

TAXI

Study: Mendelsohn Affluent Survey

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As a complement to its well-known and well-respected Mendelsohn Affluent Survey (soon to be released for its 33rd consecutive year), Ipsos Mendelsohn recently conducted another of its quarterly online Affluent Barometer surveys among affluent adults.

In this most recent survey, completed in September 2009, some 1,000 people in households with household incomes of \$100,000 or more were asked to candidly assess and share their current concerns and opinions about the changing world around them. The three biggest concerns of 16 potential issues measured in late August/early September according to all Affluent households surveyed were:

- The economy (43%);
- Health care (38%);
- Unemployment and jobs (34%).

Compared to all previous Barometers, the economy has steadily declined as the chief worry. Additionally, concern about Unemployment as also decreased since the most-recent prior survey in July. Over the same time period, the percentage of affluent households reporting concerns about Health Care has seen a slight increase.

- The economy (down from 60% last January to 43% currently)
- Unemployment and jobs (down from 37% in July slightly to 34% currently)
- Health care (up slightly from 36% in July to 38% currently)

These are some of the findings of an Ipsos Mendelsohn Affluent Barometer survey concluded September 1, 2009. For the survey, a national sample of 1000 adults aged 18 and older with a household income of \$100,000 per year or more from Ipsos' U.S. online panel were interviewed online. Weighting and sample balancing were employed to ensure that the sample's composition reflects that of the actual U.S. adult population with annual HHI of \$100K+ according to U.S. Census data.

Other areas of concern that had the greatest changes since the January survey, included:

- Crime and Violence (almost halved from 25% to 13% currently)
- Climate Change (down nearly two-thirds from 13% to 5%)
- Taxes (up 6 points from 23% to 29%)

On another topic, the future of the US economy, more Affluents were optimistic than pessimistic. Overall, in the current survey, affluent respondents reported stronger positive feelings since the July survey and now a clear majority (54%) are somewhat to very optimistic about the economy's future.

For details of the study, click [here](#).