

MASS AFFLUENT FINANCIAL ACTIVITY REPORT

Each quarter JGFR and wealth research specialist ComPeer Ltd produce the **Mass Affluent Financial Activity Report**. This market segment is an attractive one for a large number of financial services businesses encompassing many high fliers with greater levels of disposable income.

In this report the financial mood and intentions of the mass affluent are analysed providing subscribers with cost effective, **essential market intelligence** on the financial activity of mass affluent households (earning over £50,000) in the coming months. We have data going back to 2002 if longer run trends are sought.

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Key Findings

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Profile of mass affluent households

Current financial position of mass affluent households

Confidence

Financial Wellbeing

Expected financial activity in the next 6 months

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- Borrowing
- Property purchase intentions

Intentions & reality (all adults)

- Investment
- Housing market
- Mortgages

Providers

- Main Financial Services Providers

Buying Channels

Appendix

The report is based on the **Financial Activity Barometer** conducted by leading market research agency GfK NOP each quarter with 2,000 adults aged 16+, representative of the UK population, of which around 250 respondents each survey have household income over £50,000.

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