IPSOS AFFLUENT SURVEY
AFRICA 2016

IPSOS AFFLUENT SURVEY AFRICA, part of the Ipsos syndicated Affluent Surveys, examines the media and consumption habits of the affluent population in the main urban areas in 7 countries in Africa.

The Ipsos syndicated Affluent surveys nowadays cover 51 countries in total, across Africa, the Middle East, Europe, USA, Latin America and Asia Pacific.

In 2016 we celebrate the 4th release of IPSOS AFFLUENT SURVEY AFRICA, including a digital currency.

WHO

IPSOS AFFLUENT SURVEY AFRICA measures the habits of Africa's most affluent consumers and top business decision makers – the Top 15% of adults based on personal income.

The survey has a universe of about 3.5 million.

WHAT

IPSOS AFFLUENT SURVEY AFRICA is a vast strategic planning database, which allows planners to interrogate the behavior of Africa's most affluent. It is possible to evaluate:

- What they do for business and pleasure
- What they purchase and why
- How they behave and express themselves
- Alongside detailed media consumption: what they watch or read - digitally, analogue or mobile.

The **Digital currency** gives a more detailed picture on how mobile and tablet-apps and sites fit together.

WHERE

IPSOS AFFLUENT SURVEY AFRICA is conducted in the main metropolitan cities in Morocco, Nigeria, Ghana, Uganda, Cameroon, Kenya and South Africa.

HOW

The IPSOS AFFLUENT SURVEY AFRICA fieldwork is conducted face to face, via paper questionnaires, in respondents' home or office. In Morocco and South Africa part of the fieldwork was conducted online.

The survey has a sample of 2,561

WHEN

The fieldwork for this survey is conducted between October 2015 and January 2016.

SUBSCRIBERS

Ipsos Affluent Survey is the industry standard for multi-country multi-media communications planning and it is used by leading media agencies and media owners operating in print, TV and digital.

For more information please contact us at:
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