Most Americans Moderately Upbeat About Family Finances in 2007

FOR IMMEDIATE RELEASE

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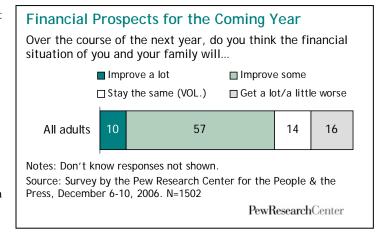
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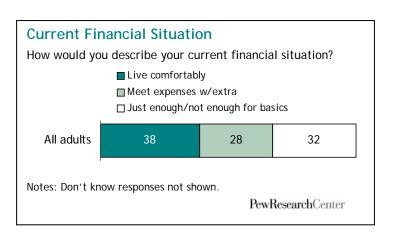
Most Americans are moderately upbeat about their family's financial prospects in the coming year, with 57% expecting some improvement in their financial situation and another 10% expecting a lot of improvement, according to a new Pew Research Center survey.

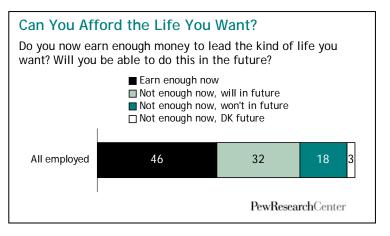
These findings are in line with Pew surveys taken throughout this decade that have shown that most members of the public expect to see at least some improvements in their financial situation in the coming year. At the same time, however, the survey also finds wide variances in the way Americans assess their financial situation right now.

About four-in-ten (38%) adults in this country say they are living comfortably; another three-in-ten (28%) say they have enough money to meet expenses with a little left over for extras; and about one-in-three (32%) say either that they are just meeting basic living expenses or that they don't have even enough for the basics.

A similarly stark division emerges when employed Americans are asked whether they earn enough money to lead the life they want. Just under half (46%) say they do, while 53% say they don't. Among the group that says they don't earn enough now, most expect to earn enough in the future to lead the life they want. Just 18% of all employed respondents in the survey say both that they don't make enough now







and that they don't expect ever to make enough to have the life they want.

These findings are from a new Pew Research Center survey on personal finances conducted by telephone from October 18 through November 9, 2006 among a randomly-selected nationally-representative sample of 2,000 adults.¹

Other key findings include:

- Youth, or at least relative youth, is strongly correlated with expectations of brighter financial prospects
 in the coming year. Adults under age 50 are more optimistic than their elders that financial
 improvements are coming their way. Those ages 65 and older, most of whom are retired, are the least
 optimistic; this group is more likely to volunteer that their financial situation will stay-the-course or get
 worse.
- When survey respondents report "the biggest problem facing you and your family" in an open-ended
 question, the single most common problem mentioned (by 25% of all respondents) is not having
 enough money to pay the bills and meet expenses. A total of 36% mention a broader array of financial
 problems, whether it is bill-paying, cost of living, unemployment, low-paying jobs, gas prices, taxes or
 the like.
- Nearly four-in-ten (38%) adults and 32% of American workers say they have no retirement plan other than Social Security. The groups least likely to have a retirement plan include: adults under age 30; Hispanics and non-Hispanic blacks, and those with annual family incomes under \$30,000.
- A majority of Americans report that their family's income is either keeping up with the cost of living (44%) or doing better than that (12%). But fully four-in-ten say their family's income is falling behind the cost of living. These figures are a bit less downbeat than they were in January 2006 when 47% said they were falling behind.
- Married adults (43%) are more likely to report living comfortably than the unmarried (31%). Those
 not married—especially unmarried women—are more likely to report having trouble meeting their
 basic expenses.

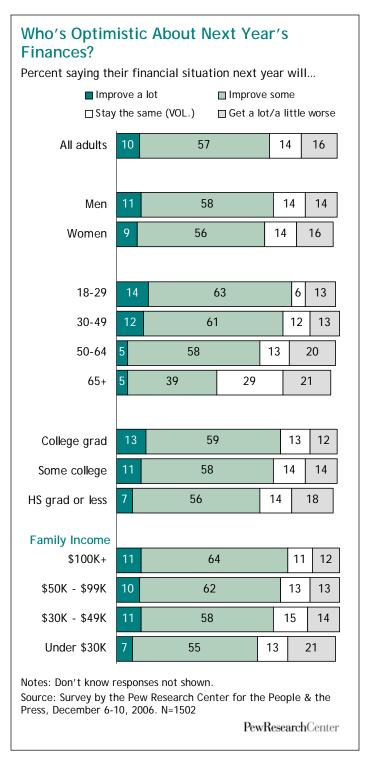
¹ This is the first of two reports that details Americans assessments of their personal finances. The question about financial prospects in the coming year was asked in both the Pew Research Center survey conducted October 18-November 9, 2006 and in a separate survey by the Pew Research Center for the People & the Press, December 6-10, 2006. The results shown are from the more recent, December 2006, survey. See Q5 in the topline of the full report for further details.

Optimism for the Year Ahead

Two-thirds of Americans expect their family's financial situation to improve over the next year by a lot (10%) or some (57%), while 16% think their financial situation will get worse and a similar portion (14%) volunteer that they expect to stay the same financially. These figures come from a separate Pew survey conducted December 6-10, 2006 with 1,502 randomly-selected and nationally representative sample of adults. (The margin of sampling error for this survey is +/- 3 percentage points.)²

Financial expectations vary by age. Adults on the younger side (ages 18 to 49) are more likely than those ages 50 and older to expect their finances to improve. Those ages 65 and older, many of whom are retired from the work force, are more likely than other age groups to either volunteer that they expect their financial situation to remain about the same or to expect it to get worse in the coming year.

Older men (ages 50 and older) are a bit more optimistic than are older women but there is no gender difference among younger adults. And, those with lower family incomes (under \$30,000 a year) are less optimistic than those with higher incomes.



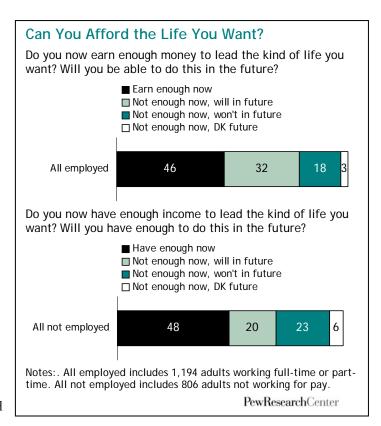
² There were not enough black and Hispanic respondents in this survey to analyze separately.

Optimism for the Life Ahead

When looking over a broader horizon American workers are roughly split between those reporting they now earn enough money to lead the kind of life they want (46%) and those who don't (53%). Among workers who report not earning enough money now, the optimists outnumber the pessimists by 2:1 that at some point in the future they will earn enough to support their desired lifestyle.

A similar divide exists among those not in the labor force; 48% of this group says they now have enough income to lead the kind of life they want while 49% does not. There are fewer optimists about the future among this group. Those not employed are almost evenly divided between those who expect to have enough in the future and those who don't expect to have enough income to lead the kind of life they want.

Age and life stage are strongly related to responses on this question. Older workers (56%) are more likely than younger ones (36%) to say they now earn enough to lead the kind of life they want. But younger workers are considerably more optimistic than their elders that they'll make enough at some point in the future to do this.



Age Colors Perspectives About Affording the Life You Want

	All Workers Workers Workers					
	Workers	18-29	30-49	50+		
	%	%	%	%		
Earn enough now	46	36	44	56		
Not enough now, will in future	32	52	33	16		
Not enough now, won't in future	18	10	18	23		
Not enough now, DK about future	3	2	4	4		
Don't know	<u>1</u>	<u>0</u>	<u>1</u>	<u>1</u>		
	100	100	100	100		
Number of respondents	1,194	181	544	438		

Notes: Question wording: ASK IF EMPLOYED FULL-TIME OR PART-TIME: Do you now earn enough money to lead the kind of life you want, or not? IF NO: Do you think you will be able to earn enough money in the future to lead the kind of life you want, or not?

Finances Top List of Family Concerns

The optimism most Americans show for their pocketbooks in the coming year does not mean that financial concerns are unimportant. In fact, when survey respondents are asked to put in their own words the biggest problem they and their families face, financial concerns dominate the list. About 36% of responses explicitly focus on personal finances and economic issues. An equal portion (36%) of responses focuses on other kinds of problems, but some of these include a financial component, such as the cost of health care and education. Another three-in-ten indicate they either don't know or see no particular problems facing their families.

The dominance of concerns about making ends meet is consistent with previous surveys asking this question since the early 1990's. About a quarter (26%) of responses to a Pew survey conducted in May 2005 mentioned the high cost of living or trouble making ends meet compared with 28% in this survey. In past surveys, respondents were somewhat more likely to also cite a broader array of concerns related to the national economy such as unemployment and recession.

As expected, those with higher family incomes are less likely to mention financial concerns while those with

Biggest Problem Facing You and Your Family... AII Adults % Financial problems (NET) 36 Not enough money/paying bills 25 High prices/cost of living/housing 3 3 Unemployment/low paying jobs 3 Economy/recession/business High gas/fuel prices 1 Taxes/high taxes 1 Other problems (NET) 36 Family/personal/health problems 11 Health care/high cost of insurance 5 Time management/not enough time 4 Costs of education/childcare 2 2 Issues facing the elderly War/International affairs 1 1 Social security Morality/family values 1 Terrorism/safety Other 9 30 No problems/Don't know Note: Responses total to more than 100% due to multiple responses to this open-ended question. PewResearchCenter

incomes under \$50,000 are more likely to do so. Similarly, older adults are more likely to cite health and aging-related concerns than are those in their younger years (ages 18 to 49).

Personal Financial Situation

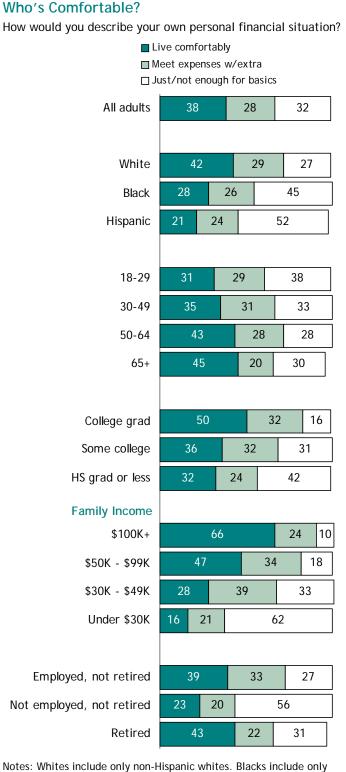
When it comes to assessing their current financial situation, Americans are roughly divided among those living comfortably (38%), those who are meeting their living expenses with a little left over for extras (28%) and those for whom their basic living expenses meet or outstrip their resources (32%).

Not surprisingly, this assessment of personal finances is correlated with income and education. Those with higher family incomes are more likely to see their financial situation as one that allows them to "live comfortably." Further, more college graduates than those with less education say they "live comfortably."

Adults ages 50 and older are more likely than their younger counterparts to say they live comfortably. Employment status is also important, of course. Retirees and workers are more likely to report living comfortably than are non-retirees who are not employed.

Non-Hispanic whites, more so than either Hispanics or non-Hispanic blacks, report living comfortably.

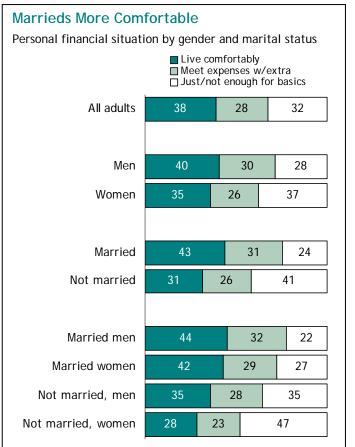
Married couples (43%) are more inclined than the unmarried (31%) to describe themselves as living comfortably.



notes: Whites include only non-Hispanic whites. Blacks include only non-Hispanic blacks. Hispanics are of any race. Don't know responses not shown. Question wording: How would you describe your own personal financial situation? Would you say you live comfortably, meet your expenses with a little left over for extras, just meet your basic living expenses, or don't even have enough to meet expenses?

When it comes to gender, there is a slight tendency for more men than women to report living comfortably. However, the gender gap is stronger at the other end of the financial spectrum; women (37%) are more likely than men (28%) to say they are not meeting or are just meeting their basic living expenses.

This pattern is especially strong for unmarried women—both for those who have never married and for those who are widowed, divorced, or separated. Nearly half (47%) of unmarried women, compared with just 27% of married women, say they are not or are just meeting their basic living expense; a marriage gap among women of 20 points. The pattern is the same among men but not as strong; 35% of unmarried men compared with 22% of married men describe themselves as either not having enough or having just enough to meet their basic living expenses.



Notes: Don't know responses not shown.

Question wording: How would you describe your own personal financial situation? Would you say you live comfortably, meet your expenses with a little left over for extras, just meet your basic living expenses, or don't even have enough to meet expenses?

Do You Need a COLA?

A majority of Americans report that their family's income is either keeping up with the cost of living (44%) or doing better than that (12%). But fully four-in-ten say their family's income is falling behind the cost of living. These figures are a bit less downbeat than they were in January 2006 when 47% said they were falling behind.

As expected, those at the lower ends of the income spectrum are especially likely to feel they are falling behind. More than half (54%) of those with incomes under \$30,000 a year say their income is falling behind the cost of living and 47% of those earning between \$30,000 and \$50,000 say the same.

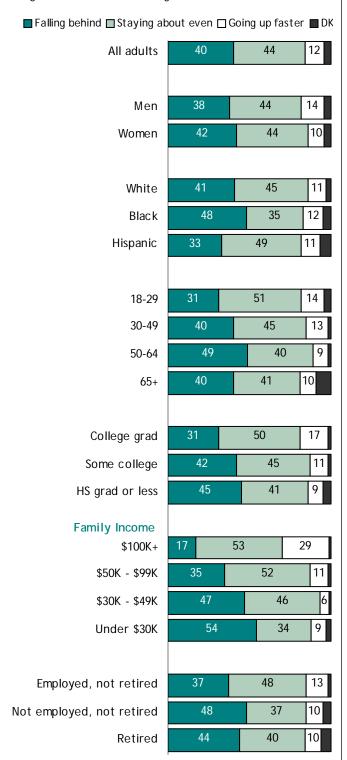
Adults ages 50 to 64 are more likely than their older or younger counterparts to feel they are falling behind.

There is some variance in this assessment by marital status. Marrieds (38%) and singles who have never married (33%) are less likely than those who are widowed, divorced or separated (49%) to say their income is falling behind inflation. This figure climbs to 61% among those ages 50 to 64 who are widowed, divorced or separated compared with 38% among those ages 65 and older and 49% among those 18 to 49 who are widowed, divorced or separated.

These responses come at a time when the non seasonally-adjusted Consumer Price Index from the Bureau of Labor Statistics rose about 2% over the past year (November 2005 to November 2006). Back in January, when Americans were a bit more downbeat, prices rose about 4% over the previous year (January 2005 to January 2006).

Who's Falling Behind the Cost of Living?

Do you think your family's income is going up faster than the cost of living, staying about even with the cost of living, or falling behind the cost of living?



Notes: Whites include only non-Hispanic whites. Blacks include only non-Hispanic blacks. Hispanics are of any race.

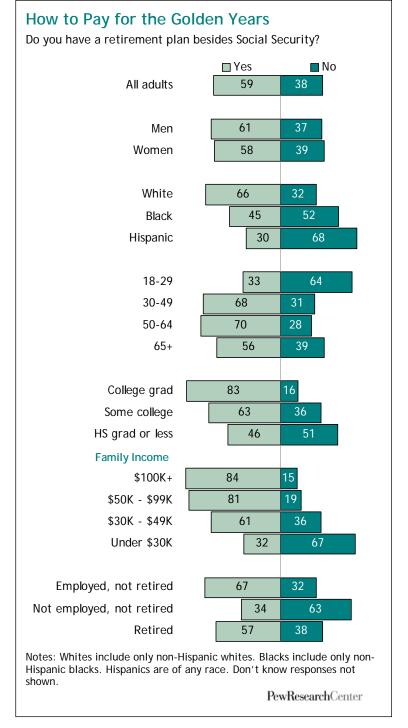
Financial Plans for Retirement

A majority (59%) of Americans have some kind of retirement plan apart from Social Security, but nearly four-in-ten (38%) adults and 32% of all workers say they have no retirement plan other than Social Security. Among those who are not employed and not currently retired, nearly two-thirds (63%) say they have no retirement plan other than Social Security.

Hispanics and non-Hispanic blacks are more likely than non-Hispanic whites to say they have no retirement plan other than Social Security. These findings are consistent with other reports showing wide disparities along racial and ethnic lines in financial assets.³

Young adults (ages 18 to 29) are less likely than their elders to have any kind of retirement plan besides Social Security.

As expected, retirement finances are related to income. Fully two-thirds (67%) of those with family incomes under \$30,000 per year have no retirement plan other than Social Security. Similarly, among those who describe their personal financial situation as either just enough or not enough to meet their basic living expenses, some 61% report that they have no retirement plan other than Social Security. This



compares with 24% among those who report living comfortably and 32% among those who are meeting their expenses with a little extra.

³ For a detailed analysis of racial and ethnic differences in wealth based on the Census Bureau's Survey of Income Program Participation (SIPP) see Kochhar, Rakesh (October 18, 2004). "The Wealth of Hispanic Households: 1996 to 2002". Pew Hispanic Center. http://pewhispanic.org/reports/peports/PeportID=34

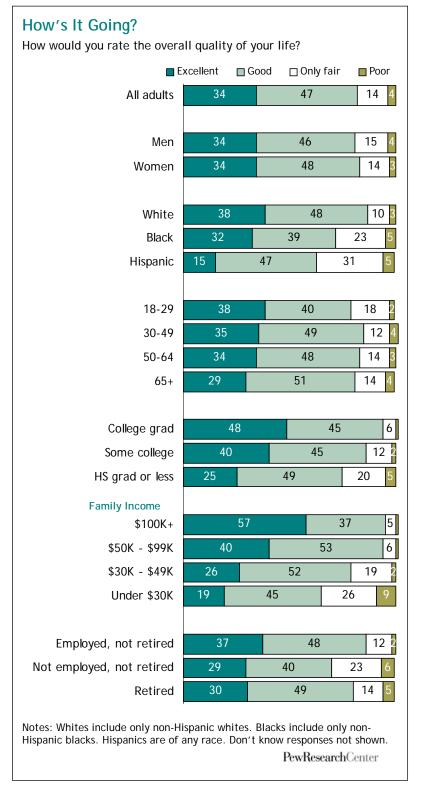
Satisfaction with Life

More than a third (34%) of Americans rate the overall quality of their life as excellent, while 47% consider it good and just 18% rate the quality of their life as only fair or poor.

There is no difference on this rating between men and women, although among those ages 50 and older, women are less likely to rate their quality of life as excellent (29%) compared with men in the same age group (36%).

Those who are married are more likely than the unmarried to give the quality of their life an excellent rating. And workers are more likely than retirees or non-retirees who are not employed to see their overall life quality as excellent.

Income figures into these calculations as well. A majority (57%) of those with family incomes of \$100,000 and above rate their lives as excellent. By comparison, just 19% of those with family incomes under \$30,000 rate the quality of their lives as excellent.



About the Pew Social Trends Reports

The Pew social trends reports explore the behaviors and attitudes of Americans in key realms of their lives – family, community, health, finance, work and leisure. Reports analyze changes over time in social behaviors and probe for differences and similarities between key sub-groups in the population.

The surveys are conducted by the Pew Research Center, a nonpartisan "fact tank" that provides information on the issues, attitudes and trends shaping America and the world.

Survey reports are the result of the collaborative effort of the social trends staff, which consists of:

Paul Taylor, Executive Vice President Cary Funk, Senior Researcher April Clark, Research Associate

About the Survey

Results for this survey are based on telephone interviews conducted with a nationally representative sample of adults, ages 18 years and older, living in continental U.S. telephone households.

- Interviews conducted Oct. 18 Nov. 9, 2006
- 2,000 interviews
- Margin of sampling error is plus or minus 2.5
 percentage points for results based on the total
 sample at the 95% confidence level. The margin of
 sampling error is higher for results based on subgroups
 of respondents.

Survey interviews conducted under the direction of Princeton Survey Research Associates International. Interviews were conducted in English and Spanish.

Bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias in the findings of opinion polls.

PEW SOCIAL TRENDS FINAL TOPLINE OCTOBER 18 - NOVEMBER 9, 2006 N=2000

Q.1 How would you rate the overall quality of your life? **(READ)**

		Feb 2006
34	Excellent	34
47	Good	48
14	Only fair	14
4	Poor	3
<u>1</u>	Don't know/Refused (VOL. – DO NOT READ)	<u>1</u>
100		100

NO QUESTION 2

Q.3 What is the biggest problem facing you and your family these days? [OPEN END. RECORD VERBATIM RESPONSE. PROBE FOR CLARITY. IF MORE THAN ONE MENTION, RECORD ALL IN ORDER OF MENTION]

					(D.17.)			110.31	0 117 1	1.0
			- 1		(RVs)		-		vs & World	ı
		May	Feb	June	Sept	March	Dec	Aug	May	Jan
		2005	2003	2001	1996	1994	1993	1992	1992	1992
36	FINANCIAL PROBLEMS (NET)	50	56	69	53	48	55	80	92	89
	Not enough money/Paying bills/									
25	Making ends meet	21	30	26	22	28	27	22	20	24
3	High prices/High cost of living and housing	5	2	10	4	4	6	7	8	10
3	Unemployment/Low paying jobs	6	7	8	8	9	12	28	26	28
3	Economy/Recession/Business (general)	8	12	8	5	2	4	16	30	19
1	High gas/Fuel prices	6	3	9						
1	Taxes/High taxes	4	2	8	14	5	6	7	8	8
36	OTHER PERSONAL PROBLEMS (NET)	39	45	42	37	33	42	29	31	33
11	Family/Personal/Health problems	5	16	3	5	8	5	2	3	4
5	Health care/High cost of health insurance	10	4	6	8	7	15	10	8	10
	Time management/Not enough time or									
4	sleep	2	3							
2	Costs of education/Child care	2	3	3	3	5	3	3	5	4
2	Issues facing the elderly	3	2	2	7	3	3	2	*	*
1	War/International affairs/Military service	3	9							
1	Social Security	4								
1	Morality/Family values	1	1	2	3	1	1	2	*	*
*	Terrorism/Safety	1	1							
9	Other	8	6	26	11	9	15	10	15	15
30	No problems/Don't know	21	12	18	21	28	16	12	7	11

Figures add to more than 100% due to multiple responses.

On a different topic

- Q.4 How would you describe your own personal financial situation? Would you say you (READ)
 - 38 Live comfortably
 - 28 Meet your expenses with a little left over for extras
 - 23 Just meet your basic living expenses
 - 9 Don't even have enough to meet expenses
 - 2 Don't know/Refused (VOL.)

100

Q.5 Over the course of the next year, do you think the financial situation of you and your family will **(READ)**?

			Get a		Stay the	
	Improve	Improve	Little	Get a lot	Same	DK/
	A lot	Some	Worse	Worse	(VOL.)	Ref.
December 2006*	10	57	13	3	14	3=100
November 2006	13	51	9	3	18	6=100
January 2006	10	51	14	5	16	4=100
May 2005	10	51	15	5	15	4=100
January 2005	10	54	14	4	15	3=100
August 2004	13	57	9	3	12	6=100
September 2003	11	53	15	4	14	3=100
Late March 2003	12	51	15	4	11	7=100
January 2003	9	51	18	5	13	4=100
Early October 2002	10	54	13	5	12	6=100
June 2002	11	55	15	4	11	4=100
January 2002	12	53	15	5	11	4=100
Late September 2001	9	46	16	4	17	8=100
June 2001	11	52	15	4	14	4=100
January 2001	11	46	18	9	12	4=100
January 1999	17	55	7	3	14	4=100
May 1997	12	56	10	2	17	3=100
February 1995	11	53	13	3	17	3=100
March 1994	10	57	11	3	16	3=100
October 1992 U.S. News & W. Report	9	51	14	3	15	8=100
August 1992 U.S. News & W. Report	6	50	20	5	14	5=100
May 1992 U.S. News & W. Report	8	49	22	4	13	4=100
January 1992 U.S. News & W. Report	9	46	19	5	16	5=100

Q.6 Do you think your family's income is going up faster than the cost of living, staying about even with the cost of living, or falling behind the cost of living?

			NBC/WSJ
		<u>Jan 2006</u>	<u>June 1996</u>
12	Going up faster	9	9
44	Staying about even	41	38
40	Falling behind	47	50
<u>4</u>	Don't know/Refused (VOL.)	<u>3</u>	<u>3</u>
100		100	100

 * Survey conducted by Pew Research Center for the People and the Press, December 6-10, 2006.

QUESTIONS 7 THROUGH 9 HELD FOR FUTURE RELEASE

ASK IF "EMPLOYED FULL OR PART-TIME" IN (E3=1,2)

Q.10 Do you now earn enough money to lead the kind of life you want, or not? **ASK IF NO (Q10=2):**

Q.11 Do you think you will be able to earn enough money in the future to lead the kind of life you want, or not?

BASED ON THOSE EMPLOYED FULL OR PART-TIME [N=1194]:

			Among those who don't			
	Yes, earn	No, don't		nough mo	-	
	enough	earn	Will in	Will	DK/	
	now	enough	future	not	Ref	DK/Ref
November 2006	46	53	32	18	3	1=100
January 2006	46	53	28	23	2	1=100
Mid-May 2005	40	59	35	22	2	1=100
May 2004	51	48	25	19	4	1=100
Late February 2004	53	46	26	19	1	1=100
June 2002	43	56	30	23	3	1=100
January 2001	43	56	33	21	2	1=100
Late September 1999	42	58	33	23	2	*=100
August 1999	39	60	38	19	3	1=100
Early September 1998	43	57	36	20	1	*=100
November 1997	41	59	33	24	2	*=100
May 1997	46	54	34	18	2	*=100
June 1996	44	56	34	20	2	*=100
February 1995	41	58	35	20	3	1=100
July 1994	40	60	34	24	2	*=100
March 1994	44	56	33	20	3	*=100
October 1992 U.S. News & W. Report	36	63	35	36	5	1=100
August 1992 U.S. News & W. Report	33	66	36	25	5	1=100
May 1992 U.S. News & W. Report	34	65	34	28	3	1=100
January 1992 U.S. News & W. Report	39	61	34	22	5	*=100

ASK IF NOT EMPLOYED OR DK/REF (E3=3,9)

Q.12 Do you now have enough income to lead the kind of life you want, or not? **ASK IF NO (Q12=2):**

Q.13 Do you think you will have enough income in the future to lead the kind of life you want, or not?

BASED ON THOSE WHO ARE NOT EMPLOYED OR DON'T KNOW [N=806]:

			Among t	those who	don't	
	Yes, have	No, don't	have e	nough mo	ney	
	enough	have	Will in	Will	DK/	
	now	enough	future	not	Ref	DK/Ref
November 2006	48	49	20	23	6	3=100
January 2006	45	52	19	29	4	3=100
May 2004	50	47	18	25	4	3=100
Late February 2004	48	50	21	23	6	2=100

QUESTIONS 14 THROUGH 48 HELD FOR FUTURE RELEASE OR PREVIOUSLY RELEASED

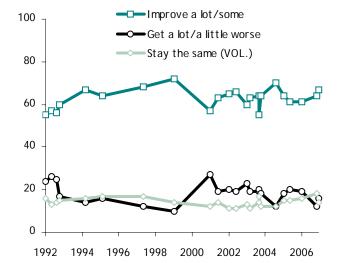
Q.49 Do you have a retirement plan besides Social Security? **[IF YES:** Is any of your retirement money in the stock market through stocks, mutual funds or a 401k plan?]

		May	Early Oct
		<u>2005</u>	<u>2002</u>
45	Yes, retirement plan in the stock market	46	47
14	Yes, but not in stock market	13	13
38	No, no retirement plan	40	37
<u>3</u>	Don't know/Refused (VOL.)	<u>1</u>	<u>3</u>
100		100	100

QUESTION 50 THROUGH END HELD FOR FUTURE RELEASE

Personal Financial Outlook for Next Year

Percent saying their financial situation next year will...



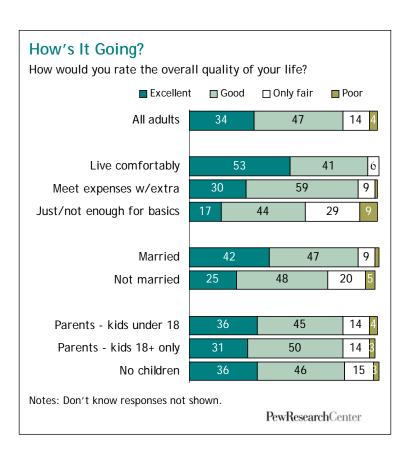
Notes: Don't know responses not shown.

Source: 1992 surveys by U.S. News & World Report; 1994-2006 surveys by Pew Research Center. December 2006 survey by the Pew Research Center for the People & the Press.

			Family Ir	ncome	
	All	Under	\$30K-	\$50K-	
	Adults	\$30K	\$49K	\$99K	& over
	%	%	%	%	%
Financial problems (NET)	36	50	46	38	22
Not enough money/paying bills	25	36	32	24	12
High prices/cost of living/housing	3	3	3	6	2
Unemployment/low paying jobs	3	6	3	2	2
Economy/recession/business	3	4	4	3	3
High gas/fuel prices	1	*	2	2	1
Taxes/high taxes	1	1	2	1	2
Other problems (NET)	36	33	30	38	46
Family/personal/health problems	11	12	9	11	12
Health care/high cost of insurance	5	7	5	4	3
Time management/not enough time	4	1	4	7	8
Costs of education/childcare	2	1	3	2	5
Issues facing the elderly	2	1	1	2	2
War/International affairs	1	1	1	2	1
Social security	1	*	0	1	1
Morality/family values	1	*	1	1	*
Terrorism/safety	*	*	0	0	1
Other	9	10	6	8	13
No problems/Don't know	30	22	29	27	35

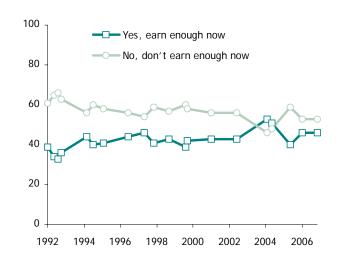
Note: Responses total to more than 100% due to multiple responses to this open-ended question.

Biggest Problem Facing Families, By Age						
	All Adults	Adults 18-29	Adults 30-49	Adults 50-64	Adults 65+	
	%	%	%	%	%	
Financial problems (NET)	36	39	45	35	23	
Not enough money/paying bills	25	29	30	23	15	
High prices/cost of living/housing	3	1	4	4	4	
Unemployment/low paying jobs	3	7	4	2	*	
Economy/recession/business	3	2	4	3	2	
High gas/fuel prices	1	*	2	2	*	
Taxes/high taxes	1	*	1	1	2	
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Health/Aging-related (NET)	19	4	14	26	34	
Family/personal/health problems	11	4	10	13	20	
Health care/high cost of insurance	5	*	4	9	8	
Issues facing the elderly	2	0	*	3	5	
Social security	1	0	*	1	1	
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Other problems (NET)	17	18	17	20	12	
Time management/not enough time	4	4	6	4	*	
Costs of education/childcare	2	3	2	2	*	
War/International affairs	1	1	1	1	1	
Morality/family values	1	0	*	1	1	
Terrorism/safety	*	0	1	*	1	
Other	9	10	7	12	9	
No problems/Don't know	30	37	27	23	35	
Note: Responses total to more than 100% due to multiple responses to this open-ended question.						
			Pe	wResearch	Center	



Earn Enough to Lead the Kind of Life You Want?

Based on employed adults



Notes: Don't know responses not shown.

Source: 1992 from U.S. News & World Report surveys; 1994 to 2006

from Pew Research Center surveys.