

# SmartBrief

## Media Matters: Why the Affluent and Luxury Marketplaces Are Critically Important

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Accounting for \$4.6 trillion in household income, the affluent segment of the American economy is a vital and dynamic marketplace. While comprising only 20% of the entire U.S. population, affluent consumers' income exceeds 57% of the total national household income of \$8 trillion. These big earners are also big spenders. Their disposable income expenditures currently total about \$1 trillion dollars.

In addition to these high-earning individuals, a significant segment of Americans have large reserves of wealth in readily available liquid assets. So whether their wealth is currently being accumulated or has been secured previously, these upscale Americans provide a high level of spending. That means that for more and more product and service categories, these well-heeled consumers are their biggest, brightest and best customers and prospects.

The most recent Media Matters is an executive summary that was drafted exclusively for the 4A's by Ipsos Mendelsohn. Learn more about this important consumer dynamic by visiting the [4A's Web site](#).