



## **Affluent Americans Spent \$16b on Fine Jewelry in Past 12 Months**

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National Jeweler reports that the "Mendelsohn Affluent Survey 2009 Annual Report", conducted by Ipsos Mendelsohn, reveals that [affluent](#) Americans are no longer as concerned about the economy as they were in January, and have spent a total of \$16 billion fine jewelry in the past 12 months.

According to the [survey](#), 31% of affluent Americans bought fine jewelry in the past year, in addition to 46% upper-class Americans. Overall, 15.1 million affluent Americans spent \$21 billion on [fine jewelry](#) and watches, while 500,000 are planning to buy engagement rings within the upcoming year.

Most of the jewelry buyers who participated in the survey are described as "Affluent Style Setters", who buy high-end jewelry brands and are determined to keep up with the latest trends.

The survey was conducted among 13,275 heads of American households with annual incomes of \$100,000 or more.

**By: Shir Deutch**