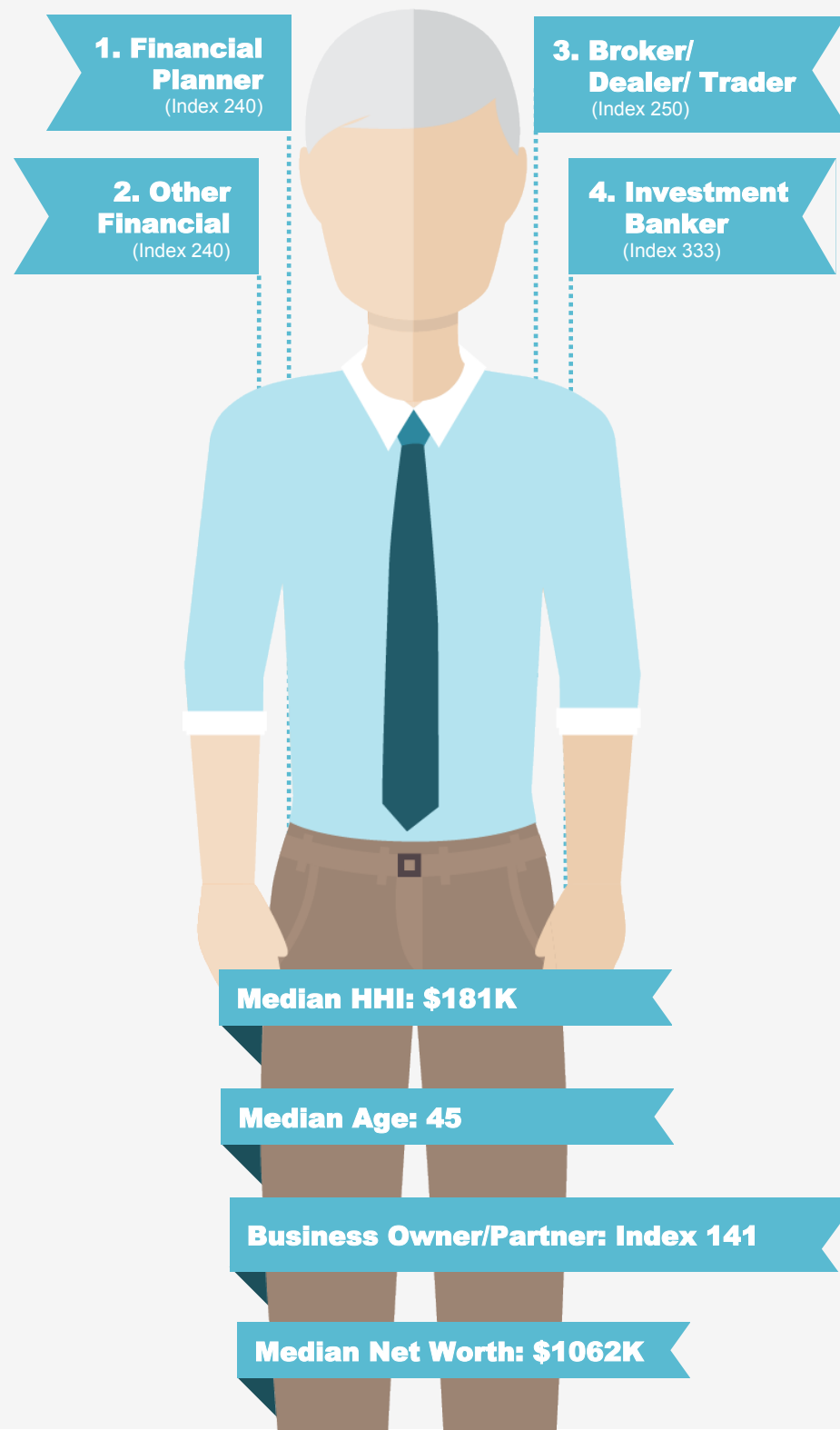


THE FINANCIAL AFFLUENCER

19.8MM affluent Americans who influence the banking, investing or retirement planning decisions of other consumers

Financial Affluencers often **work in the financial world**. Top professions include:



They're self-described **risk takers** and **entrepreneurs** who influence multiple categories:



They skew **male**, and they're **older** than the average affluent, with a **higher net worth**

