



# IPSOS AFFLUENT SURVEY EMEA 2016

On October 13 - 2016, we celebrate the 4th release of the Ipsos Affluent Survey EMEA.

The Ipsos Affluent Survey EMEA is a unique database which allows planners to compare and contrast the behaviour and media consumption of the Affluent individuals across 36 countries in the EMEA region.

The survey is a combined dataset incorporating the Ipsos Affluent 2016 Surveys in Europe, the Middle East and Africa.

The database was first released in 2010 as EMS EMEA, being a bi-annual release since.

## WHO

**Ipsos Affluent Survey EMEA** measures the habits of EMEA's most affluent consumers and top business decision makers – the Top 13-15% of adults based on income. Affluent EMEA represents a universe of 57.9 million Affluents.

## WHAT

**Ipsos Affluent Survey EMEA** is a vast strategic planning database, which allows planners to interrogate the behavior of EMEA's most affluent. It is possible to evaluate:

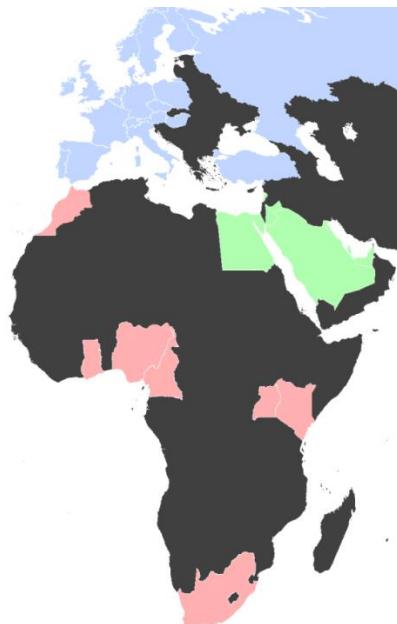
- What they do for business and pleasure
- What they purchase and why
- How they behave and express themselves
- Alongside detailed media consumption: what they watch or read - digitally, analogue or mobile.

## WHERE

**21 countries across Europe:** Austria, Belgium/Luxembourg, Czech Republic, Denmark, Finland, France, Germany, Hungary, Ireland, Italy, the Netherlands, Norway, Poland, Portugal, Russia, Spain, Sweden, Switzerland, Turkey and UK.

**8 countries across the Middle East**  
Bahrain, Egypt, Jordan, Kuwait, Lebanon, Qatar, Saudi Arabia and U.A.E.

**7 countries across Africa:**  
Cameroon, Ghana, Kenya, Morocco, Nigeria, South Africa and Uganda



## HOW

The surveys are conducted by using computer aided telephone interviewing, online fieldwork and face to face fieldwork (different approaches per region). The survey has a sample of 33,395.

## WHEN

All surveys included in the Ipsos Affluent EMEA dataset were conducted in fieldwork year 2015.

## SUBSCRIBERS

The Ipsos Affluent Survey is the industry standard for multi-country multi-media communications planning.

**Agencies:** Aegis Media London/Paris, Havas Media London/Paris, MediaBrands London/Dubai, Mindshare, Publicis, Starcom Mediavest, ZenithOptimedia London/Paris.

**Media:** BBC World News, CNN, Euronews

**For more information please contact us at:**  
<http://Ipsos Affluent Survey.ipos-nederland.nl>  
Iris van Beek  
iris.vanbeek@ipsos.com