

# **Psychographic Profile An Average American Millionaire**

## **General Attitude**

- Have a tremendous need for power, control, and approval.
- Don't feel rich and do not flaunt their wealth.
- They are frugal bargain hunters.
- Defer gratification today to create a better tomorrow.
- Have a nose for opportunity and are good at getting and processing information.
- Independent thinkers who believe in their own decision making abilities.
- Politically conservative.

## **Attitude Towards Money**

- Highly money motivated and prefer money over material things (they believe money can buy happiness, love, acceptance, security, etc).
- Hate paying taxes.
- Favor direct ownership of assets they can control such as their own businesses or real estate.
- Aggressive growth-oriented investors and very interested in increasing their wealth (they are willing to take controlled risks).
- A small minority favor defensive investments.
- Seek to minimize their personal financial exposure in business and investment deals (example: use other people's money to enhance their own wealth).

## **Top Priorities**

- Business or career success.
- Financial security for their families.
- Maximizing returns from their careers and their investments.
- Providing an excellent education for their children.

## **Biggest Fears**

- The IRS and taxes.
- Their children ending up as failures and coming back home to live with their parents.
- Losing all of their money and power (particularly strong among people who grew up in poverty).