

# Wells Fargo Financial Health Survey

## Washington, D.C. Area Fact Sheet

In late 2013, Wells Fargo's Wealth, Brokerage & Retirement Group conducted a survey of Washington, D.C. area residents to identify their overall financial health and understand their views on other financial topics. A similar national survey was conducted at the same time. Highlights of the results follow.

### ***Most residents in the Washington, D.C. area feel they are in good/great shape financially, much more so than the national population***



#### **Feeling fit?**

#### **Residents in the D.C. area are much more inclined to report being better off than adults nationwide when describing their financial health**

- Three out of five (62%) area residents describe their household's overall financial health as either "good" or "great" (vs. 44% of all US households)
  - The remaining 38% of local adults describe their financial health as "poor" or "average"
  - Similarly, slightly more local residents (67%) report being in "good" or "great" physical shape (vs. 59% nationally)
- By a wide margin, Washington, D.C. area adults are much more inclined than the U.S. population to feel in "good/great" financial shape in:
  - Their ability to pay their monthly bills (81%, vs. 67% nationally)
  - Their ability to provide for their family (70%, vs. 56% nationwide)
  - Their overall standard of living (69%, vs. 53% nationally)



#### **Not Saving for a Rainy Day**

#### **While many local adults feel they are in good shape on immediate financial needs, they tend to feel less "healthy" on more long-term goals**

- Nearly three out of four (73%) report that by living within their means they do not need to worry about money (significantly higher than 58% of adults nationwide)
- However, far fewer feel in "good/great" financial shape to be able to retire comfortably (46%) or having enough "rainy day" savings set aside for emergencies (54%)
  - Similarly, just under half (48%) feel in "good/great" financial shape with the amount of debt they currently have (comparable to the national response at 47%)



#### **Money Stress**

#### **Nearly a third of local residents report financial worries that may affect their physical health and relationships**

- Many local adults report that:
  - They are more stressed about their financial situation compared to last year (30%)
  - Their financial health is currently a bigger concern than their physical health (30%)
  - Money issues represent the biggest source of stress in their life (26%)
- One in five married D.C. area adults report that it is sometimes difficult to discuss money and finances with their spouse or partner (22%) and that they often have headed discussions over these issues (18%)
- Local residents find discussing personal finances with others as difficult (41%) as discussing religion (41%) only conversations about sex (55%) and death (47%) are more difficult



#### **MISSING A MAP**

#### **Many Washington, D.C. area residents lack any type of formal financial plan**

- Nearly half (44%) report having no type of detailed investment or financial plan, or even a budget to help manage their spending (similar to 42% nationwide)
- Local residents report that the biggest barriers to saving more are knowing the best way to save or invest (41%) and then sticking to a savings plan or strategy over time (28%)
- While most local adults in the past year went to the dentist (82%) or saw a doctor for a physical check-up (77%), fewer than half (48%) conducted an annual financial review or check-up
  - Instead, they were much more likely to have taken a vacation (79%)

# Washington, D.C. Area Financial Health Survey Fact Sheet



## Looking for Advice

### Most area residents are open to seeking advice to improve their financial health

- Three out of five D. C. area adults (59%) recognize that they would benefit from a professional financial or investment advisor, far more than the national response (49%)
- Most often, local residents would consider seeking advice from an investment advisor (62%)
  - Similarly, nearly half (45%) would also consider advice from a retirement plan provider (e.g., 401(k) or IRA provider), and two in five (39%) would seek advice via online financial tools and calculators
- Over half of area adults (55%) express interest in having their primary bank provide some form of indicator to help them monitor their overall financial health



## Spotlight on Housing & Jobs

- Washington D.C. area residents express much stronger confidence in their local housing and job market compared to the national response
  - Two-thirds (67%) report that the local housing market is in “good/great” shape (significantly higher than 36% nationally), and 77% see improvement in their local housing market (vs. 64% nationwide)
  - Similarly, most area adults report the local job market is in “good/great” shape (58%), much higher than the national response at 24%

### About the Study

These survey findings are based on an online survey conducted November 13 – December 5, 2013 among adults nationwide (N=1,004) and in the Washington, D.C. area (n=301 from the District of Columbia; Virginia counties - Arlington, Fairfax, Prince William, and Loudon; Maryland counties – Montgomery, Prince George’s, Charles, and Frederick). Qualified respondents were non-students, ages 25-75, who are the primary or joint financial decision-maker in the household with household investable assets of at least \$10,000. Survey results are weighted to reflect Census data for gender, age, race/ethnicity, region and household income to ensure representativeness. Assuming no sample bias, the maximum margin of error for the National sample is  $\pm 3.1\%$  and  $\pm 5.6\%$  for the Washington D.C. area sample.

### About Market Probe

Market Probe is a full-service market research firm, headquartered in Milwaukee, WI, with offices in Evanston, IL, specializing in behavioral and opinion research among hard-to-reach populations and professional communities. For more information, visit [marketprobe.com](http://marketprobe.com).

### About Wells Fargo Wealth, Brokerage and Retirement

Wells Fargo Wealth, Brokerage and Retirement (WBR) are one of the largest wealth managers in the U.S., with \$1.3 trillion under management. WBR includes Wells Fargo Advisors, the third-largest brokerage in the U.S.; Wells Fargo Private Bank, serving high-net-worth individuals and families; Wells Fargo Family Wealth, serving ultra-high-net-worth families; and Wells Fargo Retirement, which manages \$231 billion in 401(k) assets for 3.5 million Americans. Wells Fargo Advisors is the trade name used by two separate registered broker-dealers: Wells Fargo Advisors, LLC and Wells Fargo Advisors Financial Network, LLC, Members SIPC, non-bank affiliates of Wells Fargo & Company .

### About Wells Fargo (Twitter @WellsFargo)

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Note: Complete survey results are available upon request.