

# IPSOS MENDELSON PRESENTS 2009 AFFLUENT SURVEY QUESTIONNAIRE TO ITS ADVISORY COUNCIL



**Ipsos Mendelsohn**

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**New York, NY** – Ipsos Mendelsohn presented, at its third meeting with the Mendelsohn Advisory Council (MAC), the 2009 Affluent Survey questionnaire that contains 40% more information than its 2008 questionnaire. The MAC, with over 30 members, has been providing valuable input for Mendelsohn's 33<sup>rd</sup> Annual 2009 Affluent Survey. This prestigious group of subscribers includes thought-leaders from such leading publishing companies as American Express Publishing, Conde Nast, CurtCo, Dow Jones, Hachette, Hearst, Rodale, and Time Inc. From the television side involved subscribers are Bloomberg, CNN, Comcast, Discovery, Fox, and NBC Universal. Rounding out the Council are the larger media agencies including Horizon Media, Initiative, Mindshare, MPG, OMD, Optimedia, PHD, StarcomMediavest, and Zenith to name a few that have become actively involved.

"As our annual survey has dramatically grown in size and scope," noted Bob Shullman, President of Ipsos Mendelsohn, "we felt that adding key subscribers' input to our planning would benefit everyone by getting closer to them through listening to their challenges and changing needs." "Based on the initial meetings of the Council, this approach has already been a great success," he continued, "and almost all of the Council's recommendations have been incorporated into our 2009 questionnaire."

Brad Adgate, SVP- Director Corporate Research at Horizon Media, said "In these times of economic uncertainty, it is even more important to get inside the heads of consumers particularly affluent consumers. The new Ipsos Mendelsohn questionnaire makes inroads in meeting this objective. We are looking forward to getting the results from their most comprehensive survey yet". Libbie Mora, Director, Corporate Research and Insights Group at American Express Publishing (publisher of Departures, Travel + Leisure, Food & Wine, Executive Travel) said of the new questionnaire, "Mendelsohn has always been the primary media survey for the affluent and upscale, but with their 2009 questionnaire, they have really hit the target. It's more useful and relevant for those who market to this group of consumers".

With participation both in-person as well as via webinar, these Council meetings are designed to elicit ideas and needs and they will become a regular part of the Ipsos Mendelsohn Affluent Survey schedule. In addition, topic-specific councils are now being established leading up to the release of the 2009 Survey in mid-September in order to help Mendelsohn provide its subscribers with better ways to present and analyze the wealth of data collected and to transform this data into actionable information.

"This Council is a success because we have been able to work closely with our clients to create a product that directly addresses their current needs," concluded Shullman. "We gave our subscribers the opportunity to be listened to and we listened closely. In turn, we were able to create a more desirable survey that is more attuned to what they need to know and use."

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