

# Affluent Consumer Market in the U.S., 6th Edition

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## Abstracts

This completely new edition of Packaged Facts ***The Affluent Consumer Market in the U.S.*** finds an affluent consumer population that is considerably more upbeat than in 2009 when the last edition of the report was published. Experian Simmons National Consumer Study data show that affluent consumer confidence was on the rise in 2011. Compared to 2009, the proportion of affluent consumers reporting that they were financially better off than 12 months before had doubled. Spending among the affluent was up, and a wide range of consumer research organizations foresaw even more robust spending by affluent consumers in the coming year.

Packaged Facts ***The Affluent Consumer Market in the U.S.*** provides marketers with crucial insights into the mindset and behavior of affluent consumers. Affluent consumers remain the driving force of the American economy and play an outsized role in creating opportunities for marketers. The average income of households with an income of \$150,000 or more remains 10 times higher than that of non-affluent households. Those in this income bracket make up only 7% of all consumer units but account for 17% of all consumer expenditures.

The first chapter of the report provides an in-depth analysis of the evolution of the mindset of affluent consumers from 2008 through 2011 and highlights opportunities generated by the shopping and spending patterns of affluent consumers. After a chapter that measures the current size and future growth of the affluent consumer market, the report presents a demographic profile of affluent consumers. The next chapter contains an assessment of the behavior of affluent consumers across generations. Another chapter demonstrates how affluent consumers have changed their post-recession spending priorities. Following an overview of how affluent consumers use financial services, the report tracks the behavior of affluent shoppers in the areas of food, the home, consumer electronics and automotive. The final chapter of the report analyzes the media consumption habits of affluent consumers with an emphasis on their

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