

# FACTS & FIGURES

**HANNAH SHAW GROVE & RUSS ALAN PRINCE**

Topic: High-Net-Worth Sexual Behavior

## MONEY AS APHRODISIAC – BEING RICH MEANS GETTING LUCKY ON YOUR TERMS

**N**ot many people would argue with the idea that being rich has its benefits – but would you believe those benefits now extend beyond boardrooms and bank accounts to the bedroom? The wealthy themselves agree that having money translates to sexual perks, but men and women have different ideas about what those perks are and how to take advantage of them.

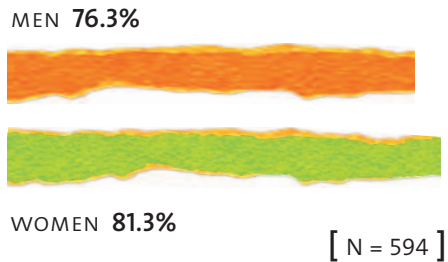
The disparate attitudes on sex between the genders have been fodder for comedians, marriage counselors and divorce attorneys for decades. It's often jokingly said that men think they're having great sex if they get laid once a day, whereas women think great sex is when they're left with a lasting impression. It turns out, that might not be too far from the truth. The argument of quantity vs. quality isn't a new one – especially as it relates to gender mindset on specific topics, like sex or diamonds.

Perhaps more interesting, is that in seeking a higher-quality sexual experience the number of well-heeled women that lead more adventurous and exotic sex lives, have had an affair or joined the mile-high club far outdistances that of men – and the affluent gender gap in views on sex doesn't end there.

### ABOUT THE SURVEY

In a study of 661 high-net-worth individuals comprised of one-third women and two-thirds men, 95 percent of women and 88 percent of men agreed to answer questions about their sexual views, behavior, and experiences. The study respondents represented households with an average net worth of US\$89 million and an average annual income of US\$9 million, and were the primary financial decision-makers. The average age of the survey respondents was 57 and most of them, or 85 percent, were currently married. More than half of respondents, or 57 percent, had been divorced at least once and 44 percent of them had already remarried.

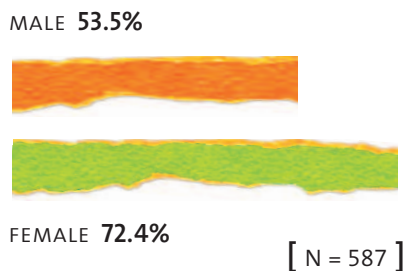
## A TOP PRIORITY



## EXHIBIT 1: SEX IS VERY OR EXTREMELY IMPORTANT

The majority of both men and women agree that sex is very or extremely important, with slightly more women responding in the affirmative.

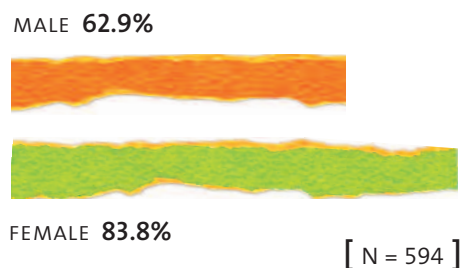
## PHILANDERING



## EXHIBIT 2: HAVE HAD AN AFFAIR

A much larger percentage of women than men say they have engaged in extramarital affairs.

## MONEY AS ENABLER



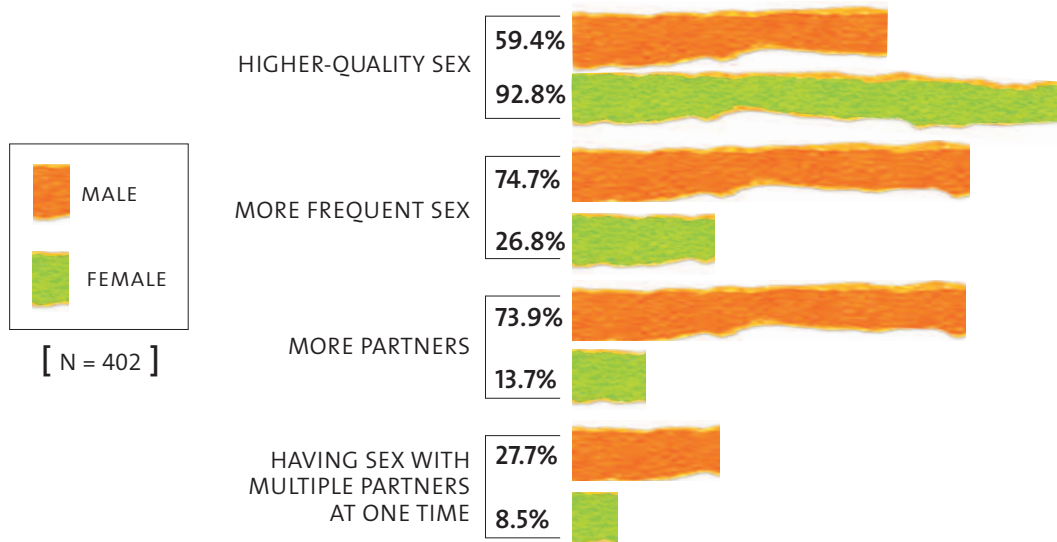
## EXHIBIT 3: MONEY = BETTER SEX

The majority of men and women credit their private wealth with achieving a better sex life. When viewed separately, a larger percentage of women agree with the statement perhaps indicating that females derive a greater degree of empowerment from their financial independence than their male counterparts.

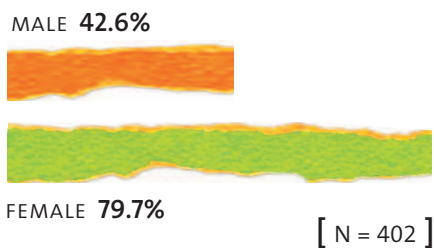
The survey participants identified the major contributors to a better sex life and their responses help shed some light on the differing sexual priorities for men and women. Nearly three-quarters of men cited more frequent sex and a greater variety of partners as the primary benefits of having wealth, revealing that age-old fascination with quantity – in short, men equate more with better.

By contrast, women placed significantly less value on the volume of sexual interactions and partners they had than the overall excellence of the experience. Nearly 93 percent of women cited higher-quality sex as the greatest sexual benefit of personal wealth, a figure far larger than that for any other benefit. And while having sex with multiple partners simultaneously was less important to both genders, more than three times as many men cited it as a benefit than women did.

### EXHIBIT 4: THE BENEFITS OF WEALTH



### PUSHING THE ENVELOPE



### EXHIBIT 5: MORE ADVENTUROUS & EXOTIC SEX

Furthermore, a significant number of respondents believe their fortune has allowed them to lead a more daring and exciting sex life than they otherwise would have, with almost twice as many women as men agreeing with the statement. It is difficult to identify the benchmark for adventurous and exotic sex – since what might entice one person could leave another indifferent – but the much higher response rate from wealthy women once again underscores the liberating byproducts of money as it relates to sexual exploration.

## SEX IN THE AIR

MALE 32.9%



FEMALE 71.9%

[ N = 402 ]

## EXHIBIT 6: IN THE MILE HIGH CLUB

The gender difference remains pronounced when it comes to membership in the well known, and somewhat notorious, mile-high club. It's interesting to note that all of our survey respondents had access to a private jet, either through a fractional share or outright ownership.

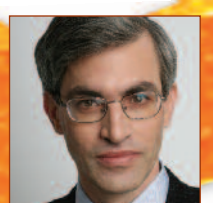
## ABOUT THE RESEARCH

The research findings included in this document were collected as part of a larger study conducted in Q1 2006 with 661 private jet owners. The study was funded by a syndicate of financial institutions, law firms, tax specialists and publishers. The study was designed and overseen by Prince & Associates, Inc., Redding, CT.

## ABOUT THE AUTHORS



**HANNAH SHAW GROVE** spent almost twenty years in the investment management field working with wealthy families and their advisors. She is an expert on private wealth and the related psychological, behavioral and financial issues of the affluent market. She is the author of five books on working effectively with the super-affluent and a noted columnist and speaker. More information is available at [www.HSGrove.com](http://www.HSGrove.com).



**RUSS ALAN PRINCE** is the president of Prince & Associates, Inc., the leading market research and consulting firm focused on private wealth. He consults to an exclusive group of ultra-affluent individuals and families to source state-of-the-art advanced planning services and provides one-on-one coaching to elite advice practitioners. He is recognized worldwide for his body of work on private wealth, which includes more than 35 research-based books. More information is available at [www.RussAlanPrince.com](http://www.RussAlanPrince.com).