



THE IPSOS MENDELSON AFFLUENT SURVEY

The Currency Study for Affluents

The Ipsos Mendelsohn Affluent Survey has tracked the lives, lifestyles, media habits and spending patterns of American Affluents every year since 1977.

Its status is such that it is the “currency” study for this important audience—the agreed-upon source used by agencies, media companies and advertisers for setting and negotiating the cost of advertising. It’s also used by many companies to guide marketing and advertising-related business decisions for this audience.

Talking to America’s elite

Affluents—defined as the 58.5 million American adults with an annual household income of \$100,000 or more—are only 25% of American Adults, but they account for more than 60% of U.S. income and more than 70% of U.S. net worth.

This spending power makes them a key audience for a wide range of brands and media properties, and not just those in the luxury space.

Methodologically rigorous

All currency studies use a methodologically rigorous design to deliver accurate results that will be scrutinized by the industry. The Ipsos Mendelsohn Affluent Survey is no exception. It uses a mail methodology to reach all types of affluent consumers—from Emerging Affluents to those with over \$1m in liquid assets—to deliver a nationally representative, fully projectable sample of this audience.

A total of 14,405 Affluent individuals took part in the 2011 Survey. This sample size ensures robust findings and enables targeting and profiling of even relatively small segments.

The 2011 Ipsos Mendelsohn Affluent Survey is undergoing a voluntary methodology audit by the Media Rating Council, an objective third-party service that facilitates transparency and methodological rigor for audience measurement and other media-related studies.

Extensive survey content

The Ipsos Mendelsohn Affluent Survey covers a wide range of touchpoints, media properties, devices, categories, brands, lifestyle habits and attitudes:

- Ad exposure and receptivity for 37 touchpoints
- Ownership of 50+ devices and apps
- Viewership of 90+ television networks
- Readership of 150+ print publications
- Visitation of 300+ websites
- Participation in 100+ leisure and vacation activities
- Agreement with 130+ attitudinal and value statements
- Spending in 150+ product and service categories
- Ownership/usage of 1,200+ brands

Please contact us for a copy of the 2011 questionnaire.

The leading authority on Affluents

Having tracked Affluents for the last 35 years, Ipsos MediaCT is uniquely positioned to understand their behavior, attitudes and motivations. As a result, we help clients with an interest in this audience to better position and target their products to them.

Alongside The Ipsos Mendelsohn Affluent Survey, we conduct a regular Barometer to check the pulse of this important audience, as well as a frequent omnibus survey to offer a low-cost vehicle to ask questions of Affluents.

We also undertake custom surveys and qualitative projects for clients, often with elite, high-net-worth individuals who are typically very difficult to recruit.



Ipsos MediaCT

The Media, Content & Technology Research Experts

ROBUST 37 TOUCHPOINTS 150+ CATEGORIES
150+ PUBLICATIONS EXPERTISE 300+ WEBSITES
NETWORKS THE 1200+ BRANDS UNDERSTANDING
CATEGORIES IPSOS MENDELSON AFFLUENT SURVEY EXPERTISE
BAROMETER AFFLUENT SURVEY EXPERTISE
CUSTOM 130+ ATTITUDINAL STATEMENTS
100+ LEISURE ACTIVITIES REPRESENTATIVE

About Ipsos MediaCT

Ipsos MediaCT is the market research specialization within Ipsos built to reach, engage and more effectively understand today's digitally-driven consumer in the fast moving media, content and technology space.

We work with leading companies in technology, entertainment and all sectors of media—TV, online, print, mobile, outdoor, radio—helping owners and advertisers to better understand different audiences, the content they consume, the channels they use to consume it and the technology they use to discover, talk about and access this content.

We do this through industry-leading products and services such as LMX (Longitudinal Media eXperience) and the Ipsos Mendelsohn Affluent Survey; as well as through custom research to answer specific and often complex questions from our clients. Many of these questions are focused on cross-platform effects and the relationship between different media channels. They also cover the consumer's relationship with new technology and how it impacts on their attitudes and decisions. Answering them requires an innovative approach to market research together with sector experience and ultimately, thought leadership.

The senior team at Ipsos MediaCT has extensive experience of working with and for media owners, studios, agencies, advertisers, technology and entertainment companies, allowing us to look at the issues from all angles. The techniques we use to answer research briefs encompass a wide range of approaches from the humble survey or focus group to semi-ethnographic online techniques, biometric testing and the use of on-device metering.

Ipsos MediaCT is a specialist division within Ipsos, one of the world's largest market research agencies. Ipsos has offices in 84 countries, generating revenues of €1.140 billion (\$1.6 billion U.S.) in 2010. Alongside media, content & technology, Ipsos has specialist practices in advertising, loyalty, marketing and public opinion research.



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