

A scenic view of a beach at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. In the foreground, there are dark, out-of-focus leaves. The middle ground shows a pebbly beach with many people and lounge chairs. In the background, there are buildings and palm trees along the coast.

**Bloomberg
Media**

AUDIENCE INSIGHTS SERIES | JUNE 2023

High Net Worth Audience Insights

The greatest generational wealth transfer means a new, diverse cohort looking for different ways to use their wealth.



A more diverse cohort

- **Millennials and Gen X** will be the beneficiaries of \$84 trillion transferred from baby boomers through 2045.
- **Women will hold 70% of global wealth** in two generations. Though women only account for 11% of the global ultra high net worth (UHNW) population, half in the US and ~82% in China are **self-made**.
- **India and China are among the top 5 countries with the largest UHNW populations.** The Middle East has experienced 7.4% growth with commodity revenue lift. 13% of UHNW are planning for a second passport.

Source: Cerulli Associates, Jan 20 2022; RBC Women and wealth insights, 2020; Altrata, World Ultra High Net Worth Report 2022; Credit Suisse Global Wealth Databook 2022; Knight Frank 2023 Wealth Report.



Looking for alternatives

- **The next generation (age 21-42) of high net worth (HNW) allocate 3x more to alternative assets** vs. those age 43+. 29% of them own **digital asset**.
- **1 in 3 HNWs collect art, and younger art collectors are more active in art market**—76% of younger collectors have purchased a piece in the past year or plan to sell a piece in the next 2 months.
- **UHNW women are 3x more likely to hold luxury assets** (incl. luxury real-estate and luxury goods) than men.

Source: Bank of America Private Bank Study of Wealthy Americans, 2022; Altrata, World Ultra High Net Worth Report 2022;



Focused on sustainability and giving

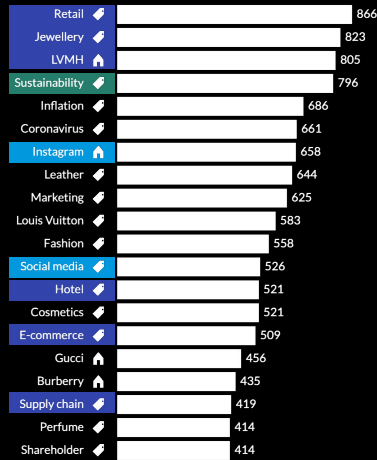
- **9 in 10 HNW investors are guided by their personal values** when making investment decisions.
- **Sustainable investments doubled in the past 4 years**, growing from 37% to 73% among those aged 21-42. **4 out of 5 HNWs** factor in environmental considerations when investing.
- **UHNW women (60.7%) are more likely to engage in philanthropy** than UHNW men (35.1%). Education and arts and culture are the leading causes.

Source: Bloomberg Investor Study, UK, 2023; Bank of America Private Bank Study of Wealthy Americans, 2022; Knight Frank 2023 Wealth Report; Altrata, World Ultra High Net Worth Report 2022;

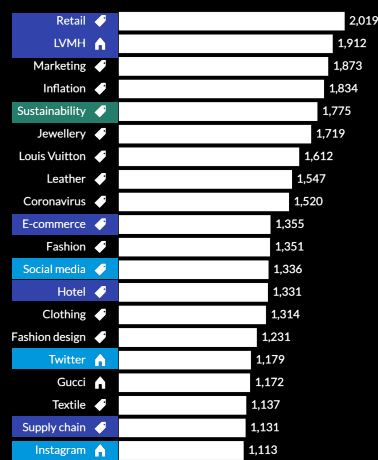
For HNWs, sustainability has become associated with luxury, even though the meaning of luxury is nuanced region-to-region.

Top concepts associated with “luxury goods” in media

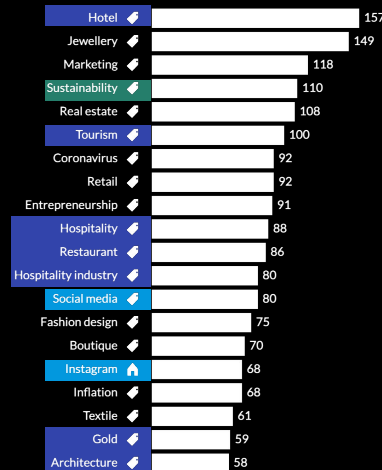
Europe: Luxury goods are closely associated with fashion retail with social media playing a key role. Supply chain challenges linger.



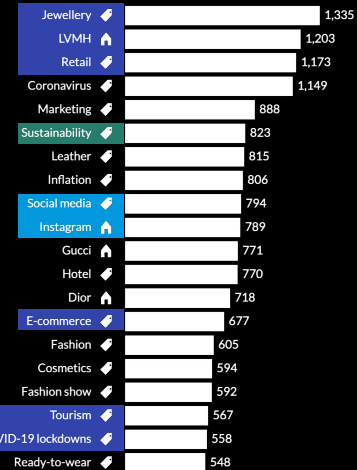
US: The influence of inflation prevails. Luxury goods are closely linked to fashion retail and e-comm. Supply chain issues remain.



Middle East: Luxury goods are mostly linked to hospitality and real estate.



APAC: Luxury spending is recovering from the restrictions of Covid lockdown. Luxury goods are closely associated with fashion retail.



Climate/Environment

Regional Topics

Tech

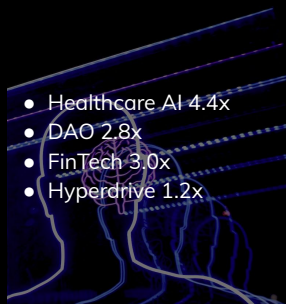
Source: BloombergAIQ, 2023.

Charts illustrate analysis of 150k+ global data feeds searching news articles from trusted sources to identify the most common news concepts associated with “Luxury Goods” in the past 12 months.

Their desire to give back and their interest in future innovations are illustrated through their media engagement on Bloomberg.

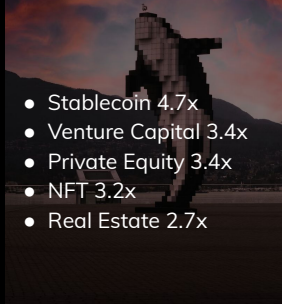
Top indexing topics and franchises across HNW (global)

Future-forward innovations



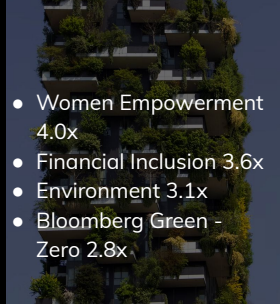
- Healthcare AI 4.4x
- DAO 2.8x
- FinTech 3.0x
- Hyperdrive 1.2x

Alternative investments



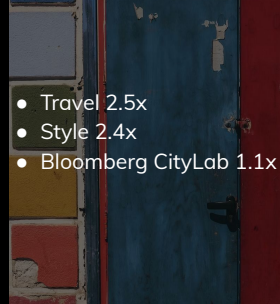
- Stablecoin 4.7x
- Venture Capital 3.4x
- Private Equity 3.4x
- NFT 3.2x
- Real Estate 2.7x

Sustainability and inclusivity



- Women Empowerment 4.0x
- Financial Inclusion 3.6x
- Environment 3.1x
- Bloomberg Green - Zero 2.8x

Culture and art



- Travel 2.5x
- Style 2.4x
- Bloomberg CityLab 1.1x

Format preferences (Europe)

Mobile first, desire to stay up to date with news as it happens



Mobile
60.1%



Desktop
39.9%

- Breaking News 3.1x
- Video 2.1x
- Newsletter 1.7x
- Feature 1.7x

Regional over-indexing topics

Europe

Financial Inclusion 4.4x ↑
 Venture Capital 3.9x ↑
 Currency Markets 3.9x
 Environment 3.3x ↑
 City of London 1.8x
 Power-on (newsletter) 1.6x

US

Decentralized Finance 4.2x
 Financial Inclusion 3.8x ↑
 Gender Pay Gap 3.2x
 AI Bias 2.9x
 Foundering (podcast) 2.9x
 Blockchain 2.7x

Middle East

ETF 5.1x
 Stablecoin 5.0x ↑
 Government Bonds 4.7x
 Decarbonization 3.5x
 Global Warming 3.3x
 Aerospace Industry 3.3x

APAC

NFT 5.1x ↑
 Real Estate 3.5x
 Future Innovation 2.6x
 Sustainable Development 2.6x
 Urbanization 2.4x
 Philanthropy 2.4x

Source: BloombergAIQ, Global High Affluent Audience, 2023

*The arrow in "Regional highlights" section shows where the regional audience's interest is significantly higher than the global audience.

For brands to stand out to **European HNW audiences**, perceptions of innovation, sustainability, and authenticity are key.

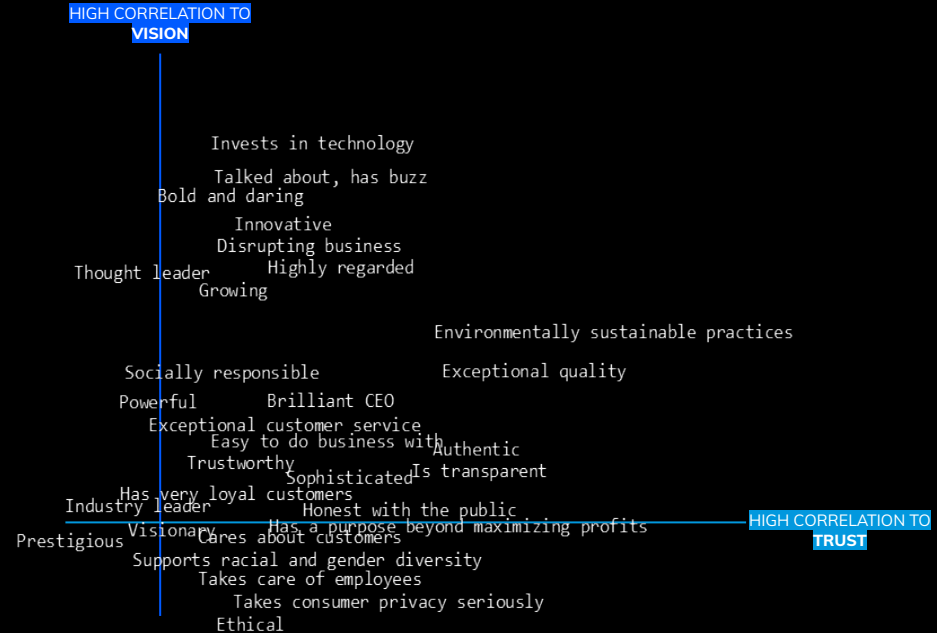


Attributes correlated to Trust and to Vision in the Bloomberg Brand Accelerator are critical in building brand leadership.

Key attributes that drives **Vision**: Key attributes that drives **Trust**:

- | | |
|--|--|
| <ul style="list-style-type: none"> • Invests in technology • Talked about, has buzz • Bold and daring • Innovative | <ul style="list-style-type: none"> • Environmental sustainability • Exceptional quality • Authentic • Is transparent |
|--|--|

Brand Imagery Driver Analysis for Europe HNW Audience



Takeaways and opportunities for brands to connect with the HNW audience:

1

Demonstrate the brand's innovative thinking and future-readiness to better connect with the younger and more diverse cohort of HNWs.

2

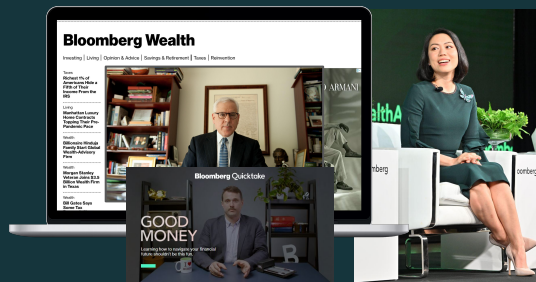
Equip HNWs with tips and tools to help them navigate their newly inherited wealth.

3

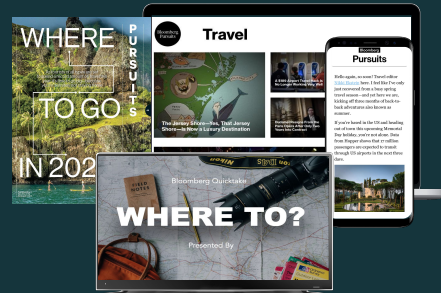
Help HNWs make more informed decisions about their lifestyle at a time when sustainability and luxury are becoming increasingly synonymous.

Potential Opportunities

Activate brand messaging on **Bloomberg Wealth**, our cross-platform destination that provides comprehensive resources with deep expertise in areas from wealth management to living well.



Align with content that feeds a HNW audience's passion points and interests with the cross-platform expansion of **Bloomberg Travel**.



Bloomberg Travel is the source to navigate business and luxury travel planning with intelligence—and inspiration.

Bloomberg
AudienceAccelerator

Precise targeted brand messaging via Bloomberg Audience Accelerator to U/HNW via our semi unique partnership with a consumer credit bureau

Welcome to Bloomberg.com

Let's get you set up.

Help us personalize your Bloomberg.com experience by telling us about yourself.

Select Your Industry

Select Your Job Title

Select Your Seniority

Next

About the Bloomberg Media Audience Insights Series

Introduced in 2021, this 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

BloombergAiQ, our proprietary audience and content analysis platform which analyses data from 150,000+ global publishers, including Bloomberg first party data, to deliver focused intelligence on content engagement and consumption patterns.

Bloomberg Brand Accelerator

The Bloomberg Brand Accelerator, measures 15,000+ global decision-makers' perceptions of 700+ brands on Vision, Strength, Trust, Relevance and Familiarity along with 50+ specific drivers that relate to those categories.

Bloomberg Intelligence

Bloomberg Intelligence, a team of 350+ global research professionals delivering independent perspective providing interactive data and research across industries and global markets.



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 as ongoing global challenges create a dynamic, constantly evolving landscape of risk and opportunity."

Duncan Chater, Bloomberg Media Managing Director, Europe

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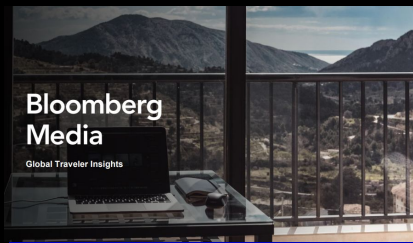
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