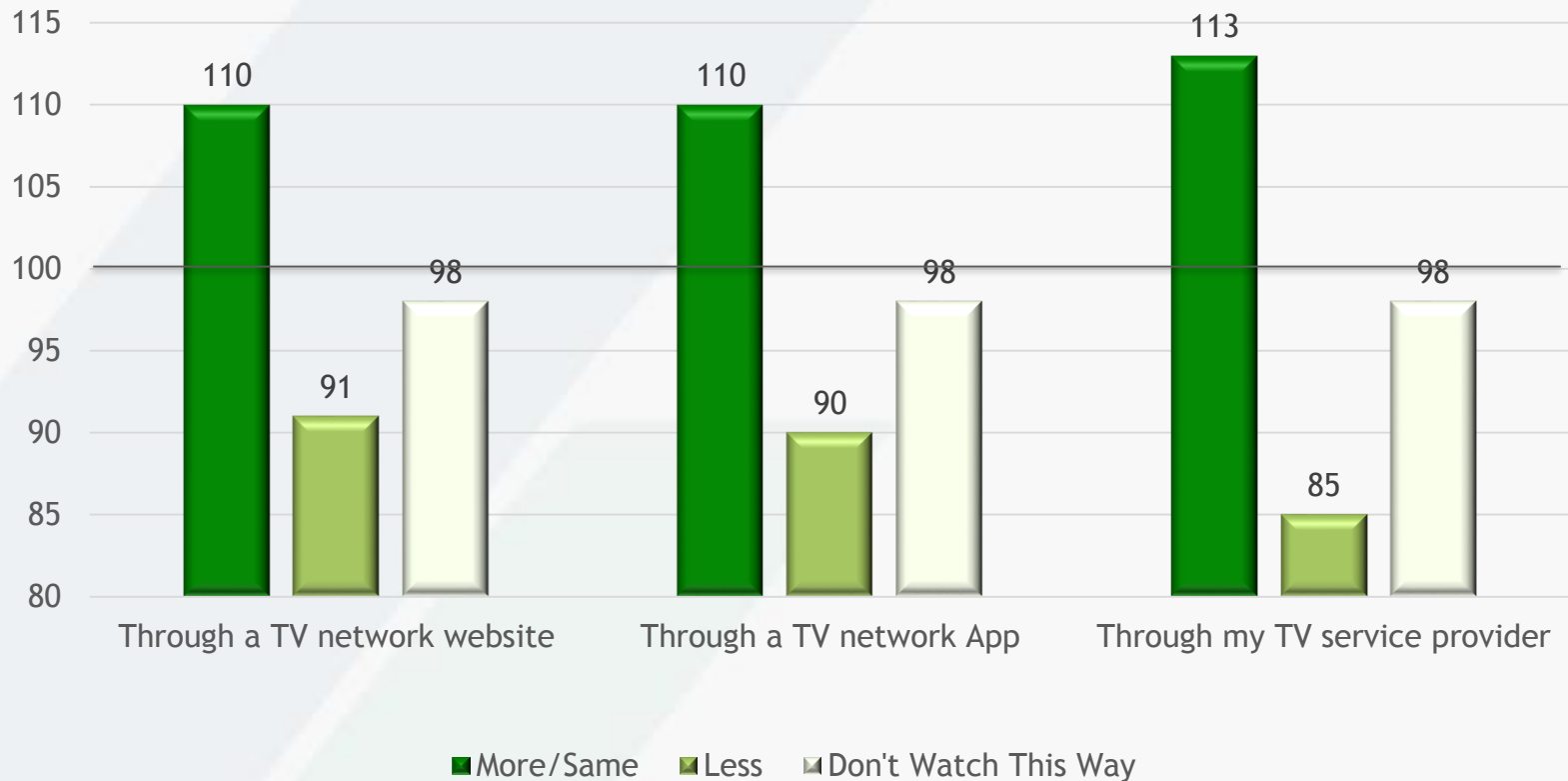
VAB: GOOD FORTUNE

Source: VAB analysis of Media Metrix multi-platform comScore data, January 2017 (Ranking based on “Total Minutes Viewed”) Affluent Adults = P18+ & HHI of \$100k+

# Due To Their Hectic Schedules, The Affluent Are Somewhat More Likely Than The Average Adult To Explore Alternative Means Of Viewing TV Programs

“How do you access TV programs compared to 12 months ago?”

Index: Affluents vs. All Adults



VAB: GOOD FORTUNE



# TV/Video Usage - Key Takeaways

1


While their disposable income allows the Affluent to own the latest technology, they don't consider themselves to be (and aren't viewed by others as) particularly tech savvy.

2

Due to their means and on-the-go schedules, the Affluent are more likely to explore other ways of accessing TV content (streaming, OTT, viewership on mobile devices), however they do so in small numbers, and so it is supplementary to - not a replacement of - their TV viewing.

3

Their commitment to TV content & their active lifestyle result in spending more time with TV brand content online than the average person.



## The Affluent and Advertising: Perceptions and Impact

# 60% Of Affluent Households Own a DVR

Affluent households are slightly more likely than the average household to own a DVR (9% more likely).

Interestingly, Affluent DVR homes spend **+27%** more time watching TV than Affluent *non-DVR* households



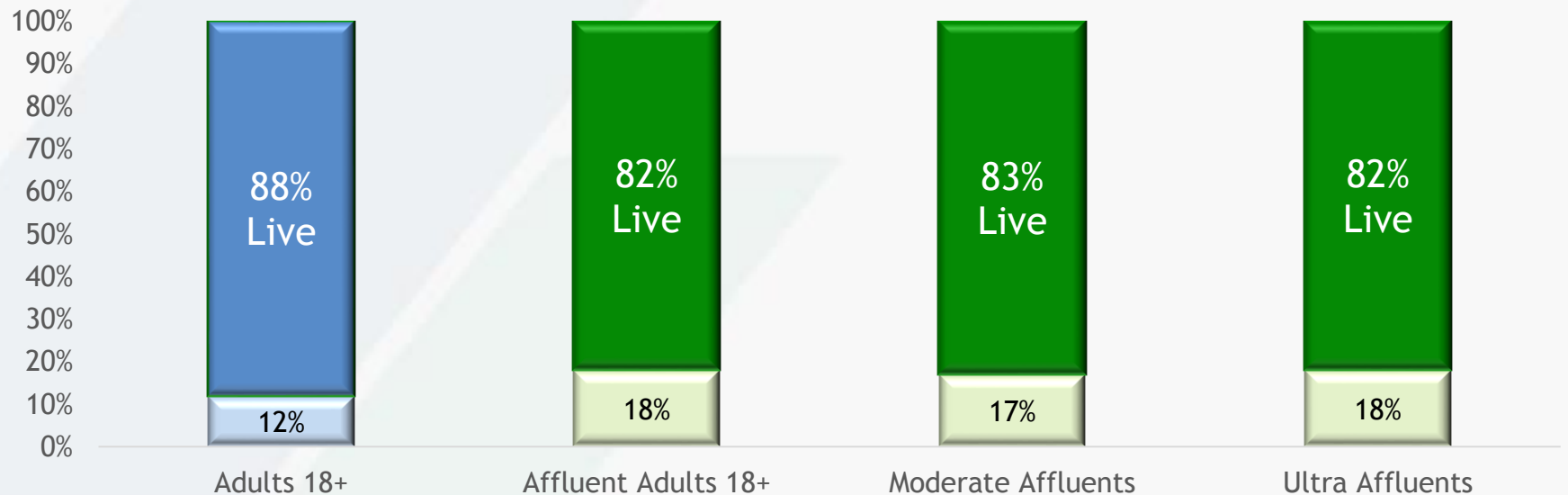
VAB: GOOD FORTUNE

Source: VAB Analysis of Nielsen NPower Live+7 HUT/PUT; Weekly Time Spent of Affluent (HH w/ \$100K+) DVR vs. Non-DVR HH; Prime=M-Sa 8-11&Su 7-11p; M-Su 6a-6a; 9/25/2017 - 1/14/2018.

# Although Affluent Homes Are More Likely To Own a DVR, The Majority Of Their Viewing Is Enjoyed Live, Just Like In The Average Household

Despite having the means to 'customize' their viewing Affluents watch the majority of their TV live.

### % Time Spent With Live TV v. Timeshifted



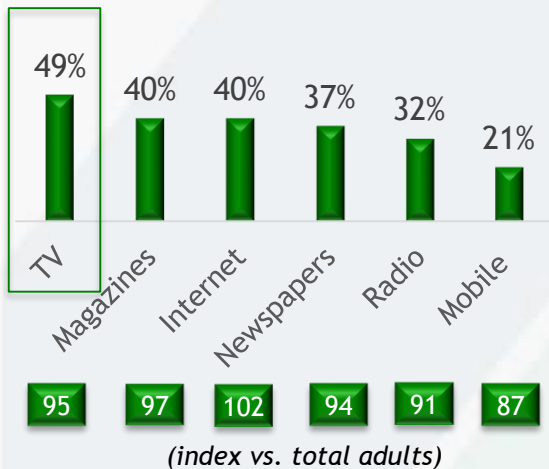
VAB: GOOD FORTUNE

Source: Nielsen Ratings Analysis Time Period Report- Playback Time Period: Live | TV | Linear with VOD( Live|TV|Linear with VOD ), Playback Only within 7 Days | TV | Linear with VOD( Playback Only within 7 Days|TV|Linear with VOD ), Measurement Interval: 09/25/2017 - 12/31/2017; Affluent defined as Adults 18+ & HHI \$100k+, Moderate Affluents defined as HHI \$100k-\$200k, Ultra Affluent defined as HHI \$200k+

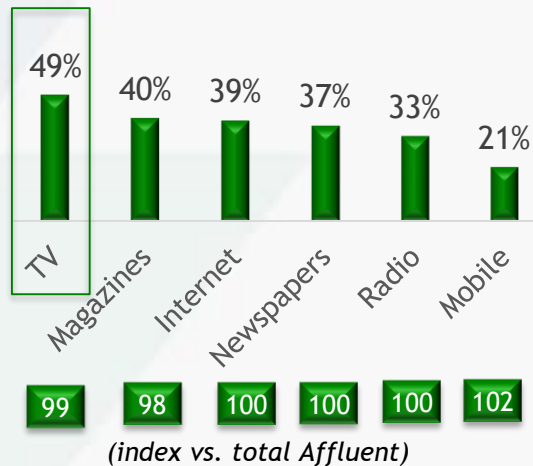
# Given Their Demanding Schedules, Affluents Are Likely To Look To TV Advertising For Information, On Par With The Average Person

“Advertising in this medium provides me with useful information about products or services”

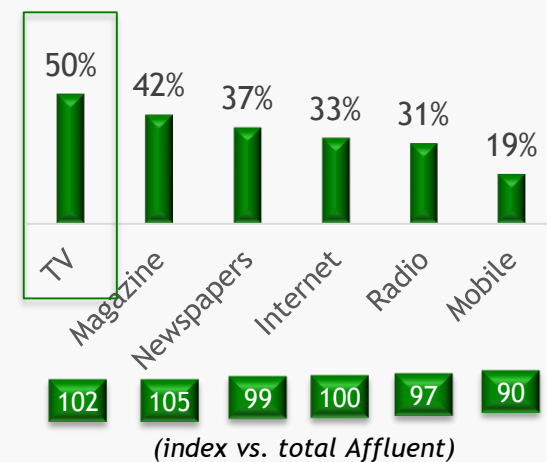
Total Affluents



Moderate Affluents



Ultra Affluents



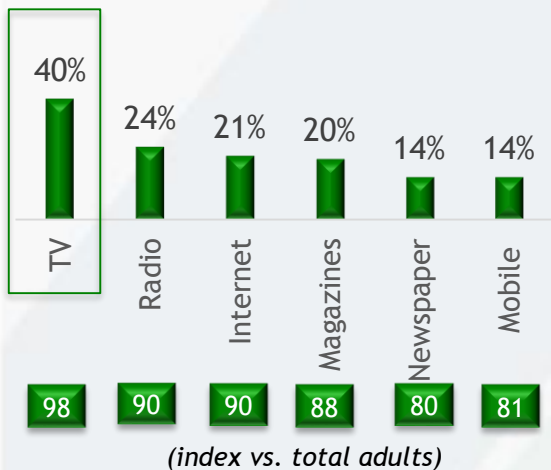
VAB: GOOD FORTUNE

Source: 2017 GfK MRI Doublebase, Affluent Households HHI \$100k+, Moderate Affluents HHI \$100-\$200k, Ultra Affluents HHI \$200k+; response “any agree”

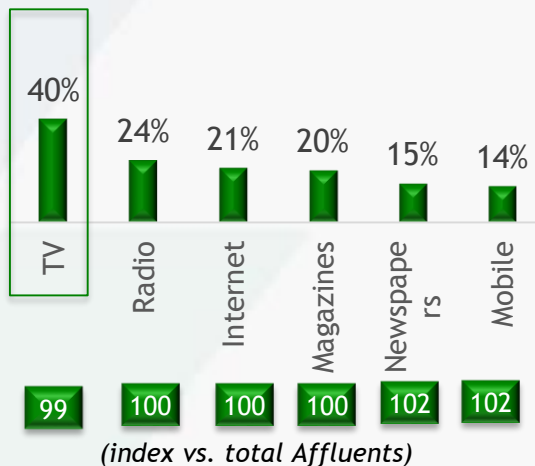
# Similarly, Across Media, Affluents Are Most Likely To Find TV Advertising Amusing, On Par With The Average Adult

“Advertising in this medium is amusing”

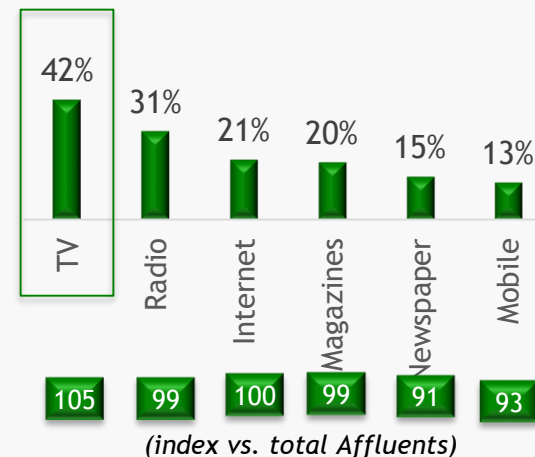
Total Affluents



Moderate Affluents



Ultra Affluents



Affluents and Affluent Millennials are on par with their peers in finding TV ads amusing

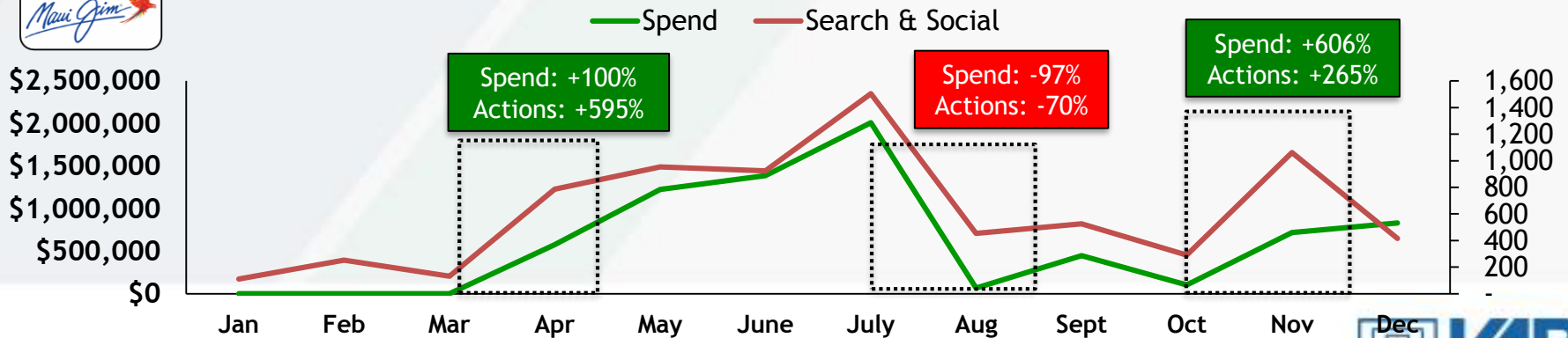
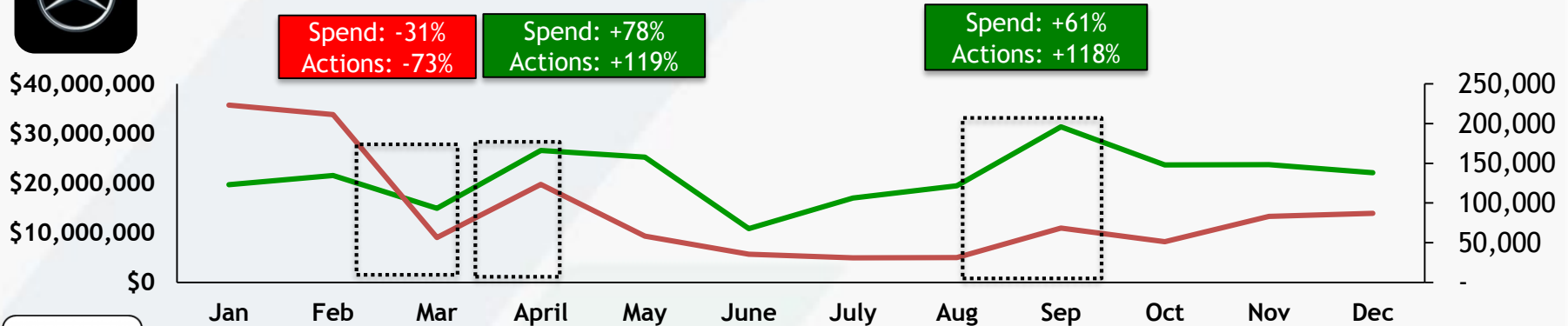
Those that may be most likely to be cynical about advertising have a fairly positive view, on par with all affluents

VAB: GOOD FORTUNE

Source: 2017 GfK MRI Doublebase, Affluent Households HHI \$100k+, Moderate Affluents HHI \$100-\$200k+, Ultra Affluents HHI \$200k+; response “any agree”

# As A Result, TV Advertising Is Proven To Stir Action For Premium Brands

VAB conducted a custom analysis using TV attribution research, iSpot. In this analysis, the 2017 monthly TV spend for a variety of premium brands was compared to the monthly Search & Social Actions (e.g. likes, posts, comments in social media) for those brands. Via the attribution model, it can be determined how many Searches & Social Actions were taken as a direct result of the TV ad.

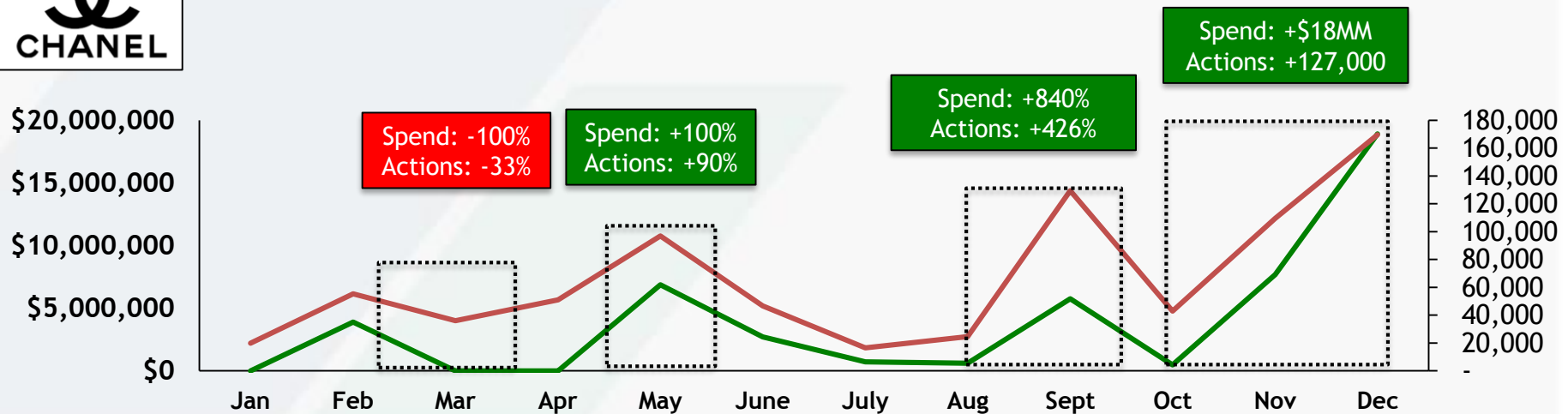
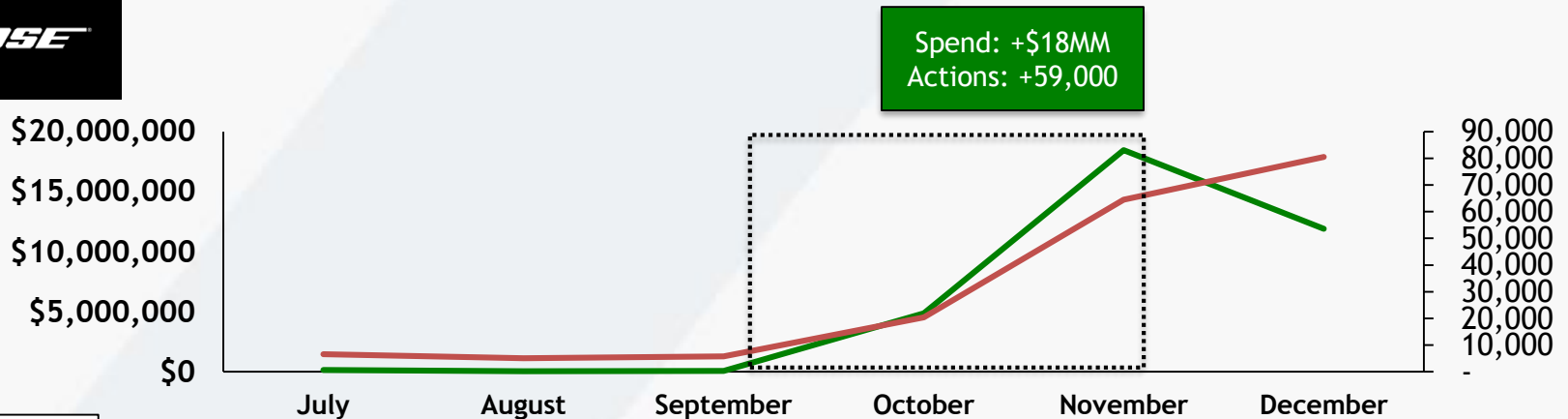


VAB: GOOD FORTUNE

Source: VAB analysis of iSpot.tv data, Reflects brand's total monthly TV ad spend from 1/1/17-12/31/17. Actions = Social Actions & Searches attributed to the TV advertising activity



# As A Result, TV Advertising Is Proven To Stir Action For Premium Brands: Tech & Fragrance



VAB: GOOD FORTUNE

— Spend — Search & Social



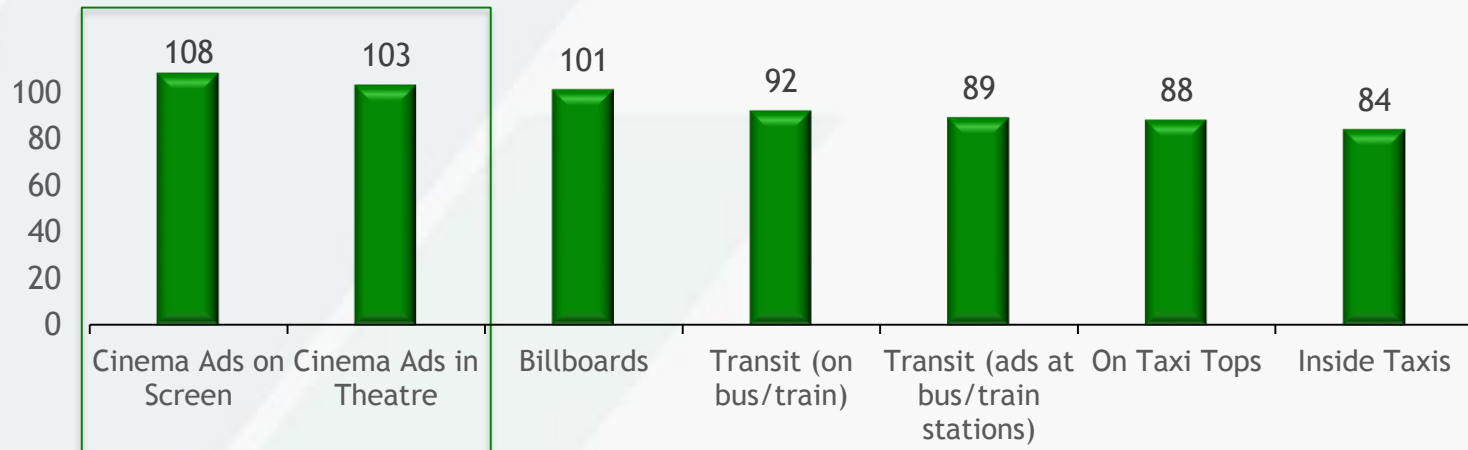
Source: VAB analysis of iSpot.tv data, Reflects brand's total monthly TV ad spend from July - December 2017 (Bose) and 1/1/17-12/31/17 (Chanel). Actions = Social Actions & Searches attributed to the TV advertising activity

# When It Comes To Advertising Opportunities Outside The Home, Affluents Are More Likely Than The Average Adult To Be Interested in Cinema

Despite their on-the-go lifestyle, they are fairly disengaged in many OOH formats

**“I have considerable or some interest in ads in these places”**

Index: Affluent Adults vs. Total Adults



VAB: GOOD FORTUNE

Source: 2017 GfK MRI Doublebase, Affluent Households HHI \$100k vs. total Adults 18+

# Advertising Perceptions & Behaviors - Key Takeaways

1

Time-shifted viewing is not impacted by Affluence. While Affluent households are slightly more likely to own a DVR, the majority of their viewing is live, just like the average household.

2

Similarly, their higher income does not impact ad-tolerance. Affluents have favorable opinions of TV advertising relative to other vehicles and on par with the average adult.

3

Affluents respond to TV advertising, with correlations found between TV advertising and consumer searches/social actions for a variety of premium brands.

# Good Fortune Key Takeaways

- ✓ Demographically, Affluents are different than the average adult, but their values are similar.
- ✓ The Affluent lead complex lives, filled with work and family demands, as well as a variety of self-enriching leisure activities. As such, they want the convenience of *more* ways to watch the content they love.
- ✓ Even though their means allows them to own devices and gadgets, ultimately their video consumption is no different than the average adult.
- ✓ The overwhelming majority hold a Cable+ subscription, and they dedicate more of their time to watching TV than they do to the major digital platforms.
- ✓ Although their income allows them to customize their viewing, that doesn't translate to ad avoidance or lower ad tolerance.

CONTACT US

For More Information Visit Us Online  
TheVAB.com



Follow us: @VideoAdBureau



Like us: facebook.com/VideoAdvertisingBureau

Sean Cunningham  
President & CEO  
212-508-1223  
seanc@TheVAB.com

Danielle DeLauro  
Executive Vice President  
212-508-1239  
danielled@TheVAB.com

Jason Wiese  
VP Strategic Insights  
212-508-1219  
jasonw@TheVAB.com

Marianne Vita  
VP Strategic Insights  
212-508-1211  
mariannev@thevab.com

Evelyn Skurkovich  
VP Strategic Research & Insights  
212-508-1220  
evelyns@TheVAB.com

Lauren Leff  
VP Marketing & Communications  
212-508-1222  
lauren@thevab.com



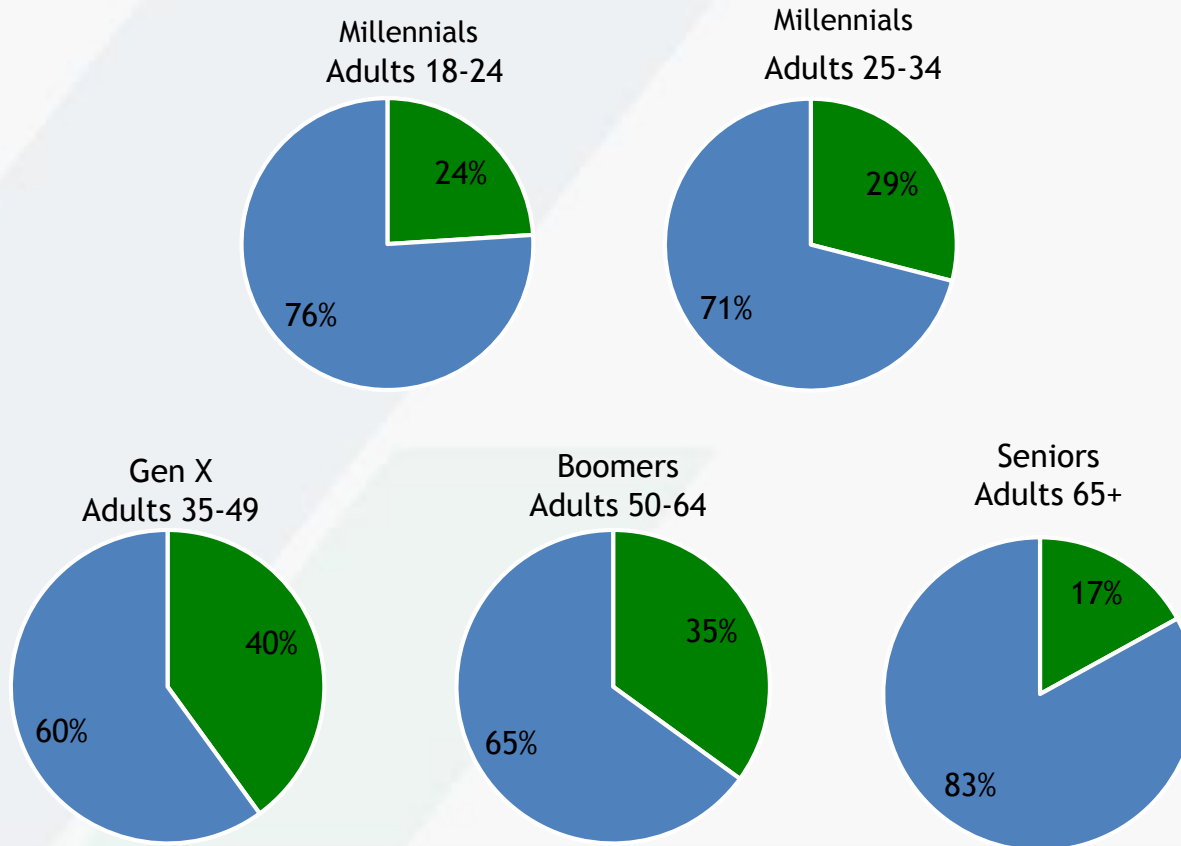
No platform drives business like  
TV's premium video-at-scale



## **Additional Member Slides**

# Generation X and Boomers Are Most Likely To Be Affluent

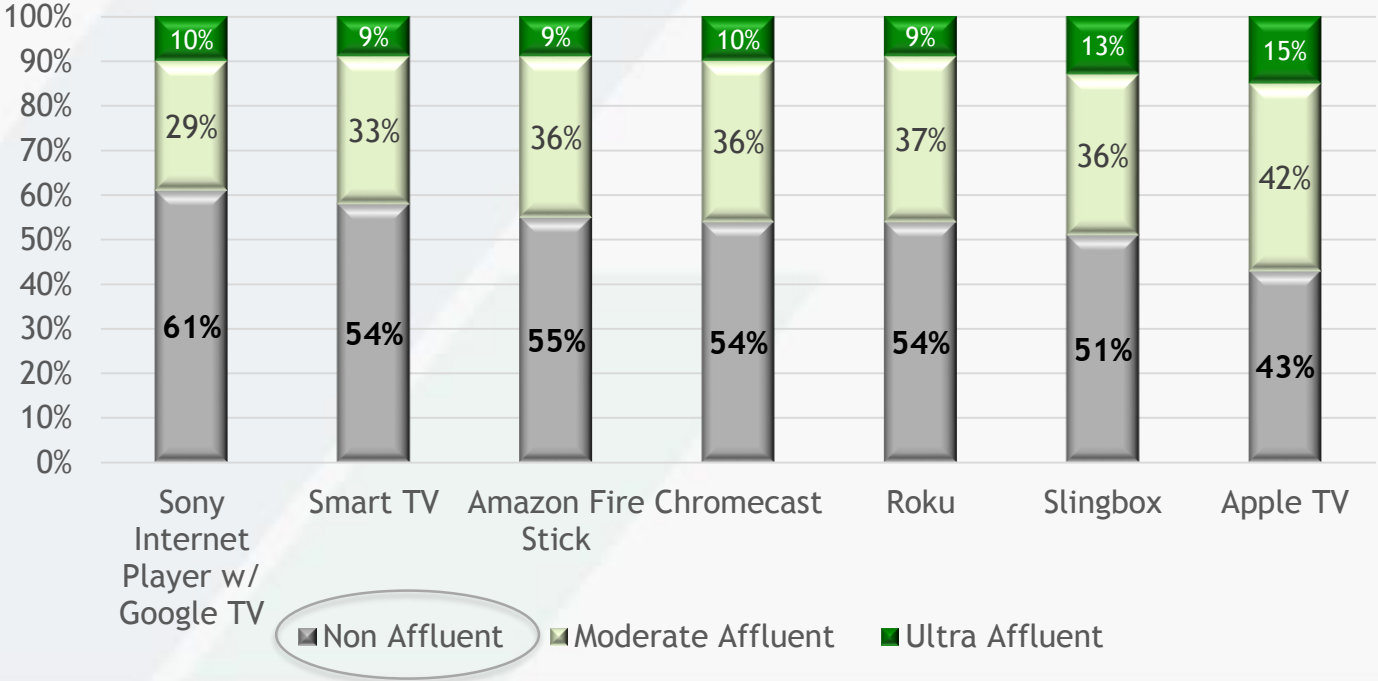
Percentage of each generation - affluent vs. non affluent



# Looking At OTT Devices, With The Exception Of Apple TV, Less Than Half Of The Households Who Own Connected Devices Are Affluent

OTT devices allow viewers to stream video content (both ad supported and not) to their TVs or other device. Looking at affluent owners, the majority are the more moderate Affluents, not the higher income Ultra Affluents

Owners of Devices, by level of Affluence



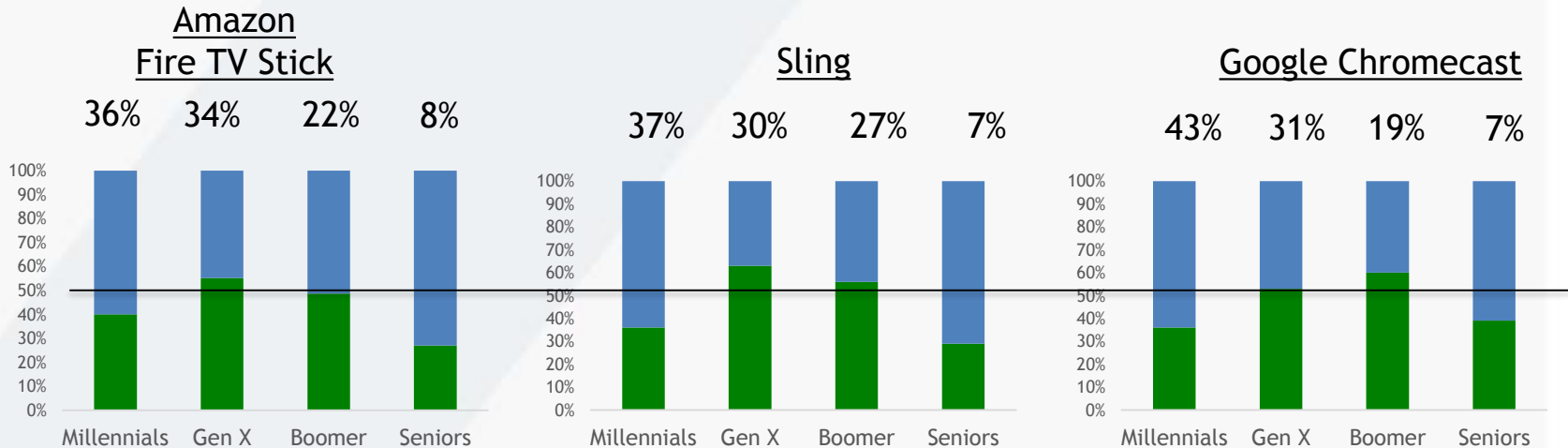
Source: 2017 GfK MRI Doublebase, Of those who own these devices, which % fall into the following HH types: Non-Affluent Households Under HHI \$100k+, Moderate Affluents HHI \$100k-\$200k, Ultra Affluents HHI \$200k+.

# Lifestage Rather Than Affluence, Looks To Be The Primary Driver In OTT Device Ownerships

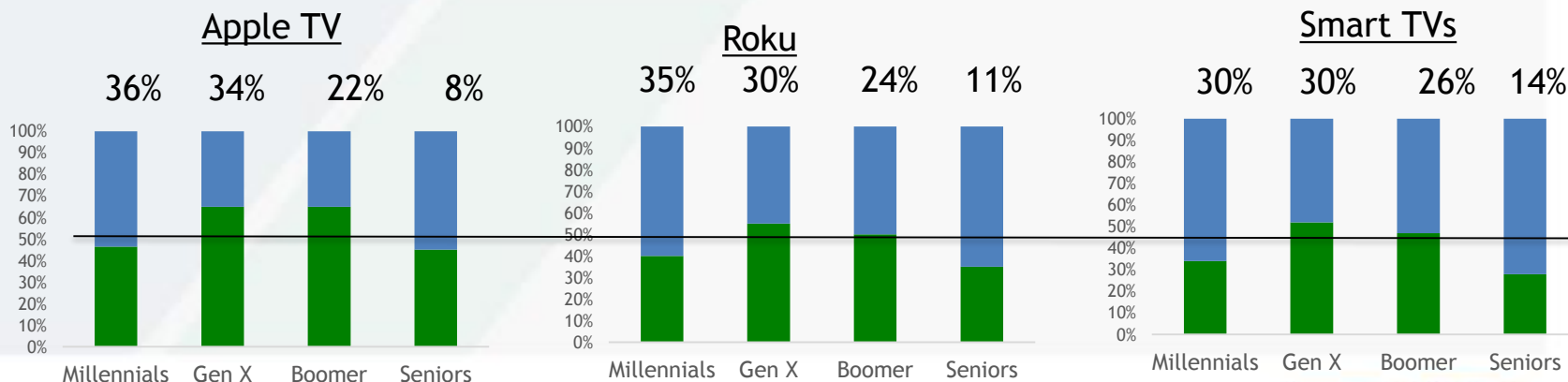
**% owners who are Affluent**      **% owners who are Not Affluent**

% ownership by generation

For example, 36% of those who own a Firestick are Millennials and 40% of Millennial Fire TV stick owners are affluent.



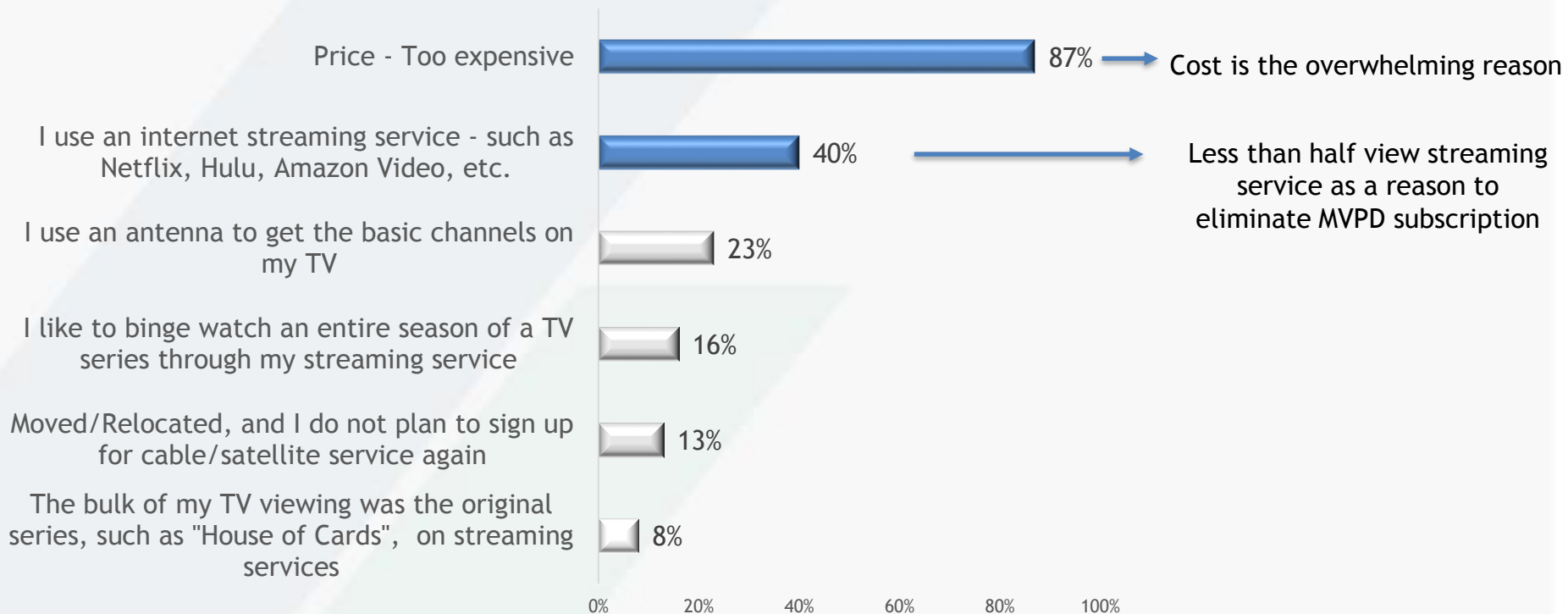
% ownership by generation



Source: 2017 GfK MRI Doublebase, Q. Does your household own this device? Owners of devices who have HHI \$100k+ and less than \$100k, by generation. Millennials = 18-34; Gen X = 35-49; Boomers = 50-64, Seniors = 65+

# Studies That Say Cost (Not Content or Ad Avoidance) Is The Primary Reason People Seek Out Alternate Ways Of Receiving Video Programming

“What factors influenced your decision to cut off your cable/satellite service?”

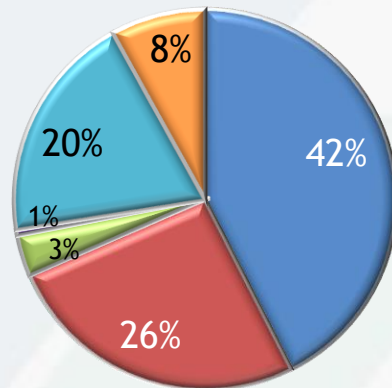


# Just Like The Average Millennial, The Affluent Enjoy A Wide Variety Of Programming

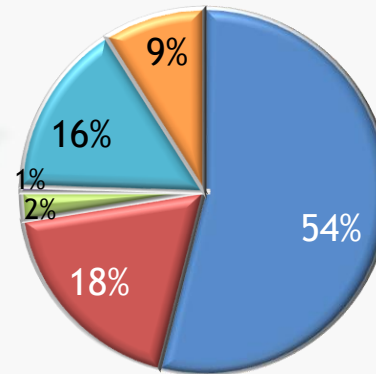
VAB performed an analysis looking at the top 200 TV programs Millennials and Affluent Millennials.

## Top 200 TV Programs Grouped By Genre (Millennials)

Millennials (18-34)



Affluent Millennials (18-34)



■ Sports

■ Drama

■ News

■ Documentary

■ Comedy

■ Reality