



Expert Input for Affluent Survey

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In the US, Ipsos Mendelsohn has formed an advisory council – made up of representatives from ad agencies, publications, cable TV networks and digital media worlds – to expand the scope and size of its annual Affluent Survey.

The survey, which has been running for 32 consecutive years, measures media preferences and lifestyles, along with purchasing and behavioral habits for firms targeting wealthy households in the US.

Ipsos Mendelsohn President Bob Shullman said this ‘expert input’ would ensure the most accurate profile possible of the specific demographic group.

Martin Walker, Chairman of publishing consultancy Walker Communications, which provides syndicated research for magazine clients, says the formation of the Advisory Council is ‘a clear affirmation’ of the importance of the relationship between Ipsos Mendelsohn and the magazine industry. ‘Without the Affluent Survey, magazines would have a great deal of difficulty justifying the value of their audiences to upscale product and service providers,’ he stated, ‘But without the magazine industry, Ipsos Mendelsohn would not have as viable a customer base for their research.’

Earlier in the year, Ipsos North America [acquired](#) media research specialist Monroe Mendelsohn Research, now known as Ipsos Mendelsohn.

Web site: www.mmrsurveys.com .