

	CATEGORY	RICH	POOR	SELF-MADE (177 TOTAL)
1	AFFIRMATIONS - USE DAILY AFFIRMATIONS	38%	2%	
2	AFFIRMATIONS - USE DAILY AFFIRMATIONS TIED TO MY GOALS	33%	0%	
3	AGE BECAME WEALTHY: 40-45	3%	0%	1%
4	AGE BECAME WEALTHY: 46-50	16%	0%	6%
5	AGE BECAME WEALTHY: 51-55	28%	0%	14%
6	AGE BECAME WEALTHY: 56-60	31%	0%	56%
7	AGE BECAME WEALTHY: BELOW 40	1%	0%	0%
8	AGE BECAME WEALTHY: OVER 60	21%	0%	23%
9	AMERICAN DREAM - WEALTH IS A BIG PART OF THE AMERICAN DREAM	94%	20%	100%
10	AMERICAN DREAM MEANS HOME OWNERSHIP	5%	51%	1%
11	AMERICAN DREAM NO LONGER POSSIBLE	2%	87%	0%
12	APOSTLES - FOUND THEM OR HIRED THEM	84%	0%	93%
13	ARRESTED AT LEAST ONCE IN MY LIFE	1%	5%	1%
14	BORN TO MIDDLECLASS FAMILY	45%	27%	59%
15	BORN TO POOR FAMILY	31%	66%	41%
16	BORN TO WEALTHY FAMILY	24%	6%	0%
17	CAR - CHANGE OWN OIL	6%	8%	8%
18	CAR - DRIVE A LUXURY CAR	13%	9%	8%
19	CAR - LEASED A NEW CAR WITHIN THE LAST FIVE YEARS	6%	45%	3%
20	CAR - PURCHASED A NEW CAR WITHIN LAST FIVE YEARS	33%	12%	12%
21	CAR - PURCHASED USED CAR WITHIN THE LAST FIVE YEARS	44%	25%	55%
22	CAR - WOULD BUY A NEW CAR TODAY IF I COULD AFFORD ONE	6%	69%	0%
23	CHARITY/NONPROFIT - ON BOARD OF DIRECTORS/COMMITTEE	52%	4%	61%
24	CHARITY/NONPROFIT - INVOLVED IN A CHARITABLE/NONPROFIT GROUP	67%	6%	72%
25	CHECKBOOK BALANCED EVERY MONTH	94%	32%	96%

		RICH	POOR	SELF-MADE (177 TOTAL)
26	COUNTRY CLUB - BUSINESS USE RELEVANT FACTOR IN JOINING	19%	0%	23%
27	COUNTRY CLUB INITIATION LESS THAN \$10,000	16%	0%	22%
28	COUNTRY CLUB INITIATION MORE THAN \$10,000	7%	0%	1%
29	COUNTRY CLUB MEMBER AT ONE POINT	23%	0%	11%
30	COUNTRY CLUB SPENDING PER MONTH OVER \$1,000	8%	0%	2%
31	COUNTRY CLUB SPENDING PER MONTH UNDER \$1,000	15%	0%	18%
32	CREDIT CARDS - AMEX	67%	13%	79%
33	CREDIT CARDS - CARRY BALANCES ON CREDIT CARDS	5%	90%	3%
34	CREDIT CARDS - HAD REWARDS POINTS/DOLLARS	81%	9%	93%
35	CREDIT CARDS - MORE THAN ONE CC USED	8%	77%	6%
36	CREDIT CARDS - NEGOTIATED LOWER RATE OR REDUCTION IN BALANCE	0%	35%	
37	CREDIT CARDS - OWE MORE THAN \$5,000	5%	88%	5%
38	CREDIT CARDS - PAST DUE ON CC IN PAST YEAR	0%	67%	
39	CREDIT CARDS - PUT BIG PURCHASES ON CC	73%	69%	85%
40	CREDIT CARDS - REWARDS DRIVE BIG PURCHASES	51%	2%	56%
41	CREDIT CARDS - TSF BALANCES TO NEW CC	0%	87%	
42	CREDIT SCORE - KNOW CREDIT SCORE	72%	5%	84%
43	DELAYED GRATIFICATION - BETTER TO SACRIFICE NOW FOR A BETTER TOMORROW	82%	48%	100%
44	DISCIPLINE - CONSIDER MYSELF DISCIPLINED	86%	11%	96%
45	DREAM: THOSE WHO PURSUED A DREAM	61%	3%	82%
46	EDUCATION - A STUDENT	21%	7%	14%
47	EDUCATION - B STUDENT	41%	19%	40%
48	EDUCATION - BELOW AVERAGE STUDENT	7%	34%	33%
49	EDUCATION - C STUDENT	29%	40%	13%
50	EDUCATION - COLLEGE DEGREE	68%	17%	61%

	CATEGORY	RICH	POOR	SELF-MADE (177 TOTAL)
51	EDUCATION - DID NOT PAY FOR COLLEGE	36%	5%	12%
52	EDUCATION - HAVE POST COLLEGE DEGREE	25%	0%	12%
53	EDUCATION - PAID FOR COLLEGE (WORK & LOANS)	32%	12%	40%
54	EDUCATION - PAID FOR POST COLLEGE DEGREE (WORK & LOANS)	21%	0%	7%
55	EDUCATION - PRIVATE COLLEGE	32%	3%	8%
56	EDUCATION - PRIVATE GRAMMAR SCHOOL	47%	2%	31%
57	EDUCATION - WENT TO COLLEGE PART-TIME WHILE WORKING	16%	8%	21%
58	EMOTIONS - LOST THEIR TEMPER AT LEAST ONCE IN PAST MONTH	19%	43%	7%
59	FAILED AT LEAST ONCE IN LIFE IN BUSINESS	27%	2%	34%
60	FANTASY LEAGUE MEMBER	20%	38%	
61	FOLLOW "5:1 RULE" (LISTEN 5 MINUTES:SPEAK 1 MINUTE)	55%	0%	
62	GAMBLE ON SPORTS AT LEAST ONCE A WEEK	16%	52%	
63	GAMBLING - PLAY THE LOTTERY REGULARLY	6%	77%	
64	GOALS - FOCUS ON GOALS EVERY DAY	62%	6%	79%
65	GOALS - FOCUSED ON ACHIEVING SOME GOAL	80%	12%	95%
66	GOALS - OBSESSED TO REACH AT LEAST ONE GOAL OF MINE	64%	9%	82%
67	GOALS - SET ANNUAL GOALS	67%	5%	85%
68	GOALS - SET LT GOALS (PURSUING A DREAM)	70%	3%	92%
69	GOALS - SET MONTHLY GOALS	63%	3%	80%
70	GOALS - SPENT 1 YEAR OR MORE WORKING TOWARD SOME GOAL IN LIFE	55%	2%	71%
71	GOALS - WISHES AND GOALS ARE THE SAME THING	3%	53%	1%
72	GOALS ARE IN WRITING	67%	17%	83%
73	GOALS REQUIRE PHYSICAL ACTION	63%	4%	82%
74	GOLF - PLAY EVERY WEEK	22%	0%	
75	GOLF CLUB - BUSINESS USE RELEVANT FACTOR IN JOINING	30%	0%	

	CATEGORY	RICH	POOR	SELF-MADE (177 TOTAL)
76	GOLF CLUB MEMBER AT ONE POINT	31%	0%	
77	GOLF CLUB SPENDING - LESS THAN \$10,000 A YEAR	24%	0%	
78	GOLF CLUB SPENDING - MORE THAN \$10,000 A YEAR	7%	0%	
79	GOVERNMENT SHOULD DO MORE TO HELP PEOPLE FINANCIALLY	9%	79%	
80	HABITS - BAD HABITS CREATE DETRIMENTAL LUCK	76%	9%	90%
81	HABITS - DAILY HABITS ARE CRITICAL TO FINANCIAL SUCCESS IN LIFE	52%	3%	64%
82	HABITS - LEARNED GOOD SUCCESS HABITS FROM NON-PARENT MENTORS (TEACHERS/CAREER MENTOR ETC)	24%	3%	28%
83	HABITS - LEARNED GOOD SUCCESS HABITS FROM PARENTS	75%	6%	68%
84	HAPPINESS - UNHAPPY DUE TO MARRIAGE	13%	53%	12%
85	HAPPINESS - ARE YOU HAPPY	82%	2%	85%
86	HAPPINESS - UNHAPPY DUE TO CHILDREN	5%	24%	3%
87	HAPPINESS - UNHAPPY DUE TO FINANCES	0%	98%	
88	HAPPINESS - UNHAPPY DUE TO HEALTH	8%	22%	5%
89	HAPPINESS - UNHAPPY DUE TO WORK	6%	85%	1%
90	HAVE A CPA	100%	2%	100%
91	HAVE A MASTERMIND GROUP	10%	0%	11%
92	HAVE A WILL	98%	9%	
93	HAVE AN ATTORNEY	80%	9%	
94	HAVE LIFE INSURANCE = TO 5 TIMES SALARY OR MORE	72%	11%	
95	HEALTH - COUNT CALORIES EVERY DAY	57%	5%	72%
96	HEALTH - DRINK MORE THAN 2 GLASSES OF BEER, WINE OR ALCOHOL A DAY	16%	54%	18%
97	HEALTH - DRUGS ONCE OR MORE A WEEK	8%	32%	1%
98	HEALTH - EAT CANDY MORE THAN TWICE A WEEK	28%	69%	16%
99	HEALTH - EAT LESS THAN 300 JUNK FOOD CALORIES PER DAY	70%	3%	78%
100	HEALTH - EXERCISE AEROBICALLY 30 MINUTES PER DAY, 4 DAYS PER WEEK	76%	23%	95%

	CATEGORY	RICH	POOR	SELF-MADE (177 TOTAL)
101	HEALTH - FAST FOOD RESTAURANT THREE OR MORE TIMES A WEEK	25%	69%	7%
102	HEALTH - FLOSS EVERY DAY	62%	16%	50%
103	HEALTH - GOOD HEALTH IS CRITICAL TO FINANCIAL SUCCESS	85%	13%	95%
104	HEALTH - GOT DRUNK AT LEAST ONCE IN PAST 30 DAYS	13%	60%	10%
105	HEALTH - HAVE TROUBLE SLEEPING (SLEEP 7 HOURS OR LESS)	11%	53%	7%
106	HEALTH - LIFTED WEIGHTS AT LEAST 3 DAYS/WEEK	42%	17%	50%
107	HEALTH - OVERWEIGHT 30 POUNDS OR MORE	21%	66%	11%
108	HEALTH - SMOKE/SMOKED CIGARRETTES	21%	46%	14%
109	HEALTH ISSUE	18%	53%	12%
110	INCOME: \$160,000 - \$399,000	26%	0%	31%
111	INCOME: \$400,000 - \$599,000	39%	0%	46%
112	INCOME: \$600,000 OR MORE	35%	0%	24%
113	INHERITED MONEY FROM PARENTS OR RELATIVES	24%	4%	0%
114	INTERNET - SPEND LESS THAN 1 HOUR PER DAY ON RECREATIONAL INTERNET USE	63%	26%	
115	INTERNET USE EVERY DAY FOR RECREATION	75%	87%	
116	INVESTING - HOME DEPOT INVESTORS (PICKED INVESTMENTS)	19%	0%	23%
117	INVESTING - RELIED ON FINANCIAL ADVISORS	76%	19%	77%
118	JEWISH	25%	11%	21%
119	LISTEN TO RADIO DURING COMMUTE TO WORK	29%	74%	16%
120	LIVE IN MODEST HOME	64%	99%	83%
121	LUCK - GOOD HABITS CREATE OPPORTUNITY LUCK	84%	4%	97%
122	LUCK - GOOD LUCK NEVER HAPPENS TO ME	13%	54%	12%
123	LUCK - WEALTH COMES FROM RANDOM GOOD LUCK	8%	79%	5%
124	MAINTAIN A DAILY TO DO LIST	81%	19%	95%
125	MAKE MORE THAN \$160,000 A YEAR	100%	0%	100%

	CATEGORY	RICH	POOR	SELF-MADE (177 TOTAL)
126	MAKE MORE THAN \$250,000	88%	0%	96%
127	MAKE MORE THAN \$500,000	44%	0%	57%
128	MARRIAGE: DIVORCED AT LEAST ONCE	32%	46%	19%
129	MARRIAGE: DIVORCED DUE TO INFIDELITY	4%	24%	
130	MARRIAGE: DIVORCED DUE TO INFIDELITY WITH CO-WORKER	1%	9%	
131	MARRIAGE: DIVORCED. INFIDELITY CAUSED LOSS OF JOB	0%	6%	
132	MARRIAGE - MARRIED	93%	63%	92%
133	MASTERMIND GROUP PARTICIPANT (INCLUDES TRADE GROUPS)	40%	2%	
134	MEDITATE (VISUALIZATION) DAILY 5 MINUTES OR MORE	49%	4%	
135	MENTOR WAS RESPONSIBLE FOR YOUR WEALTH	93%	0%	100%
136	MENTORING OTHERS IS IMPORTANT TO THEIR SUCCESS IN LIFE	68%	11%	83%
137	MENTOR - I MENTOR OTHERS	57%	5%	73%
138	MENTORS = PARENTS	56%	0%	44%
139	MENTORS = CAREER MENTORS	24%	2%	33%
140	MENTORS = TEACHER	8%	1%	3%
141	MENTORS = SCHOOL OF HARD KNOCKS (MENTORED MYSELF)	8%	1%	12%
142	MENTORS = OTHER	4%	0%	8%
143	MONEY - HOME DEPOT (DO IT YOURSELF) INVESTOR	36%	2%	45%
144	MOW/MOWED OWN LAWN	28%	23%	
145	MULTIPLE STREAMS OF INCOME (3)	65%	6%	84%
146	MULTIPLE STREAMS OF INCOME (4)	45%	0%	39%
147	MULTIPLE STREAMS OF INCOME (5 OR MORE)	29%	0%	27%
148	NETWORK 5 HOURS OR MORE PER MONTH	79%	16%	
149	NETWORK DURING LUNCH	55%	2%	

	CATEGORY	RICH	POOR	SELF-MADE (177 TOTAL)
150	HOME - OWN A HOME	100%	39%	100%
151	HOME - HAVE A MORTGAGE	16%	39%	18%
152	PARENT - CHILDREN ARE/WERE HONOR STUDENTS	29%	4%	
153	PARENT - CHILDREN WENT, GOING OR WILL GO TO COLLEGE	88%	34%	
154	PARENT - REGULARLY ATTEND/ATTENDED PARENTS NIGHT AT SCHOOL FOR CHILDREN	83%	13%	
155	PARENT - SAVED OR SAVING FOR COLLEGE FOR CHILDREN	86%	2%	
156	PARENTS - COLLEGE DEGREE FOR CHILDREN IS A PARENT'S RESPONSIBILITY	84%	22%	
157	PARENTS ARE RESPONSIBLE FOR THEIR CHILDREN'S FINANCIAL SUCCESS IN LIFE	54%	9%	
158	PARENTS ARE RESPONSIBLE FOR THEIR CHILDREN'S EDUCATION IN LIFE	81%	34%	
159	PARENTS MADE CHILDREN READ 2 OR MORE NON-FICTION BOOKS PER MONTH	63%	3%	
160	PARENTS MADE CHILDREN READ EDUCATIONAL BOOKS EVERY MONTH	62%	3%	
161	PARENTS MADE CHILDREN VOLUNTEER 10 HOURS OR MORE A MONTH	70%	3%	
162	PARENTS MADE WORKING-AGE CHILDREN WORK 10 HOURS OR MORE A MONTH	55%	53%	
163	PARENTS TAUGHT 80 / 20 OR 90 / 10 RULE (LIVE BELOW YOUR MEANS RULE)	73%	5%	
164	PARENTS TAUGHT ABOUT BASIC MONEY PRINCIPLES (SAVINGS, SPENDING, CHECKBOOK)	38%	7%	
165	PARENTS TAUGHT GOOD DAILY HABITS TO THEIR CHILDREN	74%	1%	
166	PASSION - HOW MUCH OF YOUR WORK ARE YOU PASSIONATE ABOUT?	25%	2%	
167	PLAN THEIR DAY	73%	3%	
168	PLAYED COMPETITIVE SPORTS AFTER HIGH SCHOOL	55%	43%	
169	PLAYED COMPETITIVE SPORTS IN HIGH SCHOOL	63%	52%	
170	PRACTICE POSITIVITY TO OVERCOME FEARS AND NEGATIVE THOUGHTS (USE MIND GAMES)	63%	6%	
171	PROMOTING YOURSELF IS IMPORTANT TO FINANCIAL SUCCESS	67%	24%	
172	READ - LISTEN TO AUDIO BOOKS DURING COMUTE TO WORK	63%	5%	
173	READ - LOVE READING	86%	26%	
174	READ 2 OR MORE EDUCATION, CAREER-RELATED OR SELF-IMPROVEMENT BOOKS PER MONTH	85%	15%	

	CATEGORY	RICH	POOR	SELF-MADE (177 TOTAL)
175	READ 30 MINUTES EACH DAY EDUCATION, CAREER OR SELF-IMPROVEMENT	88%	2%	96%
176	READ BIOGRAPHIES OF SUCCESSFUL PEOPLE	58%	9%	68%
177	READ CURRENT EVENTS	94%	11%	93%
178	READ EDUCATIONAL MATERIAL	79%	6%	95%
179	READ FINANCIAL MATERIAL (I.E. WSJ, MONEY MAG, KPLINGERS ETC)	45%	7%	56%
180	READ FOR ENTERTAINMENT	11%	79%	3%
181	READ HISTORY	51%	16%	50%
182	READ SELF-HELP	55%	7%	71%
183	READ SOMETHING INSPIRATIONAL EVERY DAY	66%	7%	56%
184	RELATIONSHIPS - ASSOCIATE WITH OTHER SUCCESS-MINDED PEOPLE	86%	4%	93%
185	RELATIONSHIPS - AVOID TOXIC PEOPLE	86%	1%	90%
186	RELATIONSHIPS - BEING LIKED IS IMPORTANT TO FINANCIAL SUCCESS	95%	9%	98%
187	RELATIONSHIPS - I SURROUND MYSELF WITH SUCCESSFUL PEOPLE	72%	5%	89%
188	RELATIONSHIPS - GOSSIP	6%	79%	1%
189	RELATIONSHIPS - 10 OR MORE CLOSE RELATIONSHIPS = SUCCESSFUL	96%	2%	84%
190	RELATIONSHIPS - KNOW A LOT ABOUT SPORTS	44%	52%	
191	RELATIONSHIPS - MAKE HAPPY BIRTHDAY CALLS	80%	11%	
192	RELATIONSHIPS - MAKE HELLO CALLS	80%	26%	
193	RELATIONSHIPS - MAKE LIFE EVENT CALLS	80%	3%	
194	RELATIONSHIPS - PERCENTAGE OF RELATIONSHIPS WHO ARE WEALTHY	68%	3%	
195	RELATIONSHIPS - PLAY SPORTS NOW	66%	43%	
196	RELATIONSHIPS - PURSUE RELATIONSHIPS WITH SUCCESS-MINDED PEOPLE	68%	11%	
197	RELATIONSHIPS - RETURN ALL PHONE CALLS IMMEDIATELY, REGARDLESS OF WHO CALLED	86%	26%	
198	RELATIONSHIPS - SAID SOMETHING THEY REGRET IN PAST MONTH	12%	34%	
199	RELATIONSHIPS - SAY WHAT'S ON THEIR MIND	6%	69%	

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200	RELATIONSHIPS - SEND THANK YOU CARDS OR NOTES OR EMAILS REGULARLY	75%	13%	
201	RELATIONSHIPS - THINK BEING FUNNY IS IMPORTANT TO SUCCESS	45%	11%	
202	RELATIONSHIPS ARE CRITICAL TO FINANCIAL SUCCESS	88%	17%	
203	RELATIONSHIPS- MEMBER OF FRAT OR SORORITY IN COLLEGE	32%	6%	
204	SAVING - YOU CAN ALWAYS AFFORD TO SAVE MONEY	85%	2%	98%
205	SAVING FOR COLLEGE FOR CHILDREN OR GRANDCHILDREN	86%	9%	
206	SAVING FOR RETIREMENT	100%	19%	99%
207	SAVING MONEY IS CRITICAL TO FINANCIAL SUCCESS	88%	52%	93%
208	SAVINGS - SAVE/SAVED 10% OR MORE OF NET INCOME	100%	5%	100%
209	SAVINGS - SAVE/SAVED 20% OR MORE OF NET INCOME	94%	0%	95%
210	SCRIPT OUT THEIR LIFE (DREAM-SET)	61%	5%	76%
211	SELF IMPROVEMENT - GO TO SCHOOL PART-TIME DURING THE YEAR	8%	3%	10%
212	SELF IMPROVEMENT - LIKE TO LEARN NEW THINGS (ON-GOING SELF-IMPROVEMENT/EDUCATION)	86%	5%	95%
213	SELF IMPROVEMENT - SPEAK AT TRADE GROUPS	12%	0%	
214	SELF-IMPROVEMENT - I SEEK OUT FEEDBACK FROM OTHERS	62%	6%	81%
215	SELF IMPROVEMENT - SPEAKING ENGAGEMENTS	23%	0%	
216	SELF IMPROVEMENT - TEACH PART-TIME	8%	1%	
217	SELF IMPROVEMENT - TECHNICAL WRITING	38%	0%	
218	SELF IMPROVEMENT - TRY TO IMPROVE THEIR VOCABULARY	54%	4%	68%
219	SELF IMPROVEMENT - WRITE FOR INDUSTRY PERIODICALS	18%	0%	
220	SELF IMPROVEMENT - WROTE A BOOK	3%	0%	
221	SPEND 20 HOURS A WEEK WITH FAMILY	45%	42%	33%
222	SPENDING - BUDGET THEIR SPENDING EVERY YEAR	17%	7%	21%
223	SPENDING - FRUGAL WITH MONEY THAT YOU HAVE	67%	34%	84%
224	SPENDING - SHOP AT GOODWILL STORES	8%	12%	8%

	CATEGORY	RICH	POOR	SELF-MADE (177 TOTAL)
225	SPENDING - USE COUPONS FOR FOOD SHOPPING	30%	32%	37%
226	SPORTING/HOBBY ACTIVITIES - CHESS	5%	1%	
227	SPORTING/HOBBY ACTIVITIES - CIGAR ENTHUSIAST	16%	2%	
228	SPORTING/HOBBY ACTIVITIES - MEMBER OF MUSIC BAND	12%	5%	
229	SPORTING/HOBBY ACTIVITIES - WINE ENTHUSIAST	13%	2%	
230	SPORTING/HOBBY ACTIVITIES - ACTING	2%	0%	
231	SPORTING/HOBBY ACTIVITIES - ARCHERY	3%	0%	
232	SPORTING/HOBBY ACTIVITIES - BASKETBALL	5%	19%	
233	SPORTING/HOBBY ACTIVITIES - BIRD WATCHING	3%	0%	
234	SPORTING/HOBBY ACTIVITIES - BOATING/SAILING	38%	0%	
235	SPORTING/HOBBY ACTIVITIES - BOWLING	2%	32%	
236	SPORTING/HOBBY ACTIVITIES - CAMPING	15%	27%	
237	SPORTING/HOBBY ACTIVITIES - CAR ENTHUSIAST	10%	0%	
238	SPORTING/HOBBY ACTIVITIES - CARD PLAYING	18%	9%	
239	SPORTING/HOBBY ACTIVITIES - COLLECTOR	36%	0%	
240	SPORTING/HOBBY ACTIVITIES - CYCLING/BIKING	24%	0%	
241	SPORTING/HOBBY ACTIVITIES - FISHING	32%	22%	
242	SPORTING/HOBBY ACTIVITIES - GARDENING	22%	6%	
243	SPORTING/HOBBY ACTIVITIES - GOLF	51%	6%	
244	SPORTING/HOBBY ACTIVITIES - GUN ENTHUSIAST	9%	4%	
245	SPORTING/HOBBY ACTIVITIES - HIKING	9%	12%	
246	SPORTING/HOBBY ACTIVITIES - HORSE ENTHUSIAST	11%	0%	
247	SPORTING/HOBBY ACTIVITIES - HUNTING	18%	19%	
248	SPORTING/HOBBY ACTIVITIES - MOIVIES	3%	14%	
249	SPORTING/HOBBY ACTIVITIES - MOTOR SPORTS	2%	11%	

	CATEGORY	RICH	POOR	SELF-MADE (177 TOTAL)
250	SPORTING/HOBBY ACTIVITIES - OPERA	3%	0%	
251	SPORTING/HOBBY ACTIVITIES - PAINTING	4%	0%	
252	SPORTING/HOBBY ACTIVITIES - PHOTOGRAPHY	4%	2%	
253	SPORTING/HOBBY ACTIVITIES - PIANO	13%	0%	
254	SPORTING/HOBBY ACTIVITIES - PILOTING	4%	0%	
255	SPORTING/HOBBY ACTIVITIES - PLAYS	10%	0%	
256	SPORTING/HOBBY ACTIVITIES - POLO	5%	0%	
257	SPORTING/HOBBY ACTIVITIES - POLO CLUB MEMBER	8%	0%	
258	SPORTING/HOBBY ACTIVITIES - POOL	3%	19%	
259	SPORTING/HOBBY ACTIVITIES - RUNNING CLUB/GROUPS	28%	13%	
260	SPORTING/HOBBY ACTIVITIES - RV ENTHUSIAST	8%	0%	
261	SPORTING/HOBBY ACTIVITIES - SKIING	33%	0%	
262	SPORTING/HOBBY ACTIVITIES - SOCCER	5%	13%	
263	SPORTING/HOBBY ACTIVITIES - SOFTBALL	2%	16%	
264	SPORTING/HOBBY ACTIVITIES - SPORTING EVENTS	15%	9%	
265	SPORTING/HOBBY ACTIVITIES - SURFING	3%	6%	
266	SPORTING/HOBBY ACTIVITIES - TENNIS	38%	1%	
267	SPORTING/HOBBY ACTIVITIES - TRAVELING	28%	0%	
268	SPORTING/HOBBY ACTIVITIES - VOLLEYBALL	6%	5%	
269	SPORTING/HOBBY ACTIVITIES - WATER SPORTS	26%	0%	
270	SPORTING/HOBBY ACTIVITIES - WEIGHT LIFTING	3%	14%	
271	SPORTING/HOBBY ACTIVITIES - WINE MAKING	4%	0%	
272	SPORTING/HOBBY ACTIVITIES - WOODCRAFT	6%	5%	
273	T.V. - WATCH EDUCATIONAL TV	9%	1%	
274	T.V. - WATCH REALITY SHOWS ON TV	6%	78%	

	CATEGORY	RICH	POOR	SELF-MADE (177 TOTAL)
275	T.V. - WATCH T.V. 1 HOUR OR LESS PER DAY	67%	23%	
276	TAX RETURN - PREPARE OWN TAX RETURN	9%	13%	
277	THINKING - BELIEVE FATE DICTATED THEIR FINANCIAL CIRCUMSTANCES IN LIFE	10%	90%	
278	THINKING - BELIEVED I WOULD BE FINANCIALLY SUCCESSFUL IN LIFE	43%	13%	53%
279	THINKING - CREATIVITY IS CRITICAL TO FINANCIAL SUCCESS	75%	11%	
280	THINKING - GENETICS ARE IMPORTANT TO BECOMING WEALTHY	6%	80%	
281	THINKING - I AM THE CAUSE OF MY FINANCIAL STATUS IN LIFE	79%	18%	
282	THINKING - INTELLECTUALLY GIFTED CRITICAL TO FINANCIAL SUCCESS	10%	87%	
283	THINKING - LYING IS PART OF WEALTH CREATION	15%	77%	5%
284	THINKING - MEDITATE EVERY DAY	17%	2%	
285	THINKING - MOST RICH PEOPLE INHERIT THEIR MONEY	5%	90%	
286	THINKING - OPTIMISM IS IMPORTANT TO SUCCESS	54%	22%	
287	THINKING - RICH PEOPLE ARE GOOD, HONEST HARDWORKING PEOPLE	78%	5%	
288	THINKING - WEALTH IS USUALLY ACCIDENTAL	4%	52%	
289	THNKING - EXPRESS GRATITUDE DAILY OR FREQUENTLY	71%	2%	
290	TO DO LIST - COMPLETE 70% OR MORE EVERY DAY	67%	6%	
291	TOOK A RISK IN SEARCH OF WEALTH	63%	6%	81%
292	TOOK FAMILY ON VACATION LAST YEAR	79%	61%	
293	USE FINANCIAL ADVISORS	95%	2%	
294	VACATION - DISNEY - STAYED INSIDE PARK	24%	0%	
295	VACATION - DISNEY - STAYED OUTSIDE PARK	55%	19%	
296	VACATION - EUROPE AT LEAST ONCE	45%	0%	
297	VACATION - HAWAII AT LEAST ONCE	18%	0%	
298	VACATION - OWNED A YACHT AT ONE POINT	3%	0%	
299	VACATION - SKIING WITH FAMILY FREQUENTLY	23%	2%	

	CATEGORY	RICH	POOR	SELF-MADE (177 TOTAL)
300	VACATION - TAKEN	98%	69%	
301	VACATION - WENT ON AT LEAST ONE ALL INCLUSIVE	39%	9%	
302	VACATION - WENT TO DISNEY WORLD OR DISNEY LAND AT LEAST ONCE	79%	19%	
303	VACATION HOME	52%	19%	56%
304	VACATION HOME BY OCEAN	36%	19%	
305	VACATION HOME BY SKI AREAS	12%	19%	
306	VACATION HOME NOT BY OCEAN OR SKI AREAS (I.E. LAKES WARM CLIMATE)	4%	19%	
307	VACATION ON PRIVATE OR SEMI-PRIVATE YACHT	8%	19%	
308	VACATION SPENDING - MORE THAN \$10,000	23%	19%	
309	VACATION SPENDING - MORE THAN \$6,000	43%	0%	
310	VACATION SPENDING \$3,000 OR LESS	41%	69%	
311	VACATION SPENDING \$6,000 OR LESS	55%	69%	
312	VOLUNTEER/VOLUNTEERED 5 HOURS OR MORE PER MONTH	72%	12%	72%
313	VOTE REGULARLY	83%	16%	
314	WAKE/WOKE UP 3 HOURS OR MORE BEFORE WORKDAY BEGINS	44%	3%	55%
315	WEALTH - NET LIQUID WEALTH: \$3.2 MILL - \$4 MILL	56%	0%	68%
316	WEALTH - NET LIQUID WEALTH: OVER \$4 MILL - \$5 MILL	28%	0%	23%
317	WEALTH - NET LIQUID WEALTH: OVER \$5 MILL - \$6 MILL	10%	0%	7%
318	WEALTH - NET LIQUID WEALTH: OVER \$6 MILL - \$7 MILL	4%	0%	2%
319	WEALTH - NET LIQUID WEALTH: OVER 7 MILL	2%	0%	1%
320	WEALTHY ARE CHARITABLE	62%	0%	
321	WEALTHY ARE FRUGAL	60%	3%	
322	WEALTHY ARE GREEDY	3%	90%	
323	WEALTHY SHOULD PAY MORE TAX	3%	87%	
324	WORK - AIR TRAVEL PART OF JOB	25%	0%	27%

	CATEGORY	RICH	POOR	SELF-MADE (177 TOTAL)
325	WORK - DO MORE THAN MY JOB REQUIRES	81%	17%	
326	WORK - HAD SPOUSE/SIGNIFICANT OTHER WHO WORKED FULL-TIME	27%	47%	33%
327	WORK - IS/WAS CEO, SENIOR EXECUTIVE IN COMPANY	18%	0%	23%
328	WORK - IS/WAS CONSTRUCTION WORKER	5%	11%	7%
329	WORK - IS/WAS PROFESSIONAL	28%	2%	27%
330	WORK - IS/WAS SALESMAN	13%	3%	22%
331	WORK - IS/WAS SMALL BUSINESS OWNER	51%	8%	61%
332	WORK - IS/WAS TEACHER	1%	3%	0%
333	WORK - IS/WAS UNION MEMBER	1%	7%	0%
334	WORK - LAID OFF WORK 3 OR MORE TIMES IN LIFE	9%	74%	10%
335	WORK - LIKE/LIKED WHAT DO/DID FOR A LIVING	86%	4%	79%
336	WORK - LOVED WHAT YOU DO/DID FOR A LIVING (= MAIN PURPOSE)	7%	0%	21%
337	WORK - NOT PAID ENOUGH	11%	94%	
338	WORK - OWN/OWNED STOCK/INTEREST IN THEIR BUSINESS OR EMPLOYER COMPANY	60%	9%	
339	WORK - SICK FROM WORK MORE THAN 5 DAYS IN PAST YEAR	12%	46%	
340	WORK - WAS/IS DECISION MAKER	91%	2%	100%
341	WORK ETHIC - WORKED AND PAID WAY THROUGH COLLEGE	38%	8%	50%
342	WORK/WORKED AN AVERAGE OF 50 HOURS PER WEEK OR MORE	86%	43%	90%
343	WORK - SALES = BIG PART OF MY JOB/BUSINESS	58%	3%	73%
344	WOULD BUY A NEW HOME TODAY IF I HAD THE MONEY	6%	78%	2%

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IN THE POOR GROUP 12 CHEATED AT WORK. 8 OF
THE 12 LOST THEIR JOB AS A RESULT. $8/12 = 67\%$
WHO CHEATED AT WORK LOST THEIR JOB

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126 OF RICH WERE OPTIMISTIC. 118 WERE SELF-
MADE'S/ $118/177 = 67\%$

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AVG WEALTH = \$3.4 MILL. TOOK AVERAGE OF 32
YEARS TO ACCUMULATE WEALTH. AVG HOURS
WORKED/WEEK = 51

AVG WEALTH = \$7.4 MILL. TOOK AVG OF 12 YEARS TO
ACCUMULATE WEALTH. AVG HOURS WORKED/WEEK =
58