

# RSVP

CONSUMER STUDY



## How Affluent Homeowners **LIVE & SPEND**

The latest consumer survey is in, and **what upscale consumers are spending on may surprise you...**



**RSVP Consumer Survey**

*If you're a fan of the show "Family Feud," nothing is more fun than the host revealing the answers to another fascinating survey with the infamous phrase, "Survey said!" Even if you've never watched it, many people find survey results to be very interesting and useful.*

**RSVP asked On Target Research to conduct a survey of our affluent homeowners to learn more about them.**

The survey was distributed by email to 53,000+ RSVP consumers in September, 2015, with over 3,100 responding.

The results, along with last year's survey, have been compiled and the highlights presented in the following pages. If you don't see a specific topic here that you're interested in, give us a call, as we couldn't include everything.

We're ready to share the results of that survey with you, so...

the "survey said!"...



**Dave Tropf**  
President and Founder  
RSVP Publications

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**SOURCES:**

*On Target Research, RSVP Consumer Study, Sept. 2014, Nov. 2013, and Sept. 2015*  
*RSVP Insights, created with data from Epsilon, Claritas, the U.S. Census and Corelogic, 2013*  
*US Government Consumer Expenditure Survey*  
*ICSC (International Council of Shopping Centers)*  
*RSVP consumer study of survey results, 2012*

First, a quick explanation so that you understand what we mean by **“RSVP Homeowner”**

- ✓ **They are the top, owner-occupied homes in each RSVP market**, based on home value (extracted from county property records)
- ✓ **Home values are relevant to location**; they can range from an average value of \$223,672 in Omaha, Nebraska to \$1.35 million in San Mateo, California
- ✓ The majority have **owned their home 6-15 years**
- ✓ Currently, our mailings encompass **nearly 7 million of these households across nearly 80 U.S. markets**



▶ Targeting at this “rooftop level” provides unique insights, unlike geo-demographic systems that base information at the ZIP + 4 level. **Every home is “hand-picked,” and this survey is representative of this unique demographic.**

RSVP households are **high-income** and have **high net worth**—and a high propensity to spend

- **The majority have household incomes of \$100K+**; household income is relevant to location; the highest incomes are generally in **major metro areas** (Atlanta, Boston, Chicago, Dallas, Fairfield County, CT; Philadelphia, Seattle, San Diego, San Francisco, Washington DC)
- They are **high-income earners**, employed in professional, technical, managerial and sales/service occupations; **20% are business owners**
- **45%** report the presence of children at home

*Affluent households spend more than the average household on many products & services*



RSVP consumers are primarily

**Baby Boomers** and **GenXers**  
(born 1946 – 1964) (born 1965 – 1984)

**73%**

are 35-64



## Why is age so important?

The 35-64 age group is a prime buying demographic, **the spending engine that is driving today's economy**. Generally, this group has had an opportunity to rise in their careers and accumulate some wealth.

- The **50+ age group controls more than 67% of America's wealth**, and 65% of the aggregate net worth of all U.S. households
- Baby Boomers and Seniors are outspending other generations on consumer goods and services, accounting for **55% of consumer packaged goods sales** (Nielsen)
- **Boomers outspend younger adults online 2:1** on a per-capita basis (Forrester Research)

*RSVP consumers are willing to pay more to get quality, and a discount will motivate purchasing.*

**Do discounts influence your purchasing behavior?**

A discount could motivate me to shift from one brand to another **91.1%**

I'm willing to pay more for a quality product/service **90.8%**

A discount, gift or incentive is essential to making a purchase **51.8%**



# So what are RSVP consumers buying?


The survey asked about previous and future purchasing in a variety of categories:

**HOME IMPROVEMENT**




High interest in home improvement products and services

**DINING**




Frequent diners at casual and upscale restaurants

**FINANCIAL**



Very interested in financial products (insurance, stocks/bonds, planning)

**TRAVEL**



Avid Travelers

**HEALTH & BEAUTY**



They are health conscious, and engage in physical fitness activities

**PETS**



Many own pets and spend on many pet products and services

**ENTERTAINMENT**




They like to have fun, from playing golf to visiting casinos

**RETAIL**



They are shoppers that dominate many retail categories

**AUTOMOTIVE**



Interested in buying a new or used car/truck/SUV

**PROFESSIONAL SERVICES**



Interior design, photography, housecleaning, and more

Let's take a "deeper dive" into each of these...

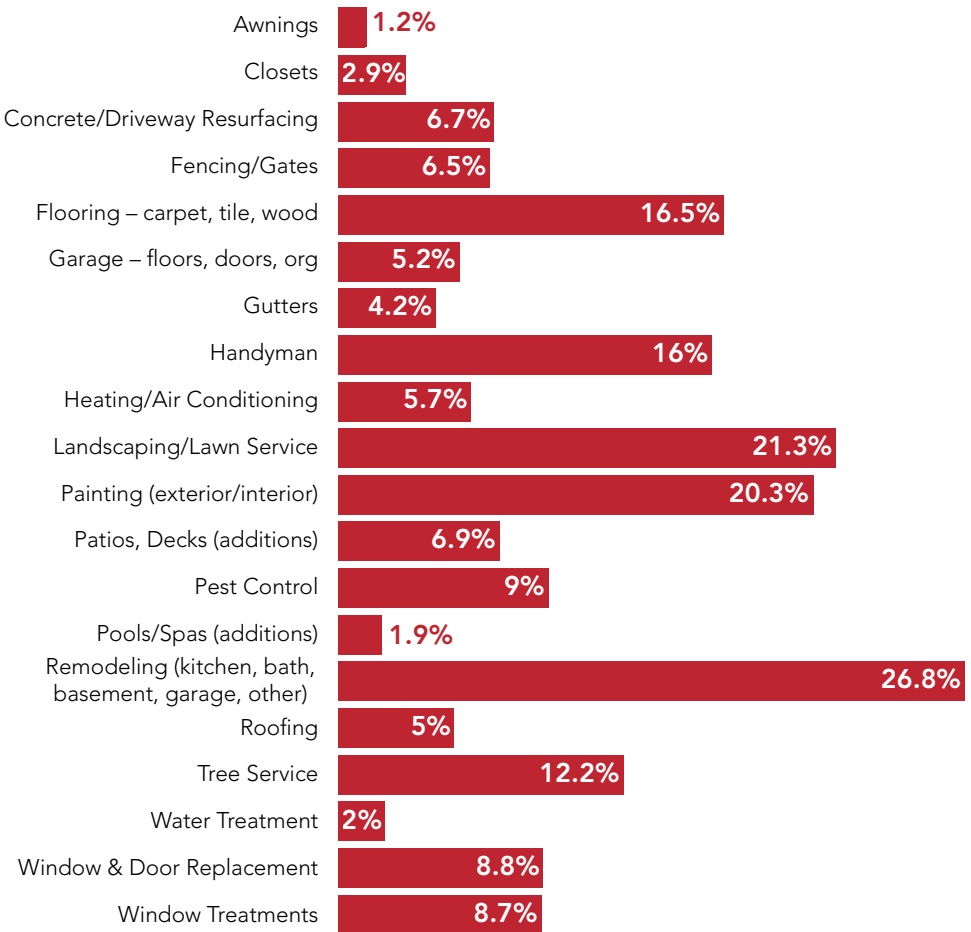




# HOME IMPROVEMENT

*RSVP consumers are voracious buyers of a wide array of home and garden products and services, and are planning to remodel, redecorate and renovate their homes.*

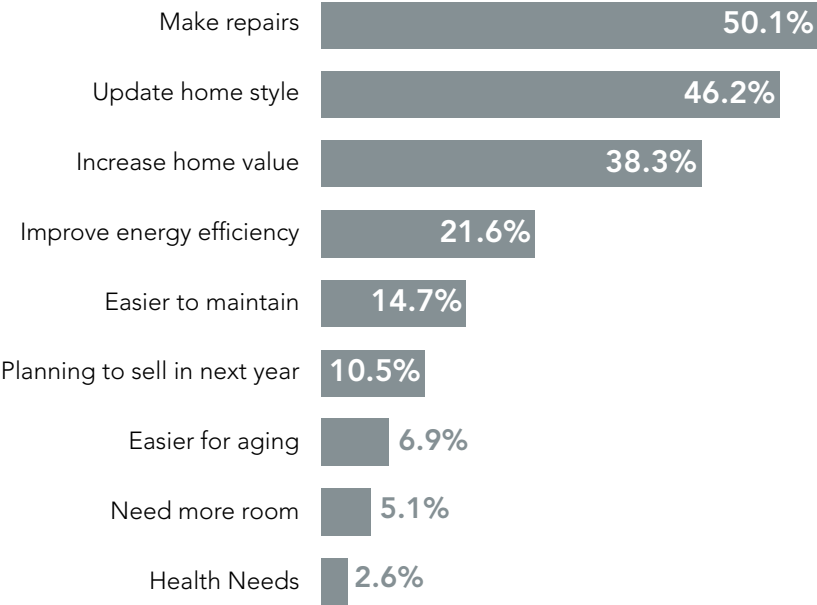
**In the next 12 months, RSVP households told us that they intend to purchase:**





***RSVP consumers are planning to remodel, redecorate and renovate their homes — for a variety of reasons.***

**If planning major home improvements in the next year, why?**  
*(check all that apply)*





# DINING

*RSVP consumers are frequent diners at casual and upscale restaurants.*

**48%** dined at a casual restaurant 3-4 times or more in a month

**21%** dine there 5+ times a month

*Ex: Maggiano's, Cheesecake Factory, Bonefish Grill, P.F. Changs, Longhorn, Buffalo Wild Wings, Red Robin...*

**54%** reported dining at an upscale restaurant 1-2 times a month

**10%** visited 3+ times

*Ex: Ruth's Chris Steakhouse, Capital Grille, Kona Grill...*

*But if you think you'll find the affluent only at white tablecloth restaurants, you're in for a surprise; **high-income households are also eating at fast casual restaurants***

**27%** dined at a fast casual place 3-4 times or more in a month

**19%** visit 5+ times a month

*Ex: Chipotle, Panera, Schlotzsky's, Boston Market, Steak 'n Shake, Panda Express, Moe's Southwest Grill...*

*The affluent are also very interested in **gourmet food and wines.***

***57%** visited a gourmet food store one or more times in the last 12 months.*

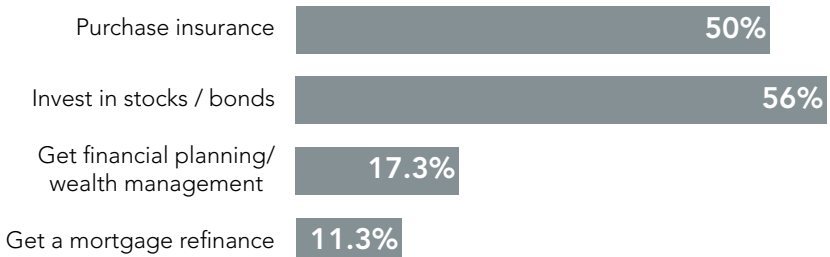




# FINANCIAL

RSVP consumers are **very interested in financial products.**

Many plan to purchase financial products in the next 12 months:



While **32%** felt prepared for retirement, **30%** felt only somewhat prepared, and **20%** did not feel prepared at all.



A small percentage (14.8%) plan to invest in **real estate** in the next year.

# TRAVEL

RSVP consumers are **avid travelers**.

in the past 12 months:

**78%**

reported traveling for  
business/pleasure 2+ times

**46%**

reported traveling for  
business/pleasure 4+ times

9% are real "road warriors," **traveling 12+ times**

The top destinations for **future vacations** were, in order:

- Hawaii
- Florida
- Europe
- Italy
- Alaska
- Australia
- California
- Mexico
- Ireland
- Las Vegas



33% visited a  
**resort** in the  
past 12 months;

nearly 17% intend  
to go on a **cruise**  
in the next 12 months.



# HEALTH & BEAUTY

RSVP consumers are **health and image conscious**.

in the past 12 months:

**30.3%**

purchased a gym membership  
or fitness training

**17%**

purchased weight  
loss products

in the next 12 months:

**61.3%**

intend to visit a spa for  
a facial or massage

**17.6%**

intend to undergo a non-  
surgical cosmetic procedure

**31.2%**

intend to visit a chiropractor

**14.1%**

intend to visit a podiatrist

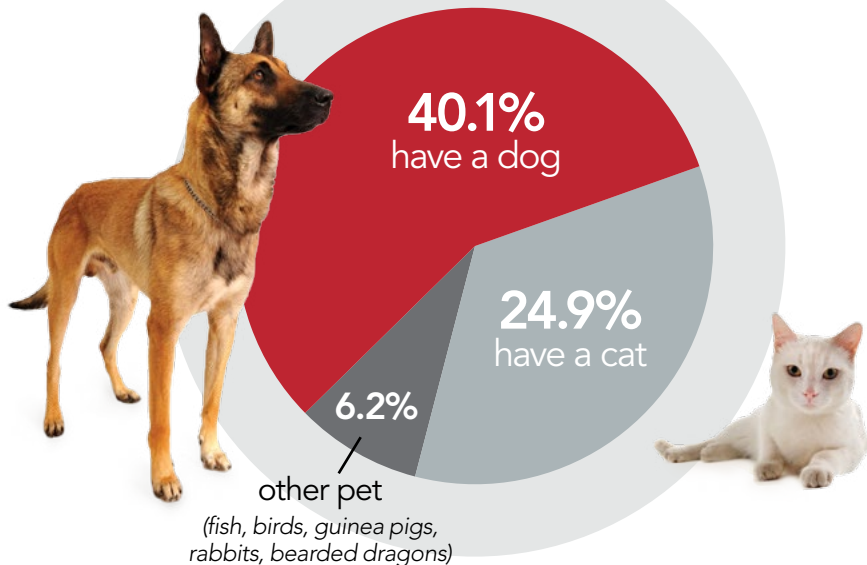
***The affluent are interested in leading a healthy lifestyle, including regular physical fitness, exercise, dieting, self-improvement and eating healthy foods.***



# PETS

RSVP consumers are **pet owners and frequent buyers of pet products and services.**

**58%** own a pet, often several:



**21%**

intend to purchase **pet grooming** in the next 12 months



**38%**

intend to take their pets to a **veterinarian** in the next 12 months



**10%**

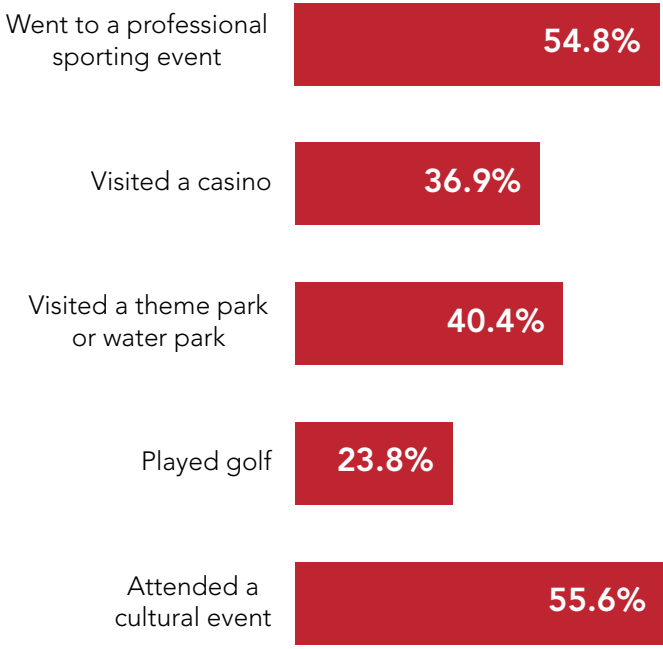
use a **pet resort/ pet boarding**

More people (2.6%) intend to buy **pet insurance** in the next 12 months.



# ENTERTAINMENT

*RSVP consumers love to have fun and enjoy a variety of activities:*



*(in the past 12 months)*

*And they plan to continue these activities at about the same rate in the next 12 months.*

# RETAIL



## *RSVP consumers love to shop.*

In the next 12 months:

over **34%**  
intend to buy  
computers or electronics

over **39%**  
intend to buy  
gourmet food or wine

nearly **25%**  
intend to buy arts,  
crafts or sewing supplies

nearly **18%**  
intend to buy suits

In the past 12 months:

over **26%**  
bought furniture

over **31%**  
bought watches  
or jewelry

nearly **40%**  
bought sporting  
goods/sportswear

**64%** *of RSVP households have a credit card from a retailer*





# AUTOMOTIVE / BOATS

RSVP consumers have **high interest in used and new cars:**

in the past 12 months, over

**26%**

bought a used or new car/SUV/truck

in the next 12 months, nearly

**25%**

intend to buy a used or new car/SUV/truck

Car types most interested in purchasing:

SUV • Sedan • Hybrid • Crossover



**53%**

have their car serviced at a dealership

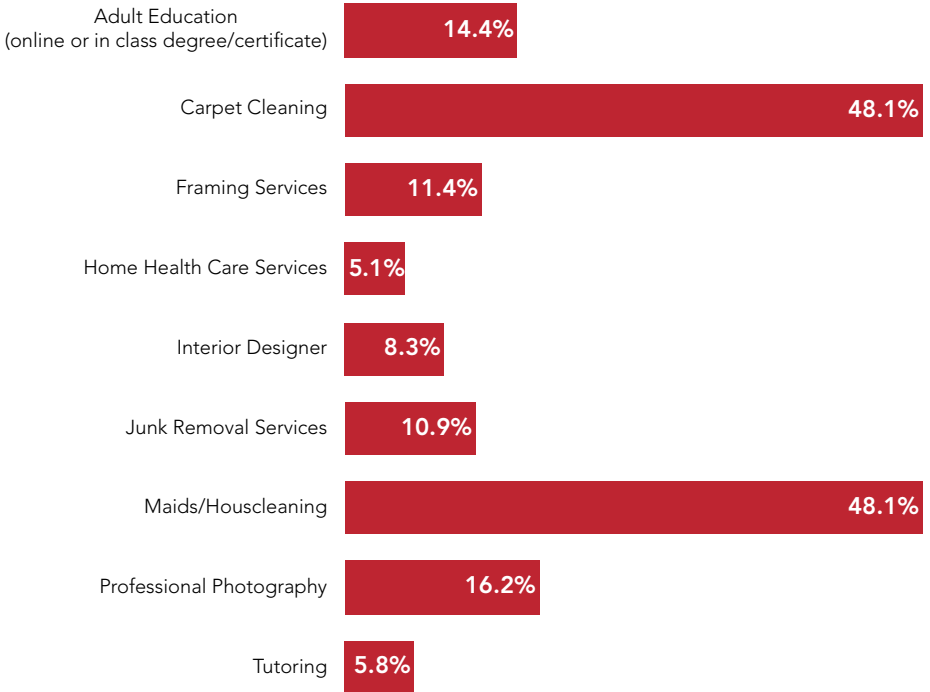
**41%**

use an independent auto repair shop



# PROFESSIONAL SERVICES

*RSVP consumers are frequent users of **many professional services:***

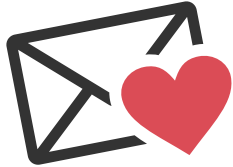




# PRINT AND ONLINE

Although a mainly older demographic, RSVP consumers are **active online and using social media**.

**RSVP has a high open rate: 84% often/sometimes open it;** more than 80% of those that open RSVP are women



**They will save a card they find interesting and file it for later use (88%).** Call tracking often shows consumers continue to respond weeks, even months, after a mailing

## RSVP consumers are driven to company websites and/or search engines by advertising mail:

Go online to research a company (via search engines, reviews, printed website) **59.5%**

Go online and read reviews **47.3%**

Ask for opinion of friends, family or coworkers **39.8%**

Base decision on info on printed piece **29%**

Call the company and ask questions **19.1%**

*(Multiple answers allowed)*

## Social media channels used most by RSVP consumers are:

**65.3%**  Facebook

**34.3%**  LinkedIn

**21.7%**  Pinterest

**16.4%**  Twitter



Nearly 30% said they **do not use or rarely use social media**

# RSVP



## ABOUT RSVP PUBLICATIONS

RSVP Publications offers the ideal advertising medium for reaching affluent consumers where they live. Targeted to the top homes in a market, RSVP reaches upscale homeowners with product and service messages that are proven to resonate with them, such as home improvement, travel, dining and entertainment, professional services, and more.

With a track record of over 30 years, RSVP Publications is a leading, shared mail postcard publication that reaches the top homeowners in over 80 U.S. markets. Our mailings do not target every homeowner; they focus on the 7+ million of the most affluent ones in America, and every homeowner is addressed by name. Our proprietary lists, carefully chosen and screened, and continuously updated, represent the most qualified homeowners.

Advertisers who wish to reach the lucrative affluent homeowner market can buy space in our upscale postcard decks and choose which markets to distribute to. The RSVP team can help develop a postcard that is tailored to this affluent market, and advise on the most effective marketing message to maximize your results.

You can learn more about RSVP at

[www.rsvpUpscaleOffers.com](http://www.rsvpUpscaleOffers.com)

or contact us for more information:

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