

# Stress Awareness Month Survey Report

April 7, 2015



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# Methodology

- This report presents the findings of a survey conducted among a sample of 1,008 adults comprising 504 men and 504 women 18 years of age and older.
- The online omnibus study is conducted twice a week among a demographically representative U.S. sample of 1,000 adults 18 years of age and older. This survey was live on March 30-April 1, 2015.
- Completed interviews are weighted by five variables: age, sex, geographic region, race and education to ensure reliable and accurate representation of the total U.S. population, 18 years of age and older. The raw data are weighted by a custom designed program which automatically develops a weighting factor for each respondent. Each respondent is assigned a single weight derived from the relationship between the actual proportion of the population based on US Census data with its specific combination of age, sex, geographic characteristics, race and education and the proportion in the sample.

# Executive Summary

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- Younger respondents ages 18-44, and to some extent, women, are most likely to have financial stress.
- Nearly nine in ten (86%) of those surveyed have any stress about their finances, with debt (23%) and everyday expenses (21%) being the leading causes of the most financial stress.
  - Women (89%) and younger respondents ages 18-44 (91%) are more likely to have any financial stress, particularly everyday expenses.
- Three-quarters (75%) indicated any of the listed would help most in reducing their financial stress. Having a financial plan (27%) is the top answer, followed by having more knowledge in certain finance areas (22%). Also on the list are having more knowledge about their own finances (14%) and having more time to focus on their finances (12%).
  - Younger respondents ages 18-44 are more likely to say that any of these would help to reduce their financial stress (86%), particularly having a financial plan (35%).

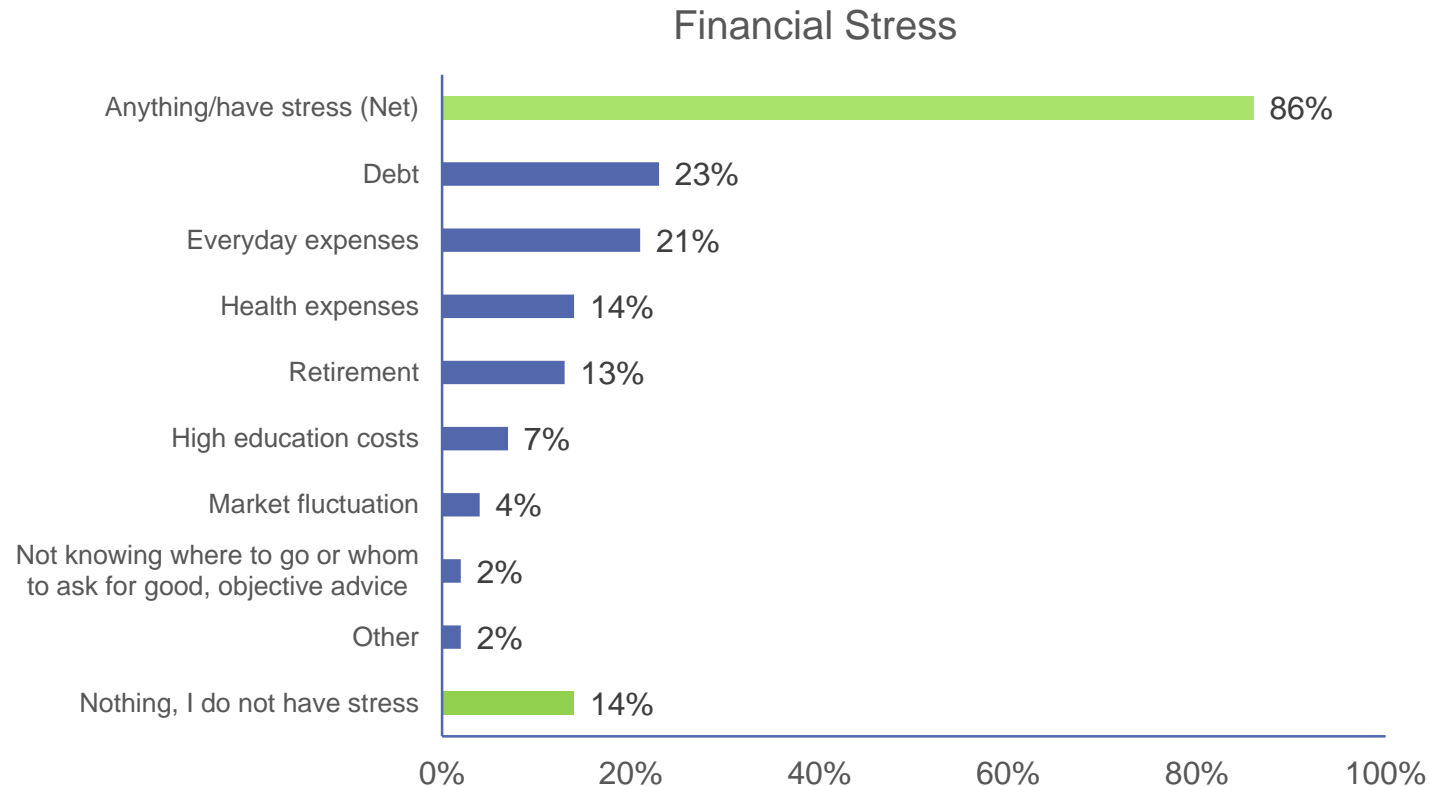
# Executive Summary (cont'd.)

- More than half (53%) feels stressed about their finances at certain times, while a quarter (25%) feel stressed about finances all of the time.
  - Women (83%) and younger respondents ages 18-44 (88%) are more likely to ever feel stressed about their finances.
  - Women (29%) are more likely to feel stressed about finances all of the time.
- While the vast majority of respondents surveyed do get stressed about their finances, very few (13%) believe their stress definitely hinders their ability to make decisions about their money. Roughly a quarter (28%) say that it sometimes does. Half (49%) believe their stress hinders their ability to make financial decisions.
  - Younger respondents ages 18-44 are more likely to say that their stress either definitely hinders their ability to make decisions about their money (20%), or it sometimes does (38%).
- Three-quarters (74%) indicated they do any of the listed things as a result of financial stress. Half (48%) tighten spending, while a third (34%) monitor their accounts more frequently. Fewer do things to take their mind off of it (13%) or contact financial professionals (5%).
  - Younger respondents ages 18-44 are more likely to do any of the listed items (82%), particularly doing anything to take their mind off of it (21%).

# Detailed Findings

# Nearly nine in ten (86%) of those surveyed have any stress about their finances. Debt (23%) and everyday expenses (21%) are the leading causes of the most financial stress.

- Women (89% vs. 83% of men) and younger respondents ages 18-44 (91% vs. 80% of those 55+) are more likely to have financial stress. They are also more likely to say everyday expenses stresses them out the most (24% vs. 18% and 26% vs. 16%).
- As might be expected, older respondents (22% of those ages 65+) stress the most about health expenses, while younger respondents (23% of those ages 18-24) stress about high education costs.

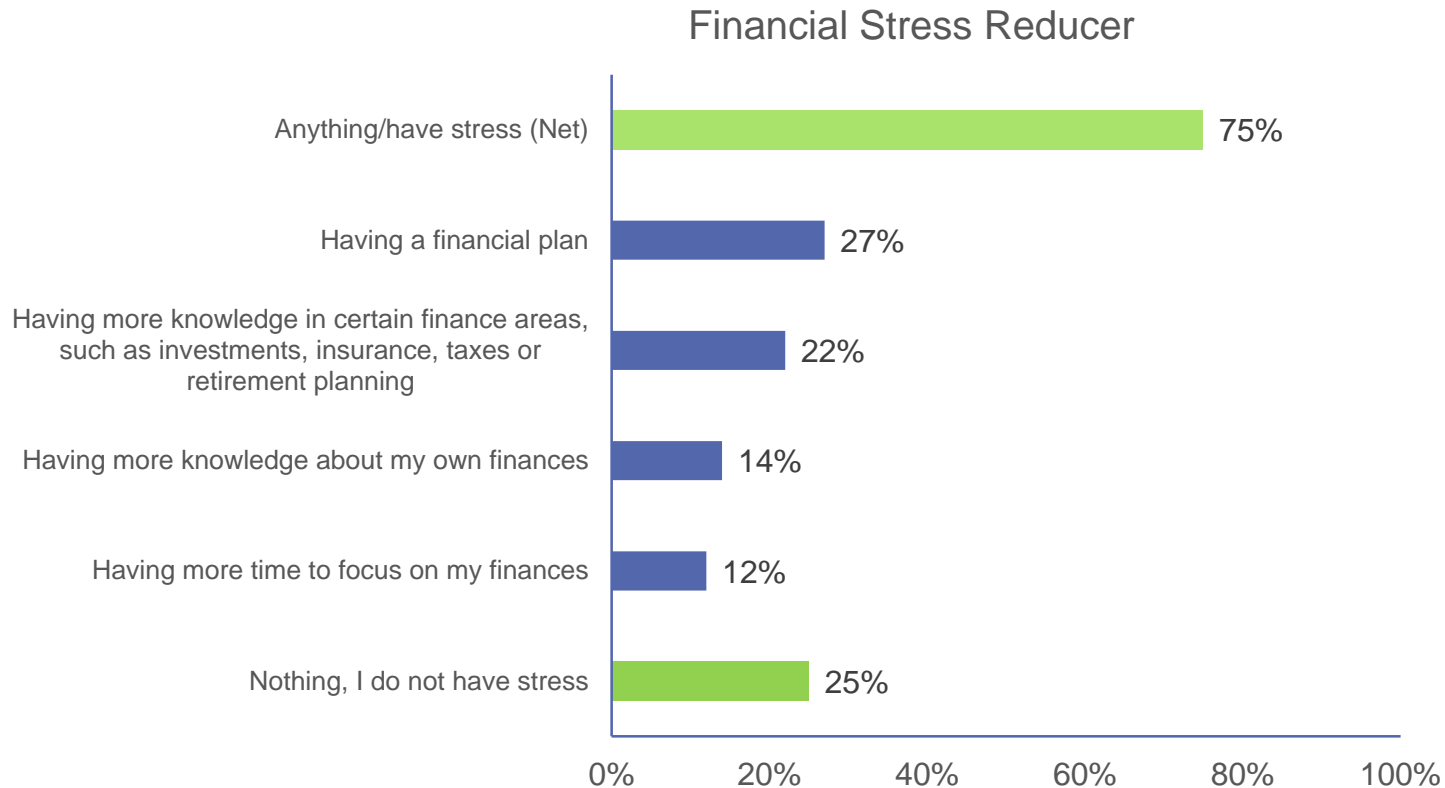


F1: What stresses you out the most about your finances? (Base=1,008)



Three-quarters (75%) indicated any of the listed would help most in reducing their financial stress. Having a financial plan (27%) is the top answer, followed by having more knowledge in certain finance areas (22%).

- Younger respondents ages 18-44 are more likely to say that any of these would help to reduce their financial stress (86% vs. 65% of those 45+), particularly having a financial plan (35% vs. 20%).

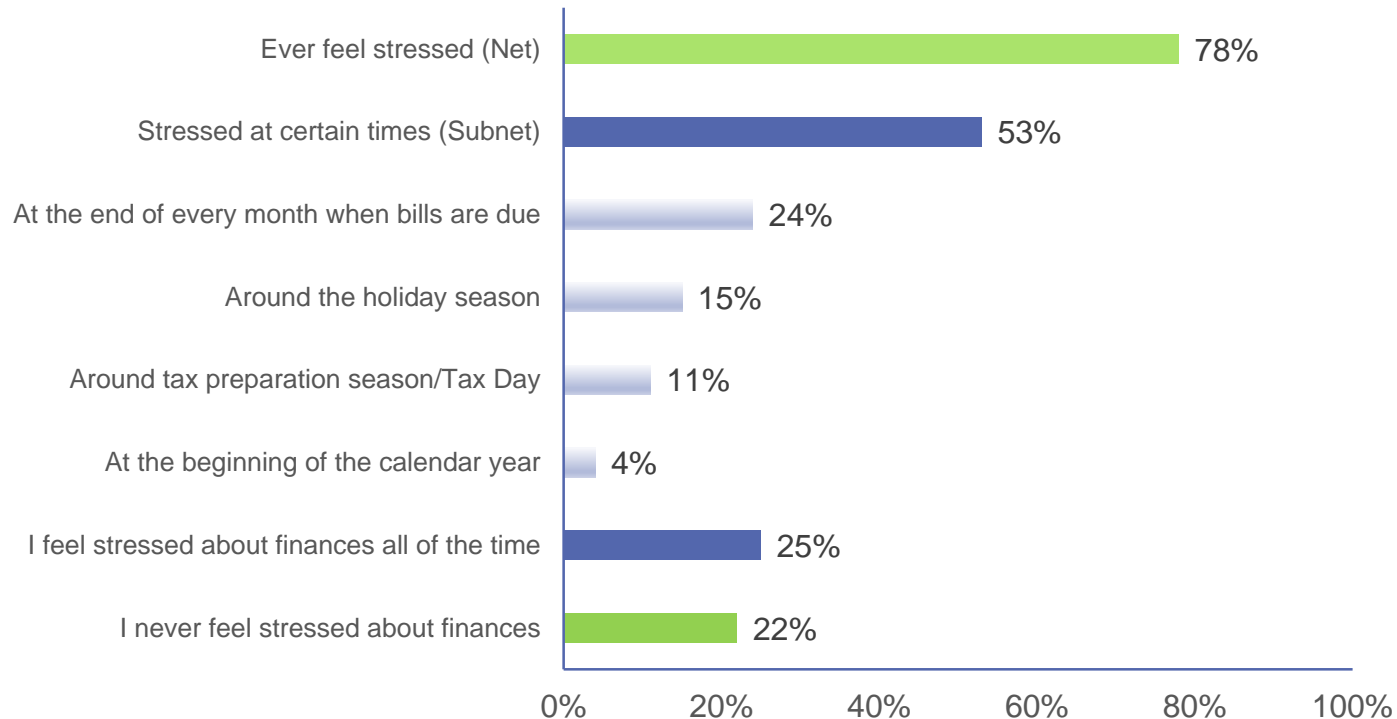


F2: Which of the following would most help to reduce your stress pertaining to your finances? (Base=1,008)

# More than three-quarters (78%) of those surveyed ever feel stressed about their finances, with over half (53%) being stressed at certain times and a quarter (25%) being stressed all of the time.

- Women (83% vs. 74% of men) and younger respondents ages 18-44 (88% vs. 67% of those +) are more likely to ever feel stressed about finances.
- Women (29% vs. 21% of men) are more likely to feel stressed about finances all of the time.
- Older respondents ages 55+ (16% vs. 8% of those 18-44) are more likely to feel stressed around tax preparation season/Tax Day.

## When Feel Most Stressed About Finances

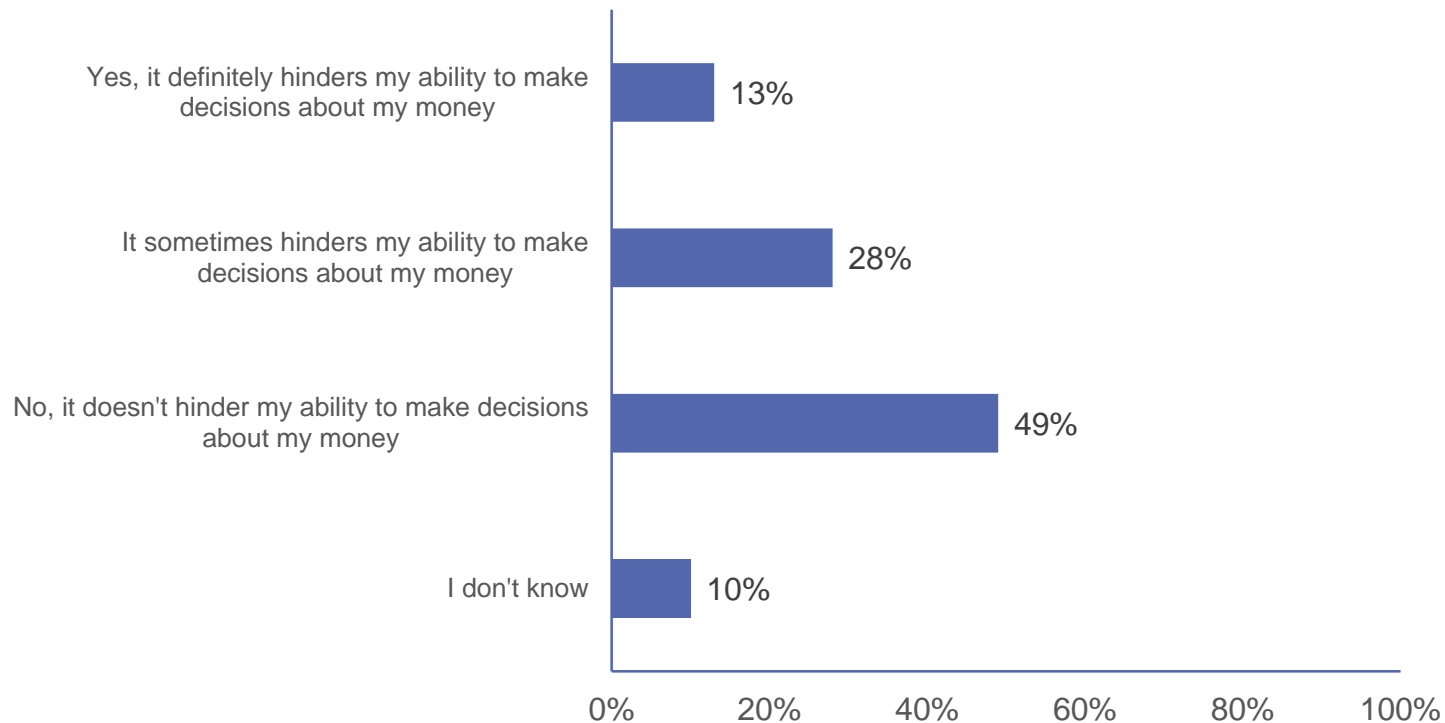


F3: When do you feel the most stressed about your finances? (Base=1,008)

Very few (13%) believe their stress definitely hinders their ability to make decisions about their money. Roughly a quarter (28%) indicate it sometimes hinders their ability, and half (49%) said it doesn't hinder their ability to make financial decisions.

- Younger respondents ages 18-44 are more likely to say that their stress either definitely hinders their ability to make decisions about their money (20% vs. 4% of those 55+), or it sometimes does (38% vs. 17% of those 55+).

### Financial Stress Hinders Ability to Make Decisions About Finances

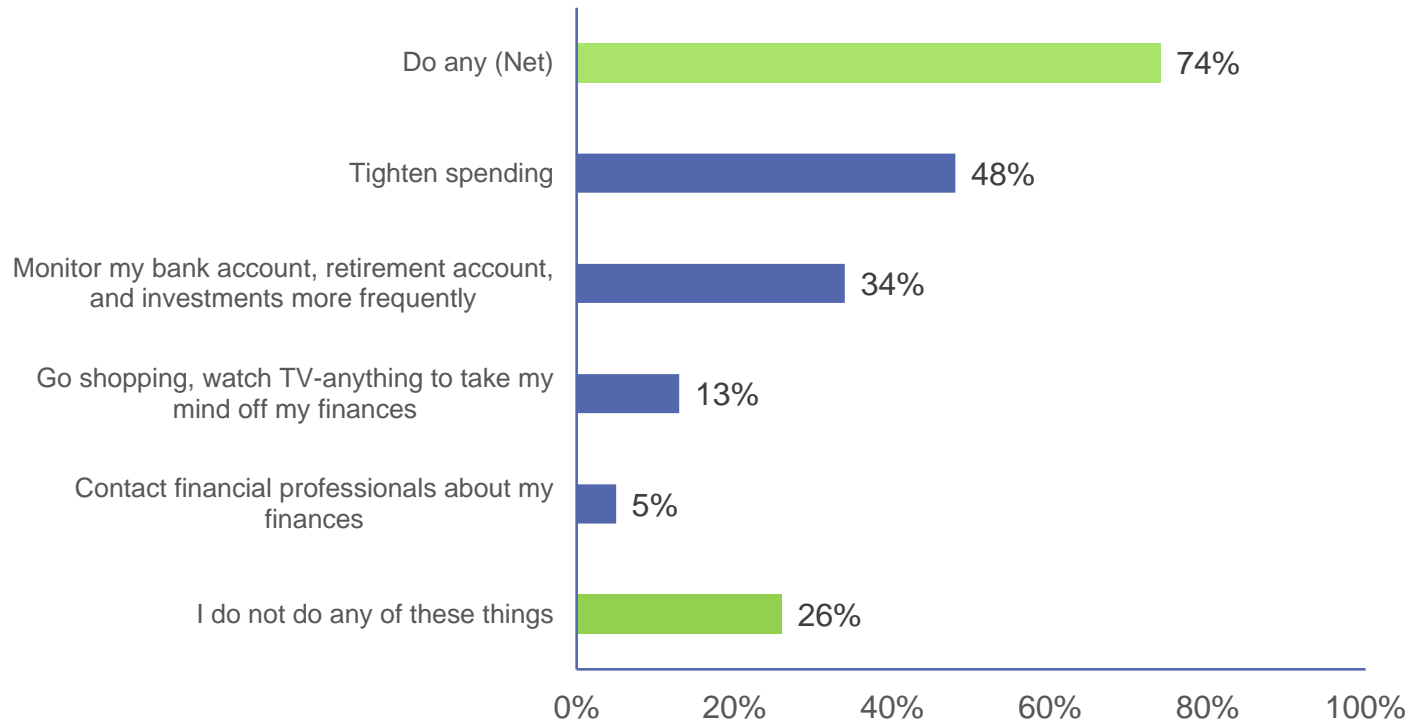


F4: Do you find that your stress hinders your ability to make important decisions about your finances? (Base=1,008)

Three-quarters (74%) indicated they do any of the listed things as a result of financial stress. Half (48%) tighten spending, while a third (34%) monitor their accounts more frequently. Fewer do things to take their mind off of it (13%) or contact financial professionals (5%).

- Younger respondents ages 18-44 are more likely to any of the listed items as a result of financial stress (82% vs. 62% of those 55+). They are more likely to do anything to take their mind off of it (21% vs. 6%).
- Older respondents ages 65+ (34% vs. 51% of those 18-44) are least likely to tighten their spending.

Things Done as a Result of Financial Stress



F5: Do you do any of the following as a result of financial stress? (Base=1,008)