The areas of East Egg and West Egg in Long Island find isolation not just geographically, “separated only by a courtesy bay” (7), but more significantly in spirit. The East Egg consists of the already established wealthy class that has been part of the aristocracy for generations. The West Egg, in contrast, attracts the “nouveau riche,” those that had more than likely been born under less comfortable circumstances and who suddenly find themselves well-to-do. The "new money" try desperately to situate themselves on to that level of wealth that the people of the East Egg perch on, but ultimately realize the difficulty of doing so. The occupants of the East Egg will never accept them as equals; they consider the West Egg inhabitants severely lacking in sophistication.