



IPSOS GLOBAL AFFLUENT SURVEY 2016

On October 13 - 2016, we celebrate the 3rd release of the Ipsos Global Affluent Survey.

The Ipsos Global Affluent Survey is a unique database which allows planners to compare and contrast the behaviour and media consumption of the Affluent individuals across 49 countries in the world.

The survey is a combined dataset incorporating the Ipsos Affluent Surveys in Europe, the Middle East, Africa, Latin America and Asia Pacific.

The database was first released in 2012 as GEMS (including the Affluent Survey in Europe, The Middle East, Africa and Asia Pacific).

WHO

Ipsos Global Affluent Survey measures the habits of the world's most affluent consumers and top business decision makers – the Top 13-20% of adults based on income. Affluent Global represents a universe of 72.6 million Affluents.

WHAT

Ipsos Global Affluent Survey is a vast strategic planning database, which allows planners to interrogate the behavior of the world'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:

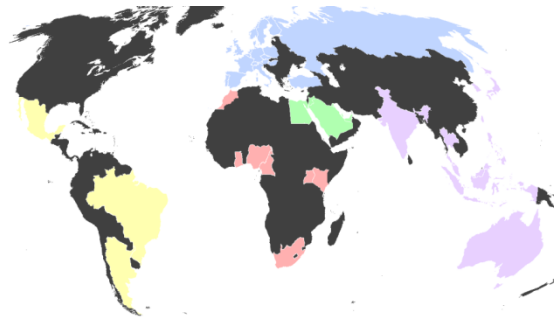
Cameroon, Ghana, Kenya, Morocco, Nigeria, South Africa and Uganda

10 countries across Asia Pacific:

Australia, Hong Kong, Indonesia, India, Korea, Malaysia, Philippines, Singapore, Taiwan, Thailand.

3 countries across Latin America:

Argentina, Brazil and Mexico



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 54,348.

WHEN

All surveys included in the Ipsos Global Affluent 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, Media London/Paris, MediaBrands London/Dubai, Mindshare, Publicitas, Starcom Mediavest, ZenithOptimedia London/Paris.

Media: BBC World News, CNN

For more information please contact us at:

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