



Survey: Affluent Less Worried About Economy

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The economy has declined as a big worry among the affluent, according to a new survey.

The "Affluent Barometer" survey by Ipsos Mendelsohn, completed in October 2009, found that 20% fewer affluent investors identified the economy as a top concern in October compared to a month earlier. The survey respondents consisted of people in households with more than \$100,000 in annual income.

About 40% cited the economy as a top concern in October, compared to 60% when the survey was conducted in September, according to Ipsos Mendelsohn.

Even with the falloff, however, economy still topped the list of concerns among the affluent. Health care came in second at 38% and unemployment and jobs was third at 34%—results that were unchanged from the September survey results.

The survey also showed that 56% of survey respondents were somewhat to very optimistic about the economy's future.