

More than ever private jet travelers, or elite travelers as we like to call them, are the most lucrative market for luxury brands and service providers. With readers spending \$10,000 per hour to fly privately, the over 600,000 readers Elite Traveler reaches each issue provide you a great way to make sure your message is in front of consumers who have the money to be good customers. With our Asia Edition, Elite Traveler Superyachts, our over 60 Elite Traveler Destination Guides at Elitetraveler.com, our global database of private jet owners and our award-winning custom marketing team, we would welcome the opportunity to be of help to you in making sure you get a bigger share of our reader spending.

With a Net Worth of more than \$25 trillion, I hope you will agree elite travelers should be a key target for your marketing!

Follow [Doug Gollan](#) on Twitter:
<https://twitter.com/EliteTravelerDG>

In this edition:

- 1. NY Times: Global UHNWs Travel and Buy, Buy, Buy**
- 2. The \$35,000 Home Movies**
- 3. Hiring Slows as Mass Affluent Stay on Edge**
- 4. Companies Cut Back on Business Travel Expense**
- 5. Toronto Star interviews Plutocrats Author - The UHNWs are global**
- 6. New Research Shows Mass Affluent "Least Satisfied" With Finances**

6. New Research Shows Mass Affluent "Least Satisfied" With Finances

Bob Shulman is a legend in Mass Affluent research for years, guiding the Monroe Mendelsohn Ipsos Affluent Survey. He has now launched the Shulman Research Center looking at groups from with annual household incomes of \$75,000 to \$150,000, \$150,000 to \$250,000 (2-10 percent), \$250,000 to \$500,000 (the 2nd percent) and \$500,000 +, the starting point to be in the famed "1 percent."

Interestingly, in an interview with Susan Kime, he notes while the Mass Affluent are the optimistic about the economy, they are the most negative about their own financial situation. This could speak a lot about how 'consumer confidence' numbers pop up from time to time but spending stagnates with the mass affluent:

Optimism/pessimism about the economy:

- The most optimistic was the "average" population at 37% whose median HHI is about \$51,000. The next most optimistic at 34% were the HHIs at \$250,000 plus

•

The most pessimistic was the \$500,000 plus

Satisfied with their own financial situations:

- The \$500,000 plus were most satisfied - 80%
- The least satisfied were the Mass Affluent at 27%

How these groups foresee their personal financial situation 12 months from now:

- With the \$500,000 plus HHIs - 80% will definitely or most likely feel they will be better off 12 months from now
- Conversely, those whose HHI is at the \$250,000 plus range - only 30% feel they will be better off

According to Kime, "Forecasted spending assuming the economy improves-with all the groups, in general will spend about the same-the range no matter the HHI amounts range from 53% to 60%, which means that most of those surveyed will, in general, not spend a whole lot more or less assuming the economy improves."