

Table 1: Descriptive Statistics (N = 1,000)

Variable	Total (%)	HNW (%) (n = 383)	Affluent (%) (n = 617)
Demographics			
Male	50.70	53.00	49.27
Primary financial decision-maker for household	72.80	73.63	72.29
Employed	50.50	40.47	56.56
Married/partnered	73.90	75.72	72.77
Income			
Less than \$100,000	39.10	21.67	49.91
Between \$100,000 and \$199,999	42.00	41.25	42.46
\$200,000 and greater	18.90	37.08	7.62
White	89.20	91.64	87.86
Age (mean)	59.01	62.03	57.12
Risk tolerance			
Conservative	29.00	25.33	31.28
Moderate	46.80	46.74	46.84
Aggressive	24.20	27.94	21.88
Beliefs			
Financial satisfaction			
Very satisfied	46.40	61.88	36.79
Somewhat satisfied	45.40	35.25	51.70
Somewhat/very dissatisfied	8.20	2.87	11.51
Financial empowerment			
Very empowered	11.00	15.40	8.27
Somewhat empowered	26.80	36.55	20.75
Neither empowered nor anxious	26.50	25.85	26.90
Somewhat anxious	29.60	17.49	37.12
Very anxious	6.10	4.70	6.97
Financial confidence			
Very confident	34.80	46.48	27.55
Somewhat confident	54.50	49.09	57.86
Not too/not at all confident	10.70	4.44	14.59
Subjective knowledge			
Highly knowledgeable	13.70	19.58	10.05
Knowledgeable	34.00	37.60	31.77
Somewhat knowledgeable	44.10	38.64	47.49
Not knowledgeable	8.20	4.18	10.7
Stock market concerns			
Very concerned	20.60	18.54	21.88
Somewhat concerned	36.30	37.60	31.77
A little concerned	44.10	38.64	47.49
Not concerned	8.20	4.18	10.70
Inflation concerns			
Very concerned	36.00	28.72	40.52
Somewhat concerned	31.30	30.81	31.60
A little concerned	25.90	31.85	22.20
Not concerned	6.80	8.62	5.67
Recession concerns			
Very concerned	29.40	24.54	32.41
Somewhat concerned	32.40	28.46	34.85
A little concerned	26.90	33.94	22.53
Not concerned	6.80	8.62	5.67
Raising interest rate concerns			
Very concerned	29.40	24.54	32.41
Somewhat concerned	32.40	28.46	34.85
A little concerned	26.90	33.94	22.53
Not concerned	11.30	13.05	10.21