

## Marketing to Middle Americans - US - January 2018

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Middle Americans make up nearly half of the population and reflect the average in terms of their household income and level of education. This group is crucial for marketers to understand, given their size, but they can be hard to define because their attitudes and behaviors occupy a middle ground between budget shoppers and affluent consumers.

This report looks at the following areas:

Middle Americans are optimistic that they can achieve their financial goals, but if their incomes fail to grow as fast as their expenses, the American Dream gets further out of reach.

- **Middle American Dreams are within reach...**
- **... but are more accessible for those in upper status group**
- **Middle Americans may be financially fragile**
- **Mainstream America has all but disappeared**

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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