



## Report Overview

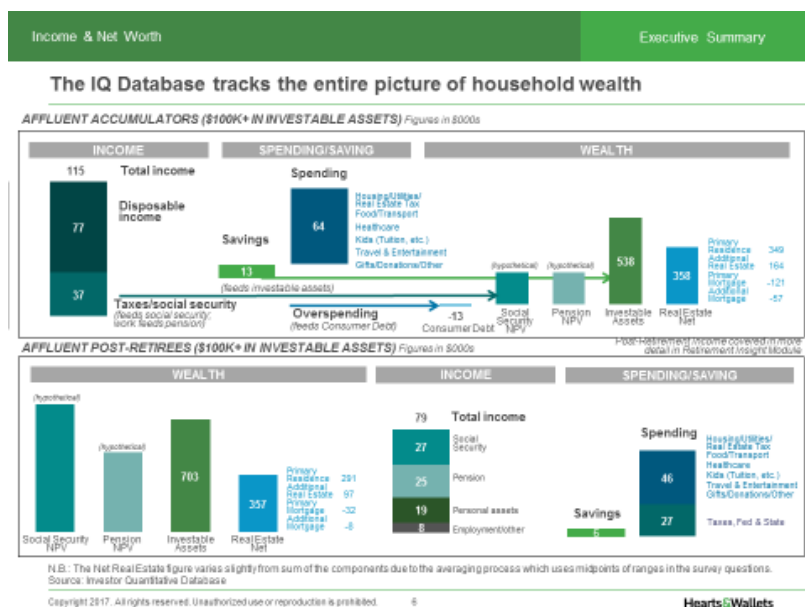
The Income & Net Worth Insight Module presents a complete picture of consumer wealth. Starting with employment, the main financial resource for most households, then looking at income, spending, saving, real estate and debt, this study is a crucial component in understanding the needs of retail investor households. Of particular interest are the components of wealth outside the traditional definition of investable assets which play an important role in overall wealth accumulation. Income & Net Worth is drawn from the IQ Database – the broadest and deepest single dataset of consumer financial behaviors and attitudes with over 35,000 U.S. households.

## Select Key Findings

- One in 4 households has at least one partner employed in the “gig economy,” rising to 4 in 10 in Late Career.
- One in 4 mid-life and post-retirement households are not adding to savings.
- Real estate is more than 50% of assets for households with less than <\$500K in investable assets; even among asset-richer households, real estate averages 25-33% of total assets.

## How This Research Helps

- Learn about employment income and human capital and how they impact the accumulation and retirement lifestages.
- Track all components of investor wealth including real estate and debt.
- Monitor savings rates across lifestage and wealth group and see where gaps exist.





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### About the Investor Quantitative Database™

The Hearts & Wallets IQ Database is the most comprehensive resource for understanding and analyzing behaviors and attitudes of retail savers and investors. With over 1,000 fields and derived variables, the breadth and depth of topics covered is designed with decades of hands-on experience in the marketing, product, service and research functions it serves. It covers consumers of all age and wealth segments, with more than 5,000 annual responses to an online survey fielded mid-year since 2010. Consequently, its large sample size of 35,000 U.S. households permits sizing and profiling of virtually any demographic, behavioral or attitudinal definition for consumer groups. Its national weighting methodology allows for comparisons across years and customer/shareholder bases of leading firms.

### About Hearts & Wallets

Hearts & Wallets is the resource for retail investor data and insights. Combining a consumer marketing framework with financial services operating experience, the company has a mission to be a catalyst for consumer-driven innovation in retail investing and saving. Hearts & Wallets data and insights are used by leading financial services firms to improve the effectiveness of their marketing communications, solution design and service delivery for retail investors.



# Insight Module Series

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