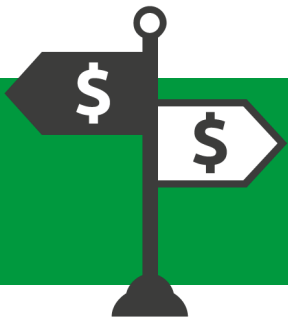




2015 Life + Money Survey:

Americans' Biggest Financial Challenges

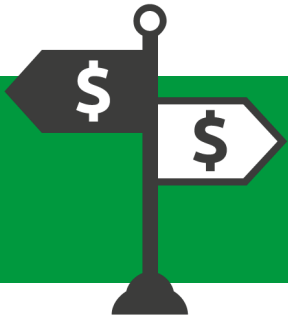


What Are Americans' Biggest Money Challenges?

GOBankingRates surveyed more than 10,000 U.S. adults, asking, "What is your biggest financial challenge?" The following responses were offered for selection:

- **Building an investment portfolio**
- **Paying for higher education**
- **Paying off credit cards**
- **Planning for retirement**
- **Saving for a home**
- **Saving up an emergency fund**
- **Sticking to a budget**

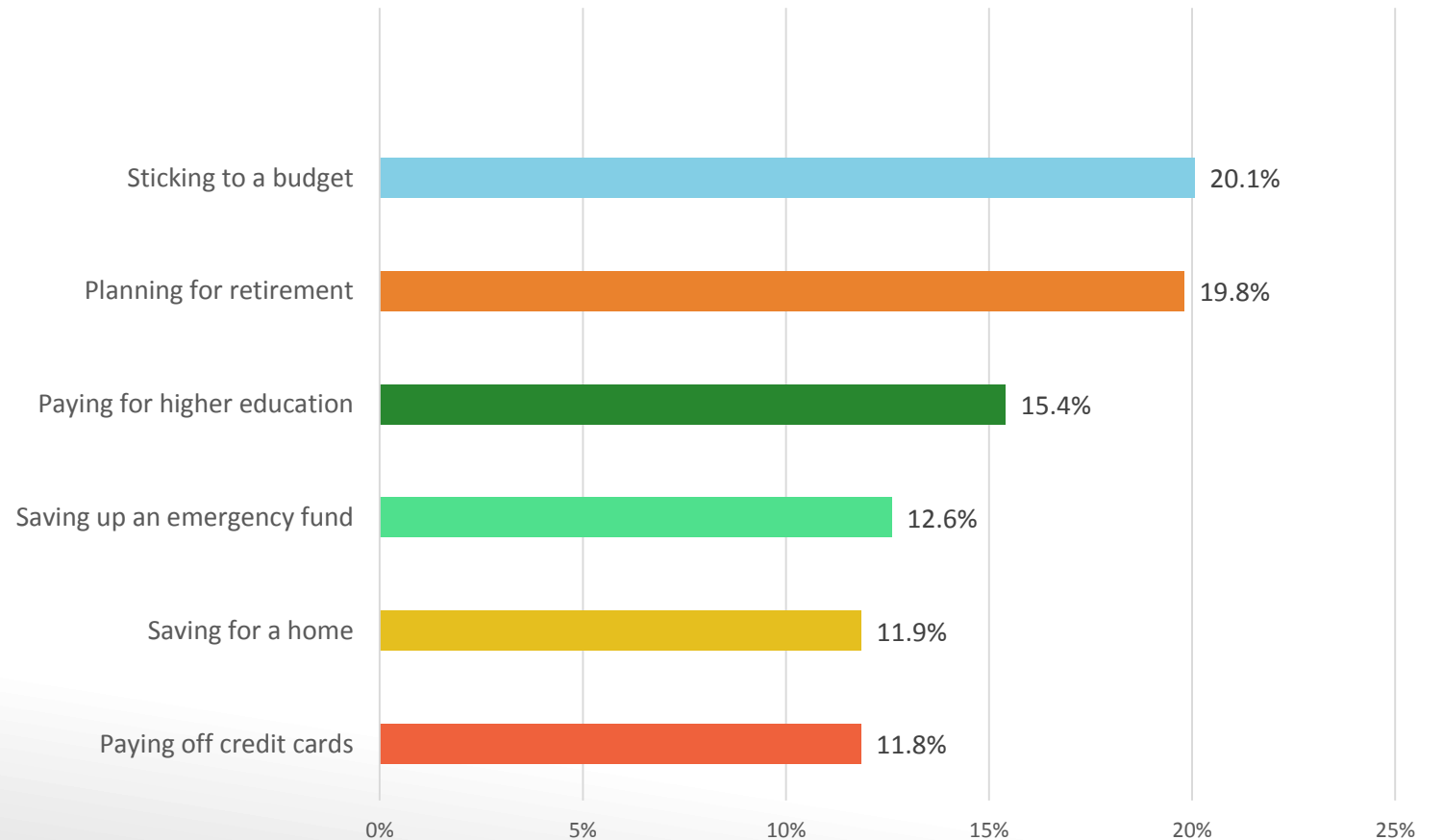


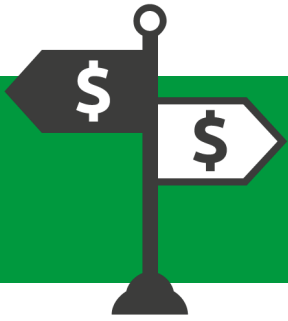


Budgeting and Retirement Planning Are Americans' Biggest Struggles

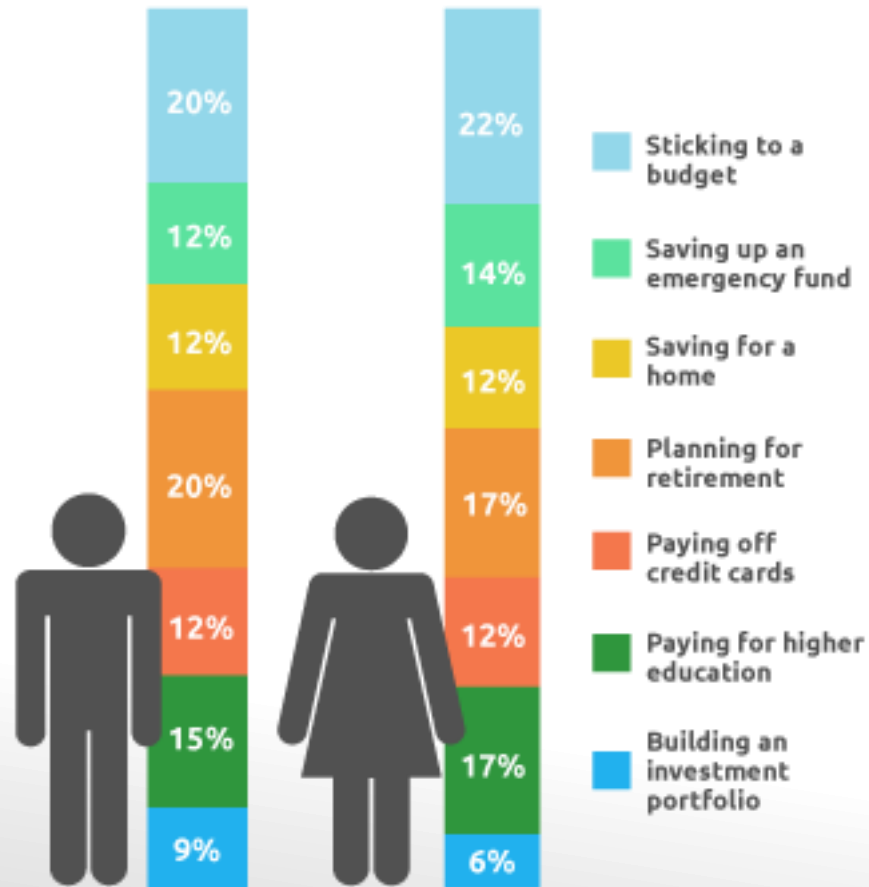
Americans find sticking to a budget and planning for retirement equally challenging, with one in five people naming either of these as their number one challenge.

What Are Most Americans' Biggest Financial Challenges?





Men and Women Face Different Money Challenges



Biggest Financial Challenges by Gender

Men's biggest challenges include:

- **Planning for retirement (20% vs. 17%)**
- **Building an investment portfolio (9% vs. 6%)**

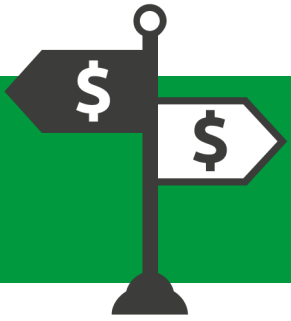
Women's biggest challenges include:

- **Sticking to a budget (22% vs. 20%)**
- **Paying for higher education (17% vs. 15%)**
- **Saving up an emergency fund (14% vs. 12%)**



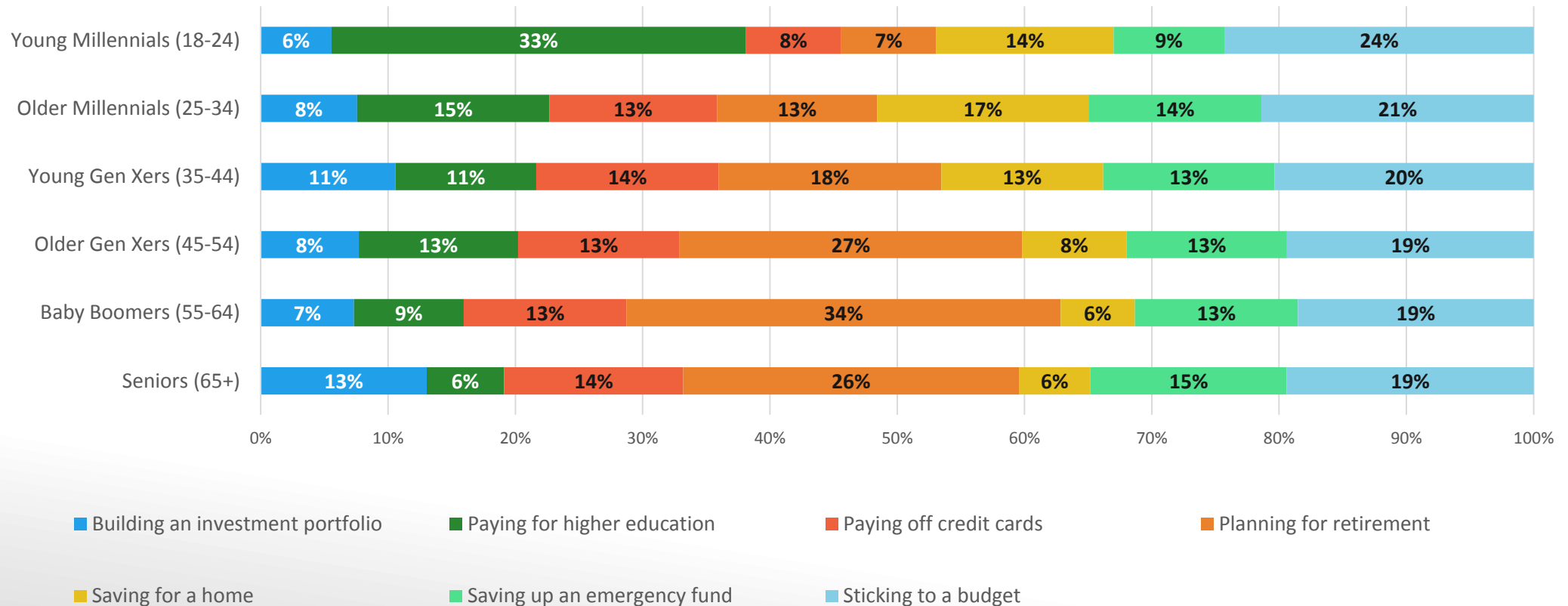
Financial Challenges by Life Stage

- Young millennials (ages 18-24) are most challenged by **paying for higher education**.
- Americans over the age of 35 see **planning for retirement** as a bigger challenge than those 34 and younger.
- Adults age 65 and older are most likely to see **building an investment portfolio** as a big challenge.

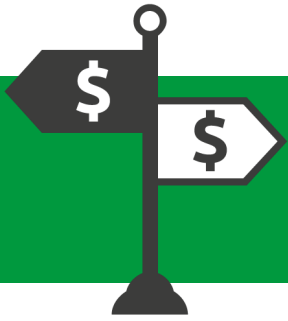


Financial Challenges by Life Stage

Biggest Financial Challenges by Age

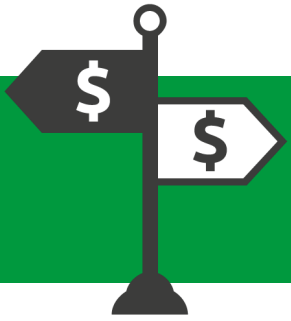


Note: Due to rounding, percentages for answers given might not add up to exactly 100 percent.

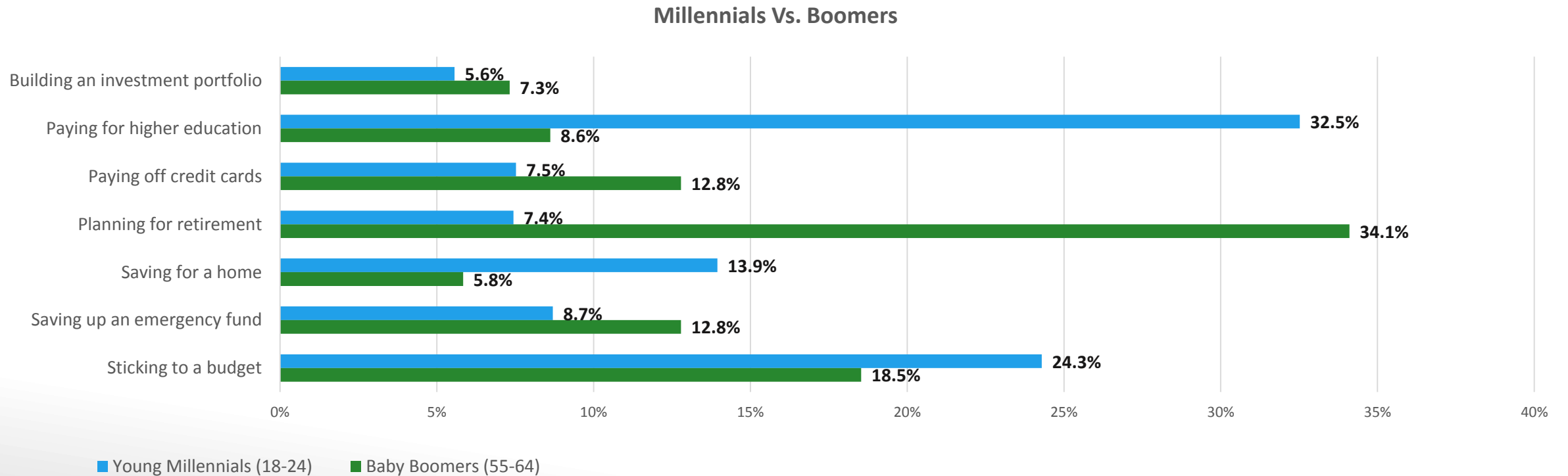


Millennials Vs. Baby Boomers

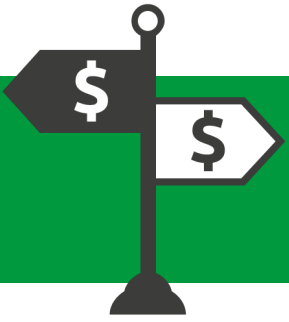
- Young millennials (ages 18-24) are nearly four times more likely to be challenged by **paying for higher education** than baby boomers (ages 55-64).
- Young millennials are twice as likely to see **saving for a home** as a challenge than boomers.
- Baby boomers are almost five times more likely to view **planning for retirement** as their biggest challenge compared with millennials.



Millennials Vs. Baby Boomers



Note: Due to rounding, percentages for answers given might not add up to exactly 100 percent.



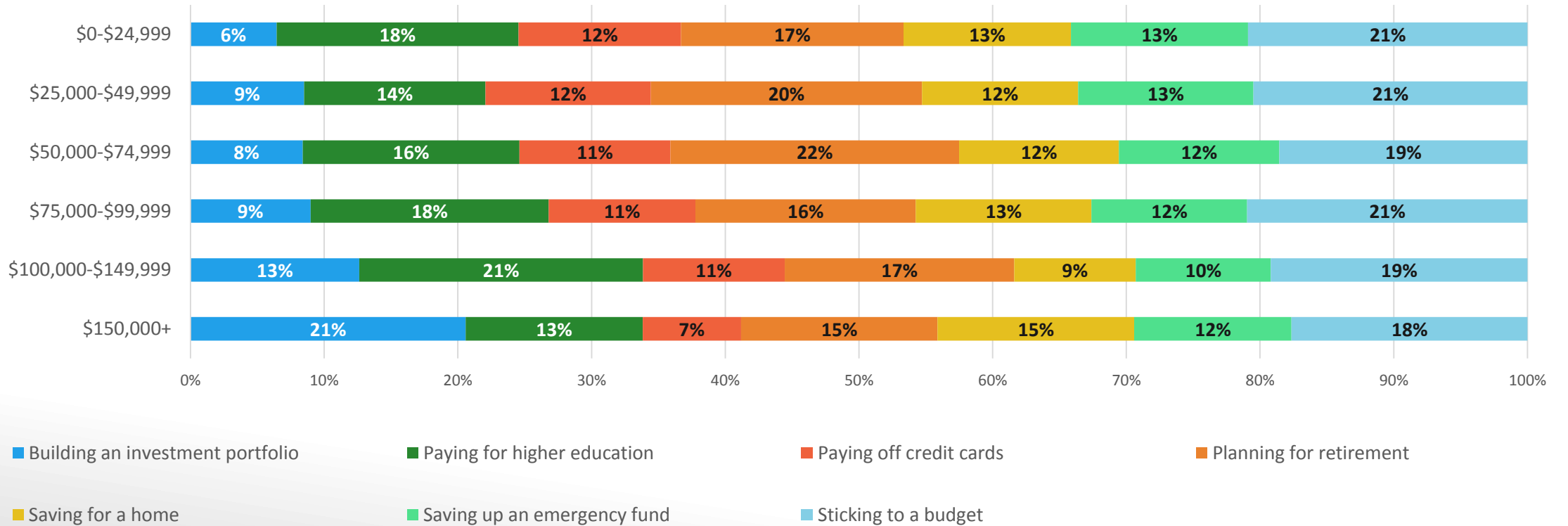
Money Challenges by Annual Income

- Americans who earn over \$100,000 are most likely to name **building an investment portfolio** as their biggest challenge.
- People who earn less than \$50,000 are more challenged by **paying off credit cards** than those who earn more.
- People who earn between \$100,000 and \$150,000 find **paying for higher education** to be the most challenging.



Money Challenges by Annual Income

Biggest Financial Challenges by Income



Note: Due to rounding, percentages for answers given might not add up to exactly 100 percent.

Methodology

These findings are the combined results of two sessions of the same survey. The survey was conducted through Google Consumer Surveys and totaled 10,003 respondents (1,000 responses collected July 17-18, 2015, and 9,003 responses collected July 28-29, 2015). Answers were displayed in random order. Survey findings are representative of the U.S. internet population with a margin of error of 2.2 percent for the responses collected July 17-18 and 2.1 percent for responses collected July 28-29.

For questions and interview requests, please contact:

Connie Lundegard

Media Relations

GOBankingRates.com

conniel@gobankingrates.com

(310) 297-9233 x112

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GOBankingRates.com is a leading portal for personal finance and consumer banking information, specializing in connecting consumers with the best financial institutions and banking products nationwide. GOBankingRates offers readers the latest on everything from finding the best interest rates to strategies for saving money, investing for retirement and getting a loan. Its editors are regularly featured on top-tier media outlets, including U.S. News & World Report, Forbes, Business Insider, Daily Finance, Huffington Post and more.

About “What’s Next?”

“What’s Next?” is a unique, new section on GOBankingRates that allows visitors to sign up for 1) a free, comprehensive portfolio analysis and personalized investment plan, or 2) a free, customized financial consultation. Participants are asked one easy question about their biggest financial concern; based on their answer, they are connected to a “What’s Next?” partner that can help them best plan for and meet their financial goals.

Our goal is to help 100,000 people build a plan toward what’s next in their financial future.

If you want to overcome your financial challenges, “What’s Next?” can help.

Learn more at www.gobankingrates.com/whatsnext/.