

Frequently Asked Questions

How do we know the wealth transfer numbers are right?

Simply put, we don't. The wealth transfer is a scenario, not a precise prediction. It tells us there will be a significant wealth transfer in Wisconsin. The study uses the best data and analysis available. Remember, the wealth transfer scenario is based on conservative estimates for growth.

What if the world changes?

The world will change dramatically over the next 50 years. That's why we're focusing less on the exact numbers and more on the idea that we need to have community conversations about what a wealth transfer—of any amount—could mean for our community.

What if they numbers are wrong?

The 'wealth transfer' scenario is meant to be a floor, not a ceiling. It's possible the numbers are low. However, if we take a worst-case scenario and the numbers are off by one-half or one-third, we're still talking about a sizable wealth transfer. Bottom line: We know this is going to happen. We need to be prepared to respond to it. That's why we—as communities—need to start talking about what this will mean to us.

Where else has this research been done?

The Nebraska Center for Rural Entrepreneurship has completed this research in Nebraska, Wyoming, South Dakota and parts of North Dakota. They are currently conducting research in Indiana and Montana right now. Iowa and Arizona have conducted similar research.

How does Wisconsin compare to other states?

Wisconsin has been very prosperous over the last 50 years. We've worked hard and saved hard, positioning us well. As our state reinvents itself, as our demographics and economy change, the rate of new wealth creation will be affected. These are the challenges and opportunities we face.

Do we know how much of the 'wealth transfer' has already occurred?

Quite simply, we don't. We will track new gifts and potential bequests going forward.

Do I have to give?

Giving is always a personal decision. If you feel passionately about the work of a community organization, we hope you will consider supporting that group now and/or in your will or estate plan. Charitable investments will help keep our community and state livable. You can help enhance the quality of life in your community.

