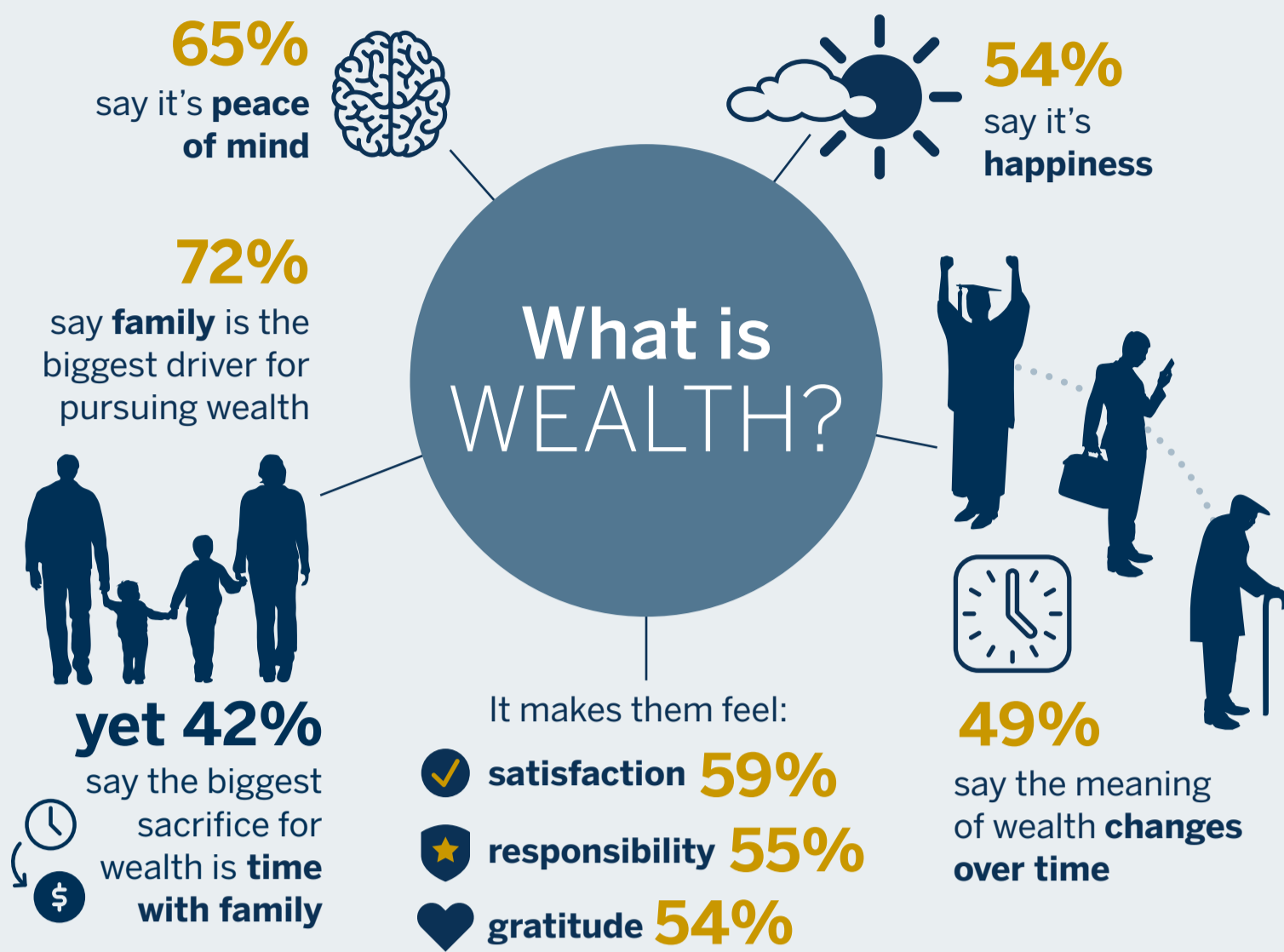


The WHY of Wealth

THERE ARE CERTAIN SHARED TRUTHS ABOUT WEALTH



THOUGH IT'S ALSO DIFFERENT THINGS FOR DIFFERENT PEOPLE

Men vs. Women

● MEN
● WOMEN



For men, wealth is more likely to equate success in life

44% vs 34%



Men are more driven to pursue wealth for a passion or hobby than women

29% vs 15%



Women pursue wealth for the goal of living a comfortable life more so than men

62% vs 72%

Older vs. Younger

● OLDER: 50+
● YOUNGER: 25-35



Younger generations are more likely to define wealth as power/influence than older generations

12% vs 46%



Younger generations are more likely to use wealth to help their community

13% vs 25%



Older generations are more likely to feel gratitude about their wealth than younger generations

59% vs 37%

Business Owners vs. Non-Business Owners

● BUSINESS OWNERS
● NON-BUSINESS OWNERS



Business owners prioritize using their wealth for social and civic commitment over non-business owners

26% vs 16%



Business owners are more likely to think of wealth as representing potential compared to non-business owners

44% vs 16%



Business owners are more motivated to pursue wealth to make a difference

35% vs 22%

UHNW* vs. HNW*

● UHNW is (\$15M+)
● HNW is (\$1M-15M)



The UHNW are half as likely to think wealth leads to better life quality than other wealth groups

22% vs 43%



The UHNW believe more than other wealth groups that wealth is an opportunity for friendship and network

40% vs 10%



The UHNW is less likely to be using their wealth to enjoy life in reality than they may have intended to

44% vs 63%

UHNW = ULTRA HIGH NET WORTH HNW = HIGH NET WORTH