BRAND NEW!
THE 2017 RELEASE

IPSOS AFFLUENT SURVEY
AFFLUENT | EUROPE
Media and Consumer Insights Survey

European TV viewer:
Total universe: 401,593,500
Monthly Europen FashionTV viewer:
18,726,400

Average Affluent European FashionTV viewer:
Affluent universe top 13%: 52,155,000
Monthly Affluent Europen FashionTV viewer: 2,432,000

- FashionTV viewers are keen travellers. (view page 7)
- The FashionTV audience purchases more luxury items. (view page 8)
- FashionTV viewers are tech frontrunners. (view page 12)
- Reach of FashionTVsimilar to E! Entertainment and TLC. (view page 16)

Introduction

FashionTV

FashionTV entertains and inspires its audience by providing an insider's view of the fashion industry in a highly desired clip-based content with over 100 hours of new programming each month.

Ipsos Affluent Survey Europe

The Ipsos Affluent Survey Europe maps the behaviour and media consumption of most affluent consumers and top business decision makers within **the top 13%*** across **21 European countries.**

*The European top 13% are defined as main income earners within the top 20% households in each of the 21 survey countries, measured by household income.

Fieldwork Ipsos Affluent Survey Europe 2016

Fieldwork period: January – December 2015
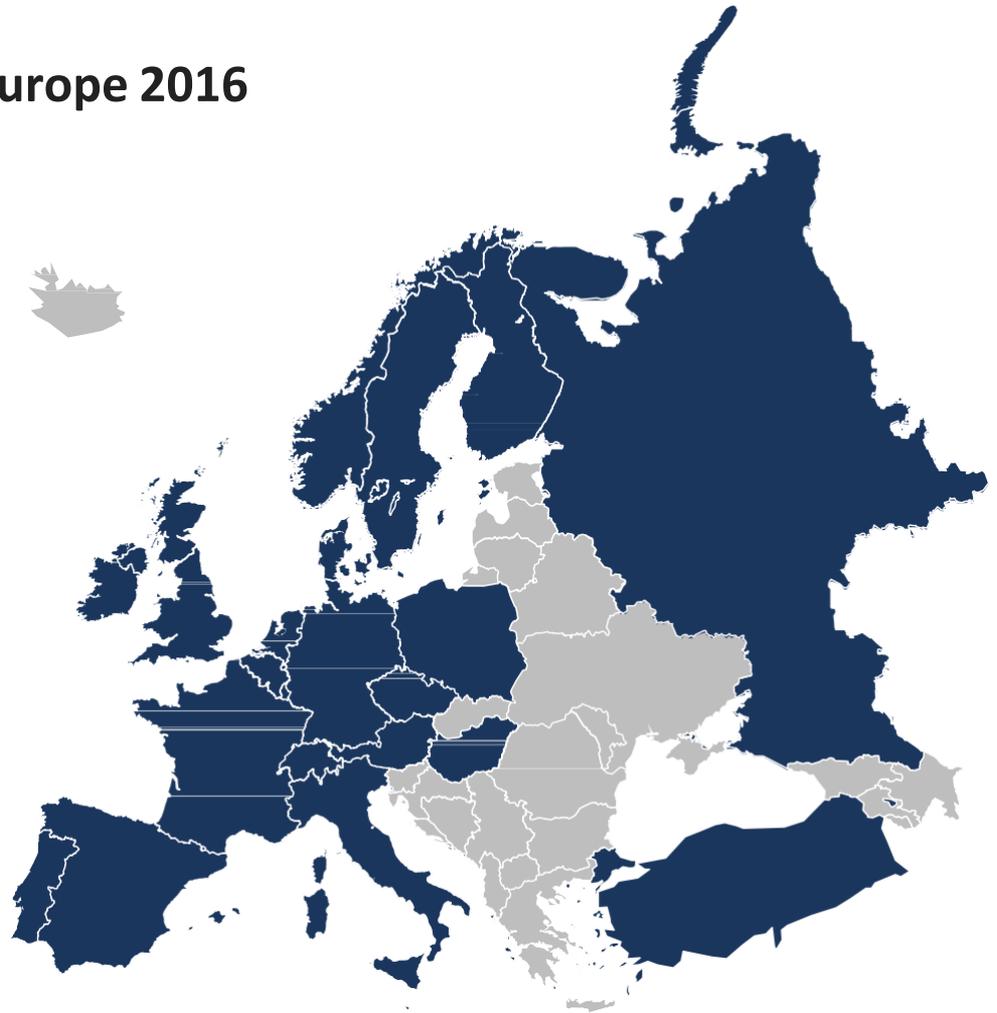
Distribution: conducted in 21 European countries

Methodology: Mixed mode (CATI and online)

Definition: Top 13%

Affluent universe size:
52.2 million
Sample size: 27,751
Total universe size:
401,9 million

Introduction

This report gives insight in FashionTV's impact on the Affluent audience in Europe in 2016.

Audience Profiling:

- Characteristics of the Affluent Audience that consume FashionTV

Media Coverage:

- FashionTV's reach amongst the Affluent audience
- Exclusive reach within competitive set

Audience Profiling

FashionTV targets …

European Affluent TV viewer:

Affluent universe top 13%:
Monthly European Affluent FashionTV viewer:
2,432,000

**Monthly Europen FashionTV viewer:
18,726,400**

Age: 44 years

67% has **higher education**
(Bachelor, Master or Doctorate)

9% is **C-Suite**

25% is **Business Decision Maker**

7 **return air trips** last 12 months, on average

Average Affluent:

Universe: 52,155,000

Age: 47 years

55% has **higher education**
(Bachelor, Master or Doctorate)

5% is **C-Suite**

17% is **Business Decision Maker**

4 **return air trips** last 12 months, on average

Total universe: 401,593,500

FashionTV viewers are keen travelers

In the last 12 months, monthly FashionTV viewers made **7** return

air trips and they spent **23** nights in hotels on average

77% of monthly FashionTV viewers enjoy going to new travel destinations and **72%** value exploration and discovery (compared to 73% and 70% of average Affluent)

52% of the FashionTV viewers consider themselves a global citizen

Top 5 hotels visited by monthly FashionTV viewer:

1. Novotel (24%)
2. Holiday Inn (24%)
3. Best Western (22%)
4. Hilton (19%)
5. Marriott (17%)

The FashionTV audience purchases more luxury items than the average Affluent population

- 270,000 affluent FashionTV viewers bought jewellery (not a watch) over €1,500
- 28% of the affluent viewers bought cosmetics over €75
- 213,000 affluent FashionTV viewers bought a designer suit/dress worth over €1,000
- 11% of the affluent viewers bought a briefcase/handbag over €500
- 301,000 affluent FashionTV viewers bought a pair of shoes over €500

"I prefer to buy well known brands "(62% vs. 56%)

FashionTV viewers spend more on watches than the average Affluent

186,000 FashionTV viewers own a **Rolex**

FashionTV viewers plan to spend **€1,468** on a watch in the next 12 months (€1,085 for average Affluent)

❝ *I tend to go for premium rather than standard goods/services* ❞

says **54%** of monthly FashionTV viewers

Visa card most popular amongst the FashionTV viewers

€234,717 is the value of private investments (excl. mortgage) of monthly FashionTV viewers
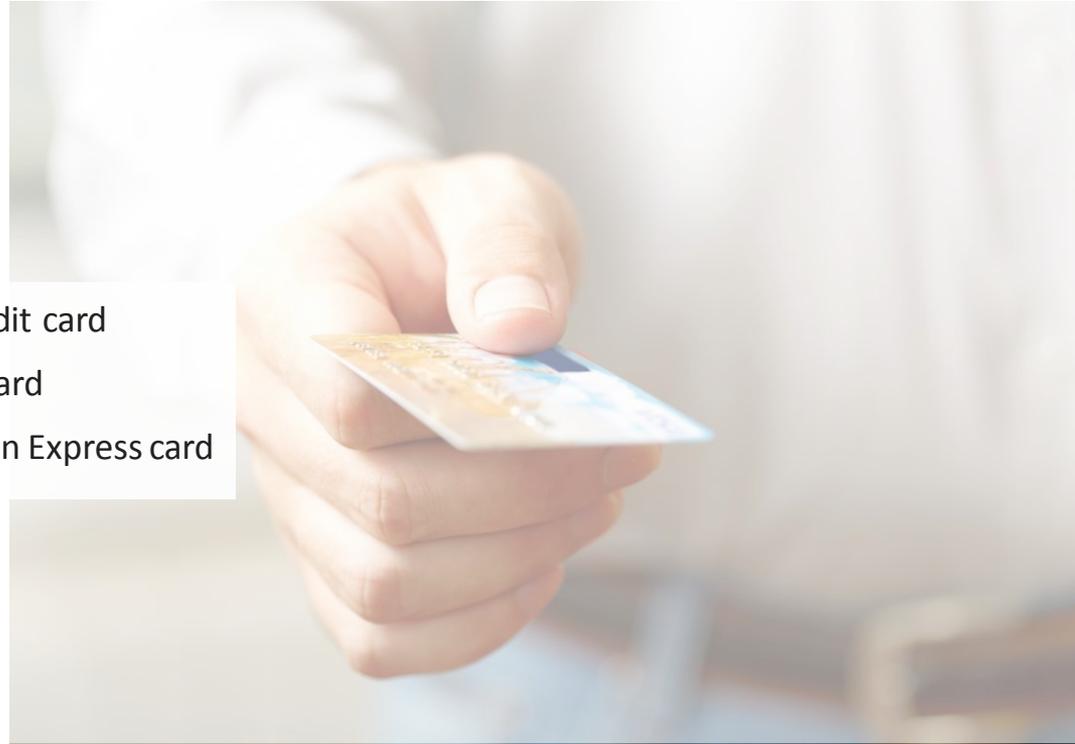
72% personally own a Visa credit card

60% personally own a Mastercard

14% personally own a American Express card

21% own a Visa credit card through their company

18% own a Mastercard through their company

10% own a American Express card through their company

FashionTV viewer intends to spend more on their future car

27% consider an *Audi* for their next car purchase, **22%** a *BMW*, **28%** a *Volkswagen*
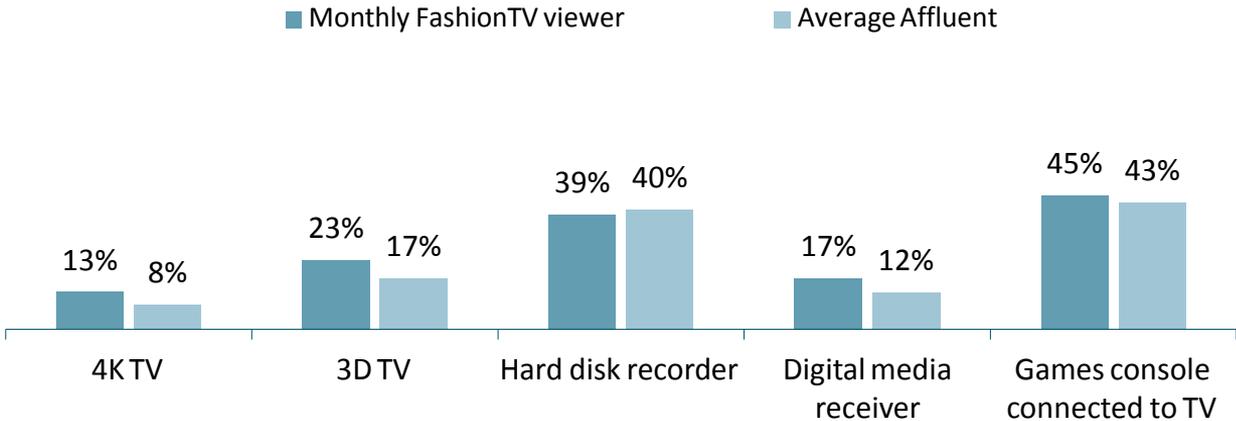
FashionTV viewer **spent less** on their **last car than the average Affluent** (€19,858 vs. €20,496) but is going to **spend more** on their **next car** (€24,694 vs. €23,876) compared to the average Affluent
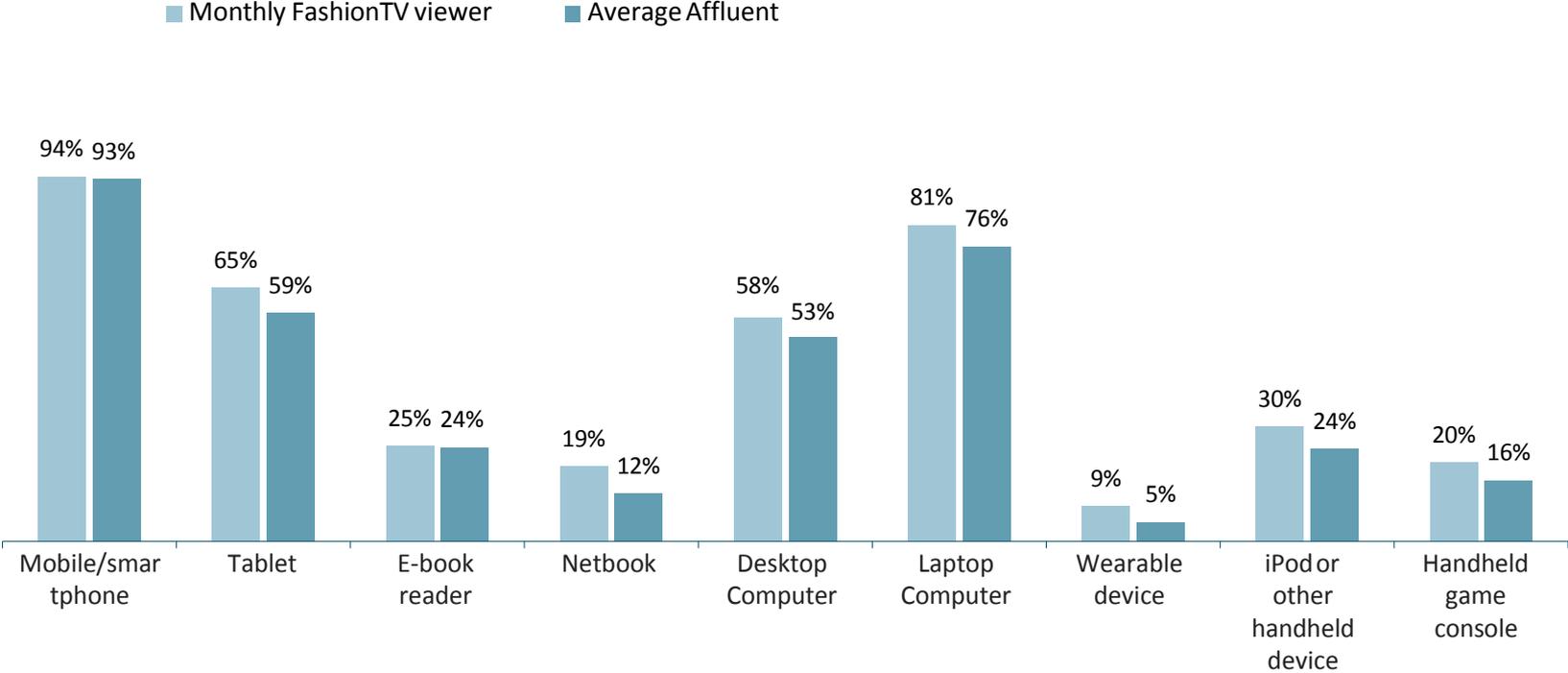
FashionTV viewers are tech frontrunners

" **I am always one of the first to have technologically innovative products** "
 – 835,000 FashionTV viewers

Household owned electronics

■ Monthly FashionTV viewer   ■ Average Affluent

	4K TV	3D TV	Hard disk recorder	Digital media receiver	Games console connected to TV
Monthly FashionTV viewer	13%	23%	39%	17%	45%
Average Affluent	8%	17%	40%	12%	43%

FashionTV viewers are more likely to own wearable devices than the average Affluent

■ Monthly FashionTV viewer   ■ Average Affluent

Device	Monthly FashionTV viewer	Average Affluent
Mobile/smartphone	94%	93%
Tablet	65%	59%
E-book reader	25%	24%
Netbook	19%	12%
Desktop Computer	58%	53%
Laptop Computer	81%	76%
Wearable device	9%	5%
iPod or other handheld device	30%	24%
Handheld game console	20%	16%

Ipsos
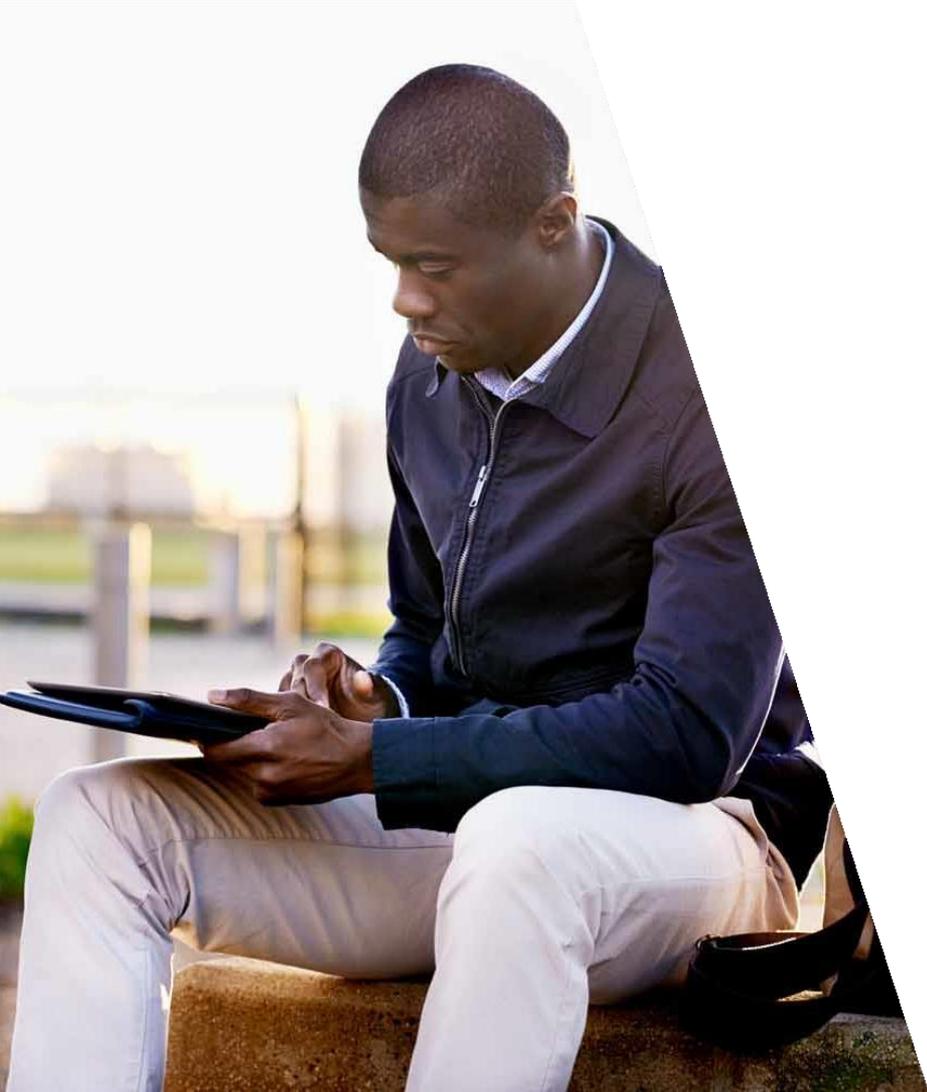
Media coverage

Media coverage

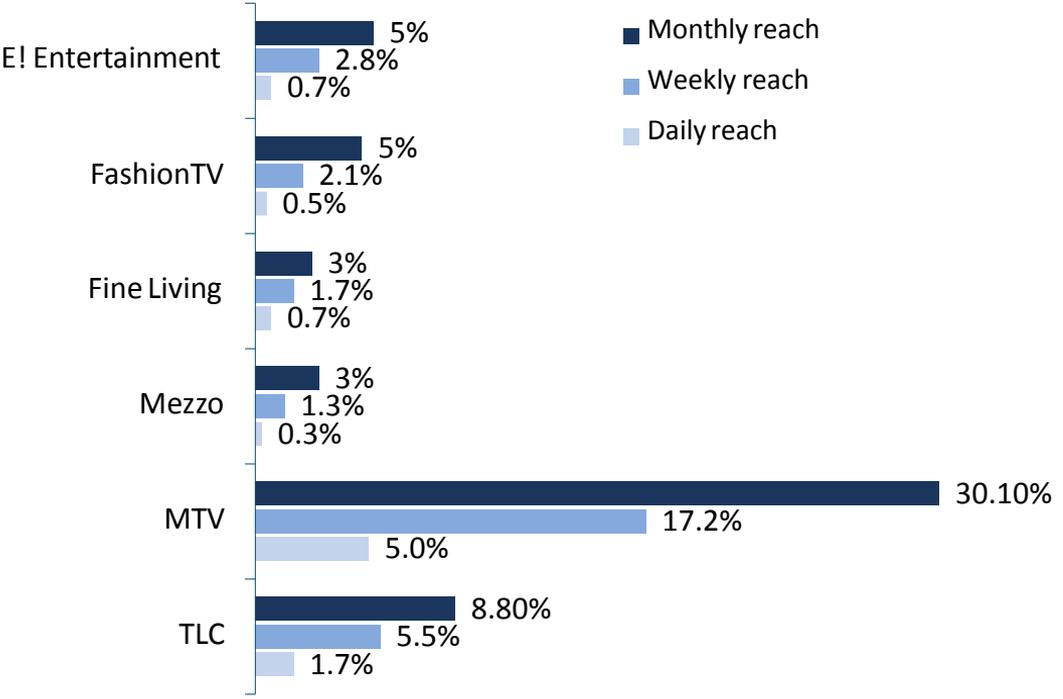**2,432,000** monthly affluent viewers

18,726,400 monthly total viewers

1,105,000 weekly affluent viewers

8,508,500 weekly total viewerd

260,000 daily affluent viewers

2,002,000 daily total viewers

Reach - Entertainment

E! Entertainment
- 5%
- 2.8%
- 0.7%

FashionTV
- 5%
- 2.1%
- 0.5%

Fine Living
- 3%
- 1.7%
- 0.7%

Mezzo
- 3%
- 1.3%
- 0.3%

MTV
- 30.10%
- 17.2%
- 5.0%

TLC
- 8.80%
- 5.5%
- 1.7%

Legend:
- Monthly reach
- Weekly reach
- Daily reach

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Ipsos Affluent Survey

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THANK YOU