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## **ROY MORGAN AND NEO GROUP UNVEIL STUDY INTO UK'S HIGH SPENDERS**

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**LONDON** - Australian market research company Roy Morgan and market research firm NEO Group have unveiled their five-year-long consumer study into identifying the UK's highest-spending professionals.

The partnership said its study, "The New Consumer Landscape in Britain – 2006", would shed light on consumer buying habits in the UK by identifying a target market called the New Economics Order (NEO), in what was described as a "powerhouse brand of Britons who are as behaviourally different to everyone else as white truffles are to button mushrooms."

The company claims there are as many as 12m Britons who fall into the category of high-spending, high-discretionary choice individuals, accounting for 54% of the UK's most liberal consumer spenders.

The study, which was conducted across four international markets, combined quantitative and qualitative metrics to identify individuals who fell into the NEO bracket.

The high-spending consumer group was identified by NEO Group's US industry analyst Rich Cartiere, who said: "The authors [of the report] have shaken the very foundations of marketing in the 21st century and helped global industry prepare for this new world of business where past assumptions no longer work."

Roy Morgan said that contemporary marketing methods often targeted the wrong consumers, causing a large drop-off in customer retention.

The company said that identifying the NEOs in customer databases was vital to understanding the needs and preferences of its target markets.

The Roy Morgan and NEO Group report is now available on request from Roy Morgan International ([www.roymorgan.com](http://www.roymorgan.com)).

Ross Honeywill and Verity Byth, co-founders of the NEO Group, will be launching a book on UK consumer buying habits later in the year.

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