

Bloomberg Media

Audience Insight | March 2021
Spotlight: High Income Earners



This month: data on High Income Earners that helps fuel strategies to connect with relevance.

In this ongoing series, **the Bloomberg Media Data Science and Insight team spotlights a key segment of our audience**. Leveraging BloombergAiQ, our proprietary audience and content analysis platform, we focus on what this group is engaging with and why, powering insight and activation against sought-after global audiences.

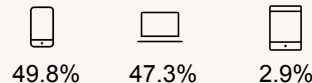
BloombergAiQ

Defined by earning power.

For this month's spotlight, we looked at Bloomberg audiences with **more than \$250K** in household income.

Screen-savvy.

Over half of them visit Bloomberg.com through mobile devices.



And they're not just financial.

Looking at this group's **likelihood to work in various sectors** vs. general audiences, we see wide variety.

Legal	3.5X	Healthcare	3.1x
Consumer Services	3.3x	Hospitality	3.0x
Real Estate	3.2x	Energy	3.0x
Finance	3.2x	Insurance	3.0x
Cultural	3.1x	Construction	2.9x

In 2021, they are highly engaged with a **dual topic set.**

Humanitarian and social causes shaping their world.

- 2.3x** Refugee Crisis
- 2.0x** Housing Shortage
- 1.9x** Equality
- 1.7x** Inclusion
- 1.5x** Women

Financial news that informs their investments.

- 2.2x** Estate Tax
- 2.0x** Venture Capital
- 1.9x** Mortgages
- 1.8x** Private Equity
- 1.5x** Alternative Investments



Phil Robinson
Head of EMEA Data Science & Insight

“Gender equality, from female leadership to the effects of the pandemic, is an important focus. And on the financial side, some financial advisers have said the last weeks of 2020 were busier than ever.”

Note: Odds ratio expresses likelihood of engagement vs. general audiences



This suggests that the intersection of **profit and purpose** is a powerful space for this group.



Joel Weber, Editor, Bloomberg Businessweek, **shares insight into how this comes to life** in the business world.

**Bloomberg
Businessweek**

And these trends among High Income Earners are part of a broader societal movement:

77% Of BDMs prefer purpose-driven companies, defined as those with a role in society beyond just maximizing profits.

66% Of Gen Z say corporate responses to Black Lives Matter will permanently influence their purchasing decisions.

Impact investing has altruistic allure.

High income earners are reading about social and humanitarian issues in part because of the enormous interest in impact investing. **People are able to use private capital to do societal good.** When people can pool their money to work together, as some of the world's wealthiest families are beginning to do, they can tackle Herculean challenges they wouldn't be able to on their own.

Empowering women is a catalyst for economic growth.

One of the most alarming trends of the pandemic has been the number of women who have dropped out of the workforce in what some economists have deemed the first female recession. The bigger picture is the importance of women to the economy. [A new study by Bloomberg Economics](#) found that women's education and employment converging with that of men would add \$20 trillion to global GDP by 2050.



About our sources:

Bloomberg AiQ

Bloomberg AiQ is our proprietary audience and content analysis platform for insights and activation. AiQ is powered not only by Bloomberg site user data, but also by data from over 30,000 publishers world wide. AiQ looks at 2.5+ million pages, 100+ million visitors and 100k campaigns.

Bloomberg AiQ[®]

Bloomberg Businessweek

Bloomberg Businessweek reveals the strategies that the best leaders, companies, and start-ups use to change the world.

Subscribe [here](#)

**Bloomberg
Businessweek**

Bloomberg Brand Health System

The Bloomberg Brand Health System is our proprietary diagnostic tool, capturing 700+ global brands. Fueled by data from 15K+ global decision-makers, Bloomberg's data and strategy experts can explore current brand perceptions, provide premium analysis on marketplace challenges and opportunities, and deliver actionable recommendations to strengthen brands.