CFP BOARD Segmentation Survey

Stretched Worriers

KRC RESEARCH

OUR INSIGHT. YOUR BREAKTHROUGH.

Profile: Stretched Worriers

- A **Stretched Worrier** skews female and unmarried, with low incomes and low investable assets.

- Her financial situation makes it very difficult to save money regularly, and as a result she does not do so. She has low investable assets compared to most consumers, especially those in her age range.

- They have lower than average income and education. They have only been saving for retirement since 36, on average – the latest start of any of the segments.

- **Stretched Worriers** are the only segment for which staying current on bills is a higher priority, on average, than saving.

- Given her financial situation, she feels concerned about her financial future and realizes she is way behind in retirement savings. She is simply struggling to make ends meet on a monthly basis and dealing with bills and debt, which is the main focus of her finances on a month to month basis.

Stretched Worriers: 26%

Segmentation Synopsis

	Who are they?	What debt keeps them up at night?	Saving habits in a typical month?	How confident are they in their ability to save?	Concern about saving money now?
Stretched Worriers	Female and unmarried, low income	Credit card debt and more likely to mention personal debt (not student loan)	Two-thirds do not save money each month	Not confident they can retire comfortably	Extremely concerned

- Six-in-10 **Stretched Worriers** have household incomes below $50,000, and three-fourths have investable assets less than $50,000, the lowest of all segments.

- They are the most vulnerable of the segments. They are the most likely to report being anxious or afraid about their financial futures.

- Their average age is 45.5, slightly older than other segments except Confident Savers.

- Demographically this segment is two-thirds female and likely to be single, but over half have children in the household.
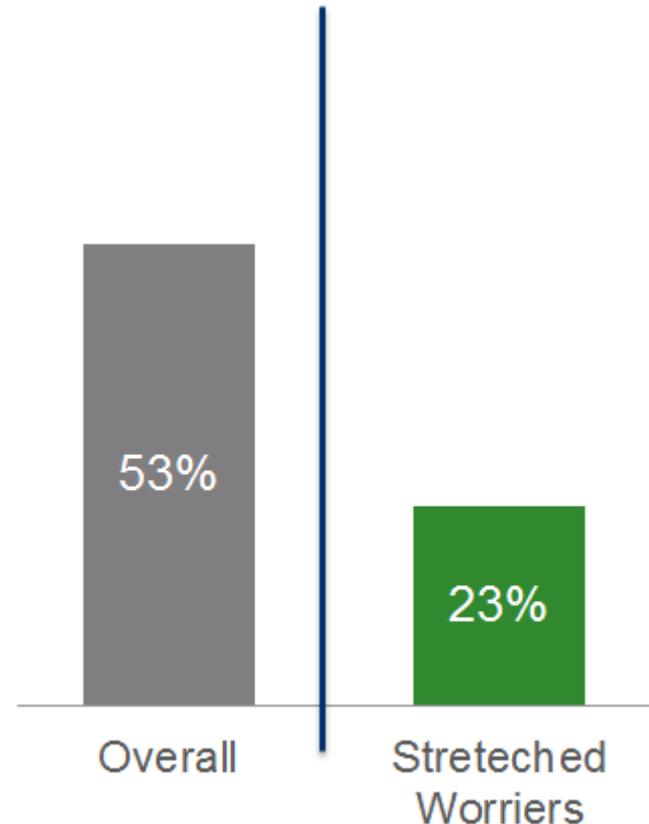
Feelings About the Future

Overall	Stretched Worriers
All segments sorted by most common responses	
Optimistic (36%)	**Uncertain (50%)**
Uncertain (28%)	Concerned (45%)
Concerned (28%)	Worried (39%)
Confident (20%)	Anxious (28%)
Worried (18%)	Optimistic (19%)
Anxious (18%)	Afraid (18%)
Secure (17%)	Content (5%)
Content (15%)	Confident (3%)
Happy (15%)	Happy (2%)
Afraid (6%)	Secure (2%)

Overall: 53%
Stretched Worriers: 23%
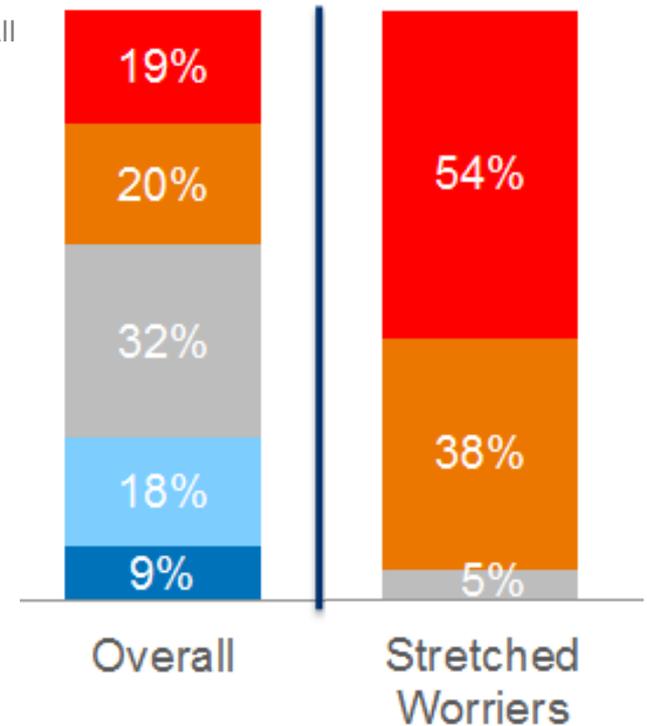
On-track for Retirement

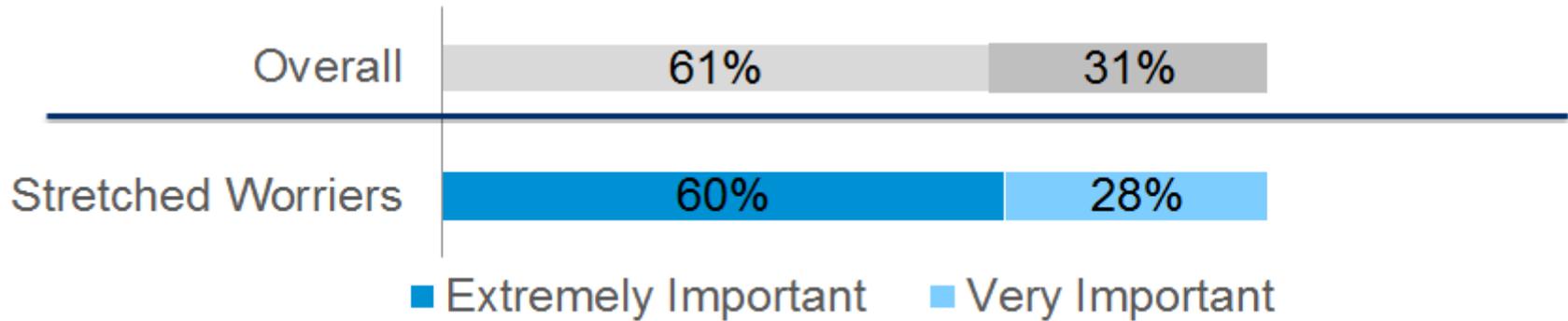How would you rate yourself in terms of how well you are meeting your own retirement savings goals? (N=1,000)
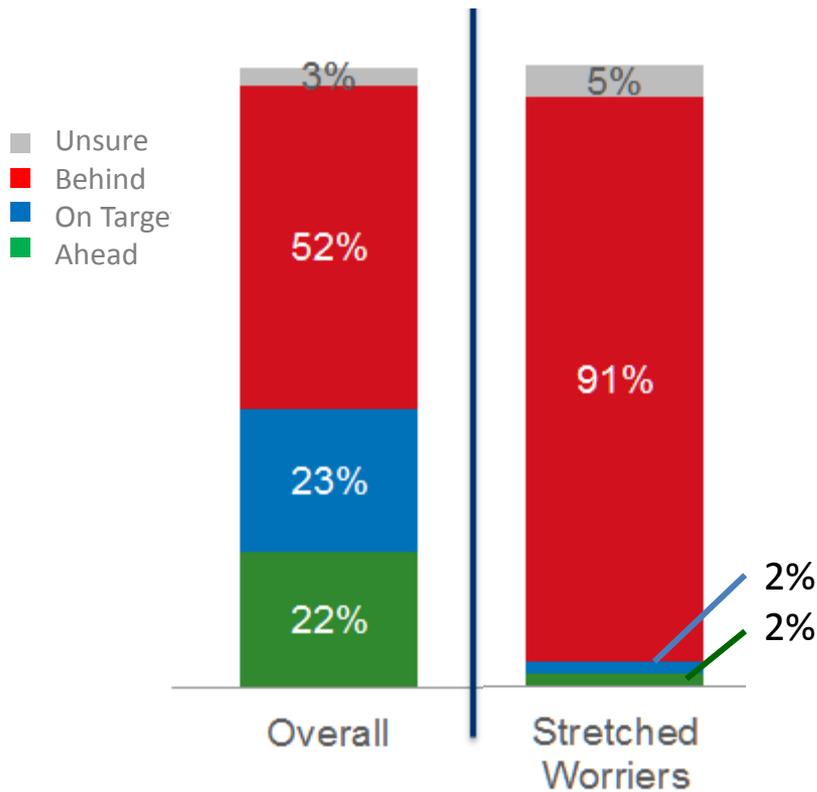
How confident are you that you are saving enough or have saved enough to live comfortably in retirement? (N=1,000)

Importance of Saving Money

? At this point in your life, how important do you think it is to save money?

	Extremely Important	Very Important
Overall	61%	31%
Stretched Worriers	60%	28%

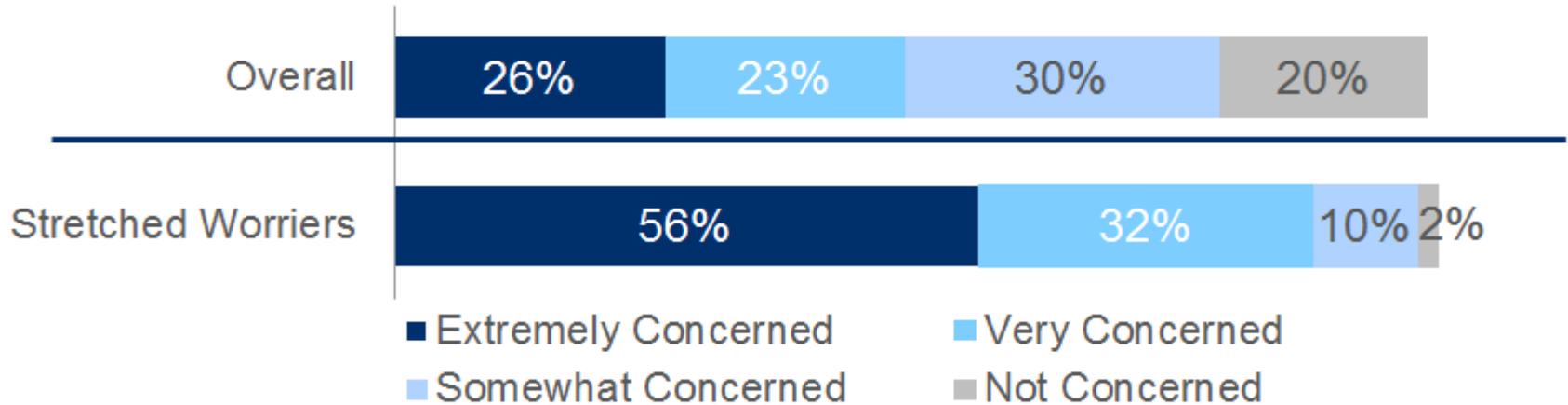■ Extremely Important　■ Very Important

Saving Confidence

? Please indicate how strongly you agree or disagree with the following statements. **I am confident in my understanding of how best to save money.** (N=1,000)

Overall	57%
Stretched Worriers	39%
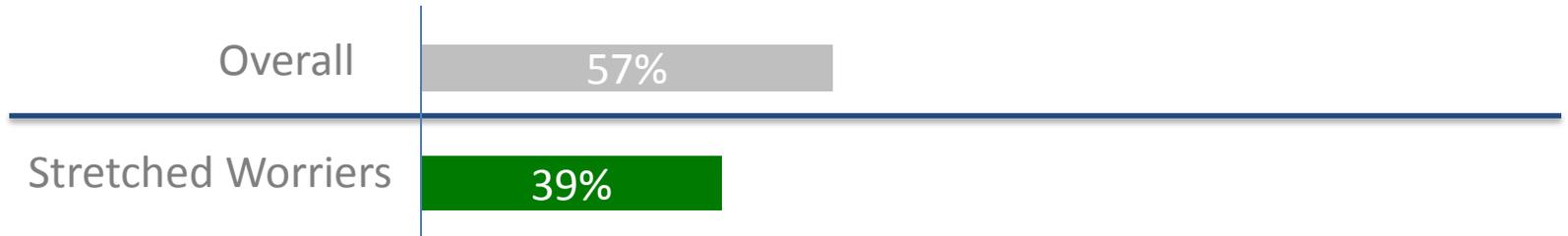
Concern About Saving

? How concerned are you about your ability to save money right now? (N=1,000)

Overall
| 26% | 23% | 30% | 20% |

Stretched Worriers
| 56% | 32% | 10% | 2% |

- ■ Extremely Concerned
- ■ Very Concerned
- ■ Somewhat Concerned
- ■ Not Concerned

Saving Habits

? Which of the following best describes your saving habits in a typical month? (N=1,000)

Stretched Worriers

- ■ Always save monthly
- ■ Sometimes save monthly
- ■ Do not save monthly

34%

66%
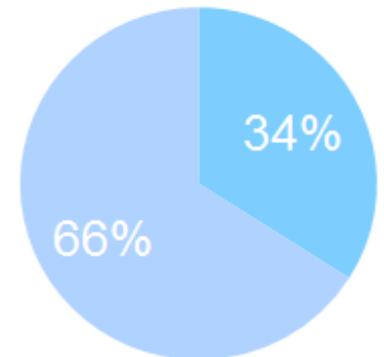
Debt That Keeps Them Up at Night

Legend: ■ Overall ■ Stretched Worriers

Category	Overall	Stretched Worriers
Credit card debt	51%	50%
Mortgage	36%	26%
Car loan	21%	22%
Student loan debt	19%	22%
Other personal debt	10%	17%
Child's student loan debt	5%	2%
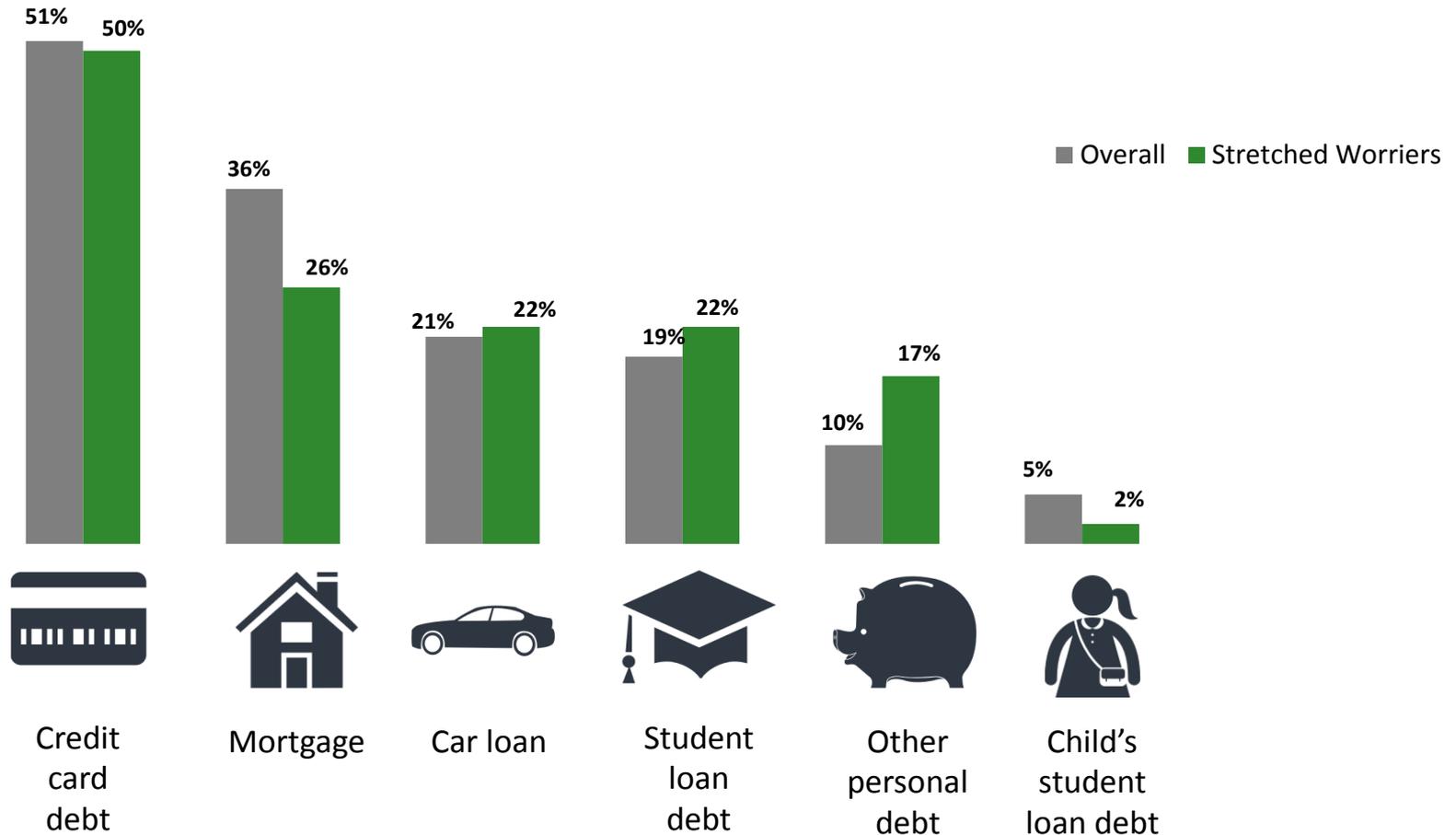
4. Which of the following types of debt are most important for you to pay off? Please choose up to two responses. (N=1,000)