



Press Release

First Global Affluent Study Data Set

Survey Spotlights “Global Affluencers” – First to try. First to buy. The Powerful Global Target Group Driving Purchases and Early Adoption Across Category

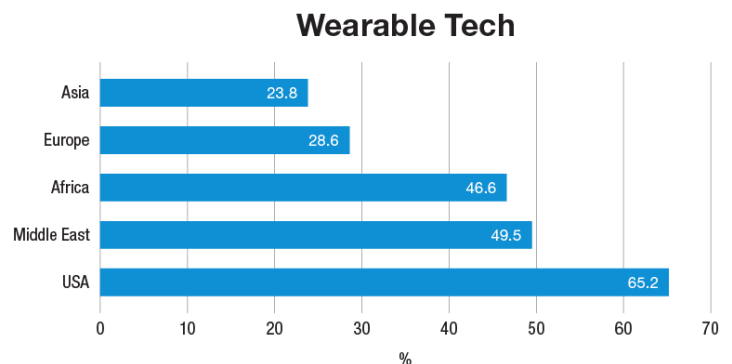
New York, NY, January 22, 2019 — The Global Affluencer is a global affluent consumer who has more disposable income, travels more and spends more on goods and services than other people. He or she is also the first to try new products and then tell their networks about them, according to the Ipsos 2018 Global Affluent Study, its first global affluent data set ever released.

The study polls more than 82,000 high-income consumers in 47 countries. “Many of our global media and brand clients had been asking us for a global tool to help them quantify global reach and understand similarities and differences between audience demographics, attitudes and behaviors across key regions” said Andrew Green, Global Head of Audience Solutions at Ipsos.

Some key findings from the study include:

Affluent lead the world in early adoption

- 35% of those surveyed in the latest Ipsos Global Affluent Study are always among the first to try technologically innovative products, this is highest in the Middle East with 70% wanting to purchase the very latest tech product.
- Purchase intention does not always reflect current ownership. The USA rules the world when it comes to ownership of wearable tech: 65% of the American Affluent now personally own either a smartwatch or smart glasses, followed by 49% in the Middle East.



Always on the move

- Globally the Affluent are responsible for taking more than 330 million return international air flights a year.
- The most frequent international travellers are from the Middle East, with 30% taking five or more international return air trips every year.
- Globally over a fifth of Affluent stay for more than 21 nights a year in hotels. However, the Europeans are most likely to be filling hotel rooms, with 43% spending 21+ nights in a hotel.
- Over 60% of global Affluent households have two or more cars (81% of US households).

Address: 360 Park Avenue South, 17th Floor
New York, NY 10010
Tel: +1 212 265 3200

Contact: **Nathalie Sodeike**
Director, Netherlands
Email: nathalie.sodeike@ipsos.com
Tel: +31 20 6070 822



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With a high income comes frequent investing

- Globally, 55% invest personally in stocks and shares. Perhaps unsurprisingly, this is highest in the USA with 72%, but culturally less popular than other forms of investment in regions such as the Middle East. Insurance and Pensions as a form of investment is most popular in Asia with 68%.

Heavy international media consumers

- Nearly 80% of the global Affluent population watch one of 43 international television networks in an average month, while over a quarter read at least one of 37 internationally distributed newspapers or magazines. Just under half access the websites of any of these media brands in an average week.

About the Study

The Ipsos Affluent Study, conducted across Europe, the Middle East, Africa, Asia Pacific, and the US, provides a global lens into the characteristics of key affluent categories, including finance, automotive, travel and more for global media brands, agencies and marketers. The offering provides insights into demographics, a number of psychographic statements, product usage, lifestyle/leisure, and media usage.

For more information on this news release, please contact:

Nathalie Sodeike
Director, Netherlands
+31 20 6070 822
nathalie.sodeike@ipsos.com

Patrick Lam
Director, Hong Kong
+852 2839 0624
patrick.lam@ipsos.com

Donna Den Braven
Vice President, US
+1 646 313 6143
donna.denbraven@ipsos.com

Address: 360 Park Avenue South, 17th Floor
New York, NY 10010
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About Ipsos Affluent Intelligence

At Ipsos Affluent Intelligence, our goal is to deliver data and insights that help our clients prepare for, adapt to and leverage change. For over 40 years, we've been fielding the premier survey of the affluent market across 50 countries – and we've identified a segment of consumers worldwide that is the first to adopt new technologies, products and services. We call this group "Affluencers." These are the early adopters who blaze new paths – and the influencers who lead the rest of us forward. They spend more, adopt earlier and recommend often. We believe that any marketer seeking growth amid industry and technological change must understand and engage with this audience.

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,780.5 million in 2017.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Euronext Paris.
The company is part of the CAC Mid & Small index
and is eligible for the Deferred Settlement Service (SRD).

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www.ipsos.com

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Director, Netherlands
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