



# AFFLUENT KITCHEN CONVERSATIONS:

## THE NARRATIVE ON HOME APPLIANCE PREFERENCES

Ipsos Affluent Survey’s Q4/19 Barometer explored the attitudes and preferences on home appliances. The following findings highlight ways home appliance brands can market their offerings.

Among the Affluent, **the kitchen is the central gathering ground** for **3 in 5 Affluents** who agree with the statement:

**“When I entertain at home, we tend to congregate in the Kitchen”**

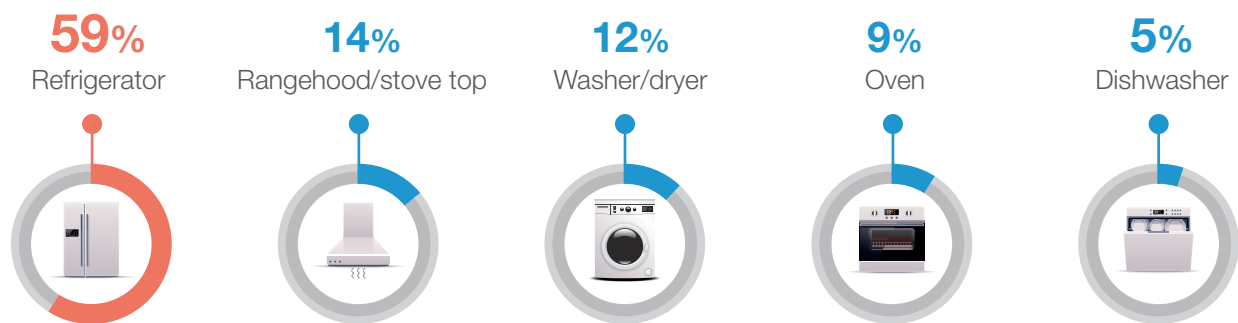
(49% general population compared to 59% Affluent)

**Kitchen conversations** among family and friends could provide **relevant creative treatments in advertising home appliances** among the affluent audience.



### APPLIANCE BRANDS TAKE NOTE:

**The refrigerator is what affluents are most willing to splurge on** – and this is consistent across affluent gender and generational demographics.



Brand impressions are lasting ones for appliances because they're in the home for the **long haul...**



**75%** of Affluents won't replace their home appliances **until they break beyond repair.**


This is consistent across affluent gender and generational demographics.

Accordingly, appliance brands may be asking, **who can we market appliances to more frequently?**

**Male Millennials of course! ♂**



**A quarter** of them will replace home appliances because they:

  
**Wanted something new**

(25% compared to an average of 11% across remaining generational/ gender splits)

  
**See a better design**

(24% compared to an average of 10% across remaining generational/ gender splits)

Impart messaging to Millennial males that emphasizes the utility- based benefits since **over a third** of them will buy appliances to:

  
**Increase utility of the home**

(36% compared to an average of 13% across remaining generational/ gender splits)

To learn more about affluent home/appliance behaviors and preferences, contact us at: [IpsosAffluentIntelligence@Ipsos.com](mailto:IpsosAffluentIntelligence@Ipsos.com)