



Wealthy Americans are shopping for a range of goods online, says survey

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The American Association of Advertising Agencies' 2009 Mendelsohn Affluent Survey says 61% of Americans in households that earn more than \$100,000 have visited an online retail site in the past 30 days. That percentage jumps to 63% for those in households that earn more than \$250,000.

In fact, online retail sites are the second-most visited web site category among those wealthy consumers, behind only search web sites (70%), and ahead of categories such as social networks (58%), general news (56%) and entertainment sites (45%).

"The purchase of products and services online by affluents is startling in both its variety and its volume. Whether by computer, mobile/PDA device or smartphone, upscale consumers are using their tremendous purchasing power via web access at significant levels," says the report. That's not surprising, according to the report, since 98% of those consumers are online, compared to 75% of the general population.

Among the other percentages of affluent consumers who have made online purchase in various categories in the past year there are: women's apparel or accessories (43%), books (43%), men's apparel and accessories (34%), computers, electronics, or related equipment (33%) and so on.