

Street Dogs: How the super rich spend their money

ON AVERAGE, American private jet owners have a yearly income of \$9,2m, net worth of \$89,3m, are 57 years old and 70% of them are men.

Researchers Hannah Grove and Russ Prince surveyed the group last year to find out who they are, what makes them tick and how they spend their money.

Their findings: the average jet-setter spends nearly \$30000 a year on alcohol, \$147000 on watches, \$117000 on clothes and \$248000 on jewellery.

They have more than two principal residences worth at least \$2m each, and spend \$542000 a year in home improvements.

They also spend \$226000 a year on cars, \$404000 on boats together with \$98000 on "experiential travel", \$224000 on hotels and \$107000 on spas.

They spend the most money on art, \$1,75m a year on average.

And just 34% of jet owners open their own mail, while only 19% pay their own bills.

Compared with the rest of us?

ASSUMING you're reasonably affluent, you're probably part of the "experience economy." In which case you've become increasingly choosy about how you spend your money.

And, rather than upgrading your car or television, are more likely spend your cash in coffee shops, hotels, restaurants and theme parks, and splashing out on travel. In other words, "experiences".

"The amount that people spend on retail goods as a proportion of consumer spending has gone down in the past 10 years," says Nick Gladding, senior analyst at Verdict Research, which tracks retail sector trends in the UK.

"That money has migrated to restaurants, leisure and budget travel, as well as to mobile phone calls."

The "experience economy" was first predicted in a 1998 article in the Harvard Business Review written by James Gilmore, an American business consultant.