

FOR MORE INFORMATION, PLEASE CONTACT DAVID THOMPSON AT [DAVID M. THOMPSON](#)

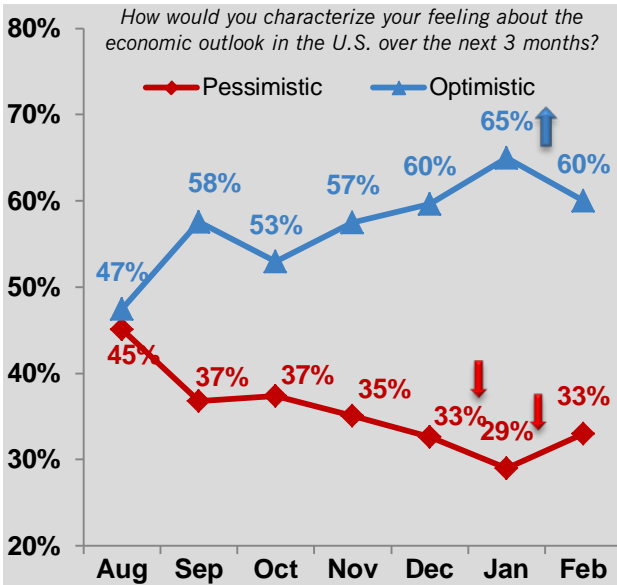
March 2015

Following a high in January, economic sentiment dips in February

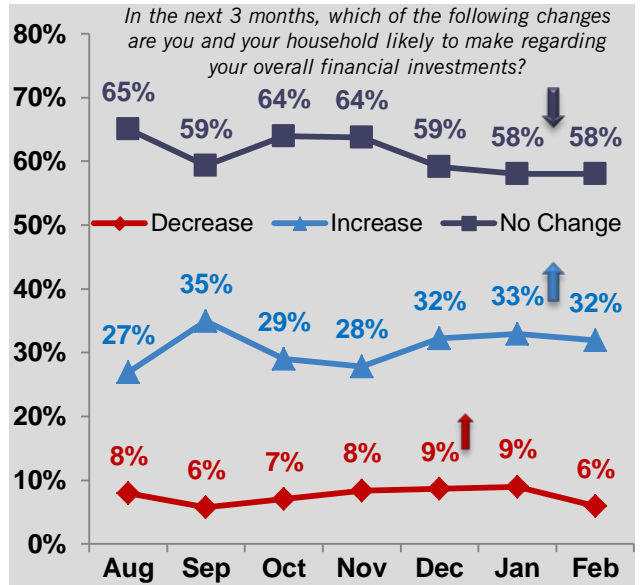
Affluent and HNW households were overwhelmingly positive regarding the U.S. economy at the onset of 2015. In February, optimism declined for both affluent and HNW households (60% and 66%, respectively). The change in economic outlook had minimal impact on investment plans in the overall affluent market. However, there was a slight impact among HNW households, with a decline in expected net increases to investments from the prior month (42% vs. 45% in January).

AFFLUENT INVESTORS - \$100K+ INVESTABLE ASSETS

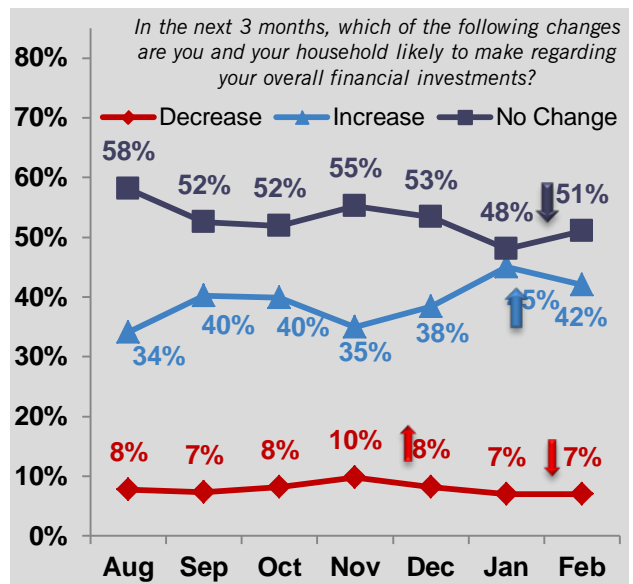
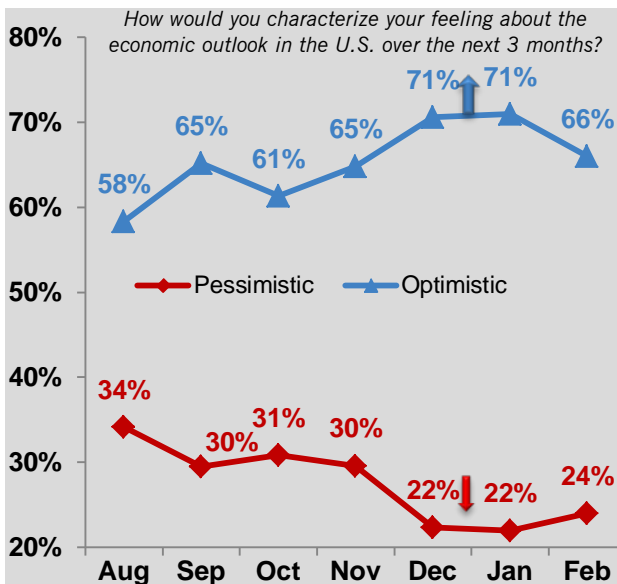
ECONOMIC SENTIMENT



INVESTMENT SENTIMENT



HNW INVESTORS - \$1MM+ INVESTABLE ASSETS



↑↓ 3-Period Trend

Note: remainder were "Not Sure" in each period.

Note: remainder stated they "do not own any investments"

To purchase Affluent & High Net Worth Market Sizing Extracts please follow [this link to our online store](#)

Source: Phoenix GWM-U.S. Tracking Program

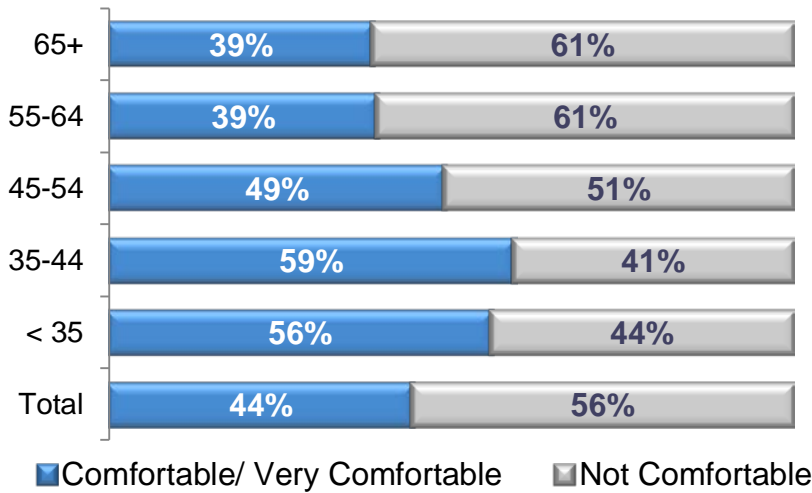
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Affluent households embrace technology to manage finances

Affluent households are fairly comfortable using online tools to manage their finances. Overall 44% indicate a high degree of comfort. Households with members in the 35-44 year old age group indicate the highest comfort level with online tools (59%). When it comes to using mobile apps for managing finances, the youngest households (<35 years old) are the most comfortable (51%). These households are also the most likely to demonstrate use of social media as a means to managing finances.

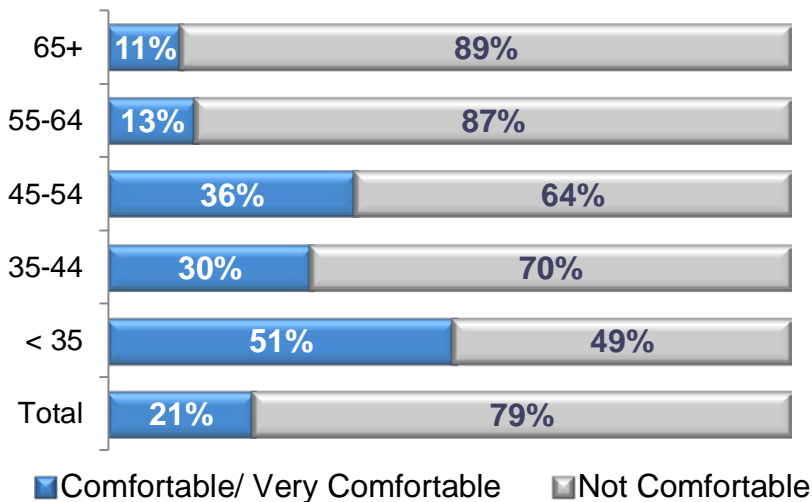
LEVEL OF COMFORT USING ONLINE TOOLS TO MANAGE YOUR PERSONAL FINANCES BY AGE



USE OF SOCIAL MEDIA TO MANAGE FINANCES/INVESTMENTS

Total	3%
< 35	28%
35-44	6%
45-54	3%
55-64	<1%
65+	1%

LEVEL OF COMFORT USING MOBILE APPS TO MANAGE YOUR PERSONAL FINANCES BY AGE



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