Tech Savy With The Freedom Of Choice - An Insight into the UK’s Affluent

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As part of their ongoing internal research, in October of this year Vox Pops International conducted research with High Net Worth Individuals. The interviews took place near Bond street in London over two days. Respondents were asked 13 questions, ranging from where they liked to shop to which mobile phones they owned. The strongest responses were then chosen and edited together in house to create short videos summarising High Net Worth Individualsâ€™ views and opinions on all aspects of life.

VPI spoke to respondents from upper middle class and middle class households whose career positions were either higher managerial or director level and/or whose household income was either over Â£100,000 or had an individual income over Â£60,000. Although the majority of respondents were over the age of thirty, VPI did speak to a few people that were in their twenties. Ages ranged from twenty-four to sixty. The ethnicity and gender of the respondents were mixed but all of the responses we received were articulate and detailed, giving a consistently strong representation of this demographic.

One of the questions VPI asked the High Net Worth Individuals was about the use of social media networking sites. Facebook was by far the most popular site and the majority of respondents said theyâ€™d used it at some point or another. This was not restricted to one age category â€“ respondents of all ages said they used Facebook.

One respondent said
â€œ[I use Facebook] quite a lot. Probably more than I should for being in my mid-thirties. But I just use it for keeping in contact with people and I think itâ€™s a really positive thing.â€•

A different question involved the consumption of media. In regards to watching television, two thirds of the respondents we spoke to said they watched television at some point during the day and the BBC was by far the favourite. Another two thirds said they would read a newspaper during the day and the most popular were The Times, Financial Times and Sunday Times. Half of the respondents said they would use the internet to consume media. The general consensus regarding the internet was that it was quick, easy and handy.

One respondent told VPI, â€œI read it [media] online. I donâ€™t have time to watch TVâ€• whilst another said, â€œThe comput
be right in front of me so itâ€™s easier to click a button than pick up a paper and read it.â€•

Apple stormed ahead when the respondents were asked which brand they trusted and favoured.

One respondent told VPI,
â€œ[I like] Apple obviously, they do good things. Iâ€™m a bit addicted to my Ipad at the moment. Itâ€™s perfect, it does everyth
changed my life.â€• Another older respondent said, â€œ[I have] an Apple Iphone, Apple laptop, theyâ€™re easier to use and the
look nice and theyâ€™re very straightforward and they cured me of my absolute computer phobia.â€•

The results of these findings give an unparallelled insight into what the affluent members of our society think about important everyday things, like money and spending, technology, media and hobbies. VPI have created a set of unique, impartial videos demonstrating exactly what High Net Worth Individuals think and feel about a variety of different aspects of society.

For more information on the findings:
Browse our video library: http://www.voxpops.com/video/
or the research findings at http://www.voxpops.com/vpiresearch/high-net-worth-individuals/

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