

HIGH NET WORTH SURVEY REPORT 2014



THE
PRIVATE BANK
BY NEVADA STATE BANK



AT THE PRIVATE BANK, we take pride in getting to know our clients. We want to know what's important to you, and what you think about important issues. And we want to know what we can do to help you meet your financial and personal goals.

Over the years, we've learned some things.

For example, if you're a Nevadan with a high net worth, you probably think Nevada's economy is headed in the right direction and is more likely to get better than worse in the next year. In fact, you're more optimistic about Nevada's economic prospects than the typical Nevadan.

Unfortunately, you're probably less optimistic about the national economy and where it seems to be headed.

You're probably more concerned about improving the quality of education than you are about providing universal access to health care. And you probably give more to charity today than you did five years ago.

We're also committed to serving our fellow Nevadans. As part of this commitment, we've spent nearly two years conducting highly targeted research to find out what we can do to better serve our state's most successful citizens, Nevadans who have created jobs, run businesses and served as the backbone of our communities.

This report highlights some of our most recent findings. I hope you find the results as interesting as we did.

Sincerely,



Randy Boesch, Executive Vice President



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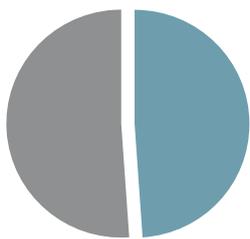
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1. CHARACTERISTICS OF HIGH NET WORTH INDIVIDUALS

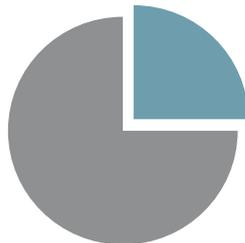
For the purposes of this survey, a high net worth individual is considered to have **\$1 million** in total assets.

Work Status

49%
are retired



25%
are self-employed



17%
work full-time

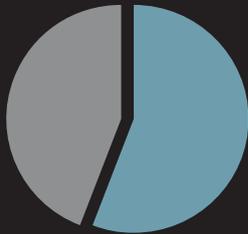


The Private Bank by Nevada State Bank retained Applied Analysis to survey high net worth households to better understand their opinions regarding the state of the economy, the community and their financial needs. Although steps were taken to limit research bias and to ensure the meaningfulness of the results, any preliminary research project of this nature will have some limitations, and those should be considered when reviewing the report herein.

Age

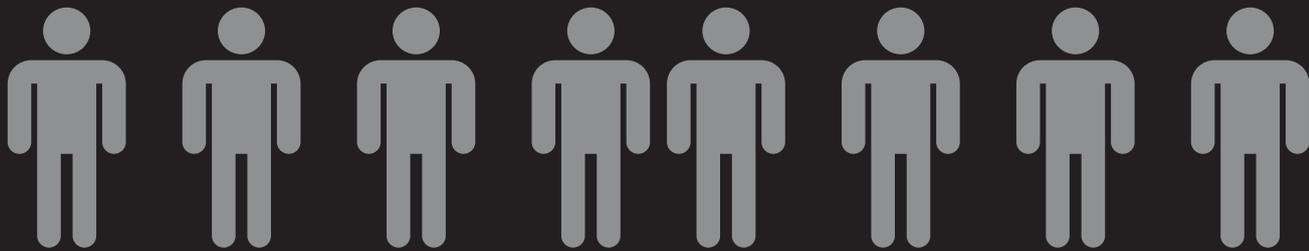
56%

are 65+



30%

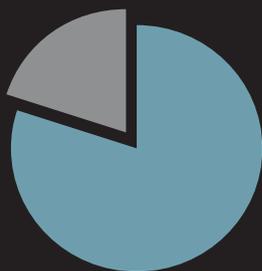
45 - 54



Education

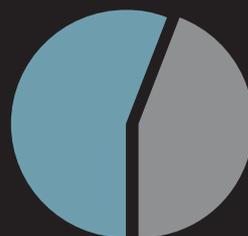
80%

have a four-year
college degree

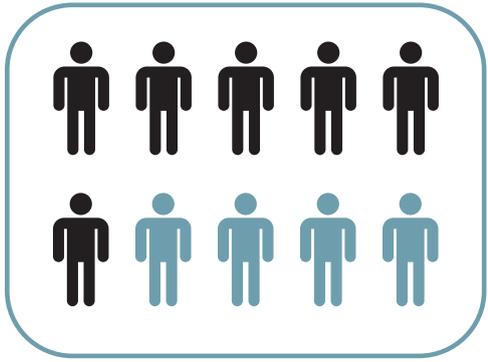


55%

did post-graduate work or
have graduate degrees



2. NATIONAL ECONOMY



Nearly **6 in 10** think the national economy is headed in the **wrong direction**

94%

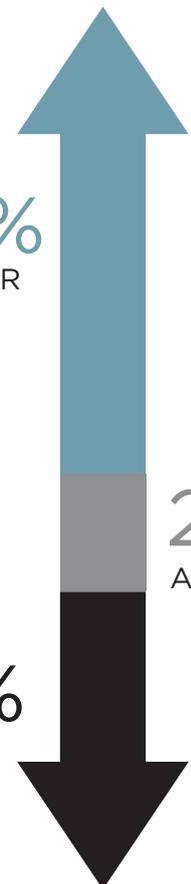
believe the U.S. Economy has **not fully recovered** from the Great Recession

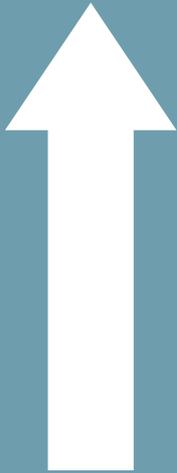
How will U.S. economic conditions be in **five years**?

52%
BETTER

22%
ABOUT THE SAME

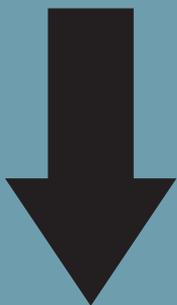
21%
WORSE





What are our **most important** national priorities?

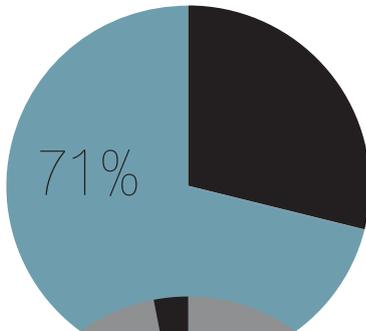
- Improving the competitiveness of the education system
- Reducing political gridlock
- Reducing national debt
- Balancing the federal budget
- Reducing the unemployment rate



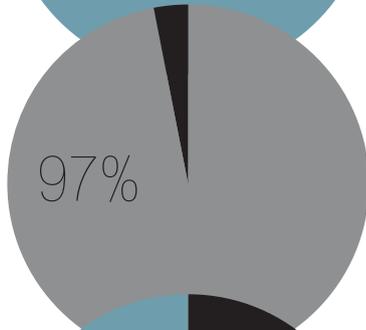
and **least important**?

- Ensuring stability of Social Security
- Ensuring global peace and stability
- Protecting the environment
- Providing universal access to healthcare
- Keeping inflation low

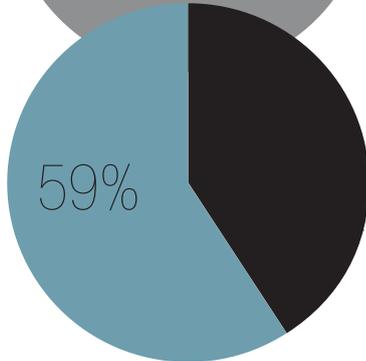
3. NEVADA ECONOMY



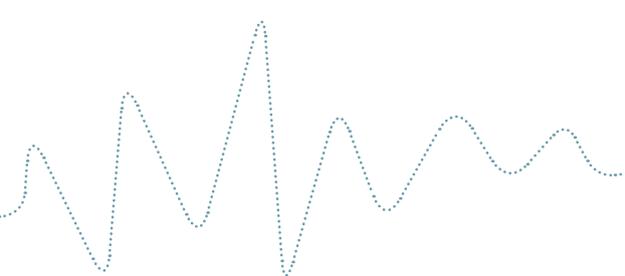
think Nevada's economy is headed in the **right direction**



think Nevada is **still recovering** from the Great Recession



think Nevada's economy **has improved** in the last 12 months



NEXT YEAR

Over the **next year**, do you expect Nevada's economy to

GET BETTER

46%

GET WORSE

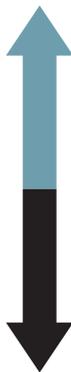
4%

STAY THE SAME

50%

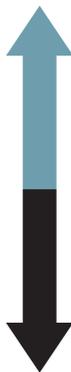
WHAT SHOULD NEVADA'S PRIORITIES BE?

RANKED BY VERY important



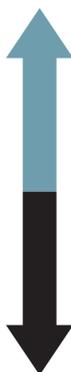
- Ensuring the stability of long-run water resources
- Improving K – 12 education
- Reducing unemployment
- Improving higher education
- Reducing crime
- Enhancing economic development and diversity
- Stabilizing the housing market
- Getting the state healthcare exchange up and running
- Reducing state and local taxes
- Improving roads and highways

RANKED BY SOMEWHAT important



- Reducing unemployment
- Enhancing economic development and diversity
- Improving higher education
- Improving K – 12 education
- Ensuring the stability of long-run water resources
- Reducing crime
- Stabilizing the housing market
- Improving roads and highways
- Getting the state healthcare exchange up and running
- Reducing state and local taxes

COMBINED RANKING, BY VERY and SOMEWHAT important



- Reducing unemployment
- Ensuring the stability of long-run water resources
- Improving K – 12 education
- Improving higher education
- Enhancing economic development and diversity
- Reducing crime
- Stabilizing the housing market
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4. QUALITY OF LIFE IN NEVADA

84%

believe their **quality of life is good**

Over the past year,

88%

believe their **quality of life has stayed the same or improved**

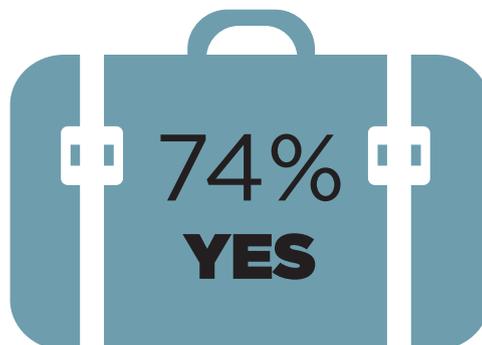
62%

give **more to charity** than they did five years ago

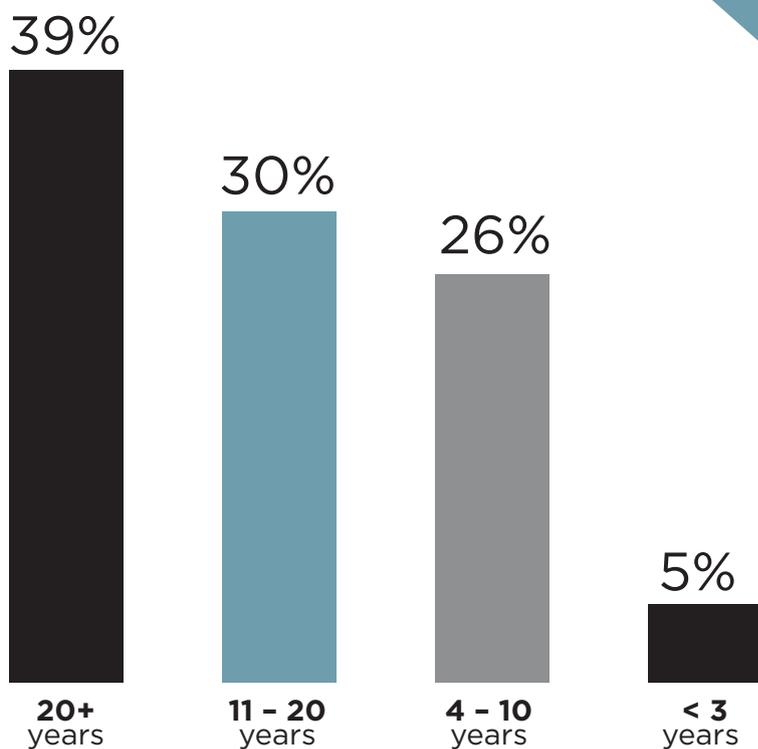
92%

agree that Nevada is an **excellent state for retirees**

Do you plan to take a **vacation** in the next **six months**?



HOW LONG HAVE YOU LIVED IN NEVADA?



5. FINANCIAL PLANNING

86%

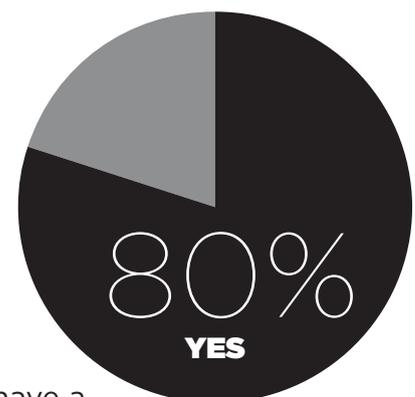
believe life goals are an **important** part of the **planning process**

What are your **top 10** life goals (in weighted order)

- Assuring quality retirement lifestyle
- Wealth protection
- Ability to travel frequently
- Minimizing tax liability
- Ensuring generational financial security
- Philanthropy/charity
- Getting or staying married
- Putting a child, children or grandchildren through college
- Serving a church or religious organization
- Weddings for children

73% are confident in achieving **personal goals**

65% are confident in achieving **financial goals**



Do you have a written financial plan?

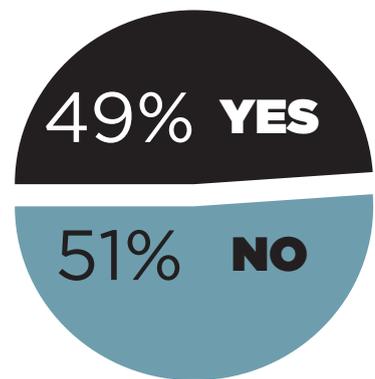
IN PLANNING,
HOW SIGNIFICANT WAS
THE ROLE OF **ECONOMIC**
UNCERTAINTY?

Slight	40%
Very Little	20.5%
Significant	26%

70%

have had the **same financial planner** for at least **five years**

Is your bank a financial partner?



How do you spend most of your **planning time**?

Personal financial planning

26%

Business planning

23%

Personal health planning

21%

Travel planning

16%

6 PERCEPTIONS OF THE MARKET AND INVESTING

ALWAYS LOOKING FOR A GOOD INVESTMENT

60%

WILLING TO TAKE CALCULATED RISKS

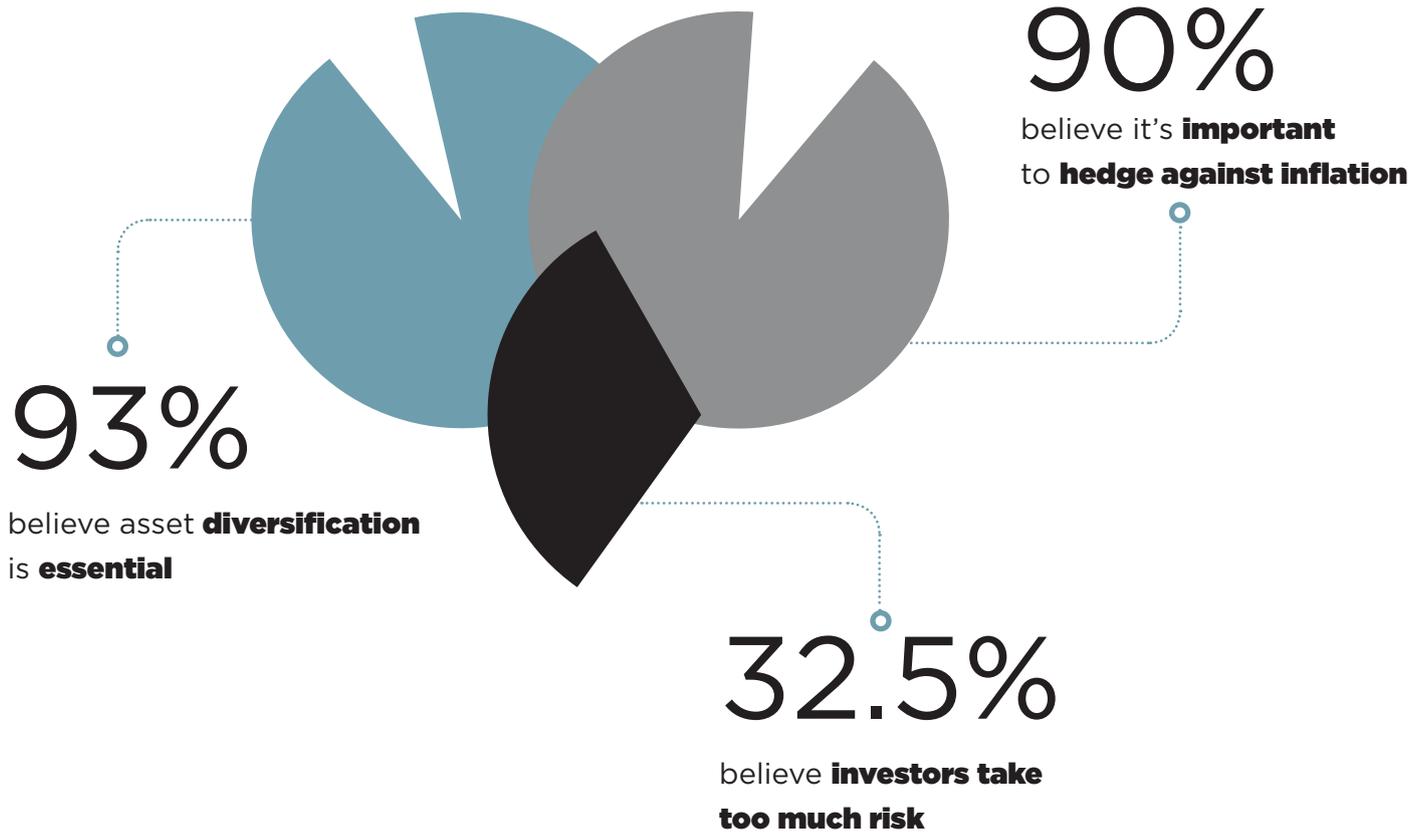
76%

MINIMIZING THEIR TAX LIABILITY

82%

ACTIVE IN THEIR FINANCIAL MANAGEMENT

91%



Is the U.S. financial market **overvalued**?

Yes – **49%**

No – **50%**

There was much more agreement regarding the **residential property market**, with **84%** believing it is not overvalued.

Versus five years ago,

40%

are more likely willing to consider investment alternatives



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