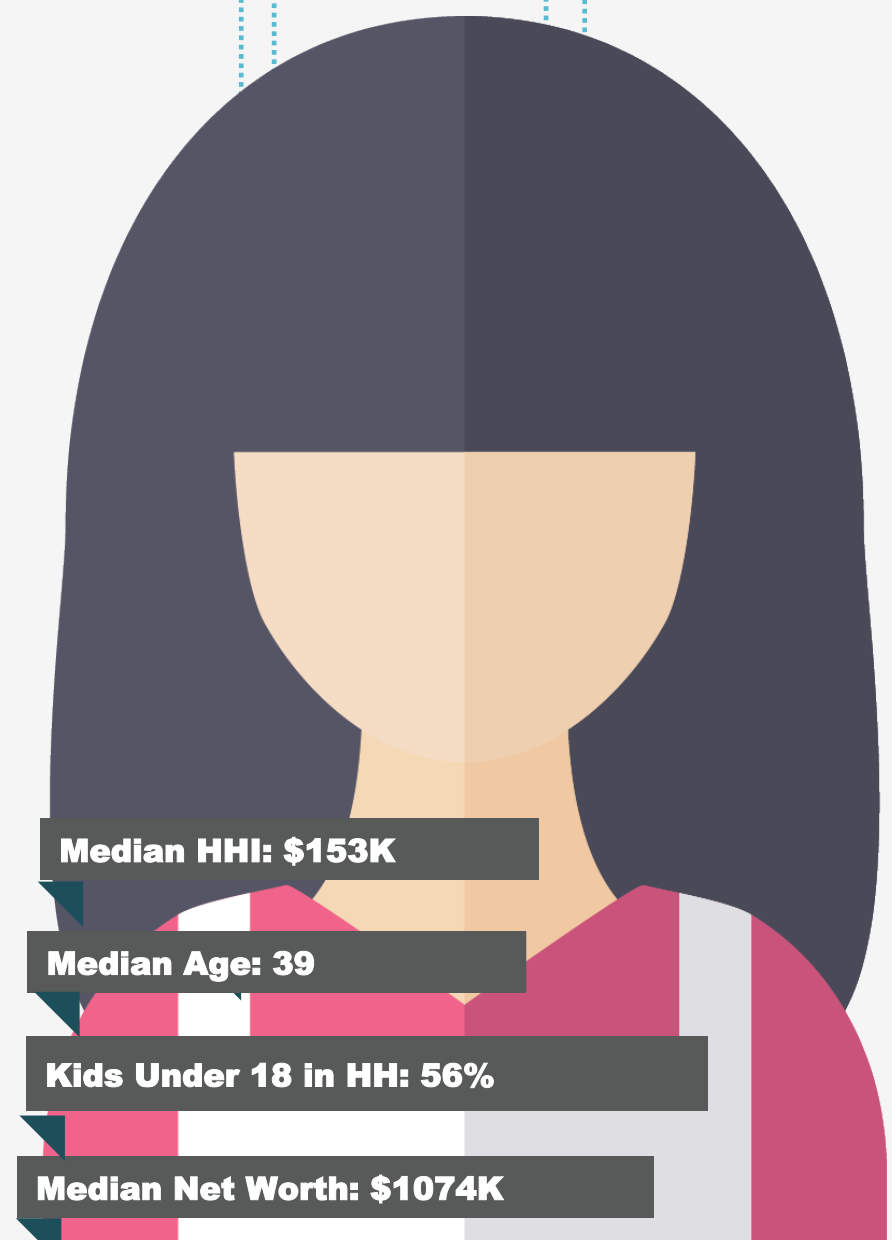


# THE HOME AFFLUENCER

The influential affluents other consumers turn to for home and garden recommendations

Their plans for the next year show a focus on **family** and **home**



Looks and luxury matter, but they're **financially savvy** and **environmentally conscious**

## PSYCHOGRAPHICS



They skew female and **Millennial** but males, Gen-X and Boomers are well represented

## DEMOGRAPHICS

