



Marketing to Middle Americans: Incl Impact of COVID-19 - US - June 2020

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This report looks at the following areas:

- The economic repercussions of COVID-19 hit Middle America hard
- Despite current financial concerns, Middle Americans are optimistic for their financial future
- Financial savings is key to financial success, according to Middle Americans
- Middle America is overworked, underpaid and struggling to save

Middle Tier Americans represent the average American with middle income and average education.

While most have a positive outlook and are optimistic about their financial futures, they have

been markedly impacted by layoffs and lost wages due to the COVID-19 pandemic and economic downturn.

In the short term they will seek stability by cutting back on spending, saving where they can and

waiting out this recessionary period hopeful for a full recovery.



“Middle Americans are an advantageous consumer target for brands and marketers, having decent discretionary spending power and an optimistic outlook on their future financial situation. Falling in between the economically limited Lower Tier consumer and the more affluent Upper Tier consumer, Middle Americans represent the average American with moderate income and level of education.”

Lisa Dubina, Senior Analyst
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