

IPSOS AFFLUENT SURVEY

The largest-scaled, most widely-used study of Affluent Americans

Designed to help businesses understand, reach and engage with affluent consumers, the Ipsos Affluent Survey is a resource unlike any other. For over forty years, the IAS has been the preeminent study of affluent Americans (currently defined as those with household incomes of \$125,000 or more), offering an unparalleled view into their attitudes, preferences and behaviors.

TYPICAL USES

- Market Sizing
- Segmentation & Profiles
- Attitudes & Usage
- Brand Positioning & Strategy
- New Product Development
- Content/Ad Development
- CRM and Data Append
- Media Planning
- Digital Audiences/Activation

The extensive online survey combines psychographics with purchase, usage and intent to bring communications planning to the highest level. IAS data helps brands, agencies and media companies uncover insights that inspire effective strategies and allow them to seize opportunities and navigate change.

About Ipsos At Ipsos we are passionately curious about people, markets, brands, and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions. With a strong presence in 90 countries, Ipsos employs more than 18,000 people and conducts research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals.



GAME CHANGERS

SURVEY CONTENT

- Demographics
- Psychographics
- Income and Net Worth
- Occupation, Title, Industry
- Sports and Leisure Activities
- Planned Life Events
- Future Intent
- Influencers in 20 Categories
- 150+ Expenditure Categories
- 1,200+ Brands Measured
- Media Consumption (cross-platform)
- ~300 Websites
- 110+ Publications
- 13 Social Networks
- 80+ TV Networks
- 50+ Types of Video Content
- 40 Advertising Touchpoints
- 30+ Streaming Video Services
- And More

Continuously fielded, with an annual sample of 24,000+ affluent consumers, the IAS allows for customized profiles of elite segments, such as high net worth individuals, category influencers, affluent Millennials or multicultural audiences.

Custom re-contact studies can be developed to answer questions regarding a specific audience, brand or category.

FEATURES

- Robust and Projectable Results
- Data Access Via Web-Based Portal
- RLD Access Available
- Two Annual Releases
- Annual Doublebase Release
- Quarterly Deep Dives
- Complementary Studies in 48 Countries

For more information contact your Ipsos client service representative or IpsosAffluentIntelligence@ipsos.com