



**WEALTH-X**

APPLIED WEALTH INTELLIGENCE

INTERESTS, PASSIONS  
AND HOBBIES OF THE  
WEALTHY 2021

# INTERESTS, PASSIONS AND HOBBIES OF THE WEALTHY 2021



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# EXECUTIVE SUMMARY



The **interests, passions and hobbies** of the wealthy\* matter

- Organizations that depend on prospecting for and engaging with wealthy people need a knowledge of their clients' and prospective clients' favorite pursuits to understand what really 'makes them tick'.

Over a fifth of the wealthy population shows an interest in **SPORTS and PHILANTHROPY**.



- Golf is the leading sport, followed by skiing and tennis. With regards to philanthropy, the wealthy have become progressively more involved in this sphere over time.

The **level of wealth** has a marked effect on the degree of engagement.



- An interest in or passion for philanthropy increases in line with wealth, while the 'super rich' (those with more than \$100m) are more involved across a wider range of interests.



North America's ultra wealthy are the most actively engaged in **philanthropy and the outdoors**.

- Those in the Pacific and Europe show the strongest interest in the art world, while the ultra wealthy in Latin America exhibit a much greater interest in the environment than their peers in other regions.



**ART ranks third** among UHNW women, in contrast to 10<sup>TH</sup> among UHNW men.

- Education, travel, and health and wellness also rank higher among ultra wealthy females. Whereas sports rank top among UHNW men, philanthropy is by far the most popular interest among UHNW women.

Millennial interests differ significantly from those of the general VHNW population.

- The millennials' top 10 interests include **travel, music, food and animals**. While still important, philanthropy comes lower down the list.



\*This report focuses on the wealthy, very high net worth (VHNW) individuals with \$5m to \$30m, and ultra high net worth (UHNW) individuals with \$30m or more.

# INTRODUCTION



The interests, passions and hobbies of the wealthy matter. For organizations that depend on prospecting for and engaging with the wealthy, such pursuits are key to a holistic understanding of an individual, and often comprise an important contribution to understanding what really ‘makes them tick’.

*Wealth-X’s Interests, Passions and Hobbies of the Wealthy 2021*, the second edition<sup>1</sup> in this series of reports, takes an in-depth look at the pursuits of the wealthy, focusing on the very high net worth (VHNW) population — those with \$5m to \$30m — and ultra high net worth (UHNW) individuals with \$30m or more. Identifying the interests of wealthy individuals is a far more challenging exercise than investigating those of the general population<sup>2</sup>. Our extensive database on the wealthy provides a unique resource by which to gain insight and quantify the passions and interests of this exclusive group.

We first explore the diversity of interests of the global wealthy and why such pursuits matter to organizations that target this select group of individuals. Adding a little more color, we then provide an overview of the top interests, ranking the 30 most popular and examining how this differs by wealth tier. Digging deeper, we analyze how the wealthy’s interests vary at a regional level, as well as by gender and age, with a special focus on millennials.

*Wealth-X’s Interests, Passions and Hobbies of the Wealthy 2021* offers unrivaled insight into the characteristics, motivations and inspirations of this exclusive group, making it an essential read for any provider looking to connect, interact and nurture relationships with wealthy individuals.

<sup>1</sup> The first edition of this report series was entitled *UHNW Interests, Passions and Hobbies Study (2017)*. Over recent years, the number of records on the wealthy (particularly at the VHNW level) contained in the Wealth-X Database has expanded significantly. This means the data in the first edition is not directly comparable.

<sup>2</sup> Primary research methods used to understand people’s preferences, particularly the use of quantitative surveys, present more challenges when applied to the wealthy (those with \$5m+ in net worth) than to the general population. The wealthy are, understandably, less motivated by token financial incentives and their time is frequently at a premium. Highly remunerated and bespoke qualitative interviews are possible, though a robust quantification of results from this method is difficult. Moreover, beyond a certain wealth level, primary research becomes infeasible. For this reason, the Wealth-X Database, which depends on secondary research and evidence of a relationship to a specific interest, is uniquely equipped to provide highly sought-after, quantified intelligence on the preferences and activities of wealthy people.

## KEY DEFINITIONS

### Very high net worth (VHNW) individuals

Those with a net worth of \$5m-\$30m.

### Ultra high net worth (UHNW) individuals

Those with a net worth of \$30m+ (also referred to as the 'ultra wealthy').

### Interests/pursuits

The report focuses on the broad terms of interests, passions and hobbies. These are often referred to simply as interests or pursuits.

## How do we gain insight into the wealthy's interests, passions and hobbies?

This report leverages the unique and proprietary Wealth-X Database, the world's most extensive collection of curated research and intelligence on wealthy individuals. Our database provides insights into their financial profile, career history, known associates, affiliations, family background, education, philanthropic endeavors, passions, hobbies, interests and much more.

For further information, please see the [Methodology](#).

# INTERESTS MATTER

Sports, the outdoors, technology, philanthropy, reading and fashion are just some of the many interests, passions and hobbies that the wealthy enjoy. While many of these pursuits require little or no financial outlay, some — such as aviation or yachting — can involve considerable expense. Yet, in most cases, the substantial asset holdings of the wealthy afford them the freedom to enjoy and engage in an almost unlimited range of interests.

## A SELECTION OF INTERESTS, PASSIONS AND HOBBIES OF THE WEALTHY (GLOBAL)



Note: The Wealth-X Database has a record of more than 60 (and growing) interests, passions and hobbies connected to (wealthy) individuals. Size of text does not indicate relative popularity.

Source: Wealth-X 2021

Examining the pursuits of the wealthy allows us to gain a better sense of what interests, motivates and inspires these individuals. With the vast majority of the wealthy population being self-made<sup>3</sup>, a large proportion will be involved closely in the day-to-day running of commercial enterprises. Yet while business activities (and, for many, family life) will account for a major portion of their time, more often than not the wealthy will also have at least one or two personal interests that they are especially passionate about. Moreover, as they get older, many of these individuals will often have greater scope — and be more willing — to devote a larger share of their time to their hobbies and to take up new pursuits.

The wealthy's interests and passions matter — particularly to organizations that are prospecting for and engaging with such individuals. Not-for-profit organizations and educational institutions that rely on donations, financial services providers that manage their clients' wealth holdings and luxury brands that offer exclusive high-end products and services all need to establish and strengthen relationships with the wealthy.

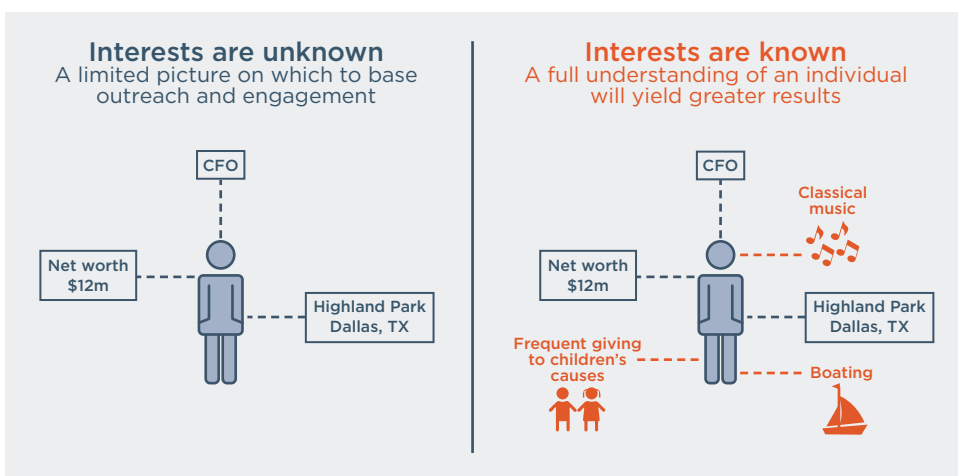
Ultimately, needs and necessities play a far more minor role in the decision-making processes of the wealthy compared with those of the general population. Organizations often need to adopt different approaches to establish a link to the cause, product or service they are offering — and drawing on the wealthy's interests and passions can help light that spark or strengthen the emotional connection.

The wealthy's interests and passions matter — particularly to organizations that are prospecting for and engaging with such individuals

<sup>3</sup> Wealth-X's *Very High Net Worth Handbook 2021*

### Gaining the edge in outreach and engagement

Within the context of outreach, knowing an individual’s genuine interests provides a means for organizations to approach them in a way that is emotionally relevant and unique. For instance, an educational institution may use a specific interest to link to a prospecting event, such as inviting a former finance alum to an orchestral or band performance because this individual has a passion for music. Similarly, in the philanthropy space, the wealthy support causes that are often more aligned with their passions than their commercial focus. Within the luxury space, the crossover of interests is also important, with art, cultural and philanthropic-minded events offering a connection point for luxury goods and lifestyle providers to engage with their target clientele.



On the engagement side, understanding an individual’s interests gives organizations an opportunity to deepen relations with their clients. Among a number of other key aspects, knowing an individual’s passions will help an organization to understand them in a more contextual, human and holistic manner, which can benefit both parties through face-to-face interactions and other experiences aimed at establishing a connection and cultivating a closer relationship.

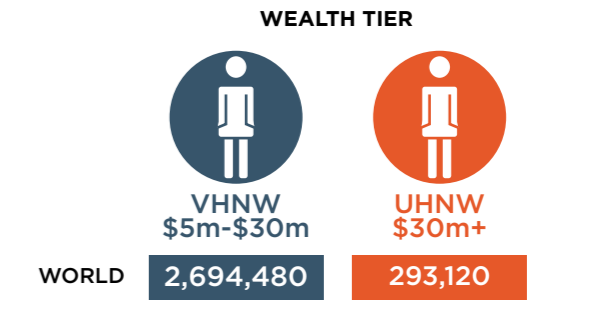
While each wealthy individual has a unique set of interests, passions and hobbies, we find that many enjoy pursuits that are common across different groupings. In the sections that follow, we explore the main interests of the wealthy at an overall level and across a number of key characteristics: wealth tier, region, gender and age. Understanding these commonalities and contrasts can make a crucial difference to an organization’s outreach and engagement strategy.

Understanding their interests provides an opportunity to approach and deepen relationships with the wealthy in an emotionally relevant and unique way



# A SNAPSHOT OF THE WEALTHY AROUND THE WORLD

NUMBER OF INDIVIDUALS BY WEALTH TIER 2020\*



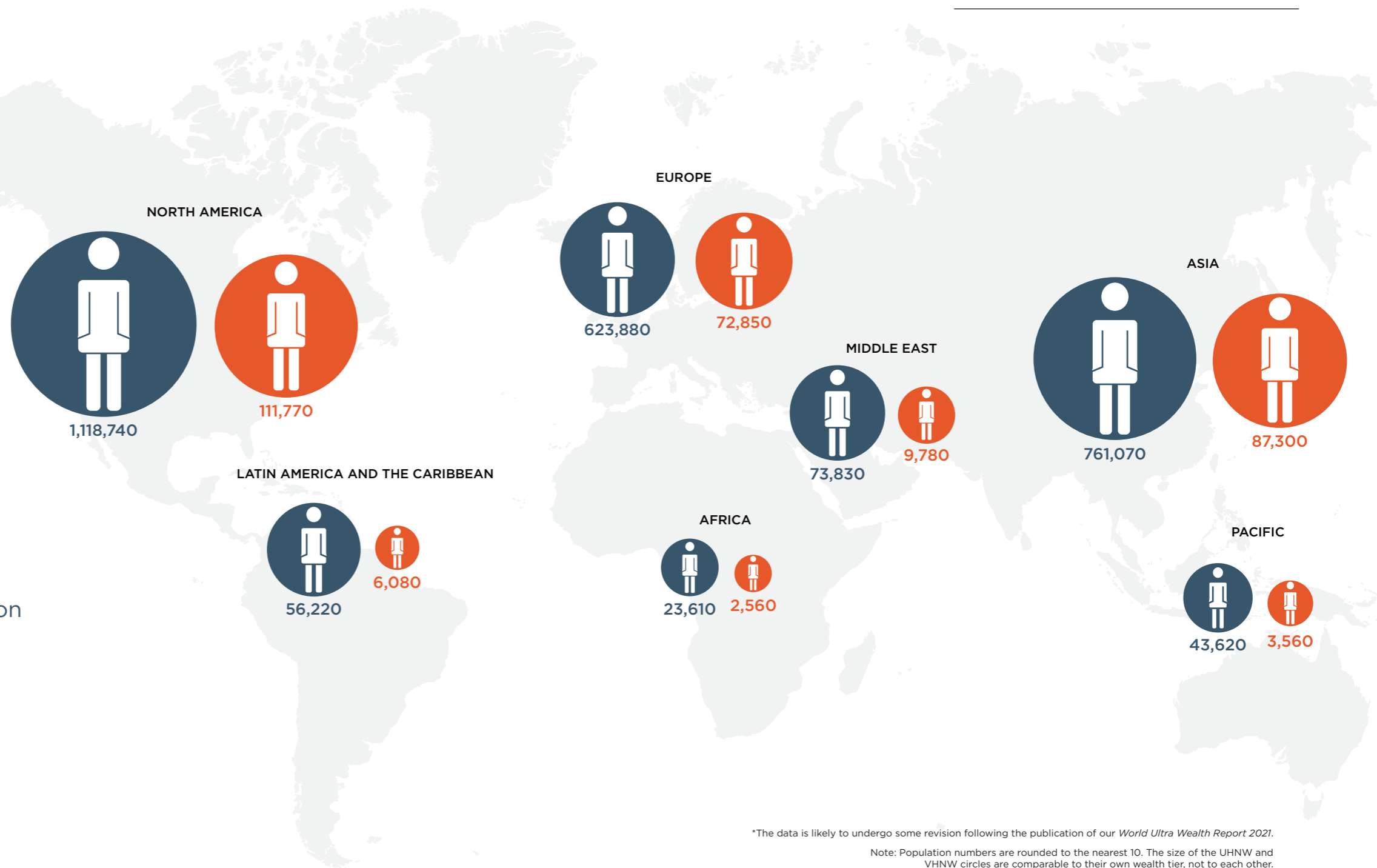
## What makes an individual wealthy?

An individual's wealth is comprised of their liquid holdings (cash and dividends), their public and private holdings (such as shares) and their real estate and luxury assets, such as fine art, cars and yachts. While there is no single definition of what classifies an individual as 'wealthy', this report focuses on those with \$5m or more in net worth.

Their often differing allocations of wealth holdings, as well as their own distinct wants and requirements, mean we classify this group of individuals into two wealth tiers: the VHNW with \$5m to \$30m, and the UHNW or 'ultra wealthy' with \$30m+.

Over the past five years, the size of the wealthy population has expanded at a faster pace than that of the world economy. This pattern is expected to continue over the coming years, offering a wide range of opportunities for organizations that serve — and prospect for — a rich clientele.

The wealthy are a fast-growing segment of the global population



\*The data is likely to undergo some revision following the publication of our World Ultra Wealth Report 2021.

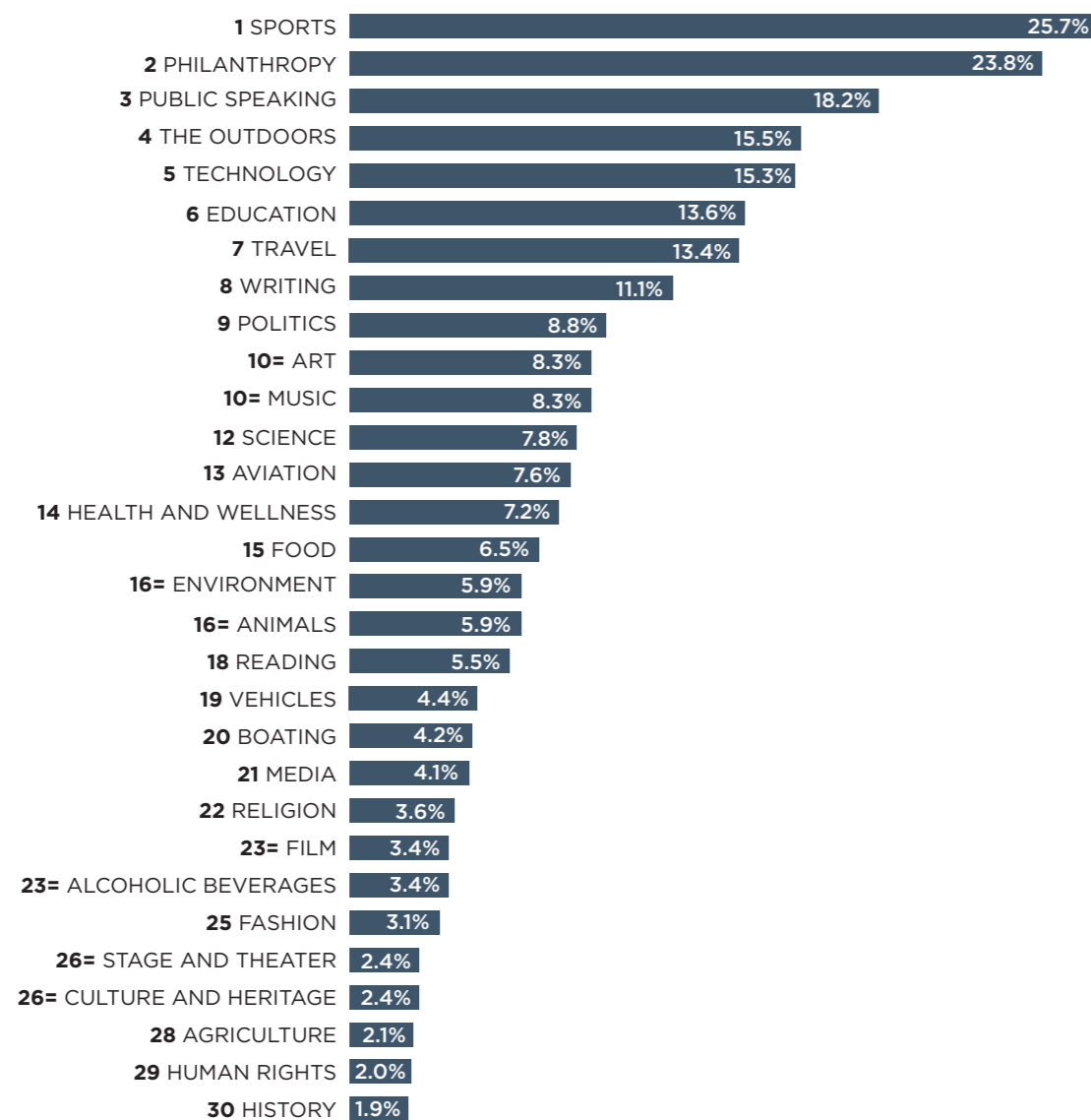
Note: Population numbers are rounded to the nearest 10. The size of the UHNW and VHNW circles are comparable to their own wealth tier, not to each other.

Source: Wealth-X

# THE WEALTHY'S INTERESTS UNDER THE MICROSCOPE

## TOP 30 INTERESTS, PASSIONS AND HOBBIES OF INDIVIDUALS WITH \$5M+ (GLOBAL)

Proportion of individuals and rank



Note: More than one interest, passion or hobby is possible, so the numbers do not add up to 100%. Source: Wealth-X 2021

Examining the most popular pursuits of wealthy people with more than \$5m in net worth, we find that:

### SPORTS AND PHILANTHROPY STAND OUT AS THE TWO FAVORITE INTERESTS.

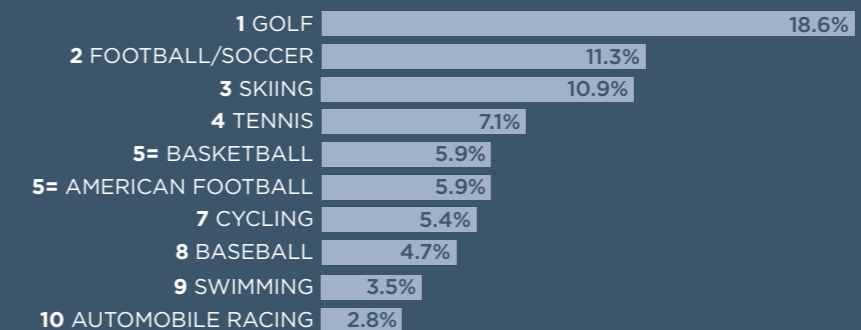
Over a fifth of the wealthy population shows an interest in sports and philanthropy. Sport is universally popular, with a quarter of individuals engaging in it regularly as an active leisure pursuit or for relaxation (or both). With regards to philanthropy, the wealthy have become progressively more involved in this sphere over time. This has been driven not only by rising awareness of environmental and social issues across the globe, but also by shifting attitudes towards civic engagement among an increasingly diversified wealthy population and by more widespread public perception of — and concern about — rising wealth inequality.

### GOLF IS THE LEADING SPORT OF THE WEALTHY.

Partly because of its association with wealth, status, private clubs and deal-making in many countries, golf is by far the most favored sport among the wealthy. The world's most popular sport, soccer, ranks second, with the focus likely to be on watching rather than playing (that said, commercial involvement in the sport by the wealthy has risen dramatically over the past decade). Skiing and tennis, both traditionally seen as active pursuits of the wealthy, are the next most popular sports.

### TOP 10 SPORTS AMONG THOSE WITH \$5M+

Proportion of individuals and rank



Note: More than one interest, passion or hobby is possible, so the numbers do not add up to 100%. Source: Wealth-X 2021

### PERHAPS SURPRISINGLY, PUBLIC SPEAKING RANKS THIRD.

Although not typically thought of as a particular interest of the wealthy, almost a fifth of this population either engages in public speaking or expresses an interest in it. Many wealthy individuals participate as speakers at public or industry events. This reflects their desire to lead, shape and engage with their working communities but also reveals what is expected of them in their professional roles and in relation to their philanthropic commitments.

### THE WEALTHY EXHIBIT A DIVERSE RANGE OF INTERESTS.

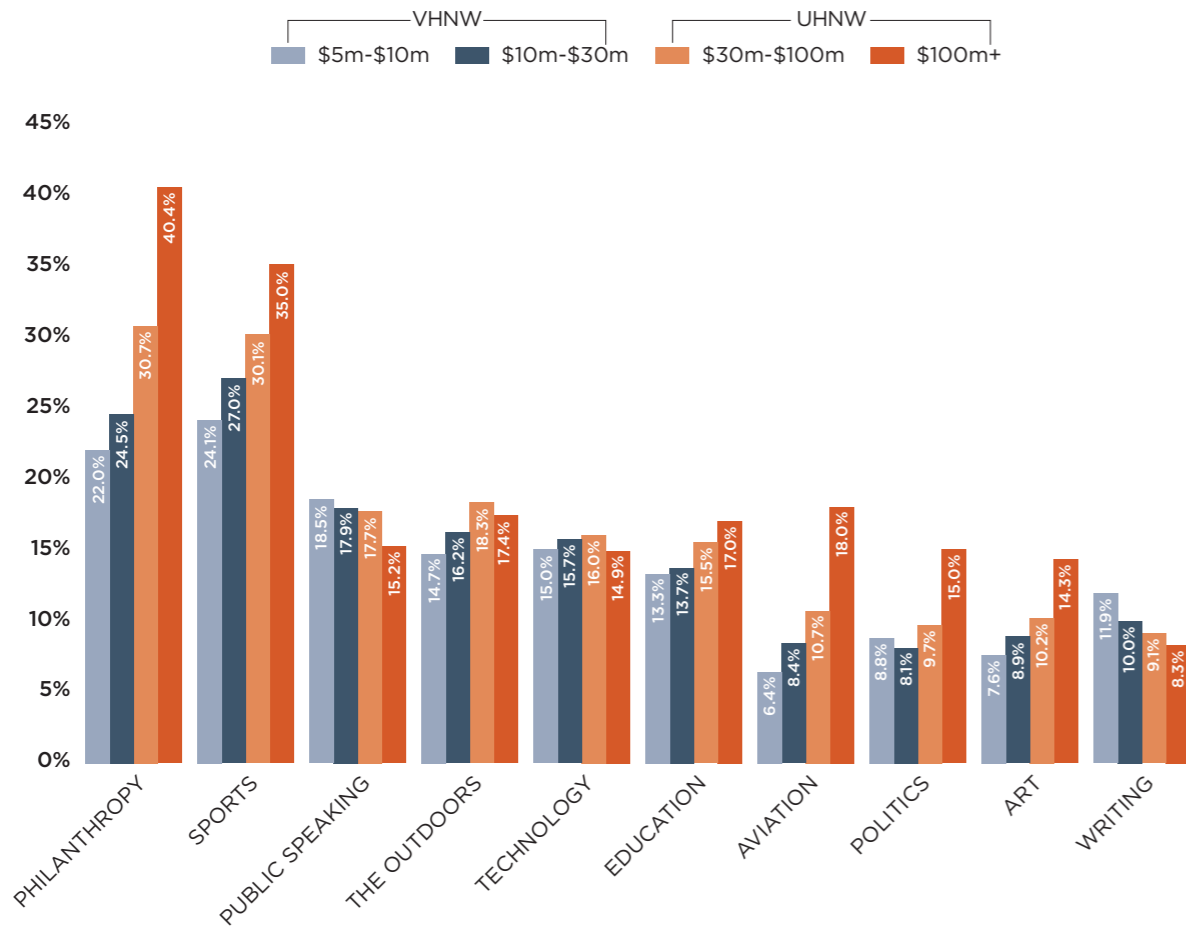
Other leading hobbies include the escapism of outdoor pursuits and travel, with technology unsurprisingly also among the most popular interests (its expanding influence across society strengthened further by the Covid-19 pandemic). Education, writing and politics all rank within the top 10 pursuits, just ahead of art, music and science.

TOP 10 INTERESTS BY WEALTH TIER

By examining interests across the two major VHNW and UHNW wealth tier demarcations, we find that while the rankings of the most popular pursuits are fairly similar, the level of wealth has a marked effect on the degree of engagement or participation in certain activities.

TOP 10 INTERESTS, PASSIONS AND HOBBIES BY WEALTH TIER

Proportion of individuals



Note: More than one interest, passion or hobby is possible, so the numbers do not add up to 100%. While there was some, though not large, variation in rankings of the top 10 interests among wealth tiers, for simplification purposes we have shown those among the top 10 for the ultra wealthy.  
Source: Wealth-X 2021

The level of wealth has a marked effect on the degree of engagement or participation in certain interests and hobbies

Among a number of notable highlights, we find that:

AN INTEREST IN OR PASSION FOR PHILANTHROPY INCREASES IN LINE WITH WEALTH.

This is largely down to asset allocation but also age and the prioritization of interests. The lower the wealth level, the higher the likelihood that a person's wealth holdings are tied up in their salaries, bonuses and shares in the companies they work in or own<sup>4</sup>. As wealth increases, capital is freed up, allowing a greater freedom to engage in major philanthropic initiatives and giving. Wealth takes time to create and accumulate and so, on average, the ultra wealthy are older than the VHNW population. As these individuals age, although many remain active in their business activities to varying degrees, there is a clear shift to spending a larger proportion of their time on hobbies and philanthropic initiatives. In addition, as individuals become wealthier, they may feel a greater obligation to engage with benevolent causes.

THE 'SUPER RICH' ARE MORE INVOLVED ACROSS A WIDER RANGE OF INTERESTS.

With individual wealth holdings above \$100m, most members in this select group are able to take up almost any pursuit, regardless of expense. Our data shows that while the most popular interests among this cohort are broadly similar to those of their less wealthy counterparts, the share of super rich individuals with a passion for certain pursuits is significantly higher. As noted above, this is particularly the case for philanthropy, with many in this group choosing to set up their own private foundations. There are also much higher levels of involvement in sports, politics, art and aviation, with the last reflecting a wealth-driven shift from aspiration to the reality of owning or chartering private jets.

PASSIONS FOR TECHNOLOGY, EDUCATION AND THE OUTDOORS SHOW LITTLE VARIATION ACROSS WEALTH LEVELS.

As an interest, technology has risen in the rankings across all wealth tiers over recent years amid the rapid digitalization of the global economy. Outdoor pursuits — somewhat like sports — are appreciated almost universally. Meanwhile, an individual's relationship with their alma mater is a personal one, with many wealthy and non-wealthy alumni choosing to make small, if regular, donations.

<sup>4</sup> See Wealth-X's *Very High Net Worth Handbook 2021*

**INTERESTS BY REGION (UHNW)**

Just as an individual's interests are shaped by their family, upbringing, location and many other factors, so interests at the regional level are strongly influenced by the cultures, history and societies they represent. Increasingly, too, the interests of wealthy populations around the world are being shaped by the easy access to information and greater communication enabled by the growth of technology.

How do the interests of ultra wealthy individuals across the world's seven major regions differ from one another? Here we draw out the largest regional variance among the most popular UHNW pursuits.

North America's ultra wealthy are the most actively engaged in philanthropy and the outdoors

**NORTH AMERICA'S ULTRA WEALTHY ARE FAR AND AWAY THE MOST ACTIVELY ENGAGED IN PHILANTHROPY.**

The region's elevated wealth, tax framework and limited welfare coverage have contributed to a longstanding tradition of public giving in the US. This is followed by those in the Pacific (largely Australia) and Europe, where higher levels of state-provided welfare have partly constrained US-style public giving. Shifting trends in global wealth and changing individual expectations are spurring regional developments, notably in Asia.

**NORTH AMERICAN ULTRA WEALTHY INDIVIDUALS ALSO SHOW A FAR GREATER INTEREST IN THE OUTDOORS.**

While the ultra wealthy in Europe and the Pacific demonstrate a clear appreciation for the outdoors, the level of interest is significantly higher in North America. This may, in part, reflect the greater maturity of 'the outdoors' as an industry in the region, as well as lifestyle traditions and the relative ease of access to a diverse range of environments and recreational activities.

**THE ULTRA WEALTHY IN THE PACIFIC AND EUROPE LEAD THE ART WORLD.**

Australia has a vibrant arts and cultural scene, driven partly by rising global demand for contemporary art. The longstanding reputation in Europe (particularly the UK, France and Italy) for fine art makes the region a natural focal point for an increasingly globalized market, both for passionate collectors and more investment-focused investors. However, their lead over other regions (with the exception of Africa) is not especially large.

**LATIN AMERICA'S ULTRA WEALTHY EXHIBIT A MUCH GREATER INTEREST IN THE ENVIRONMENT THAN OTHER REGIONS.**

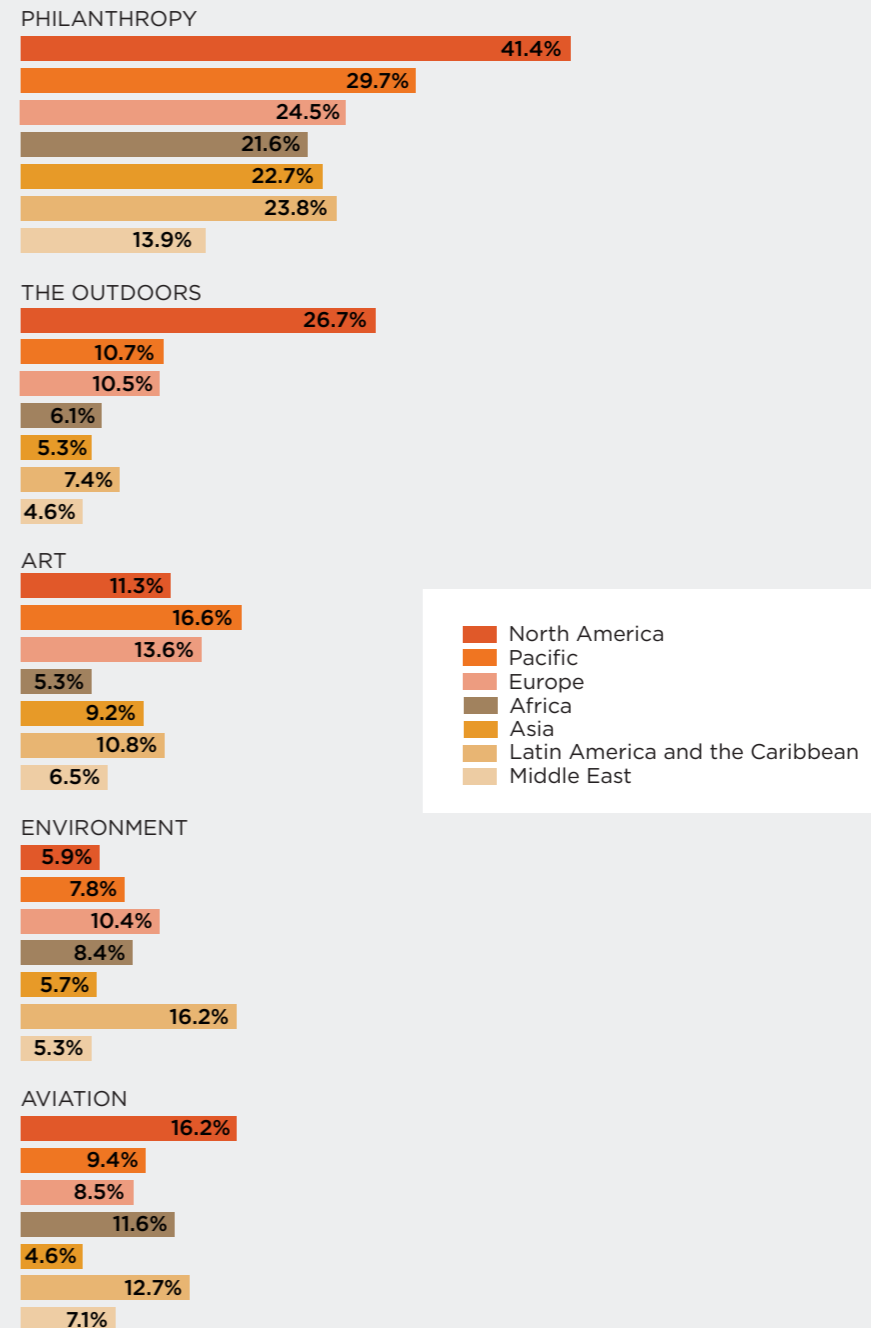
An interest in environmental issues has increased over time among the wealthy at a global level, spurred by the growing need to address a range of crises, from climate change to pollution and loss of biodiversity. Among Latin America's ultra wealthy, this interest may reflect awareness of the region's unique habitats and the important role they have in conservation and biodiversity at a global level.

**THE ULTRA WEALTHY IN THE AMERICAS HAVE THE HIGHEST LEVEL OF INTEREST IN AVIATION.**

This can take many forms, from piloting, enjoying or owning light aircraft, being an aviation enthusiast and attending air shows, to owning or chartering private jets. Reflecting the region's size, wealth distribution and infrastructure (conducive to private jet use), ultra wealthy North Americans show the greatest interest but their peers in Latin America and Africa are not so far behind.

**POPULAR UHNW INTERESTS, PASSIONS AND HOBBIES WITH LARGE VARIANCE BY REGION**

Proportion of individuals



Note: The global top 30 interests were studied; those selected were among the most popular UHNW pursuits with the largest regional variance. The data on interests in philanthropy is likely to be an understatement because not all interests in and donations to philanthropic initiatives are made public or are individually identifiable.  
Source: Wealth-X 2021

### INTERESTS BY GENDER (UHNW)

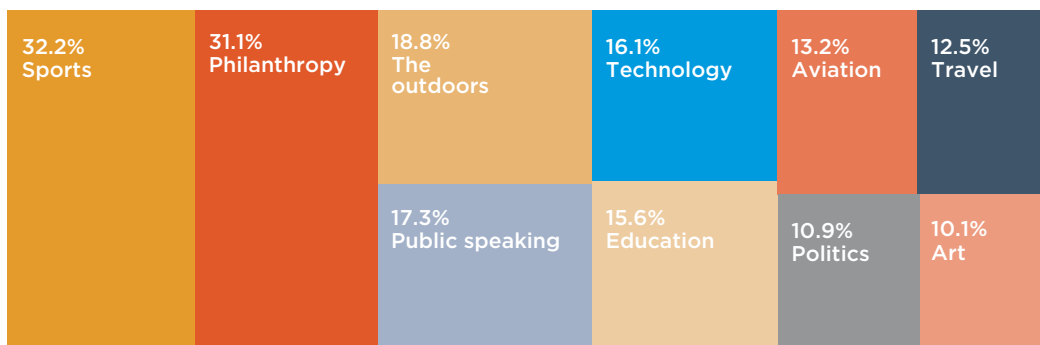
There are quite noticeable differences in the interests of the wealthy according to their gender. **Whereas sports ranks top among UHNW men, philanthropy is by far the most popular interest among UHNW women** — with almost half of all ultra wealthy women involved in philanthropic endeavors. This high level of engagement tallies with the strong relationship between an individual's share of inherited wealth and their interest in philanthropy: more UHNW women than men owe their wealth exclusively to inheritance (though this is gradually changing).

**Art ranks third among UHNW women in contrast to 10th among UHNW men.** Education, travel, and health and wellness also rank higher among ultra wealthy females. Given that men make up 90% of the total UHNW population<sup>5</sup>, the top ranked interests of the male cohort differ little from those of the overall ultra wealthy class.

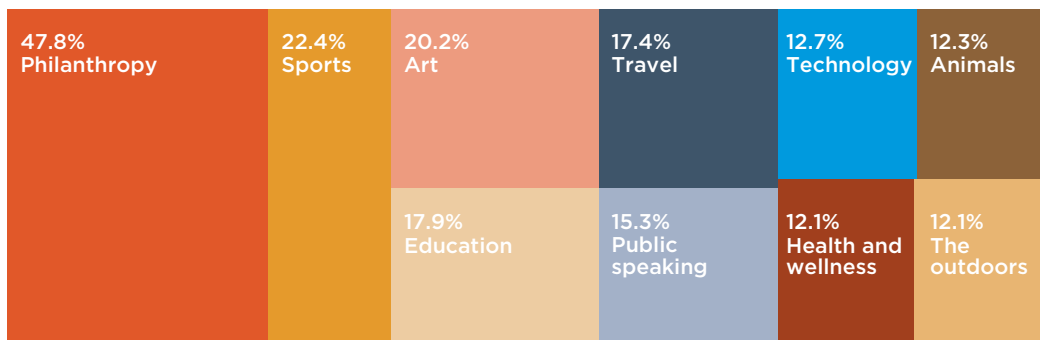
#### TOP 10 INTERESTS, PASSIONS AND HOBBIES BY GENDER

Proportion of individuals

##### UHNW MEN



##### UHNW WOMEN



Note: More than one interest, passion or hobby is possible, so the numbers do not add up to 100%.

Source: Wealth-X 2021

<sup>5</sup> See Wealth-X's *World Ultra Wealth Report 2020*

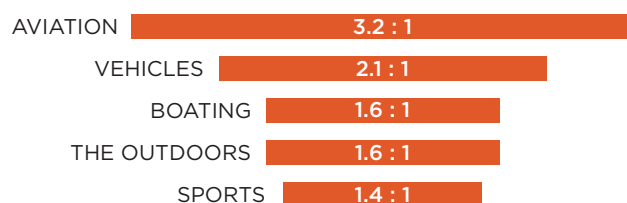
## GENDER OVER- AND UNDER-REPRESENTATION

When we examine the wider (top 30) list of interests, we find that while some (such as education, politics and the environment) appeal more or less equally to both genders, most show a sizeable disparity. Examining the pursuits that are most over-represented by UHNW men and women respectively, we discover that:

**UHNW men are most over-represented in transport-oriented pursuits, the outdoors and sports.** Aviation shows the highest over-representation among UHNW men, who are three times more likely than women to show an interest. This is followed by vehicles and boating. The outdoors ranks third among men but 10th among their female counterparts. As the second most popular interest among the wealthy in general, sports is male dominated but to a lesser degree than the aforementioned pursuits.

### TOP FIVE INTERESTS, PASSIONS AND HOBBIES BY RATIO OF UHNW MEN TO UHNW WOMEN

Among the top 30

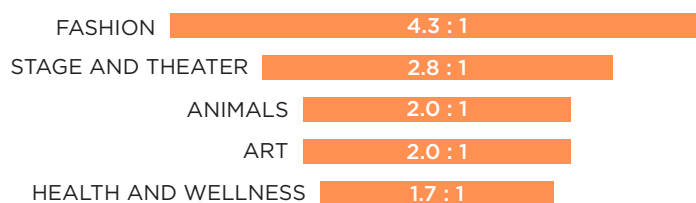


Source: Wealth-X 2021

**UHNW women are most over-represented when it comes to various forms of artistic expression, animals and wellness.** An interest in fashion has by far the highest over-representation ratio of any top 30 pursuit, attracting more than four times the number of UHNW women to men. Just as those working in the fashion industry are over-represented by women (despite many senior roles being held by men), this dynamic is replicated in terms of engagement. An interest in animals is twice as popular among UHNW women than men, placing it in the top 10. While not quite among the top five, philanthropy also shows a sizeable over-representation among UHNW women.

### TOP FIVE INTERESTS, PASSIONS AND HOBBIES BY RATIO OF UHNW WOMEN TO UHNW MEN

Among the top 30

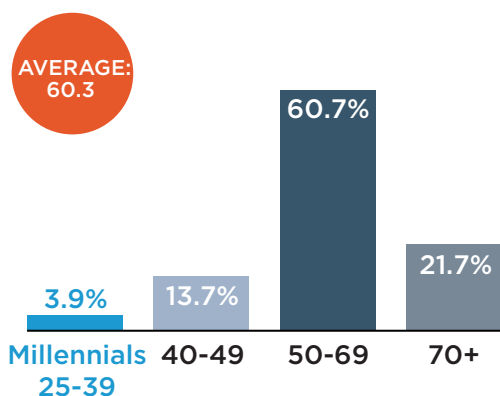


Source: Wealth-X 2021

## INTEREST BY AGE: MILLENNIAL FOCUS (VHNW)

The global VHNW population comprises individuals of all ages. Yet most are aged at least 60 (the ultra wealthy are slightly older on average than the VHNW class) and, naturally, this has an influence on the ranking of the most popular interests.

### AGE (IN YEARS) OF VHNW POPULATION (%)



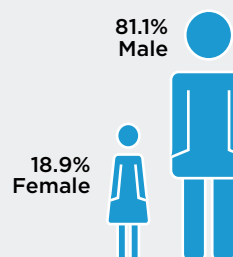
Source: Wealth-X 2021

As younger individuals join the VHNW population, what do the interests of the future wealthy look like<sup>6</sup>? Organizations of all kinds are investing considerable time and expense in trying to understand and engage the 'millennial' generation, aged between 25 and 40. Surprisingly, this group accounts for just 4% of the entire VHNW population, underlining the truism that it takes time to create and/or accumulate significant wealth (millennials account for a much greater proportion of the general population).

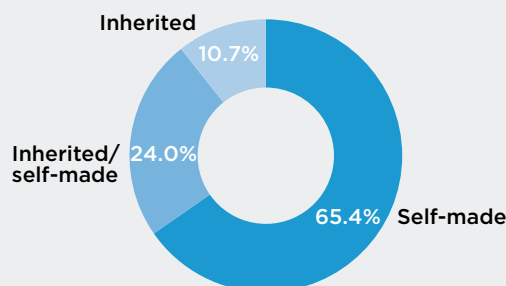
The makeup of this group is also different to their older VHNW counterparts<sup>7</sup>: women comprise a greater (if still small) proportion, inheritance plays a larger role as a source of wealth, and hospitality, entertainment and technology are significantly more common as a primary industry<sup>8</sup>.

### SELECT CHARACTERISTICS OF THE MILLENNIAL VHNW POPULATION

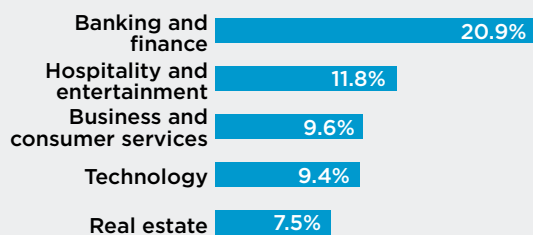
#### GENDER



#### SOURCE OF WEALTH



#### TOP FIVE PRIMARY INDUSTRIES



Note: Data may not total 100% due to rounding.

Source: Wealth-X 2021

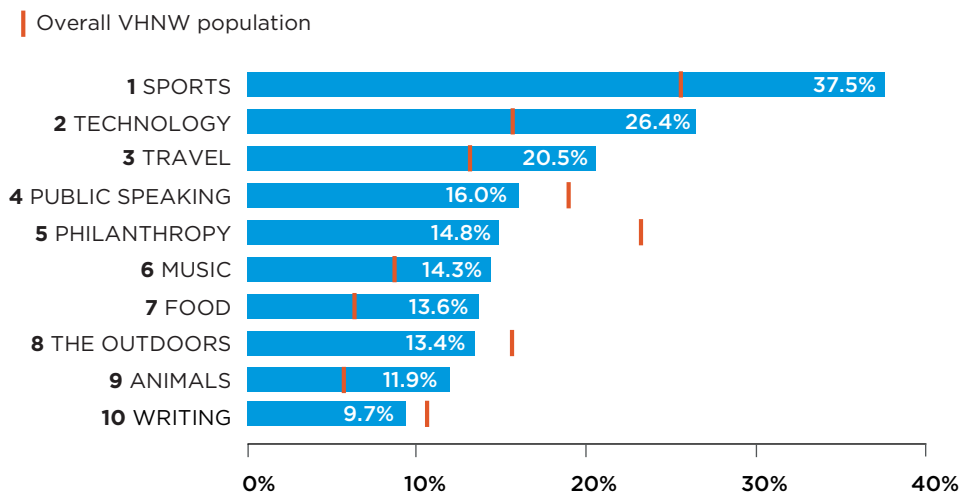
<sup>6</sup> Identifying the wealthy's interests in the future is a complex undertaking. The wealthy population is not fixed, with new individuals joining this group — some at a young age and many over 50 — and others exiting by losing wealth for a variety of reasons, such as commercial failure, divorce/separation or death.

<sup>7</sup> See Wealth-X's *Very High Net Worth Handbook 2021* for further information on the characteristics of the global VHNW population.

<sup>8</sup> Primary industry refers to the industry to which the wealthy devote most of their time, not necessarily the industry by which they created their wealth, although they are often one and the same.

## TOP 10 INTERESTS, PASSIONS AND HOBBIES AMONG THE MILLENNIAL VHNW POPULATION

Proportion of individuals



Note: Millennials are defined as being between the ages of 25 and 40.  
Source: Wealth-X 2021

Despite the millennials' modest share, examining their current interests provides an insight into emerging trends and the likely interests of the future wealthy.

**Millennial interests differ significantly from those of the general VHNW population.** The millennials' top 10 interests include travel, music, food and animals, none of which feature among the leading pursuits of the general VHNW population. And while the two groups share a number of popular interests, these differ in their relative importance.

**Sports, technology and travel come top.** In common with the preference of the general VHNW population, sports is the number-one interest among millennial VHNW individuals. However, there is a much higher degree of engagement — a reflection of the group's interests but also of the advantages of their age and relative health. Technology also ranks much higher with VHNW millennials than non-millennials, with younger individuals more likely to be involved with tech innovation in their leisure time and working lives. The relative ease with which they can visit distant destinations means that travel is also more popular among VHNW millennials (though halted temporarily by the pandemic).

**Philanthropy is important but comes lower down the list than for older VHNW individuals.** Millennials are likely to be focusing on their careers at this stage of their lives (though a minority will have inherited their wealth and may focus on philanthropic initiatives full time). As their net worth rises with their age, and they choose to spend a greater proportion of time on more personal and emotive ambitions — such as creating a legacy and giving back to society — we find this interest tends to increase in popularity.

**Sports, technology and travel are all far more popular among millennial VHNW individuals**



## METHODOLOGY

To ascertain insight on the interests, hobbies and passions of the wealthy, as well as to profile this group in greater depth, this report leverages the unique and proprietary **Wealth-X Database**, the world's most extensive collection of curated research and intelligence on wealthy individuals. Our database provides insights into their financial profile, career history, known associates, affiliations, family background, education, philanthropic endeavors, passions, hobbies, interests and much more. Our proprietary valuation model (as defined by net worth) assesses all asset holdings, including privately and publicly held businesses and investable assets. The database uses the primary business address as the determinant of a wealthy individual's location. References to \$ or dollars refer to US dollars.

To size the wealthy population, we use our proprietary **Wealth and Investable Assets Model**. This model produces statistically significant estimates for total private wealth and estimates the size of the population by level of wealth and investable assets for the world and each of the top 70 economies, as well as the world's 170 major cities as ranked by nominal GDP in \$.

## ABOUT WEALTH-X

The global leader in wealth information and insight, Wealth-X partners with leading prestige brands across the financial services, luxury, not-for-profit and higher-education industries to fuel strategic decision-making in sales, marketing and compliance.

Wealth-X boasts the world's most extensive collection of records on wealthy individuals and produces unparalleled data analysis to help organizations uncover, understand and engage their target audience, as well as mitigate risk. Founded in 2010, with staff across North America, Europe and Asia, Wealth-X provides unique data, analysis and counsel to a growing roster of more than 500 clients worldwide.

## ABOUT EUROMONEY PEOPLE INTELLIGENCE

Euromoney People Intelligence, a Pillar of Euromoney PLC, provides organizations with unique data intelligence that connects them with the individuals who will have the greatest impact on their goals. Euromoney People Intelligence is comprised of four unique brands: BoardEx, RelSci, WealthEngine and Wealth-X. We empower our clients to build greater relationships, obtain and manage their best talent and reduce commercial risk.



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## WEALTH-X ANALYTICS

Analysis of the data and additional insights in this report were provided by the **Wealth-X Analytics** team. Leveraging the Wealth-X Database and its own data models, Wealth-X Analytics provides customizable data assets tailored to your organization's needs. Wealth-X Analytics is uniquely positioned to provide market-level data and analysis to inform strategies across the financial services, luxury, not-for-profit and education industries.

The Wealth-X Analytics team is composed of experienced analysts, economists and thought leaders, armed with deep sector knowledge and unique skills. The team regularly collaborates with clients across industries to provide:

- Market sizing and forecasting
- Profiling/archetyping
- Indexing
- Inputs for thought leadership

To learn how Wealth-X Analytics complements our full suite of data-driven products and services, email us at [contact@wealthx.com](mailto:contact@wealthx.com).

### WEALTH-X DATA

WEALTH-X **PROFESSIONAL**  
WEALTH-X **SALESFORCE APPLICATION**  
WEALTH-X **API INTEGRATION**

### WEALTH-X SERVICES

WEALTH-X **SCREENING**  
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