

Economy Concern Declines, Optimism Rises

November 20, 2009

As a complement to the annual Mendelsohn Affluent Survey, Ipsos Mendelsohn recently released another of its regular online Affluent Barometer surveys among affluent adults. In the most recent survey, 1,000 people 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 October according to all Affluent households surveyed were: The Economy (40%); Health care (38%); Unemployment and jobs (34%).

Compared to the results from all previous Affluent Barometers, the economy has steadily declined as the chief worry. Over the same time period, Health Care remains at its highest level although flat with the prior survey in September. Additionally, concern about Unemployment, while flat from September, has decreased from its highest recorded level in July.

Topics of Greatest Concern

- The economy (down 20 points from 60% last January to 40% currently)
- Health Care (up from 33% in January to 38% currently)
- Unemployment and jobs (down from 37% in July to 34% currently)

Most Concerned About the Economy in January, 2009 (% of Affluent Respondents)

Concern	January	April	July	September	October
The Economy	60.4%	46.0%	44.7%	43.0%	39.6%

Source: Ipsos Mendelsohn Barometer, November 2009

On 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 September survey, and now a growing majority (56%) are somewhat to very optimistic about the economy's future.

Personal Attitude About The U.S. Economy Going Forward (% of Affluent Respondents)

	January	April	July	September	October
Very/Somewhat optimistic (net)	-	49.3%	49.1%	54.1%	56.2%

Source: Ipsos Mendelsohn Barometer

These are some of the findings from an Ipsos Mendelsohn Affluent Barometer survey concluded October 20, 2009. [To learn more](#), please visit here.