



Ipsos Mendelsohn is a division of Ipsos OTX MediaCT, the global leaders in research-based solutions that connect media, content and technology.

Mendelsohn Affluent Barometer

Ipsos Mendelsohn is pleased to announce the **Mendelsohn Affluent Barometer**, a monthly online survey that allows clients to field questions quickly and cost-effectively among adults (18+) living in households with incomes of \$100,000 or more.

Barometer Fast Facts:

Frequency:

Monthly

Sample:

1,000 representative U.S. Adults (18+) in households with incomes of \$100,000+

Data turn-around:

- Questions programmed and available for client review in approximately 3–5 business days
- In field approximately 5–7 days
- Data tables delivered within 5–7 business days after close of field

Fees per question:

First 3 closed-ended questions, minimum of 3 per client:

- 1,000 completes: \$1,000 per question

Second set of 3 closed-ended questions:

- 1,000 completes: \$800 per question

Questions 7 and up, each closed-ended:

- 1,000 completes: \$600 per question

Graphics are \$250 for the first file, and \$100 for each additional file.

Open-ends priced separately.

What is considered a question?

- Closed-ended: up to 6 response choices equals 1 question
- Attributes: 5 or less equals 1 question
- Ranking: 4 or less items to be ranked equals 1 question

Contact Information:

Please contact your Ipsos Mendelsohn representative for further information, or call 646.313.6137

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About Ipsos Mendelsohn

Ipsos Mendelsohn, a division of Ipsos OTX MediaCT (The Media, Content and Technology Research Specialists), focuses on studying and researching the impact and use of media across America. Our syndicated surveys are used by hundreds of advertisers, agencies, and the media to assess communications planning and buying activities. We manage comprehensive and innovative media surveys, including The Mendelsohn Affluent Survey and Ipsos BE:USA.

About Ipsos OTX MediaCT

Ipsos OTX MediaCT is the global leader in research-based solutions that connect media, content and technology.

As people view, listen to, read, search for, share and create content across a growing range of traditional media and newer digital platforms, companies need to understand consumer usage and behavior, the value of brands across different platforms and how they can minimize risk in bringing new products and services to market.

We bring expertise in a wide range of research techniques to companies in the media, entertainment, video games, on-line services, telecoms and technology industries.

For more information about Ipsos OTX MediaCT, please connect with us at:
www.ipsos-na.com/mediact