

IPSOS AFFLUENT SURVEY | MIDDLE EAST AFFLUENT EAST



Media and Consumer Insights Survey

IPSOS AFFLUENT MIDDLE EAST 2016

IPSOS AFFLUENT SURVEY MIDDLE EAST, part of the Ipsos syndicated Affluent Surveys, examines the media and consumption habits of the affluent population in the main urban areas in 8 countries in the Middle East region.

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

July 7 2016, we celebrate the 4th release of IPSOS AFFLUENT SURVEY MIDDLE EAST, including the digital currency.

WHO

IPSOS AFFLUENT SURVEY MIDDLE EAST measures the habits of Middle East's most affluent consumers and top business decision makers – the Top 13% of adults based on personal income.

The survey has a universe of about 2.2 million.

WHAT

IPSOS AFFLUENT SURVEY MIDDLE EAST is a vast strategic planning database, which allows planners to interrogate the behavior of Middle East'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 MIDDLE EAST Middle East is conducted in the main metropolitan cities in Bahrain, Kuwait, Qatar, Saudi Arabia, U.A.E., Egypt, Jordan and Lebanon.



HOW

The IPSOS AFFLUENT SURVEY MIDDLE EAST fieldwork is conducted face to face, via paper questionnaires, in respondents' home or office and online.

The survey has a sample of 3,083

WHEN

The fieldwork for this survey is conducted between 5 October 2015 and 15 December 2015

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:

<http://Ipsos Affluent Survey Middle East.ipsos-nederland.nl>

Marlies van Oudheusden
marlies.vanoudheusden@ipsos.com

