

THE FACE OF PERSONAL FINANCE

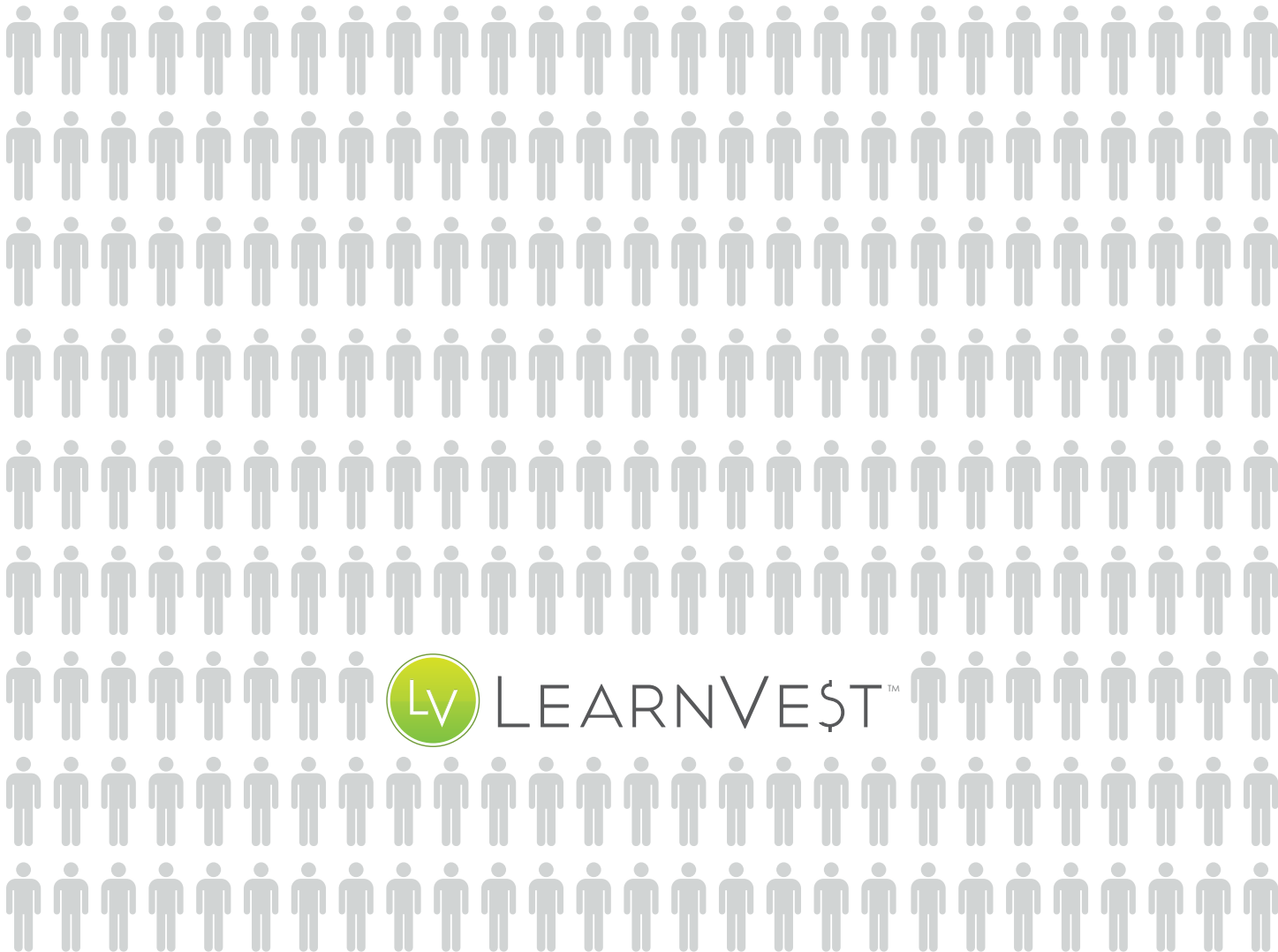




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I. INTRODUCTION

LearnVest helps people lead their richest lives by providing products, services and content that keeps our audience in the know about their finances. As such, we cover topics ranging from following a budget and paying down student loans to planning wallet-friendly dinner parties for friends and plotting strategies to ask for a raise.

We keep our finger on the pulse of what's on the minds of the average American—as well as the average LearnVest user—when it comes to the personal finance topics most important to them, including managing credit card debt, planning for retirement and combining money with a partner.

Chase is committed to gaining insight into how consumers manage their spending and borrowing and their attitudes around personal finances. What we've found through that research was used in development of Chase Blueprint®. Blueprint is an industry-first set of free features that improves the way Chase customers can manage their spending and borrowing. It helps consumers take charge of their finances, pay down balances faster, avoid interest on everyday purchases—even when they carry a balance—pay off a major purchase while saving on interest, and track their purchases. We regularly conduct research with both our customers and American consumers to ensure that Blueprint meets their evolving needs.

Our Goal

LearnVest and Chase Blueprint teamed up to conduct a survey aimed at providing a holistic view of personal finance attitudes and behaviors among a representative sample of U.S. respondents—from single-life to retirement and many points in between.

About the LearnVest/Chase Face of Personal Finance Study

In order to meet these objectives, marketing research was conducted among 1,307 respondents in total: 687 women ages 25-54, 416 men ages 25-54, and 204 current LearnVest subscribers ages 21-59.

The research was collected online via a 27-minute interview between July 23 and August 3, 2012. The 1,103 interviews completed among a representative sample of U.S. adults ages 25-54 were recruited from a panel consisting of several million U.S. households. In order to qualify for the study, respondents had to possess a credit card.

The 204 LearnVest subscribers were recruited via email from the company database, and each respondent completing a survey received a \$10 Amazon.com gift card.

II. THE BIGGEST CONCERNS

According to respondents, the economy is their most important concern, with personal finance ranking a distant second.

- The vast majority of respondents feel the economy will not improve until sometime after 2013.

Personal Finance Concerns: Is the American Dream Over?

Personal finance is still a worry for a great number of Americans, with less than half believing that they will ever achieve the “American Dream” in their lifetime:

- About half regularly worry about money, and four in 10 feel they lack control of their finances.
- Having enough to retire is their biggest concern—highly correlated with age and income.
- Credit card debt and the inability to stick to a budget were the two leading factors in keeping people from reaching their financial goals.
- Overall, both women and men said they feel financially better off than their parents were, and better off than their peers and friends are currently.
- Twenty-seven percent of respondents of all ages said: “When it comes to money, I trust no one.”
- Nearly one in three 25- to 32-year-old women said: “I could really use some help getting my financial house in order.”
- Eighteen percent of that same age group said: “I am somewhat clueless about my finances.”

Attitudes Regarding Personal Finance

% Said Strongly Agree/Agree	WOMEN				Total Men	HOUSEHOLD			Total LearnVest
	Total	25-32	33-44	45-54		< \$75k	\$75- \$100K	\$100K+	
	687	200	245	242	416	477	191	309	204
	%	%	%	%	%	%	%	%	%
	A	B	C	D	E	F	G	H	I
I regularly worry about money	52	57	47	52	39	55	49	36	66
	E	C				H	H		AE
I feel in control of what is going on with my finances	44	47	45	40	52	37	52	56	45
					A		F	F	
Money is a necessary evil	46	52	44	44	45	50	48	36	46
						H	H		
I feel that achieving the American Dream is a real possibility in my lifetime	42	46	43	38	46	36	41	59	55
								FG	AE
I love money	39	43	44	32	44	40	38	45	48
		D	D						A
When I hear the word “Wall St” I think of crooks”	37	31	41	38	44	42	42	36	32
			B		AI				
I have almost no faith in the stock market	32	30	31	35	32	38	34	23	24

“ **Twenty-eight percent of women don’t think about retirement** because they don’t have any money to save after paying their bills—this is only true among 16 percent of the men. ”

Retirement Has Become a Moving Target

Retirement has become a question mark for most Americans:

- Respondents want to retire at around 60, but think they will actually have to work until they are 65.
- Women feel they need \$1.3 million, and men \$1.7 million, to retire comfortably.
- The average amount saved for retirement among women is approximately \$150,000; among men, the amount saved is approximately \$220,000.
- Twenty percent of those surveyed have a plan in place to retire.
- Fifteen percent don’t think they will ever be able to retire: 17 percent of women and 14 percent of men don’t think they will ever be able to retire.
- Twenty-eight percent of women don’t think about retirement because they don’t have any money to save after paying their bills—this is only true among 16 percent of the men.
- Only 7 percent of women and 12 percent of men are “very confident” or “extremely confident” that the Social Security they are due will be there for them when they retire.
- Seven in 10 are not very or not at all confident that the Social Security they are due will be given to them upon retirement.

Current Amount In Retirement Accounts

	WOMEN				Total Men	HOUSEHOLD			Total LearnVest
	Total %	25-32 %	33-44 %	45-54 %		< \$75k %	\$75-\$100K %	\$100K+ %	
	A	B	C	D	E	F	G	H	I
Base: Have IRA's, Roth IRA's, 401K's, pension	473	112	183	178	317	258	161	277	167
Less than \$5,000 (.25)	11	26	6	6	6	17	5	4	24
\$5,000 to \$9,999 (.75)	8	15	7	5	4	10	6	5	12
\$10,000 to \$24,999 (1.25)	11	15	15	4	7	15	14	5	21
\$25,000 to \$49,999 (3.75)	11	16	9	10	13	16	16	7	16
\$50,000 to \$99,999 (7.5)	13	7	17	13	14	13	21	13	8
\$100,000 to \$249,000 (17.5)	14	8	13	20	19	13	19	21	6
\$250,000 to \$499,999 (37.5)	8	1	8	13	13	3	9	21	3
\$500,000 to \$999,999 (75)	4	0	7	3	7	0	1	13	2
More than \$1,000,000 (150)	1	0	1	3	2	0	1	4	0
Don't know/Prefer not to say	18	12	17	23	15	11	9	8	8
Average (in 0000's)	\$148	\$37	\$157	\$219	\$220	\$71	\$115	\$311	\$61
Median (in 0000's)	\$49	\$12	\$61	\$101	\$96	\$28	\$60	\$187	\$17

III. THE STATE OF SAVINGS

When it comes to savings, more and more Americans are getting serious:

- Almost half of respondents are currently saving for retirement and building an emergency fund.
- Many are also saving for vacations, or “just because.”
- The average emergency fund across all age groups is \$15,000.
- Twenty percent of 25- to 32-year-old women said they have an emergency fund, compared to 35 percent of 33- to 44-year-old women and 25 percent of women ages 45-54.
- The events being saved for are highly correlated to income:
 - The least wealthy are saving to build an emergency fund.
 - The wealthiest are most likely to be saving for retirement, a vacation and their children’s education.
 - Very few differences exist between women and men.

Financial Assets and Liabilities Owned

	WOMEN				Total Men	HOUSEHOLD			Total LearnVest
	Total	25-32	33-44	45-54		<\$75k	\$75-\$100K	\$100K+	
Total Respondents	687	200	245	242	416	477	191	309	204
	%	%	%	%	%	%	%	%	%
	A	B	C	D	E	F	G	H	I
A credit card	100	100	100	100	100	100	100	100	100
A checking account	97	97	97	96	95	96	97	96	99
A car	89	84	90	91	88	83	94	93	66
	I			B	I		F	F	
A savings account	86	83	89	86	83	83	87	89	95
									AE
Health insurance	84	78	84	89	79	71	93	95	92
				B			F	F	AE
A home	68	44	73	83	67	52	76	86	27
	I		B	BC	I		F	GF	
Life insurance	62	52	70	62	66	53	73	77	55
			BD	B	I		F	F	
A home loan	59	43	70	62	55	44	66	72	25
	I		BD	B		I	F	F	
A 401K retirement account	48	36	56	50	56	36	59	69	60
			B	B			F	FG	AE
An individual retirement account (IRA/Roth IRA)	40	32	44	44	48	29	52	60	43
			B	B			F	FG	
A car loan or lease payment	42	41	46	40	35	36	45	44	30
	I						F	F	
An investment account	28	17	31	33	40	19	34	50	32
			B	B	A		F	FG	
An emergency fund	27	20	35	25	27	18	34	38	43
			BD				F	F	AE
A student loan	26	44	24	13	23	30	28	20	53
		CD	D			H	H		AE
A specific monthly financial budget	21	21	23	18	20	18	24	22	40
									AE
A Pension fund account	17	6	18	26	21	9	21	33	16
			B	BC			F	FG	
A 529 plan (education saving account) for a child	14	6	22	12	14	6	16	24	8

IV. CREDIT CARD DEBT GETS IN THE WAY OF FINANCIAL GOAL-SETTING

On the other hand, many respondents still admit to failing to achieve their financial goals as a result of credit card debt:

- Thirty-one percent of respondents said that credit card debt keeps them from reaching their financial goals.
- Broken out by age, 35 percent of 25- to 32-year-old women, 29 percent of 33- to 44-year-old women and 30 percent of 45- to 54-year-old women admit to this problem.
- More women cited credit card debt as an impediment to achieving their financial goals, whereas men are more likely to mention their job as holding them back.
- More than half of respondents do not pay their monthly balance in full each month.

Behavior Surrounding Credit

- The average respondent has \$5,000 in credit card debt, has three credit cards and uses about half of them on a regular basis.
- About three in 10 respondents have opened a new credit card with a lower rate to transfer an existing balance.
- Women were more likely to have maxed out their card (28 percent of women vs. 21 percent of men).
- Women were also more likely to have opened a new credit card account in order to pay for something (23 percent of women vs. 17 percent of men).
- About one in five respondents has used a credit card for a cash advance.
- A very small percentage admitted having accounts go to collections or declaring bankruptcies.
- Twenty-five percent of higher income respondents earning \$100,000 or more were likely to hold five or more cards.
- Those with credit card debt carry it on an average of 2.5 cards.
- Only about one-third of respondents have debt on a single card.

V. WHAT THEY'RE SPENDING ON

Thirty-eight percent of respondents said they have an actual monthly budget, but their spending habits vary widely.

- Less than half of respondents were aware of how much money they have monthly for discretionary spending.
- Knowledge of money available for discretionary spending varied little across the gender, age or income groups.
- The stated average amount they have available each month for discretionary spending varies significantly across the women and men in this study (\$631 vs. \$1,180).
- The amount available for discretionary spending does not vary significantly across the age groups, but it did for the high-income group, which has on average \$1,700 to spend.

The Top Three Monthly Expenditures by Money Spent

- Eighty-three percent of women and men say that their mortgage/rent is one of their top three biggest expenditures.
- Car payments did not make the top three for either men or women, ranking fourth for women and significantly lower for men.
- Twenty-eight percent of both women and men selected credit card debt as a top expenditure—a similar percentage to savings.

Lattes, Lipstick & Weddings: How Much They'd Spend On ...

The following is the amount of money participants would spend on:



An espresso-based drink: \$3.20



A tube of lipstick: \$7.81



A mixed drink: \$6.13



A dinner entrée: \$24



A birthday gift for a good friend: \$44



A pair of shoes: \$71



A wedding gown: \$618

VI. COMBINING LOVE AND MONEY

Overall, the level of financial involvement with couples increased with age and wealth. While the vast majority of both women and men who live with their significant others have shared bank accounts and credit card accounts, this increased slightly with age and income, as well.

- Sixty-nine percent of women say their partner out-earns them versus 22 percent of men.
- Only 16 percent of women and 18 percent of men said they keep their finances completely separate from each other.
- More than two-thirds of the women and men said they trust their partners “a lot” or “completely” when it comes to their finances.
- One in eight said they don’t trust their partner very much or at all regarding finances.
- The percentage of respondents who said they are more responsible than their spouse was roughly three times the percentage that said their spouse is more responsible.

The “Economy” of Weddings

For women, the average cost of their wedding was \$11,000; for the men, it was \$14,000.

The largest percentage of all groups said their wedding cost less than \$5,000.

The average cost of a wedding decreased as age increased, but it increased significantly for those with incomes of \$100,000 or greater.

Thirty-five percent of women said their parents paid for their wedding, compared to 11 percent of men.

Thirty-one percent of women paid for the wedding themselves, 25 percent said their spouse picked up the bill, and 10 percent of women reported that their in-laws did.



And When It Comes to Friends ...

Thirty-four percent said they were personally envious of a few friends and the money they have, though they’d “never admit it.”

Only one in four women said she knows how much her friends actually make.

Twenty-eight percent of women sometimes feel pressured to spend more when with friends.

VII. CAREER BEHAVIORS AND MOTIVATIONS: WHAT WOULD MAKE THEM TAKE A NEW JOB?

- A **20 percent raise** was far and away the most highly motivating factor in the decision to take a new job—significantly more motivating than a 10 percent raise.
- A **better benefits package** and **better career path** were second and third, respectively, and more motivating to the younger women and those with lower incomes.
- Nearly half said a “**friendlier work environment**” would be highly motivating.

Bosses, Salary and Job Satisfaction

- Fifty-three percent of women and 44 percent of men said they feel they are underpaid. This was significantly higher among the younger women and lower-income respondents.
- About half of respondents were very satisfied with their current jobs. Among those, 44 percent were women ages 25-32 and 40 percent had household earnings under \$75,000.
- Significantly more women than men socialize with their co-workers (41 percent vs. 33 percent). Similar percentages feel the social aspects of a job are important.
- Thirty-eight percent said it’s important for them to work in a place that has a close-knit social environment.
- About one-third agreed they are well-paid. Half of the higher-income respondents also agreed.
- About 10 percent said they hated their bosses, but around one-third considered them friends.
- One in six respondents has lied about how much money they make. Their top three reasons? To impress someone (30 percent), to have a higher starting salary (25 percent) and because it was friends/family (25 percent).

It Happened to Me...

Received a raise on the job: 92 percent

Asked for a raise: 40 percent

Cried at work: 68 percent

Laid off: 26 percent

Fired: 15 percent

Fired/laid off someone else: 18 percent

Moved for a job: 20 percent

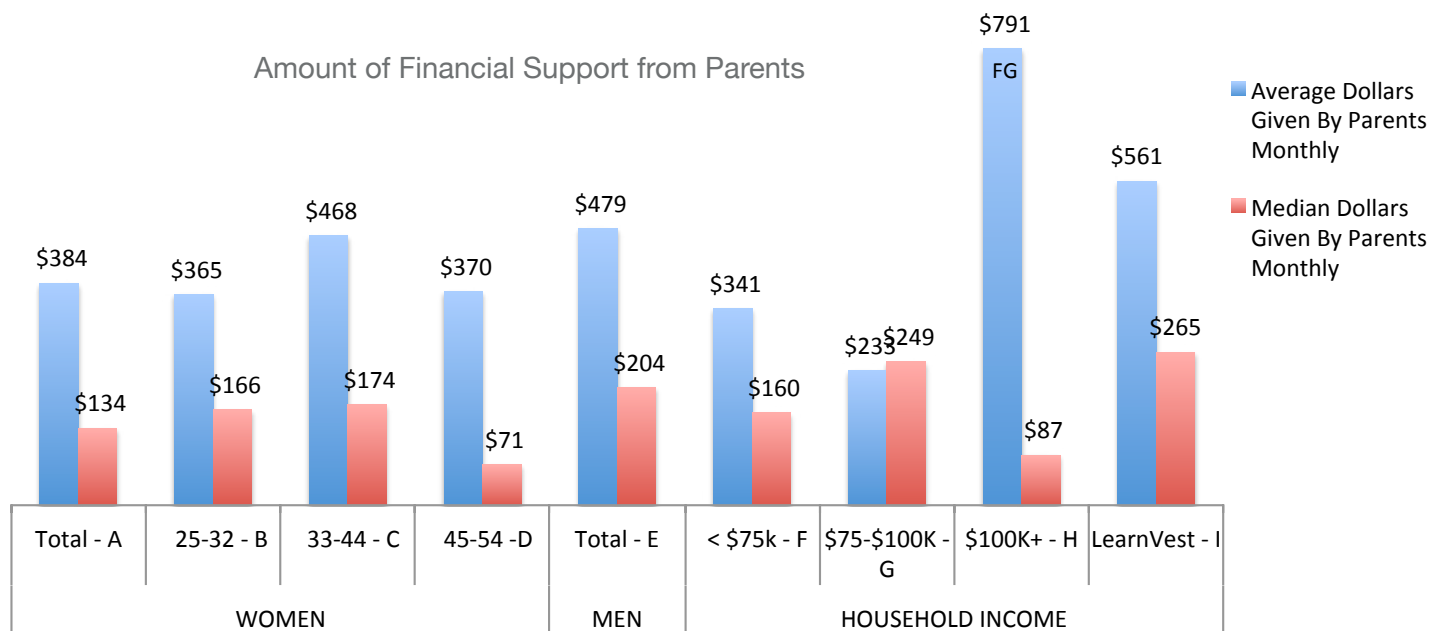
Taken maternity leave: 43 percent

On average, the longest respondents were unemployed was four months.

VIII. PARENTAL SUPPORT: WHO'S CUT THE FINANCIAL APRON STRINGS?

Only about one in 10 of total respondents said they receive financial support from their parents. However, one in four 25- to 32-year-old women and one in six with incomes less than \$75,000 receive financial support in some form.

- The average monthly parental support is close to \$400 for women and almost \$500 among men.
- Among those with incomes over \$100,000 who receive parental support, the average amount is close to \$800 monthly.
- All respondent groups were far and away most likely to use the parental support for general living expenses.
- Close to one in five (18 percent) use it to pay down credit card debt.
- And 17 percent said they get help with rent/mortgage payments.
- About one in four respondents has inherited money from a relative.
- The 45- to 54-year-old women are significantly more likely to have inherited money than the younger women.
- More than one-third of women and men have lived with their parents at an age older than 21: 43 percent among the 25- to 32-year-old group, but only 27 percent among the 45- to 54-year-old women.



“ **Sixty-five percent of women and 72 percent of men with student loan debt** still think the money spent was worth it. ”

IX. ABOUT THOSE STUDENT LOANS

Among those with student loans, women said they have significantly more loans outstanding than men (2 loans vs. 1.5 loans).

- The younger group has 2.3 loans outstanding on average.
- The average outstanding balance on student loans is more than \$30,000.
- Sixty-five percent of women and 72 percent of men with student loan debt still think the money spent was worth it.
- Respondents who didn't think the money they spent on education was worth it were most likely to wish they had spent the money on another type of education/job training and attended a less expensive school.
- The women were more likely than the men to wish they had not gone to school at all.
- Nearly one in four wishes they had attended a different school.

Mortgages, Loans and Home Ownership

Approximately seven in 10 surveyed own their home.

- Roughly one-third of those think their home is worth less than they paid for it, and logically, about that many regret making the purchase.
- The average mortgage payment is around \$1,250: \$1,200 among the women and \$1,300 among the men.
- The 33- to 44-year-old women have higher average mortgages than the younger and older group.
- The higher income group has average payments close to \$1,700.
- One in eight owns their homes outright.
- The average rent is about \$1,000 (around four in 10 pay more than \$1,000).
- The average rent is about \$1,000 (around four in 10 pay more than \$1,000).
- Almost half the renters are glad they rent and do not own a house. One-fourth of the women and one-fifth of the men have cosigned a loan with their significant others.

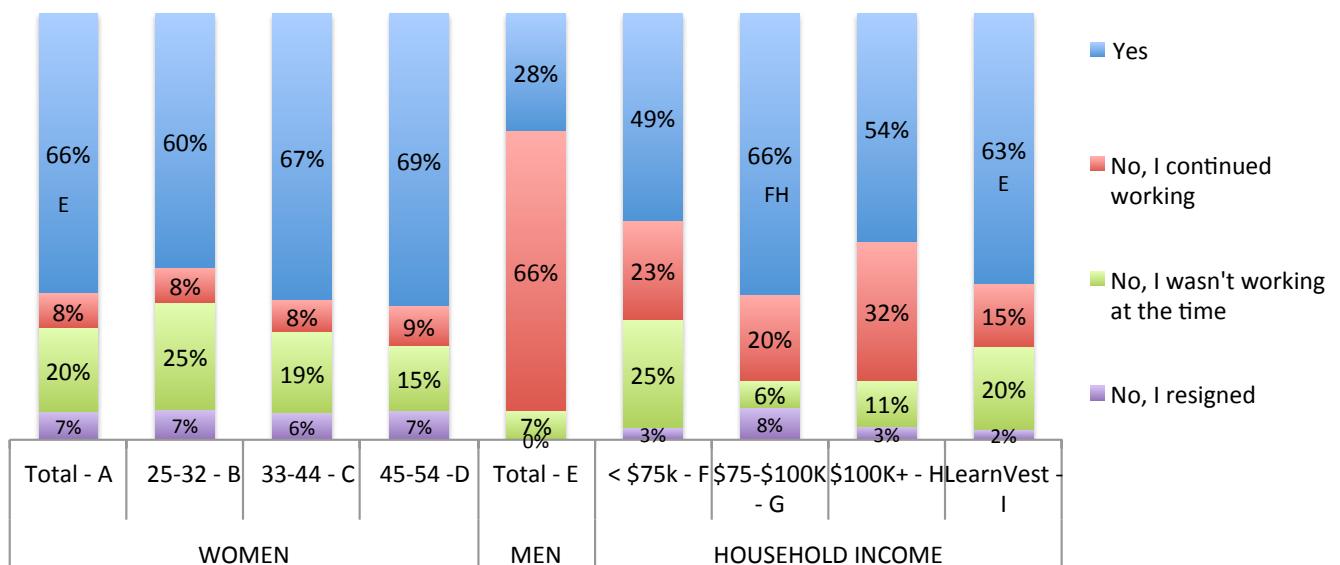
X. AND BABY MAKES ... PREPARING FOR CHILDREN

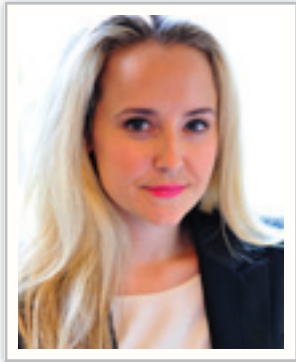
- Forty-eight percent of respondents have children, and of those who do, they have an average of two kids each. However, only one in five women and one in four men feel prepared financially to have their first child.
- Close to three in 10 women admitted to feeling unprepared. About half of women felt somewhat prepared.

The State of Maternity Leave in America

- Two-thirds of women took maternity leave when they had their first child.
- Twenty-eight percent of the men took paternity leave.
- The middle-income group was significantly more likely to take maternity leave than the lower- and higher-income groups.
- The average maternity leave for the women was nearly three months.
- Forty-one percent took two months or less time.
- Twenty-eight percent took more than three months.
- Sixty-two percent of women who said they are currently expecting say they will go back to work after having their child, but 20 percent are still not sure.

Did You Take Maternity/Paternity Leave With First Child?





Alexa von Tobel,
Founder & CEO of LearnVest

ABOUT LEARNVEST

LearnVest was founded by current CEO Alexa von Tobel, who took a leave of absence from Harvard Business School to launch LearnVest and pursue her dream of making personal finance education accessible and interesting to everyone.

LearnVest.com is the leading personal finance and lifestyle website for women. Since its debut as a TechCrunch50 Company in September 2009, LearnVest has helped over one million women gain control of their finances. LearnVest provides trusted content, tools and support to help women tackle their finances at each stage of life. LearnVest tools include: financial Bootcamp Programs, the LearnVest Money Center, and premium financial planning services. LearnVest educates subscribers via the “LearnVest Daily,” a daily email newsletter with money and lifestyle tips. LearnVest closed a \$4.5 million Series A round of funding led by Accel Partners in April 2010. In July 2011, LearnVest went on to close a \$19 million Series B round of funding including Accel Partners, two new financial investors, and original investors. LearnVest’s Board of Advisors includes: Lee Barba (Former CEO, Investools/thinkorswim), Theresia Gouw Ranzetta (Partner, Accel Partners), Ann Kaplan (Former Partner, Goldman Sachs), Greg Waldorf (Former CEO, eHarmony), Greg Coleman (Former President, Huffington Post) and Catherine Levene (Former COO, DailyCandy). For more information about LearnVest, please visit www.learnvest.com.

ABOUT CHASE BLUEPRINT

Chase Blueprint is an industry-first set of free features that dramatically improves the way Chase customers can manage their spending and borrowing. Blueprint helps consumers take charge of their finances, pay down balances faster, avoid interest on everyday purchases (even when they carry a balance), pay off major purchases while saving on interest, and track their purchases against their customized spending goals. Blueprint is available on all Chase Freedom[®], Chase SapphireSM, Slate from ChaseSM, and Ink from ChaseSM cards. For more information, visit www.chase.com/blueprint.