

World Shaping Wealth

A new kind of 'American Dream'?

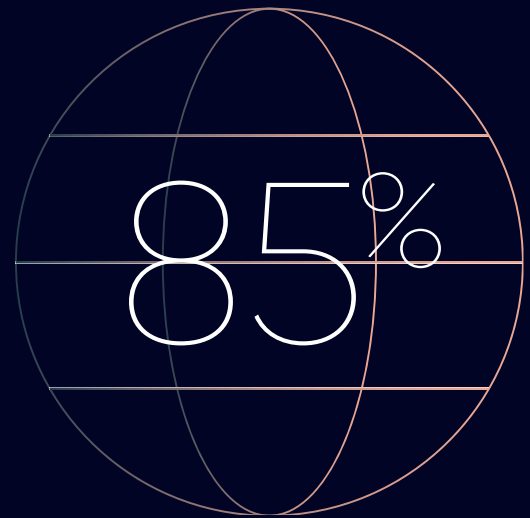


The face of private wealth is changing, along with its priorities

Our new [report](#) based on recent research among 215 UHNW individuals and 225 of their advisers, explores the aspirations and motivations driving the deployment of private wealth today and in years to come.

85% of UHNW individuals in the USA acknowledge their responsibility to use their wealth to solve real world problems including environmental issues, public health crises and conflicts. It's a market known for opportunity and the ambition of the American dream driving its most affluent, but we can see from our data the drivers of the 'next-gen' and priorities for investing their wealth have changed.

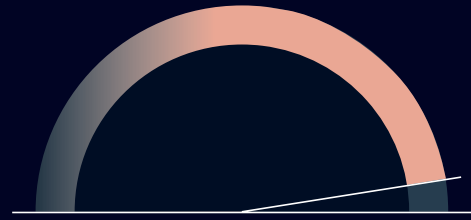
In a world still battling with the Covid-19 pandemic, America's wealthiest are more focused than those in other markets on the role they can play to help mitigate the potential impact of a future pandemic.



85% of the USA's UHNW individuals surveyed acknowledged their responsibility to use their wealth to solve real world problems.

The USA is more hands on in their approach to their wealth compared with any other market, and with just 5% leaving their wealth management entirely to expert advisers. This is inevitably linked to the fact that it's the nation with the most active interest in alternative investment opportunities including private debt, hedge funds, and cryptocurrencies.

What's most interesting for this market is the influence risk to reputation has on its most affluent. It's not a new reality for UHNW individuals, especially in this area of the world, and this level of concern about reputation is perhaps the result of the increasing scrutiny enabled by a new proliferation of digital platforms.



95%

95% of USA's UHNW individuals surveyed prefer their own approach to wealth management.



A nation synonymous with independence and ambition, UHNW individuals in this market have a huge opportunity here to drive change and make a meaningful difference on the big issues.

There's a noticeable shift from the gold and oil wealth shaping opportunities of the industrial age. UHNW individuals in the US are more proactive in growing their wealth by investing in sustainable and impactful industries for the safety and prosperity of generations to come. They are also the most open to alternative investments, such as private debt, hedge funds, and cryptocurrencies, demonstrating the pace at which UHNW individuals will move in this market.

Mark Barron | UK partner and founding partner of our representative office in Silicon Valley

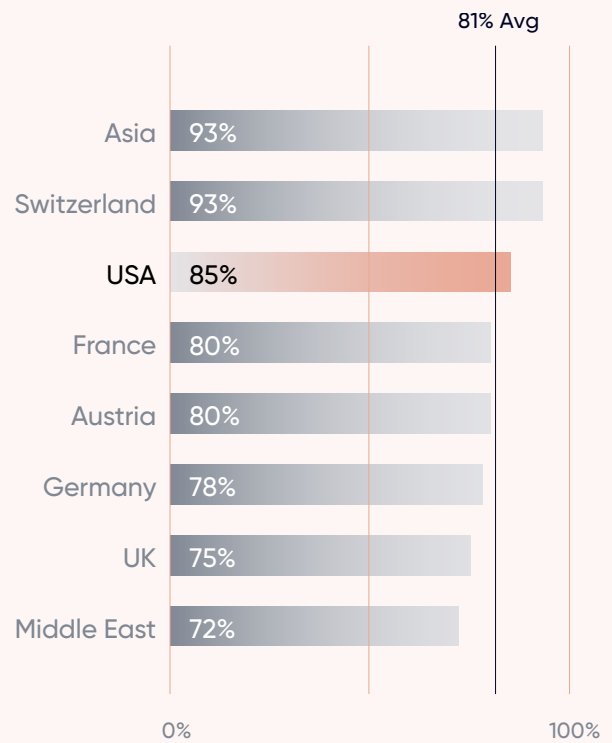


Key findings for USA

The changing face of private wealth

The face of private wealth is changing, with a new generation of self-made wealth creators dominating the USA market. Today's ultra high net worth individuals are politically and socially engaged and want to make a difference to the world around them.

85% of UHNW individuals in the USA believe that they have a responsibility to use their wealth to solve important global problems, including environmental issues, public health crises and conflicts.



Additional findings

65%

65% of UHNW individuals in the USA consider the effect that geopolitical issues can have on their wealth and proactively seek advice to protect it from those impacts. This is below the global average of 67%.

62%

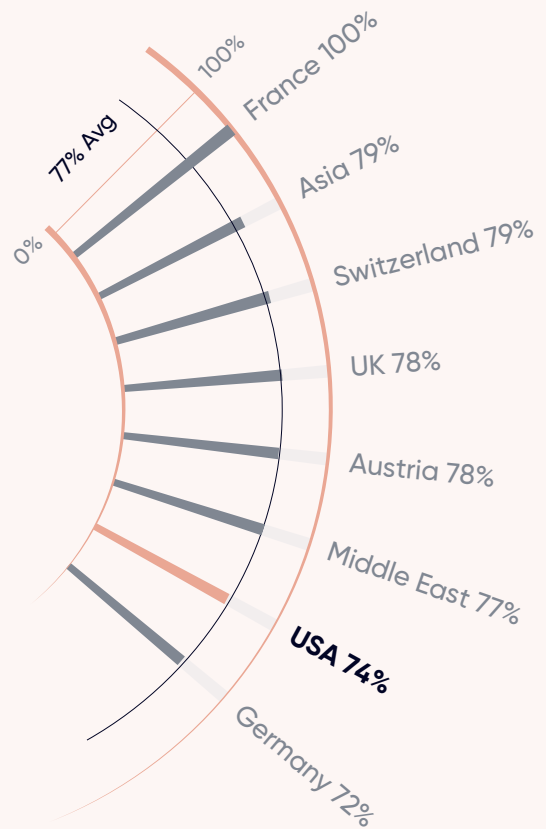
62% say that they are actively engaged with leaders and governments on global issues, which is the global average.

Key findings (continued)

Leaving a legacy of positive change

This new breed of UHNW individual is considering how they can use their wealth to make lasting change that they will be remembered for.

The majority of UHNW individuals in the USA are taking a wider view, passing wealth primarily to charity, foundation trusts and philanthropy. This is slightly below the global average of 77%.



Additional findings

55%

“Creating a legacy that I will be remembered for” came out as the number one consideration for 55% of UHNW individuals in the US, compared to 50% globally.

26%

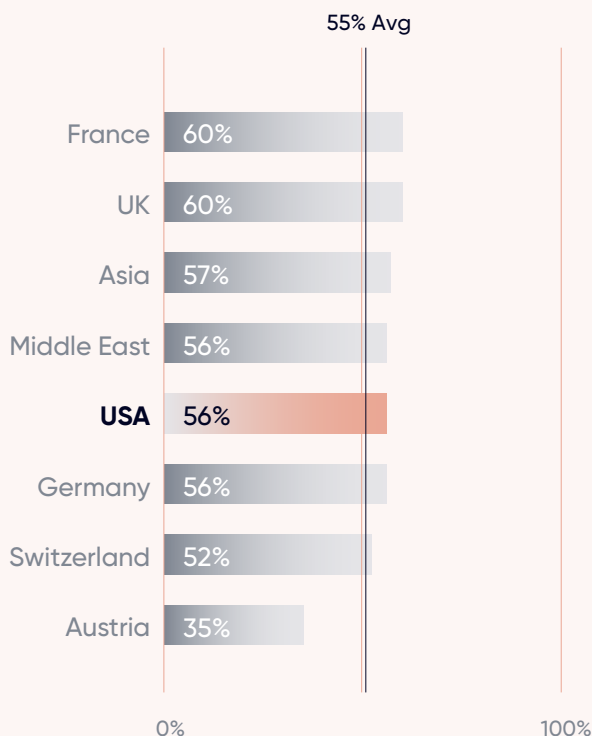
26% of UHNW individuals in the US are focussing their succession planning on their family, more than the global average of 23%.

Key findings (continued)

Investing for impact

In their quest to create a positive legacy, UHNW individuals around the world are investing in ESG funds and directing their wealth towards some of the greatest global issues we are facing. Yet this is an area they could be doing more and profiting more, with the USA being one of the World's highest contributors of carbon emissions, and has the second highest number of billionaires in the world.

56% of USA intermediaries also believe we will not achieve the Sustainable Development Goals (SDGs) by 2030 unless future ultra high net worth individuals help close the private sector financing gap by investing alongside institutional investors. This is slightly higher than the global average of 55%.



Additional findings

58%

58% of UHNW individuals in the USA make ESG investments with the aim to make a difference, compared to 66% globally.

72%

This area has a potential for profit as well as its important purpose. An even higher proportion of 72% believe ESG investments will be central to growing their future wealth, but it's lower than the global average of 74%.

78%

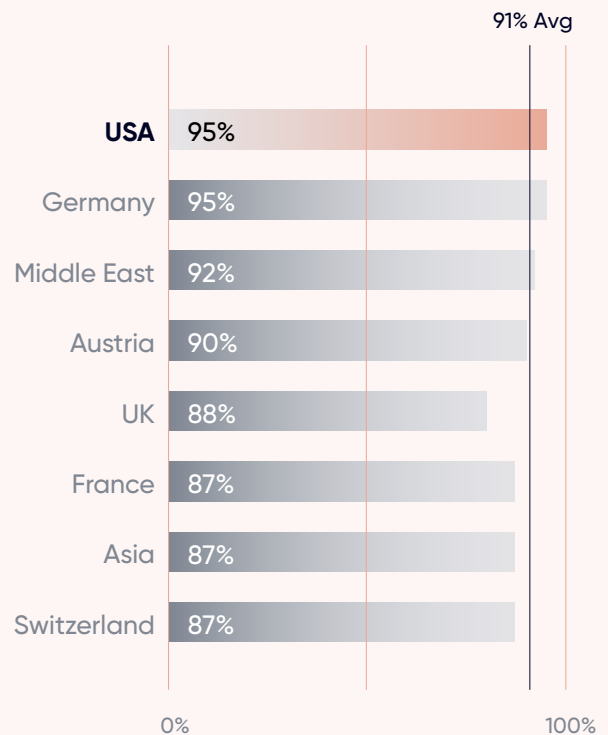
78% of UHNW individuals in the USA want to use their wealth to help mitigate the impact of a future pandemic. This compares to 73% globally.

Key findings (continued)

Wealth barriers and drivers

Today's UHNW individuals are active, opportunistic wealth creators, not afraid to go against the grain. But against a backdrop of increased legislation and geopolitical and economic volatility, many are struggling to protect their wealth.

95% of UHNW individuals in the USA describe themselves as active wealth creators identifying their own investment opportunities to grow their wealth, with only 5% leaving their wealth management entirely to the experts.



Additional findings

65%

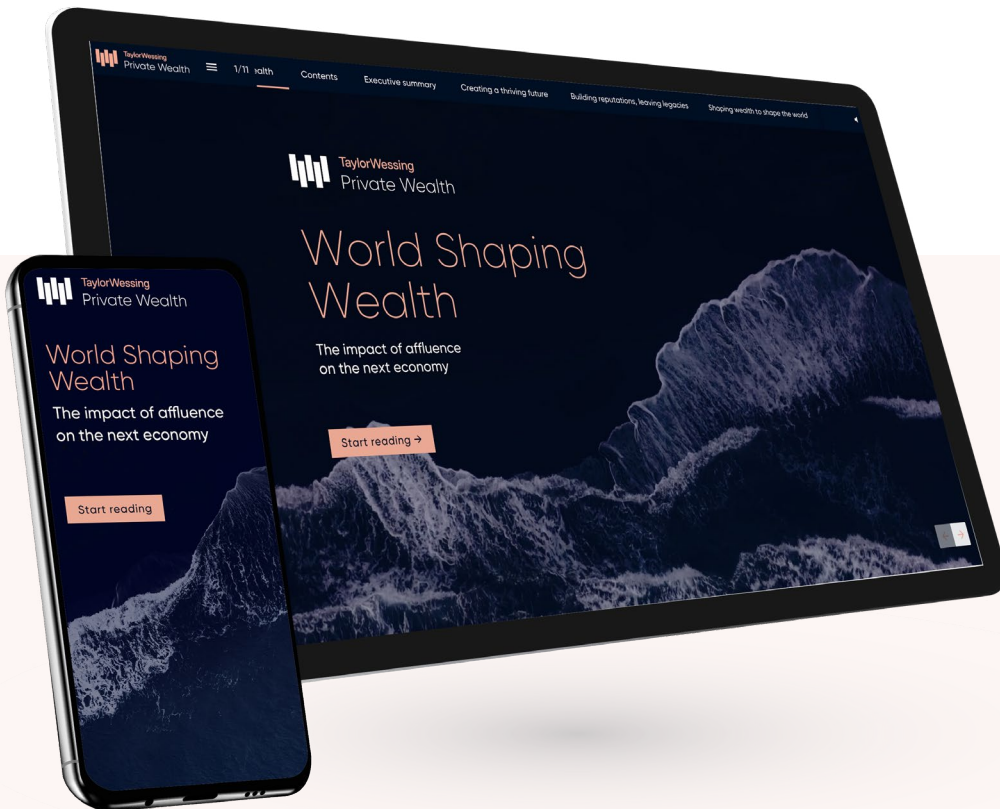


65% of UHNW individuals in the USA consider the effect that geopolitical issues can have on their wealth and proactively seek advice to protect it from those impacts. This is slightly lower than the global average of 67%.

78%



78% of UHNW individuals in the USA cited reputational issues as a challenge to protecting their wealth. Unsurprisingly, this is higher than the global average of 74%.



To view our **World Shaping Wealth report** and for more insights across other markets please click below.

Methodology

This global study - World Shaping Wealth: The Impact of Affluence on the Next Economy - explores the impact that UHNW individuals want to have, what is motivating them, and the actions they are taking to achieve their goals. Within this research UHNW individuals are defined as having a net worth of at least \$100 million.

Independent opinion research was conducted in late 2021 among 215 UHNW individuals, with an estimated combined wealth of over \$69.4 billion, and 225 of the intermediaries who manage their wealth (private banks, multi-family offices, single family offices and fiduciary providers).

Respondents were based in Austria, China, France, Germany, Kuwait, Saudi Arabia, Singapore, Switzerland, the UAE, the UK, and the US.

2000+ people **1100+** lawyers **300+** partners **29** offices **17** jurisdictions

Austria	Klagenfurt Vienna
Belgium	Brussels
China	Beijing Hong Kong Shanghai
Czech Republic	Brno Prague
France	Paris
Germany	Berlin Düsseldorf Frankfurt Hamburg Munich
Hungary	Budapest
Netherlands	Amsterdam Eindhoven
Poland	Warsaw
Republic of Ireland	Dublin
Slovakia	Bratislava
South Korea	Seoul*
UAE	Dubai
Ukraine	Kyiv
United Kingdom	Cambridge Liverpool London London TechFocus
USA	New York Silicon Valley

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