



IPSOS AFFLUENT SURVEY

Affluent Consumption Tracking Database

THE LARGEST & LONGEST RUNNING
SURVEY OF AFFLUENT AUDIENCES

→ Running for 50 years, Ipsos Affluent Survey is the most in-depth tracker on affluent consumers, providing an unparalleled view into their attitudes, preferences and consumption behaviors across multiple categories including technology, home, lifestyle/leisure, media & content consumption, sports fandom, finance, and many more topics.

HOW IT'S USED

Designed to help businesses understand, reach and engage with the most important consumer segment in the U.S. – affluent Americans.

Although only 20% of the population, they control almost three-quarters of the wealth and outspend non-affluents by more than two-to-one.

Insights from the study will illuminate your brand strategy through: Market Sizing, Segmentation, Profiling, A&U, Brand Positioning & Strategy, Content/Ad Development, Data Append, Media Planning, and Digital Audience Activation

FOR MORE INFORMATION, PLEASE CONTACT

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SURVEY CONTENT



- Demographics/Psychographics
- Income and Net Worth
- 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
- ✓ **30+** Streaming Video Services
- ✓ **And More**

HOW WE DO IT

Continuous survey field

Online recruit & recontact survey

N = 24k per year

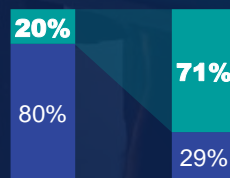
WE PROVIDE

- Robust results
- Data access via web-portal
- 2 releases per year
- Annual double base
- Quarterly deep dives
- Coverage in 49 countries
- Agnostic to data portal

WHO ARE THE AFFLUENT?

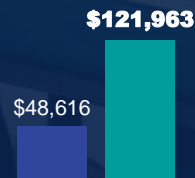
- High-net-worth
- Opinion leaders
- Trendsetters
- Big Spenders

AFFLUENT FINANCIAL CLOUT



Population Household Net Worth

AFFLUENT SPENDING CLOUT



Annual Expenditure

Affluent Non-Affluent