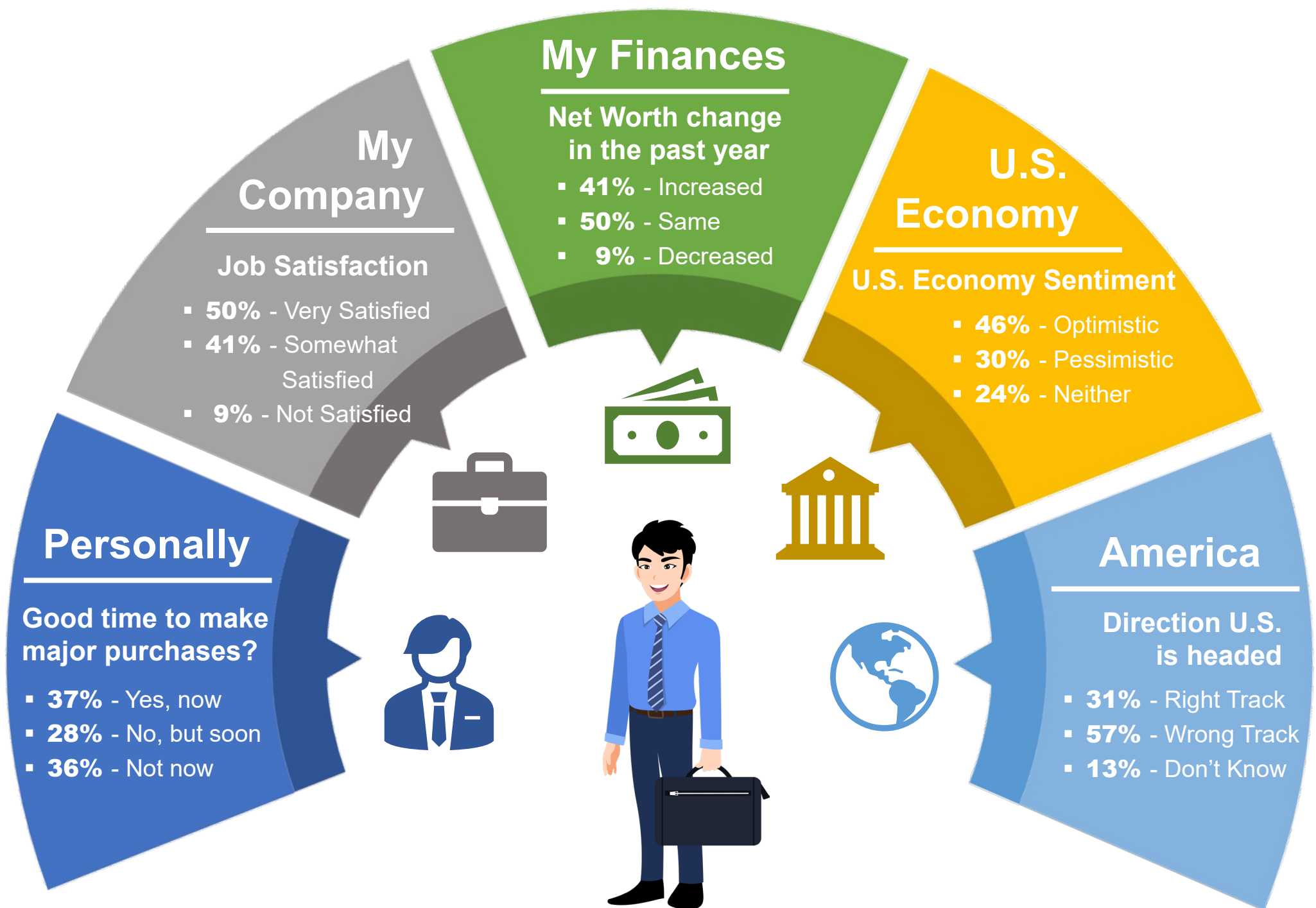
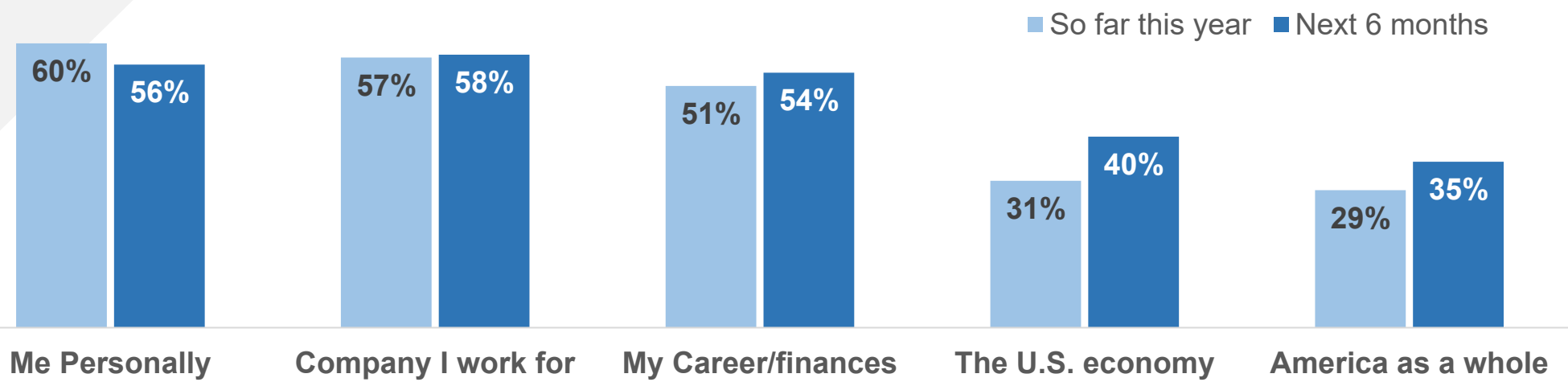


THE AFFLUENT MID-YEAR OUTLOOK



With the pandemic in the rear-view, the majority of Affluents say 2023 has been good to them and will continue to be the rest of the year. 41% saw an increase in Net Worth and optimism about the economy is at an 18 month high. However, only 1 in 3 Affluents have a positive outlook for America as a whole in 2023, and the majority feel that the U.S. is headed in the wrong direction. While optimism is high, there are concerns about inflation, health care, political polarization and gun violence across the nation.

2023 has been/will be good for...



Top 5 concerns facing the U.S. today*

- 1:**
Inflation
- 2:**
Economy
- 3:**
Healthcare
- 4:**
Political Polarization
- 5:**
Guns

Marketers would be wise to focus on the positive sentiments (increased wealth, optimism, big-ticket spending) while avoiding polarizing political topics (e.g. crime, gun violence, health care) and be aware of economic concerns, particularly inflation, in their messaging.

* Ranked as top 3 concerns
Source: Q3 2023 Ipsos Affluent Barometer, HH Income \$125K+

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