

PRESS RELEASE

Luxembourg, 4 July 2024

Swissquote wealth survey reveals how Luxembourg residents define “being wealthy”

How is wealth perceived in Luxembourg today? Is it primarily based on money or is it characterised more generally in terms of quality of life?

A new survey published by Swissquote Bank Europe provides unique insights into Luxembourg wealth trends. The survey reveals that residents believe they must earn an annual gross income of at least €365'000 to consider themselves wealthy. For perspective, that's more than four times the median annual salary of an individual living in Niederanven, Luxembourg's richest municipality (STATEC). Men believe you need to take home even more money – approximately €400'000 in gross income a year. Women put the figure closer to €300'000.

While income matters, a majority of Luxembourg residents believe health and freedom are a better measure of wealth than how much you earn. 74% of respondents associated wealth with having the freedom and flexibility to do what they want. A further 62% of people surveyed linked wealth to good health and well-being. Meanwhile, only a quarter of respondents associated wealth with money or financial assets.

The findings were published in Swissquote's first Wealth Survey of Luxembourg residents for 2024. The study, conducted in partnership with Luxembourg-based market research firm ILRES, is based on interviews with 1,641 Luxembourg residents between 15 and 30 April this year. Both ILRES panellists and Swissquote clients participated in the survey.

Jeremy Lauret, Head of Direct Investing at Swissquote Bank Europe, said: “Luxembourg is Europe's wealthiest nation measured by GDP per capita, and a significant financial hub. Yet little is known about how everyday Luxembourg residents perceive wealth and make decisions that impact their financial position. For many, discussing wealth remains a taboo subject. Our wealth survey challenges established notions of wealth by gathering insights and opinions directly from Luxembourg residents.”

Stock market investors experience significant wealth increase

The survey also asked respondents to assess their own financial position. Swissquote clients were almost three times more likely than other respondents to feel wealthier compared to last year.

“Swissquote clients are more likely to invest in financial markets and have therefore benefited from the strong performance of equities – both in capital appreciation and dividends,” Lauret said.

Indeed, an overwhelming 92% of Swissquote clients surveyed said investing in financial markets was the most effective way to grow their wealth. Two-thirds of all respondents also viewed buying property as effective wealth generator despite rising mortgage rates.

Other key findings from the survey include:

Quality of life takes priority over career

According to the survey, most Luxembourg residents prioritise their quality of life over their career. Asked to choose between having a healthy work-life balance and having a successful career, 80% of respondents said they prioritise a good work-life balance. However, respondents were evenly split when faced with the choice of having more time or having more money.

Inflation and international conflict the greatest perceived threats to wealth

When asked to list the biggest threats to their wealth this year, 58% of respondents said they view inflation as a major obstacle to protecting their personal wealth. A further 54% of respondents said they were concerned conflict abroad could negatively affect their finances. Economic recession and higher interest rates also ranked high among responses, particularly among respondents under 42 years of age.

Press contacts:

Lou Weis, Manager, Strategic Communications at Apollo Strategists

E-mail: lou.weis@apollo.lu

Tel: +352 26 20 28 38 35

Valeria Leone, Communications Manager at Swissquote Bank Europe

E-mail: valeria.leone@swissquote.lu

Tel: +352 26 03 22 79

About Swissquote Bank Europe

Swissquote Bank Europe is Luxembourg's leading online bank for investors, and has been at the forefront of digital investing for over 20 years. Swissquote Bank Europe combines the trust and security of a Luxembourg bank with the ease of use and transparent pricing that are traditionally the reserve of fintechs.

The Swissquote group employs more than 1,000 people globally, with 35% working in technology roles. With over 570,000 clients worldwide and over 59 billion euros in client assets, the bank offers a wide range of digitally-enabled banking and investing solutions to both individual and institutional clients.

For more information about Swissquote Bank Europe, visit www.swissquote.lu