



AFFLUENT EUROPE 2019

The Ipsos Affluent Survey Europe has expanded well beyond its original 1995 survey area in Western Europe. The Affluent surveys now examine the media and consumption habits of the affluent population in 35 countries across Europe, Africa and the Middle East.

The surveys are part of a group of Ipsos Affluent Surveys, incorporating Affluent Europe, Affluent Africa, Affluent Middle East, Affluent USA, and Affluent Asia Pacific.

On June 17th, we celebrate the 24th annual release of the Ipsos Affluent Survey Europe, including multimedia planning and detailed digital data.

WHO

Affluent Europe measures the habits of Europe's most affluent consumers and top business decision makers – Main Income Earners aged 21-74 living in the top 20% of households by income.

Select is a special segmentation within Affluent Europe which represents the Top 3% of adults based on income, frequency of business travel and job function.

WHAT

Affluent Europe is a vast strategic planning database, which allows planners to interrogate the behaviour of Europe'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.
- Media Brand Engagement Levels
- How do the Affluent compare to the Non-Affluent population?

WHERE

Affluent Europe measures 21 countries across Europe. 17 countries in Western Europe + 4 Central European countries: Austria,



Belgium/Luxembourg, Czech Republic, Denmark, Finland, France, Germany, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Russia, Spain, Sweden, Switzerland, Turkey and UK.

HOW

Affluent Europe uses an online methodology. The survey has a sample size of 28,353, universe size of 52.4 million.

WHEN

The Affluent survey has continuous fieldwork and is released twice a year. This release represents fieldwork conducted between Jan-Dec 2018.

SUBSCRIBERS

Affluent Europe is the industry standard for multi-country multi-media communications planning.

Agencies:

Kinetic, MediaCom, Mindshare, Havas, ZenithOptimedia, Wavemaker, Starcom, MediaBrands, WME, MAA/ The&Partnership

Media: Al Jazeera, BBC World News, Bloomberg, Bloomberg Businessweek, Bloomberg Markets, CNBC, Discovery Channel, Euronews, Eurosport, France 24, National Geographic, The New York Times, Sky News, The Economist, The Financial Times, Reuters, Lagardère Publicité, G&J, Cedar Communications, TIME Magazine, TV5Monde