

# Marketing to Middle and High Income Americans - US - 2022

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## This report looks at the following areas:

- The demographic makeup of Middle and High Income Americans
- How Middle and High Income Americans describe their shopping behaviors
- Sources used by Middle and High Income Americans for product discovery
- Factors that drive brand loyalty
- How Middle and High Income Americans define "luxury" when shopping
- Middle and High Income Americans' interest in emerging shopping technologies

Middle and High Income Americans are an especially attractive group of consumers as their affluence affords them greater spending power. To resonate with them, brands must make an effort to understand what sets them apart from their lower income counterparts. Some of these traits include the fact that Middle and High Income Americans are more likely than Lower Income Americans to identify as both bargain hunters and coupon clippers, with high expectations toward good customer service, and a greater likelihood to see themselves as brand loyal.



"Middle and High Income Americans expect the best of both worlds as they value high quality products and services offered at reasonable prices. To appeal to Middle and High Income Americans, brands must prove that they are worth the price by offering extra-attentive services both on and offline."

– **Klaudia Kondakciu,**  
**Consumers and Cultures Analyst**

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- Direct marketing creative
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