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Confidence edges up slowly among mass-affluent households

39% of respondents cite economy as top concern

So-called mass-affluent households are gradually becoming less stressed about the economy, according to new research provided exclusively to InvestmentNews.

An online study conducted by research firm Ipsos Mendelsohn at the end of October found that 39% of those polled cited the economy as their top concern. That compares with 43% of the respondents for whom the economy was the top concern in September, when a similar poll was conducted.

Ipsos Mendelsohn surveyed 1,000 adults with at least \$100,000 of household income to obtain these results.

“The affluent are poised to start spending again,” said Bob Shullman, president of Ipsos Mendelsohn. “Their optimism continues to grow and the affluent are getting more comfortable again.”

Respondents in the poll have an average net worth of \$750,000, Mr. Shullman said. The study showed that 56% of respondents were very or somewhat optimistic about the economy going forward, compared with 54% in September.