



Ipsos Connect

The Media and Brand Expression Research Specialists



IPROS AFFLUENT SURVEY

USA

Media and Consumer Insights Survey

The definitive source of information about the lives, lifestyles, spending and media habits of 81 million Affluent Americans with \$100K+ household income.

For over 40 years, the Ipsos Affluent Survey USA is the industry standard currency study for guiding communications strategies, media planning, marketing, and new product development targeting Affluent Americans.

- **Single-source cross-media data:** Media consumption metrics on both traditional and new media platforms provide users with a complete understanding of the multi-dimensional reach of media brands. Marketers can now see how elements such as websites, social media, mobile apps, and other media electronic forms extend a brand's connection with audiences.
- **Robust & projectable:** The survey is based on a rigorous methodology, using a sophisticated online sampling technique, to ensure accurate and projectable results.
- **Elite & customizable:** With a sample of 24,000+, the survey permits customized analyses of elite segments such as those with \$250K+ HHI or \$1 million in investable assets.
- **Insightful & actionable:** The extensive online survey combines attitudinal questions with product purchase and usage data resulting in rich consumer insights. Integrated with our cross-media platform data, these insights bring communications planning to the highest possible level.

2017 Spring Ipsos Affluent Survey content includes...

Demographics	Consumer Insights	Media Use
<ul style="list-style-type: none"> • Age, gender, education • Marital status • Household & personal income • Net worth & liquid assets • Household/family composition • Occupation, title, industry 	<ul style="list-style-type: none"> • 150+ categories of expenditures • 1,400+ brands measured • 134 psychographic statements • 81 sports and leisure activities • 50 planned life events • 12 public activities participated 	<ul style="list-style-type: none"> • 290+ media brands measured – cross-platform • 138 printed publications • 99 television networks • 105 independent websites • 11 streaming services • 12 social networks • 8 radio networks • 38 advertising touchpoints

Affluent Research Platform

- A powerful platform for recontact, omnibus, & custom research with Affluents.
- Also fused with comScore (provider of online audience measurement) offering the most comprehensive view of online & offline media consumption available.
- Supplemented by the Ipsos Affluent Barometer, a quarterly online tracking study of Affluent optimism, expectations & attitudes.

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