

Bloomberg Media

AUDIENCE INSIGHT SERIES | SEPTEMBER 2021

Evolution: High Income Earners



Evolution: HIGH INCOME EARNERS

A comparison of engagement and actions across March 2021-September 2021.

The Bloomberg Media Data Science and Insight team looks at how a key segment of our audience is changing in real-time as the global landscape shifts. Leveraging BloombergAiQ, our proprietary audience and content analysis platform, we compare what this group is engaging with and why across the trailing six months, offering fresh insight to power stronger connections with these influential global audiences.

HIGH INCOME EARNERS: WHO, WHERE, HOW

For this month's spotlight, we looked at Bloomberg audiences with **more than \$250K** in household income and compared their engagement March - September.

As offices reopen and social agendas fill up, this audience are increasingly mobile first.



September	53.5%	44.3%	2.3%
March	49.8%	47.3%	2.9%

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

Legal	3.6x	Insurance	3.3x
Consumer Services	3.4x	Healthcare	3.2x
Real Estate	3.4x	Hospitality	3.2x
Finance	3.3x	Non Profit	3.2x
Cultural	3.3x	Retail	3.2x

Topics surrounding **the future of work** are a focus for high income earners.

LIKELIHOOD OF INTEREST, MARCH VS SEPTEMBER

MORE LIKELY	Inclusion	(1.7x / 2.9x)
	Future of Work	(1.8x / 2.8x)
	Gender Equality	(1.7x / 2.7x)
	Equality	(1.9x / 2.6x)
	Women	(1.5x / 2.3x)

DROPPED OUT OF TOP INTERESTS	Refugee Crisis (2.3x)
	Housing Shortage (2.0x)



High income earners are most interested in topics that enable them to advance performance, best practices, and societal accountability as part of their vision for the future of work.

Analyst: Phil Robinson
Head of EMEA Data Science & Insight

Their interests also suggest continuing research into **investment opportunities**.

LIKELIHOOD OF INTEREST, MARCH VS SEPTEMBER

MORE LIKELY	Venture Capital	(2.0x / 2.6x)
	Mortgages	(1.9x / 2.7x)
	Private Equity	(1.8x / 2.4x)
	Alternative Investments	(1.5x / 2.0x)
	Design	(1.7x / 2.6x)
	Art	(1.6x / 2.4x)

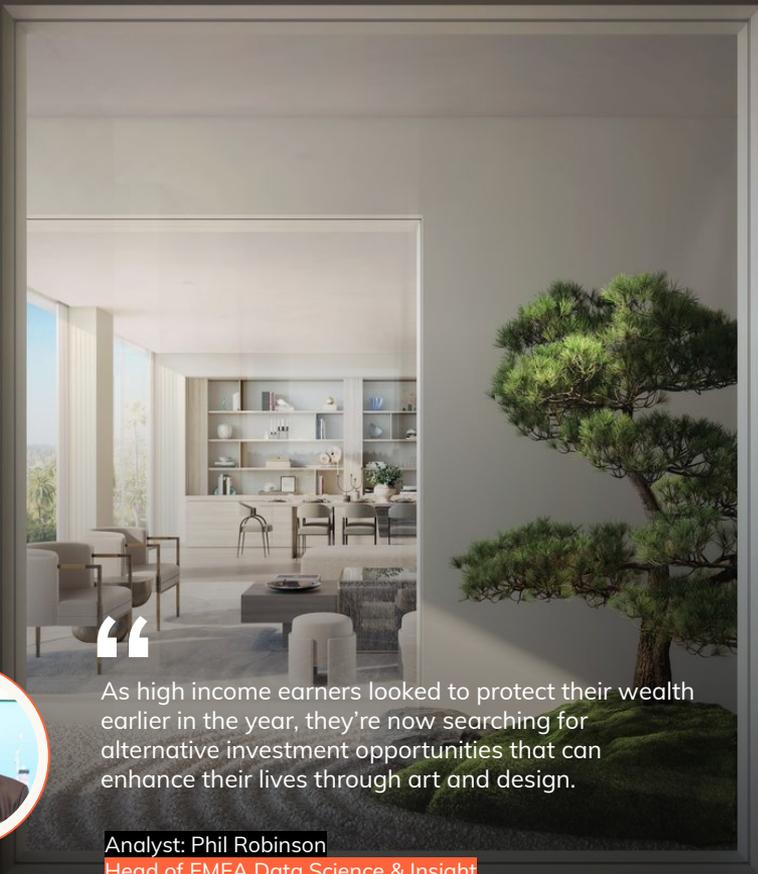
**DROPPED
OUT OF TOP
INTERESTS**

Estate Tax (2.2x)



As high income earners looked to protect their wealth earlier in the year, they're now searching for alternative investment opportunities that can enhance their lives through art and design.

Analyst: Phil Robinson
Head of EMEA Data Science & Insight



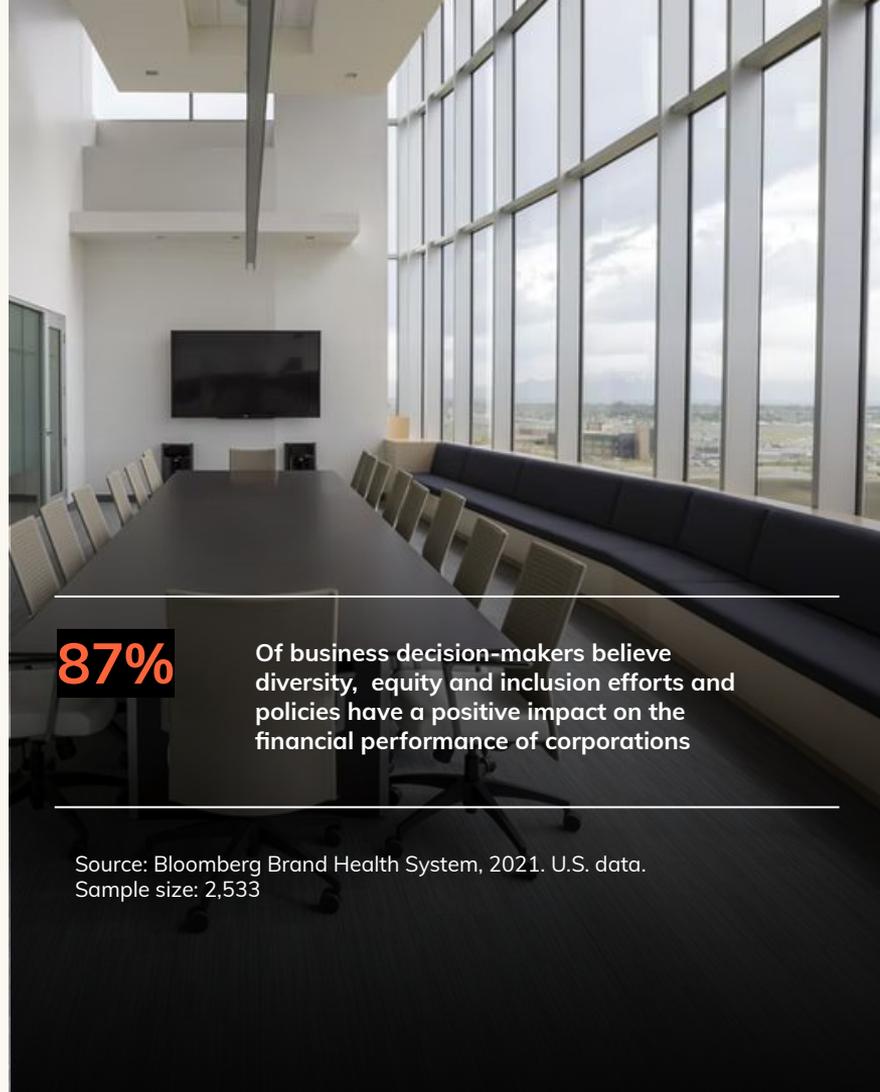
As purpose and profit intersect with the future of work and society, high income earners want to understand what's making an impact.

“ One of the most consistent trends I'm seeing is the fascination with strategies related to the future of work. At our inaugural [Work Shifting](#) event in March, global leaders were eager to learn what was working at other companies, commiserate over obstacles and adopt best practices that could make their organizations more successful.

In terms of how that conversation has evolved since then, there is an increasing focus on assessing the outcomes of the plans and priorities being implemented. They want to know: **What leadership styles were most effective? What tech investments paid off? What firms were most attractive in terms of attracting and retaining talent? How can I build upon these learnings?**



Patrick Garrigan
Global Head of Bloomberg Live



87%

Of business decision-makers believe diversity, equity and inclusion efforts and policies have a positive impact on the financial performance of corporations

Source: Bloomberg Brand Health System, 2021. U.S. data.
Sample size: 2,533

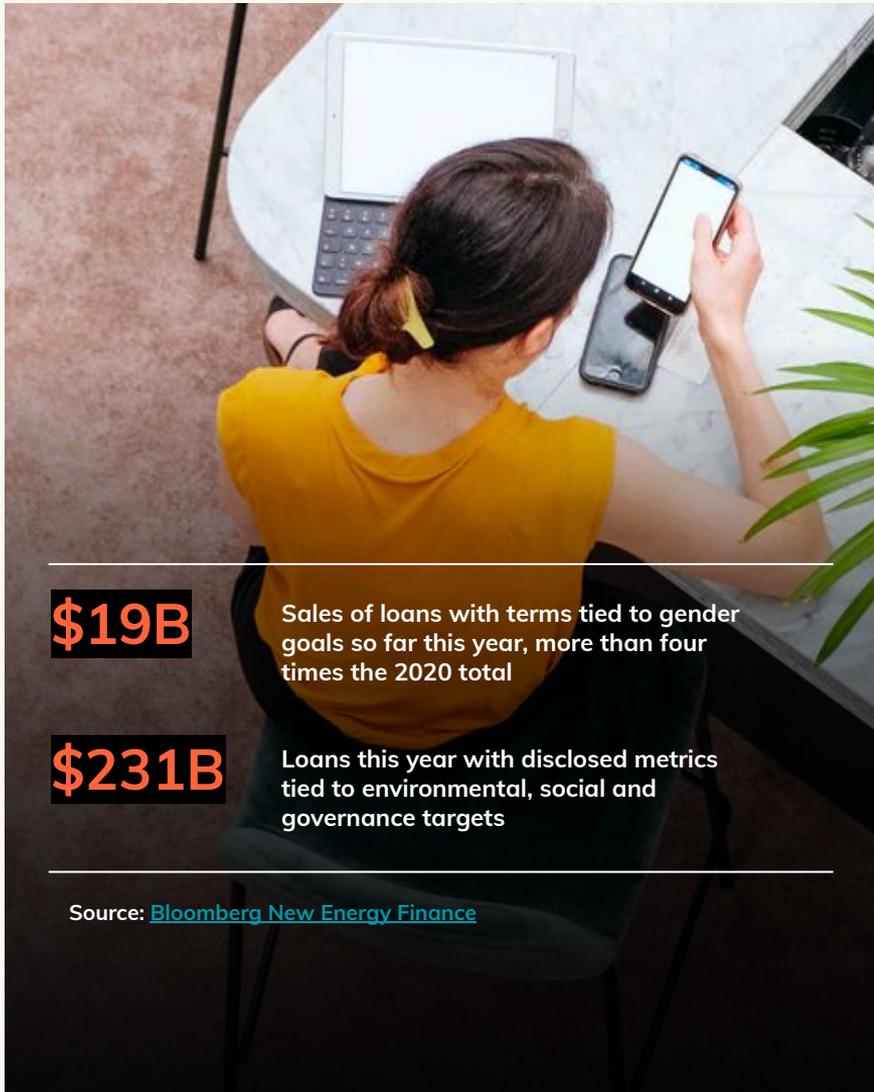
When it comes to investment strategies, high income earners are looking at which business adaptations to the “new normal” have been most effective.

“ The shift from experimentation to evaluation is an interesting inflection point for high income earners in terms of better understanding companies that have the ability to endure and grow.

As they look at the results of the companies that made smart investments there is much to be gleaned in terms of those firms’ ability to be smart, creative and project that effectiveness outwardly in a way that is attractive to both employees and investors.



Patrick Garrigan
Global Head of Bloomberg Live



\$19B

Sales of loans with terms tied to gender goals so far this year, more than four times the 2020 total

\$231B

Loans this year with disclosed metrics tied to environmental, social and governance targets

Source: [Bloomberg New Energy Finance](#)

Lifestyle topics also stand out for this audience, based on observations of their interests across the web.

KEY INTERESTS HIGH-INCOME EARNERS ARE MOST ENGAGED WITH IN SEPTEMBER, 2021

3.5x Golfing

3.3x Fashion

3.5x Hiking

3.3x Wine

3.4x Concerts



“

We have all changed during this period. Hybrid convenings and flexible work will enable High Income Earners to more effectively balance work schedules, travel demands and personal commitments, while having access to the best information out there to live and work better.

Patrick Garrigan

Global Head of Bloomberg Live

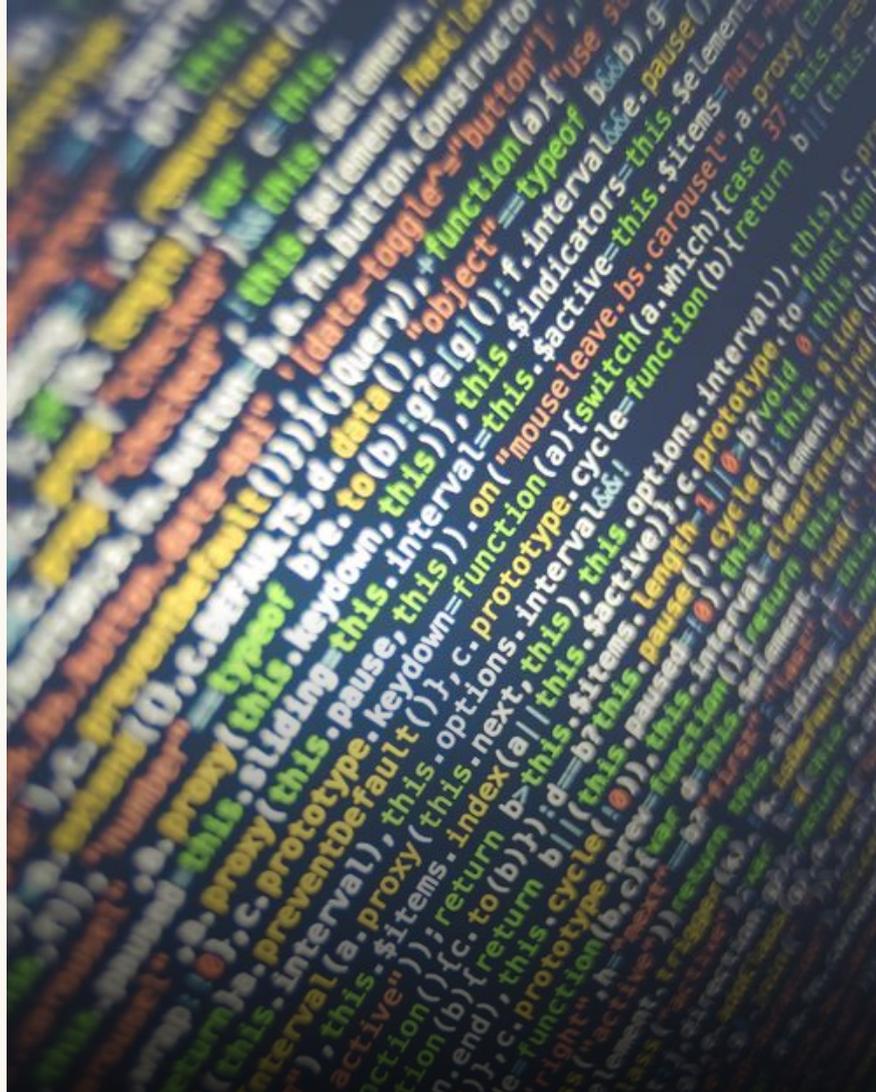
Our sources

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 Live

Bloomberg Live brings together the expertise of the largest newsroom in the world with the immense data and analytical power of Bloomberg Intelligence and Bloomberg Global Data to enable our celebrated moderators and speakers to produce compelling, news-making conversations.



More about the Bloomberg Media Audience Insight Series

Introduced in 2021, this new monthly series from Bloomberg Media Data Science and Insight is designed to fuel marketers around the world with exclusive data and insight about key audience segments.

These data explorations leverage a variety of in-house tools and studies like BloombergAiQ, our proprietary audience and content analysis platform, to deliver focused intelligence on content engagement and consumption patterns, further contextualized with insight from Bloomberg experts around what's driving these trends.

Shared monthly, recent briefings have included insights around:

- [Evolution Global C-Suite](#) (August 21)
- [Foreign Direct Investors](#) *Special Edition (July 21)
- [Policymakers](#) (June 21)
- [Tech Decision-Makers](#) (May 21)
- [Luxury Influencers](#) (April 21)
- [High Income Earners](#) (March 21)
- [The Global C-Suite](#) (February 21)



Real-time, actionable information on audiences within our modern leader universe helps our partners form strategies that connect their messages with deeply engaged influencers. It's especially powerful amid the extreme uncertainties of the past year and the emerging optimism, even as challenges remain.

Duncan Chater, Bloomberg Media Head of Advertising Sales, Europe

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