

THE SURVEY OF AFFLUENCE AND WEALTH IN AMERICA: **2010**

PRODUCED BY AMERICAN EXPRESS PUBLISHING AND HARRISON GROUP





2010: DEFINITIVE ANSWERS FOR UNCERTAIN TIMES

This year marks the fourth consecutive year of data collection for our industry-leading Survey of Affluence and Wealth in America. We've expanded our study with one goal in mind: providing marketers with definitive answers in uncertain times.

The economy. Geopolitics. Health care. Taxes. The environment. The list goes on. Never before have the stakes been so high, but with so many aspects of the future in doubt.

Each uncertainty faced by consumers creates additional layers of uncertainty for businesses. Consumers are asking "When will the economy rebound"? But marketers must ask not only about the timing of the macro-economic recovery, but also how mindsets and consumption patterns will evolve as the economy regains its footing.

This year we've focused more intensely than ever on the fundamental questions of how the affluent and wealthy (and those who aspire to be) live and shop in an uncertain world. And then we provide definitive answers on the best courses of action for marketers.



RESEARCH HIGHLIGHTS:

We've expanded our sample to 3,400 interviews (up from 1,800 in 2008 and 2,650 in 2009), and will continue to collect fresh data every month. The result is an unprecedented breadth and depth in understanding today's consumer markets. Additional highlights of the 2010 study include...

- Monthly reporting of the latest trends, including self-sufficiency, the "New Resourcefulness," and other key mindsets
- Spending projections across 16 categories
- In-depth examination of social media use
- Profiling of "mavens" and other opinion leaders
- Ratings of over 200 key brands



THE STUDY

Our 2010 survey includes 3,400 individuals representing the top 10% of the American economy. Our primary wave of 1,200 interviews in January will be followed by 200 per month throughout the year, ensuring timely and accurate tracking on a continuous basis. Key segments include...

	UPPER MIDDLE CLASS	AFFLUENT	SUPER AFFLUENT	WEALTHY
Total Interviews	900	900	900	700
Discretionary Income	\$100K-\$149K	\$150K-\$249K	\$250-\$499K	\$500K+
Mean Discretionary Income	\$130K	\$200K	\$300K	\$1.35MM
Net worth	\$2.0MM	\$2.7MM	\$4.0MM	\$10.6MM
Households	7.0MM	2.6MM	1.5MM	660,000
% of U.S. households	5.9%	2.2%	1.3%	.6%

New in 2010! Our sample will now include "middle-class households" (\$50K+ discretionary income), allowing precise comparisons to affluent individuals, and deeper insights into the "aspirational luxury market." Contact your American Express Publishing or Harrison Group representative for more information.

INSIGHTS AVAILABLE

Key survey content includes...

- Brand preferences
- Evolving purchase patterns
- Economic & political attitudes
- Lifestyles & values
- Media consumption

Categories explored in depth include...

- Automobiles
- Fashion & retail
- Finances
- Media & advertising
- Travel & leisure
- Real estate & home

SPONSORSHIP

There are three levels of sponsorship for the 2010 Survey of American Affluence and Wealth in America:

Platinum Sponsorship (\$75,000)

Platinum sponsors receive two in-person presentations and the Annual Report, as well as quarterly reports and webinars. Their reports include direct comparisons to competitive brands. Finally, they become part of the “team,” actively contributing to the design of the research, and through the inclusion of their own proprietary questions.

Gold Sponsorship (\$35,000)

Gold sponsors receive one in-person presentation and the Annual Report, as well as quarterly reports and webinars. Their reports include comparisons to category averages.

Silver Sponsorship (\$15,000)

Silver sponsors receive the Annual Report as well as quarterly reports and webinars.

LEVELS	PLATINUM SPONSORSHIP	GOLD SPONSORSHIP	SILVER SPONSORSHIP
Dedicated service contact	X	X	X
Quarterly economic tracking reports	X	X	X
Quarterly trends update webinars	X	X	X
Unlimited telephone consultations and data runs	X	X	X
Special sponsor pricing for ad hoc consulting	X	X	X
Client defined reporting (quarterly/monthly)	X	X	
Client defined data tabs (banners/tables)	X	X	
Custom brand analyses (vs. category average)	X	X	
Custom brand analyses (vs. key competitive brands)	X		
Formal, customized on-site presentations	Two	One	
Include up to three proprietary questions	X		
Participation on an advisory panel	X		

New in 2010: Our supplemental Middle Class Report provides key measures from our survey from “middle class” respondents (discretionary income of \$50-100K), providing insights on “aspirational” luxury customers. Contact your American Express Publishing or Harrison Group representative for more information.



WOULD YOU BENEFIT FROM KNOWING...

- How to refine your branding and marketing so they resonate with consumers who feel resourceful—not deprived—as they continue spending cutbacks?
- How to more precisely manage your inventory based on highly-predictive monthly spending projections?
- How spending, attitudes and brand preferences will likely evolve during—and after—the economic recovery?
- The how, when and why of social media use among the affluent?
- The mix of aspirational luxury consumers and “true” luxury consumers among your customer base?

If these questions are critical to you, you need The 2010 Survey of Affluence and Wealth in America.

To learn more about how your company can benefit from this study, please contact:





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HARRISON GROUP

Harrison Group is a leading market research and strategy consulting firm headquartered in Waterbury, Connecticut with offices in Boston, Columbus, Indianapolis, San Francisco, and Seattle. Along with expertise in the affluent and wealth space, Harrison Group specializes in the youth, media, financial management, consumer products and interactive entertainment markets. The firm's cornerstone is providing sophisticated market strategy, market analytics, and survey and forecasting services. Harrison Group consists of a cohesive team of researchers, analysts, field experts, focus group facilitators, marketing experts, brand specialist and multivariate statisticians who have all specialized in the business of clear, definitive results for many of the world's most demanding clients.

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