



AFFLUENT EUROPE 2018

The Ipsos Affluent Survey Europe has expanded well beyond its original 1995 survey area in Western Europe. The Affluent surveys now examine the media and consumption habits of the affluent population in 39 countries across Europe, Africa, the Middle East and Latin America. The surveys are part of a group of Ipsos Affluent Surveys, incorporating Affluent Europe, Affluent Africa, Affluent Middle East, Affluent Latin America, Affluent USA, and Affluent Asia Pacific. On June 6th, we celebrate the 23rd annual release of the Ipsos Affluent Survey Europe, including multimedia planning and detailed digital data.

WHO

Affluent Europe measures the habits of Europe's most affluent consumers and top business decision makers – the Top 13% of adults based on income.

Select is a special segmentation within Affluent Europe which represents the Top 3% of adults based on income, frequency of business travel and job function.

WHAT

Affluent Europe is a vast strategic planning database, which allows planners to interrogate the behavior of Europe's most affluent. It is possible to evaluate:

- What they do for business and pleasure
- What they purchase and why
- How they behave and express themselves
- Alongside detailed media consumption: what they watch or read - digitally, analogue or mobile.
- Media Brand Engagement Levels

WHERE

Affluent Europe measures 21 countries across Europe. 17 countries in Western Europe + 4 Central European countries: Austria, Belgium/Luxembourg, Czech Republic, Denmark, Finland, France, Germany, Hungary, Ireland, Italy,



Netherlands, Norway, Poland, Portugal, Russia, Spain, Sweden, Switzerland, Turkey and UK.

HOW

Affluent Europe uses a hybrid design combining both computer aided telephone interviewing and online fieldwork. The survey has a sample size of 27,647

WHEN

The Affluent survey has continuous fieldwork and is released once a year. This release represents fieldwork conducted between Jan-Dec 2017.

SUBSCRIBERS

Affluent Europe is the industry standard for multi-country multi-media communications planning.

Agencies: Dentsu Aegis Media Network, Hakuhodo, Havas Media London/Paris, Kinetic London, KR Media Paris, Mediacom Network, MEC London, MediaBrands Network, Mindshare Network, Publicitas, Publicis Network, The&Partnership London.

Media: BBC World News, Bloomberg, Bloomberg Businessweek, Bloomberg Markets, CNBC, Discovery Channel, Euronews, Eurosport, France 24, History, NHK World, The New York Times, Sky News, The Economist, The Financial Times, Reuters, Lagardère Publicité, G&J, Cedar Communications, TIME Magazine, TV5Monde