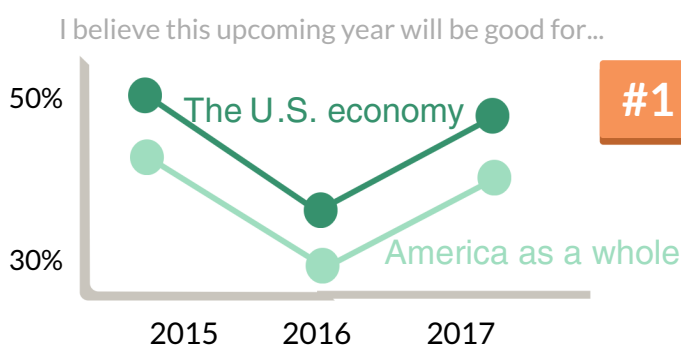




AFFLUENT OUTLOOK

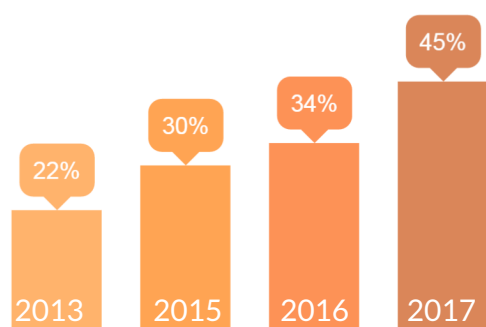
Predictions for **2017**

IPSOS AFFLUENT SURVEY USA
MEDIA & CONSUMER INSIGHTS SURVEY



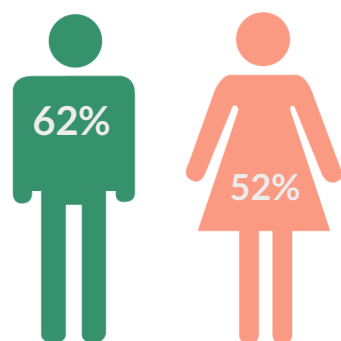
Higher Expectations for the Economy and America

Nearly half of Affluents are expecting that 2017 will be a good year for the U.S. economy (47%) and America as a whole (42%), figures substantially higher than a year ago (33% and 29%, respectively) and rebounding to levels seen at the start of 2015.



Downloads of Mobile Payment Apps to Reach 50%

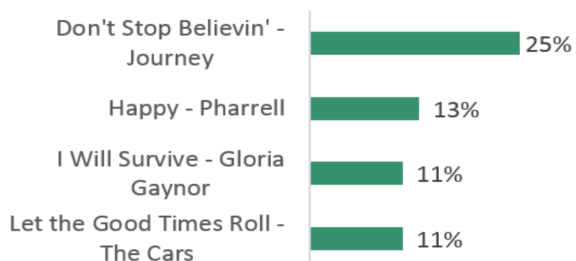
Mobile wallet apps have been increasing steadily since we started tracking at the end of 2013, currently at 45% of total Affluents. Among Millennial men, 68% have a mobile wallet app.



Women's Lower Optimism About the Economy Will Persist

While optimism about the economy is at the highest level since December 2010, gender differences persist, with optimism among women trailing men's by 10 points.

Which song best describes your outlook for 2017?



Affluents Won't Stop Believin'

Looking ahead to what 2017 will bring, 25% of Affluent identify with the song "Don't Stop Believin'" by Journey to sum up their attitude for this new year.

Best describes your outlook for the coming year...

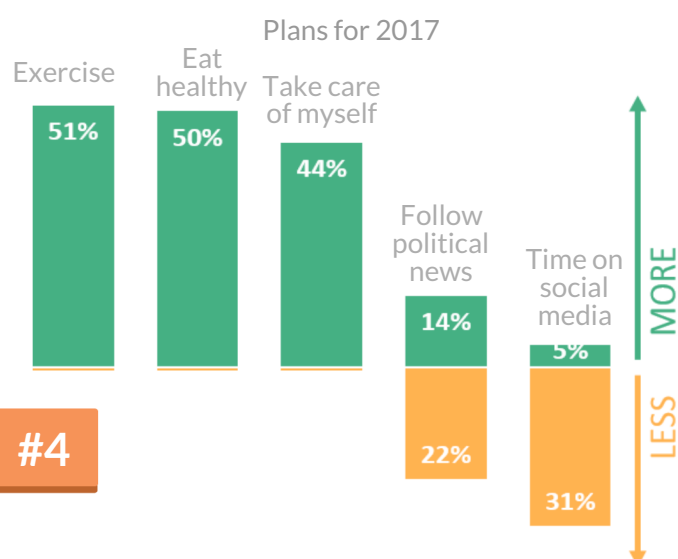
#2

Half empty



The Glass Will Be Half Full

A majority of Affluents are optimists, and 4 in 5 are viewing 2017 with the mindset of "glass half full."



Less Social and News Media, More "Me" Time

Affluents want to take better care of themselves, including being healthier, traveling more, taking time for hobbies and more volunteering. At the same time, they plan to follow political news less, and to spend less time on social media.

How do you think 2017 will be different from 2016?



Living With Uncertainty is the New Normal

The election inserted new uncertainty into the world, and Affluents are split on whether the changes will be positive or negative for the country as a whole, and for them personally. However, majority are remaining hopeful.

About

@AffluentSurvey
ipsos-na.com/go/affluentsurvey



Source: Q1 2017 Ipsos Affluent Barometer, fielded Jan 3-13 among 856 adults 18+ with household income \$100,000+. The Barometer is part of the Ipsos Affluent Survey USA program.

For more than 40 years, the Ipsos Affluent Survey has tracked the lifestyles, purchase patterns and media habits of Affluent Americans. More than 250 subscribing organizations use the study to support business applications such as ad sales, media planning, consumer insights, market sizing, and target marketing.

For more information, contact Ashley.Hoskinson@Ipsos.com; 347-330-8064 (Agencies & Advertisers) or Donna.DenBraven@Ipsos.com; 646-313-6143 (Publishers).