

TRADITIONAL HOME STUDY REVEALS DISTINCT MARKETING SHIFTS AND SEGMENTS AMONG AFFLUENT WOMEN

Study Uncovers Six Psychographic Subgroups Responsible for More Than Half of all U.S. Income

NEW YORK, NY (May 16, 2006)– In order to tap into the \$224 billion in spending power that today's 22 million affluent women represent, marketers need to understand that the market is not one size fits all. In fact, a new study from *Traditional Home* magazine and research and trend-tracking company Nickles and Ashcraft reveals that affluent women in the United States can be segmented into six distinct groups based on attitudes, psychographics and lifestyles.

The study of more than 700 affluent women ages 20-55 – with household incomes of at least \$75,000 – was conducted from October through December 2005.

"We chose to follow up on our 2004 'New Traditionals' study because we are committed to providing ongoing research to help marketers better understand the affluent market," commented Pamela Daniels, publisher of *Traditional Home*. "This time, we wanted to challenge the stereotypes of affluent women and align perceptions of these women with societal change. As more women have entered the work force, the meaning of affluence in America has changed."

"What we discovered is that affluent women are not one mass market and they move from one tract to another depending on key life catalysts, like starting a new job, relocating or becoming an empty nester," explained Liz Nickles and Laurie Ashcraft of Nickles and Ashcraft. "Also, the notion of affluent women as 'stepford' wives, trophy wives, or any variation of that theme is just misguided. These women are early adopters, influencers, trend setters and social forces."

Following are the six types of affluent women today, and what kinds of products and brands they are most responsive to:

- **Indulgiers** – Currently the largest subgroup of affluent women at 23%, the Indulger has it all – because she insists on it. She spends a lot of money on brand-name goods, but does not dwell on her possessions. She is a social, on-the-go, woman of action. "The clear trend here is that as women lead increasingly stressful and multitasking lives, they look for things that inspire a sense of serenity and accomplishment," said Nickles.

- **Critical Marketer Categories** – Luxury Travel, Credit Cards, Bath and Personal Care, Wine and Spirits, Luxury Cars, High-end Linens/Cabinetry/Furniture.

- **Standouts** – Representing about 21% of the affluent women market, the Standout is the attention seeker concerned with personal style. If it's hot, she has to have it, and she wants all heads to turn in her direction. "Standouts have exhibited the most growth in the past few years because these women are unapologetically ready for the limelight. They are heading up businesses, families and charities and are proud of their successes," said Nickles.

- **Critical Marketer Categories** – Makeup, Fashion, Fragrance, Jewelry and Fine Watches, "Look at Me" Baby Brands, Accessories, Lingerie

- **Off Roaders** – The Off-Roader, representing 18% of affluent women, is individualistic and never afraid to forge a new path. She is confident of her looks and herself and feels no pressure to follow the crowd.

- **Critical Marketer Categories** – Nutrition/wellness Products, Motor Scooters, Eco Products and Cars, Niche Brands, Tableware, Lamps and Lighting

• **Reinventors** – Also at 18% of the affluent women market, the Reinventor thrives on change, whether it is her job, her wardrobe or her environment. She feels renewed by a constant flux of movement, ideas and projects.

o **Critical Marketer Categories** – Financial Services, Spas and Spa Products, Paint and Wallpaper Companies, Retail, Moving Companies, Storage Solutions

• **Nesters** – 10% of affluent women fall into the Nester subgroup. The Nester is classic in every way, has a firm concept of what she wants, and prioritizes home and family.

o **Critical Marketer Categories** – Home Entertainment Systems, Classic Brands, College Tutoring Companies, Real Estate, Insurance, Food, Pet Supplies

• **Experientials** – Also representing 10% of the affluent women market, Experientials have a meticulously-planned life that leaves nothing to chance. She is ambitious, needs a high level of stimulation and activity and craves new and exotic things.

o **Critical Marketer Categories** – Technology, Custom Products, Laundry Systems, Education, Catalog/Online Gift Brands, Travel/Resorts/Airlines, Entertainment

About *Traditional Home*

Traditional Home (www.traditionalhome.com), an upscale design and decorating publication targeting affluent readers that combines classic taste and modern style, has been the best-selling shelter magazine at newsstands for nine consecutive years. Launched in 1989, the magazine is the largest upscale shelter magazine in the country, has a circulation of 950,000, and is published eight times a year. *Traditional Home* was recently named one of the Most Notable Magazine Launches of the past 20 years by *MIN* magazine.

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