



1 What does Ipsos Affluent Asia offer you?

The Ipsos Affluent Survey Asia Pacific (Affluent Asia) is the only upscale media tracking survey in the region. It reveals the ever-changing realities of media audiences and consumption trends.



Continuous tracking data

Fieldwork is carried out continuously throughout the year to pinpoint shifts in consumption behavior, media habits and mindset.



Comprehensive geographical coverage

Affluent Asia covers 11 countries across Asia Pacific (Hong Kong, China, Singapore, Malaysia, Taiwan, Thailand, Indonesia, Philippines, Korea, India and Australia).



Large and representative samples

The sample for a typical market is 1,600 per annum. Annual sample for Asia Pacific is nearly 19,500.



Multi-media reach and frequency analysis

Affluent Asia tracks television and print consumption, both regional and local, as well as digital consumption.

2 Who are we talking to?



Affluent Adults

Top 13% household income earners aged 25-64. Account for a universe of **33.6 million**.



Business Decision Makers

Age 25 - 64 who work in companies employing at least 10 people. They are white collar management having a supervisory position or are department/ section head. This group represents approximately **8 million** people.



Top Management

Top 1% of the society who are business decision makers with a CEO, CFO, MD, Director or equivalent job title. This group represents the top **2M** consumers in the region.

3 Areas of investigation



Media Brand Awareness & Reach



Television Viewership



Print Readership



Digital Usage



Financial Product Ownership



Luxury Product & Car Ownership



Personal & Household Product Ownership



P12M Venues / Events Attendance



Travel Behavior



Alcohol Consumption



P12M Spending on Products and Services



Subjects Personally Interested In



Sports Interested In/ Watched/ Read About/ Attended



Psychographics



Business Activities in the Past 12 Months



Purchase Decisions at Work