



## Mendelsohn Affluent Omnibus Recontact Survey

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

Customize the 2009 Mendelsohn Affluent Survey with your proprietary questions, and maximize the value of the definitive research source for America's Affluents.

Augment current Mendelsohn data on affluent media habits, purchase behavior and lifestyle preferences with probing, personalized questions across all brand, attitude and media categories.

Link your client custom research and segmentations or agency proprietary branded tools to the robust Mendelsohn Affluent database – to create entirely original insights actionable for media planning.

### Recontact Fast Facts:

#### The Sample:

The 2009 Mendelsohn Affluent Omnibus Recontact Survey will be mailed to 13,500+ respondents with household incomes of \$100,000+ who answered the syndicated 2009 Mendelsohn Affluent Survey. The anticipated 7,500+ completed omnibus recontact surveys will be projected back to the full sample of 13,500+.

#### Timing:

The questionnaire, comprised of custom questions from participating Mendelsohn Affluent Survey subscribers, will be sent to respondents in early August, 2009. Results will be made available to all client participants in late October to mid-November. *The deadline for securing space in the questionnaire is June 30, 2009.*

#### Deliverables:

Omnibus participants receive a set of cross-tabulations (one custom banner) for their proprietary questions and will have access only to the results from their own questions. Participants will also be given access to a special data file with their custom questions merged into the 2009 Mendelsohn Affluent Survey database. Ipsos Mendelsohn will send this file to each participant's online data provider (IMS, Telmar, New Age or MEMRI), who may charge additional fees to load and run the new data.

#### Pricing:

Questions will be accepted on a page or half-page basis only. Clients may purchase multiple pages. For closed-ended questions:

- |            |           |
|------------|-----------|
| • \$75,000 | Full Page |
| • \$40,000 | Half Page |

#### Availability:

Demand for space in the 2009 Mendelsohn Affluent Omnibus Recontact may exceed available pages, so participation will be on a first-come, first-served basis. If clients request similar questions, the decision regarding the specific questions to include in the survey will be based on the date each participant submitted the question to Ipsos Mendelsohn.

#### Contact Information:

Please contact your Ipsos Mendelsohn representative for further information, or call 212.677.8100 and ask for **Karen Tubridy** [karen.tubridy@ipsos.com](mailto:karen.tubridy@ipsos.com)



# Ipsos Mendelsohn

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## **About Ipsos Mendelsohn**

Ipsos Mendelsohn, a division of Ipsos 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 MediaCT**

Ipsos 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 Mendelsohn and Ipsos MediaCT, please connect with us at: [www.ipsosmediact.com](http://www.ipsosmediact.com)