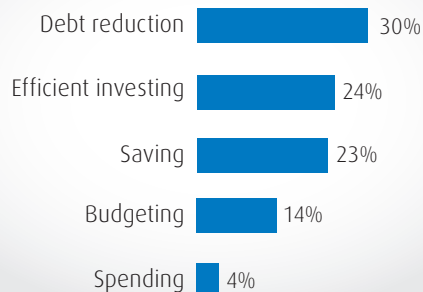


The Personal Balance Sheet: Financial priorities on the roadmap of life

As you navigate along the roadmap of your life, the amount of financial resources available to you to help you go where you want and do what you want will vary. Your success in some part will depend on how well you adapt financially to the obstacles you encounter along the way as you balance your decisions between saving, investing, borrowing, and spending.

Financial priorities



Borrowing concerns:

| | |
|----------------------------|-----|
| Can't repay debt | 25% |
| Late payments | 11% |
| Poor credit | 11% |
| Max credit cards | 8% |
| Borrow from friends/family | 8% |

3 steps to get closer to your financial goals:

1. Emergency fund
2. Insure
3. Save

Borrowing actions taken:

| | |
|------------------------------|-----|
| Pay off biggest debt first | 44% |
| Establish emergency LOC | 42% |
| Consolidate debts | 27% |
| Accelerated payments | 25% |
| Separate good debt from bad | 22% |
| Borrowed more at lower rates | 16% |

Spending concerns:

| | |
|-----------------------------|-----|
| Unexpected expenses | 34% |
| Rising prices | 26% |
| Impulse spending | 12% |
| Helping family members | 9% |
| Depleting savings | 5% |
| Keeping up with the Joneses | 3% |

Saving & Investing concerns:

| | |
|----------------------|-----|
| Unable to save | 29% |
| Outliving money | 21% |
| Economic downturn | 14% |
| Job loss | 11% |
| Stock market decline | 10% |
| Real estate downturn | 7% |

Saving & Investing actions taken:

| | |
|-----------------------------|-----|
| Emergency fund | 48% |
| Automatic savings | 42% |
| Cashed in to cover expenses | 29% |
| Safer investments | 26% |
| Took a break from saving | 23% |
| Stopped saving | 16% |

How can financial professionals help?

- 54% rely on financial professionals for **investment** advice
- 35% of 18-34 year olds ask for **cash flow/debt management** advice
- 30% of people 55 and older look for help with **estate planning**
- 28% seek advice for **cash flow** and **debt management**

Spending actions taken:

| | |
|-----------------|-----|
| Reduce spending | 65% |
| Budgeting | 50% |
| Borrowing | 26% |
| Go cash-only | 25% |
| Sell assets | 24% |
| Second job | 16% |