<table>
<thead>
<tr>
<th></th>
<th>POVERTY</th>
<th>MIDDLE CLASS</th>
<th>WEALTH</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>POSSSESSIONS</strong></td>
<td>People</td>
<td>Things</td>
<td>One-of-a-kind objects, legacies, pedigrees.</td>
</tr>
<tr>
<td><strong>MONEY</strong></td>
<td>To be used, spent.</td>
<td>To be managed.</td>
<td>To be conserved, invested.</td>
</tr>
<tr>
<td><strong>PERSONALITY</strong></td>
<td>Is for entertainment. Sense of humor is highly valued.</td>
<td>If for acquisition and stability. Achievement is highly valued.</td>
<td>Is for connections. Financial, political, social connections are highly valued.</td>
</tr>
<tr>
<td><strong>SOCIAL EMPHASIS</strong></td>
<td>Social inclusion of people he/she likes.</td>
<td>Emphasis is on self-governance and self-sufficiency.</td>
<td>Emphasis is on social exclusion.</td>
</tr>
<tr>
<td><strong>FOOD</strong></td>
<td>Key question: Did you have enough? Quantity important.</td>
<td>Key question: Did you like it? Quality important.</td>
<td>Key question: Was it presented well? Presentation important.</td>
</tr>
<tr>
<td><strong>CLOTHING</strong></td>
<td>Clothing valued for individual style and expression of personality.</td>
<td>Clothing valued for its quality and acceptance into norm of middle class. Label important.</td>
<td>Clothing valued for its artistic sense and expression. Designer important.</td>
</tr>
<tr>
<td><strong>TIME</strong></td>
<td>Present most important. Decisions made for moment based on feelings or survival.</td>
<td>Future most important. Decisions made against future ramifications.</td>
<td>Traditions and history most important. Decisions made partially on basis of tradition and decorum.</td>
</tr>
<tr>
<td><strong>EDUCATION</strong></td>
<td>Valued and revered as abstract but not as reality.</td>
<td>Crucial for climbing success ladder and making money.</td>
<td>Necessary tradition for making and maintaining connections.</td>
</tr>
<tr>
<td><strong>DESTINY</strong></td>
<td>Believes in fate. Cannot do much to mitigate chance.</td>
<td>Believes in choice. Can change future with good choices now.</td>
<td>Noblesse oblige. ('Nobility Obliges')</td>
</tr>
<tr>
<td><strong>LANGUAGE</strong></td>
<td>Casual register. Language is about survival.</td>
<td>Formal register. Language is about negotiation.</td>
<td>Formal register. Language is about networking.</td>
</tr>
<tr>
<td><strong>FAMILY STRUCTURE</strong></td>
<td>Tends to be matriarchal.</td>
<td>Tends to be patriarchal.</td>
<td>Depends on who has money.</td>
</tr>
<tr>
<td><strong>WORLD VIEW</strong></td>
<td>Sees world in terms of local setting.</td>
<td>Sees world in terms of national setting.</td>
<td>See world in terms of international view.</td>
</tr>
<tr>
<td><strong>LOVE</strong></td>
<td>Love and acceptance conditional, based upon whether individual is liked.</td>
<td>Love and acceptance conditional and based largely upon achievement.</td>
<td>Love and acceptance conditional and related to social standing and connections.</td>
</tr>
<tr>
<td><strong>DRIVING FORCES</strong></td>
<td>Survival, relationships, entertainment.</td>
<td>Work, achievement.</td>
<td>Financial, political, social connections.</td>
</tr>
<tr>
<td><strong>HUMOR</strong></td>
<td>About people and sex.</td>
<td>About situations.</td>
<td>About social faux pas.</td>
</tr>
</tbody>
</table>