

The Guide to... Super Consumers

Contributed by BMRB
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The latest Premier TGI 2005 data includes a new segmentation called `Consumer Expenditure Quintiles`, which segments people according to their spending levels. The highest quintile group consists of over two million Premier respondents – the so called `Super Consumers`.

Almost a third of these `Super Consumers` are aged between 35 and 44, and 64% have a household income of ?100,000 or more.

They are over 60% more likely than the average main shopper to have bought gold or platinum jewellery in the last 12 months.

They also account for 45% of all sauna/Jacuzzi owners.

45% of `Super Consumers` would not `want to be without` the internet, and three-quarters have made an online purchase.

Over 50% believe it is `important to be attractive to the opposite sex`, and 37% of `Super Consumers` are `prepared to pay more for luxury toiletries and cosmetics`.

They are 67% more likely to have flown in the last 12 months on business. `Super Consumers` are over 50% more likely than the average Premier respondent to have noticed `advertising at an airport` in the last week.

They are twice as likely as the average Premier respondent to have drunk five glasses or more of champagne in the last month.