



## **Survey: Affluents less worried about economy**

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Affluent Americans are still feeling nervous about the economy, but as a group, they're not quite as worried as they were back in January, according to a recent survey.

The "Mendelsohn Affluent Survey 2009 Annual Report," released by New York-based Ipsos Mendelsohn, focused on the top portion of U.S. households, those with annual incomes of \$100,000 or more, representing an estimated 20 percent of U.S. households (or 23.9 million households) and 19 percent of U.S. adults (or 43.1 million heads of households). The affluent represent more than half of all U.S. household income, or approximately \$4.6 trillion, the survey said.

One of the main questions the survey sought to answer was whether the affluent would help lead the country out of the recession.

Back in January, the economy was the No. 1 worry among 60 percent of affluent Americans, according to the survey, but now the economy is top of mind for 43 percent. On a related note, 54 percent of affluent Americans reported that they're now optimistic about the economy going forward, a slight improvement from the 50 percent that said the same back in April.

In regards to shopping, the most common sentiment cited in the survey was, "When I discover a brand I really like, I keep buying it," which the researchers, by extrapolation, estimated could be attributed to 37.5 million members of the affluent American population. Another big sentiment -- "When it comes to quality, I believe you get what you pay for" -- was attributed to 34.5 million. "Good value for the money is more important than price" was ascribed to 32.8 million, the survey said.

The survey was based on 13,275 completed questionnaires from male and female heads of households with annual incomes of \$100,000 or more.