



IPSOS AFFLUENT SURVEY AFRICA 2018

The 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 50 countries in total, across Africa, the Middle East, Europe, USA, Latin America and Asia Pacific.

On September 13th 2018, we celebrate the 5th release of the Ipsos Affluent Survey Africa.



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 3.6 million.

WHAT

The 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.

WHERE

The Ipsos Affluent Survey Africa is conducted in the main metropolitan cities in Morocco, Nigeria, Ghana, Uganda, Cameroon, Kenya and South Africa.

HOW

40% of the Ipsos Affluent Survey Africa fieldwork is conducted digitally, via external online panels. The other 60% consists of face-to-face interviews, via iField. The survey has a sample of 2,963

WHEN

The fieldwork for this survey is conducted between December 2017 and May 2018.

SUBSCRIBERS

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

Agencies: Dentsu Aegis Media Network , Mindshare UK, Publicis Network, IPG Mediabrands Network

Media: BBC World News, Euronews

For more information please contact us at:

<https://www.ipsos.com/en-nl/affluentsurvey>

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