

The View from Chicago:

1,000 residents share their perspectives
on the local economy, managing wealth
and life in Chicagoland

September 2016

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Methodology

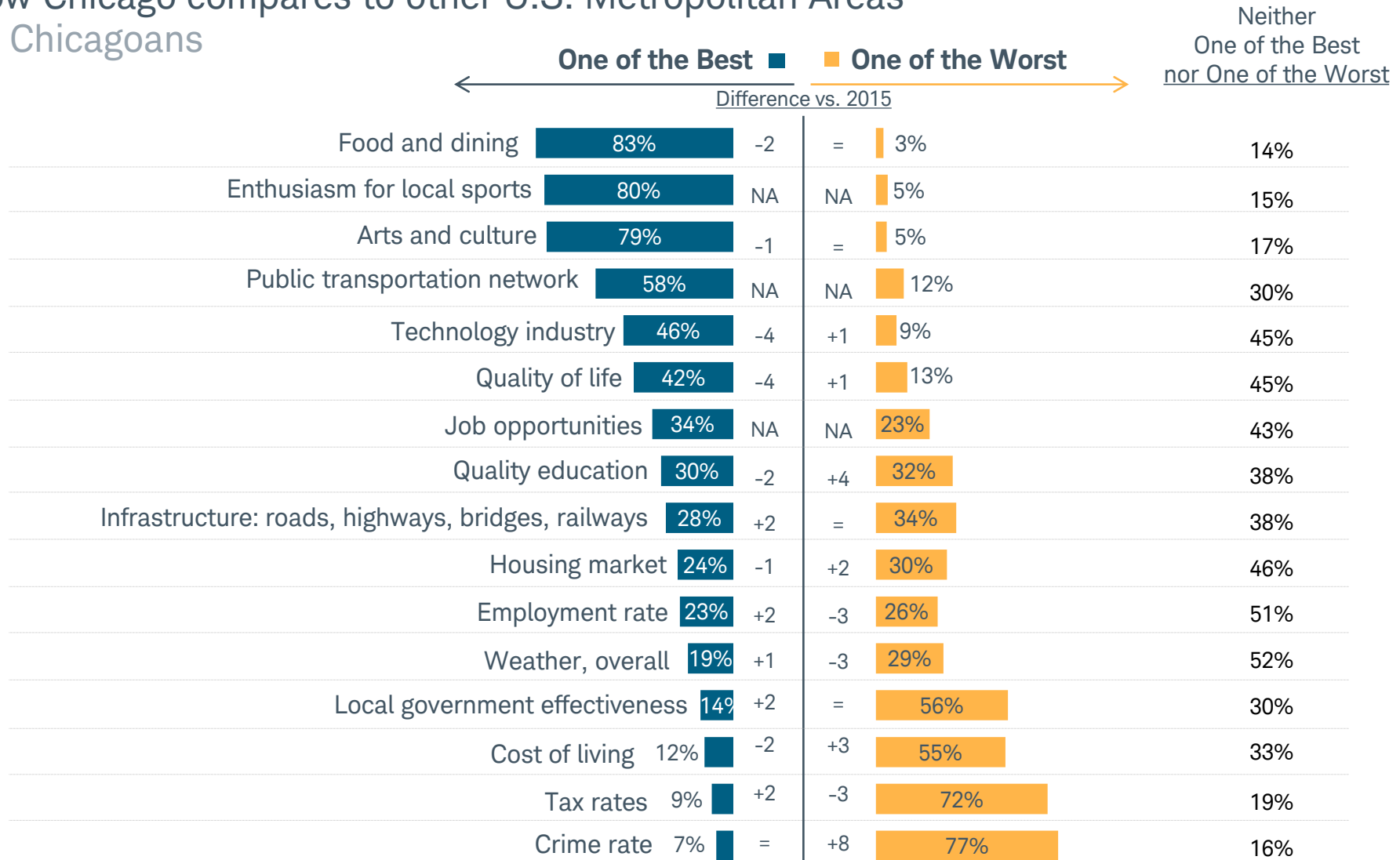
What	<ul style="list-style-type: none">▪ An online study among a sample of the general public in the Chicago area was conducted by Koski Research.▪ Koski Research is neither affiliated with, nor employed by, Charles Schwab & Co., Inc.
When	<ul style="list-style-type: none">▪ The study was fielded July 25 – August 4, 2016
Who	<ul style="list-style-type: none">▪ 1,000 Chicagoans aged 21-75 completed the study.▪ The sample was drawn from online sample sources.▪ The geographical area of the sample included all the Illinois counties in the Chicago Metropolitan Statistical Area (MSA). Quotas were set based on population statistics for Cook County, counties contiguous to Cook County and counties not contiguous to Cook County.▪ Note: Unless noted otherwise, Chicago and Chicagoans refer to the Chicago area as defined above and the residents of this area.

Personal Finances in Chicago

Chicagoans view their city as one of the worst for cost of living

How Chicago compares to other U.S. Metropolitan Areas

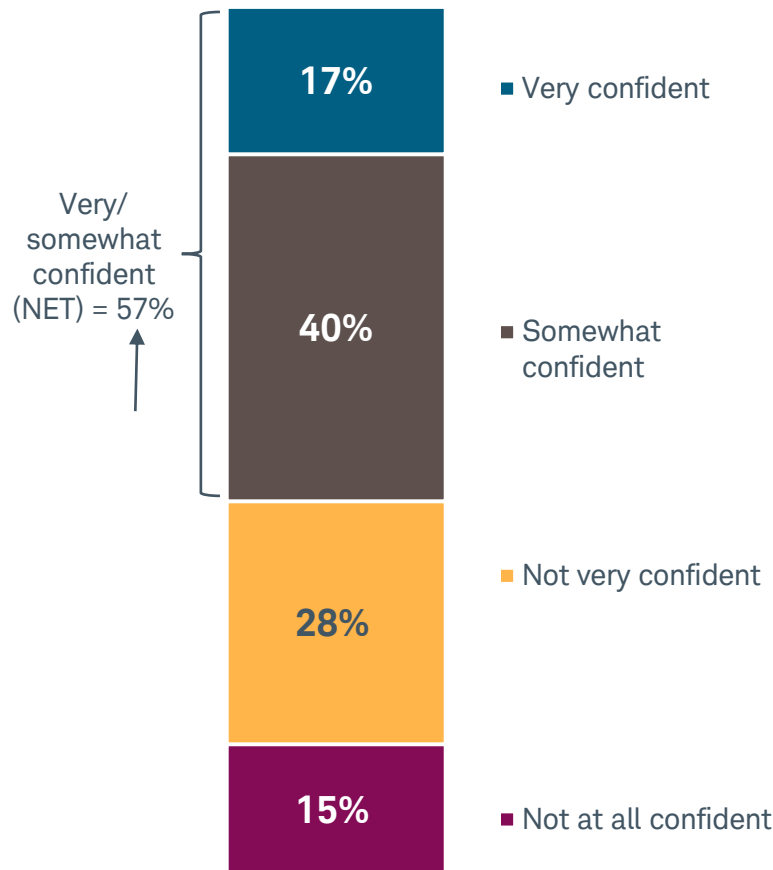
All Chicagoans



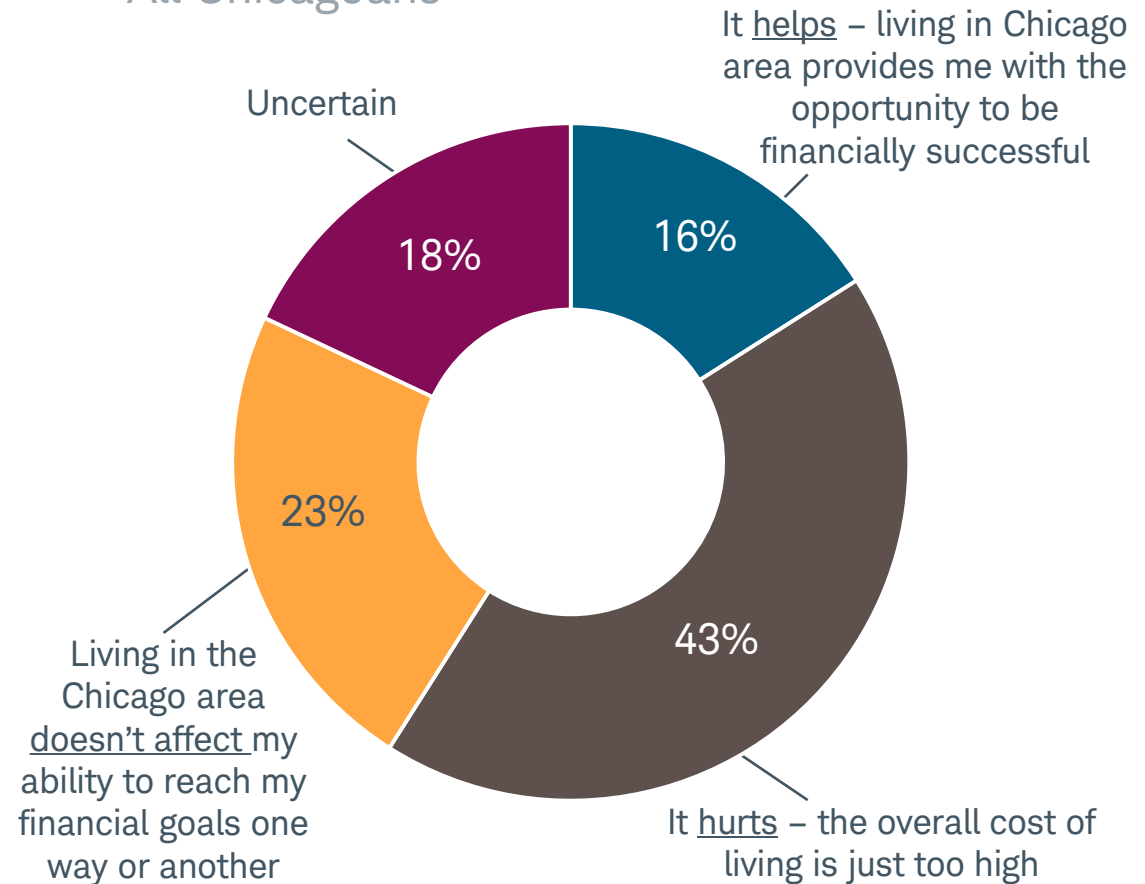
Q6 When you think about the top large metropolitan areas in the U.S., how do you think the Chicago area compares on each of the issues listed below? For each characteristic please indicate whether you think Chicago is “One of the Best” metropolitan areas or whether it is “One of the Worst”. (Base: All Chicagoans = 1,000)

Most Chicagoans are confident they will achieve their financial goals, but more than two out of five say living in the Chicago area hurts their ability to reach those goals

Confidence in ability to achieve financial goals
All Chicagoans



Effect of living in Chicago on ability to reach financial goals
All Chicagoans



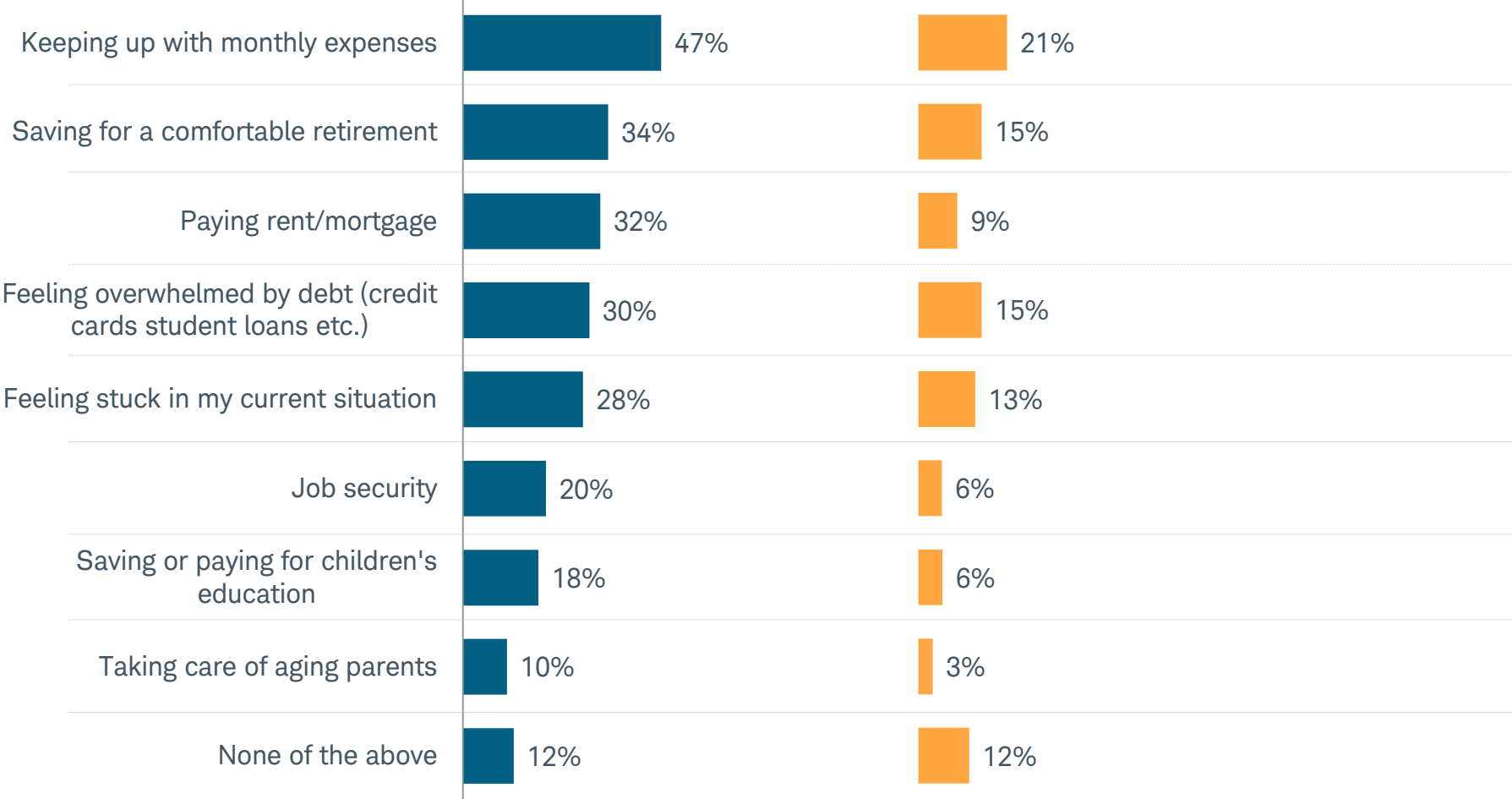
Q18 How confident do you feel that you will be able to reach your main financial goals?

Q19 Would you say that living in the Chicago area helps or hurts your ability to reach your financial goals? (Base: All Chicagoans = 1,000)

Keeping up with monthly expenses is a top source of stress among Chicagoans

Significant sources of stress All Chicagoans

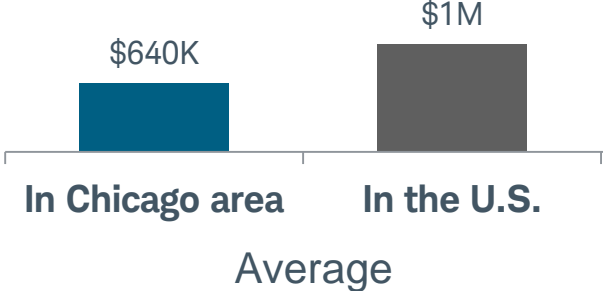
Sources of stress requiring most help All Chicagoans



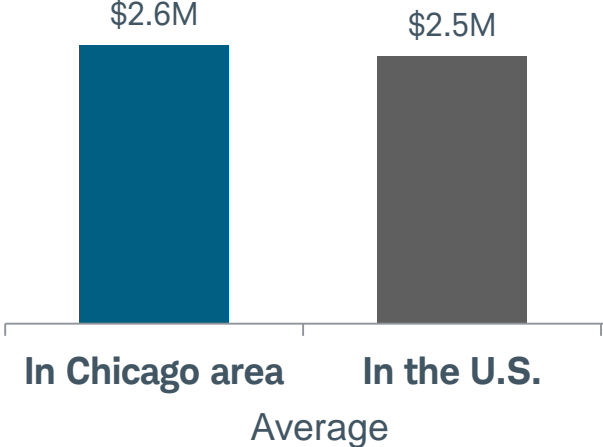
Q16a Which of the following would you say are a significant source of stress in your life today, if any?
 Q16b Which of the following do you need the most help with? (Base: All Chicagoans = 1,000)

Chicagoans say it takes an average net worth of \$640,000 to feel “financially comfortable,” and \$2.6 million to be considered “wealthy”

Net worth needed to be *Financially Comfortable* All Chicagoans



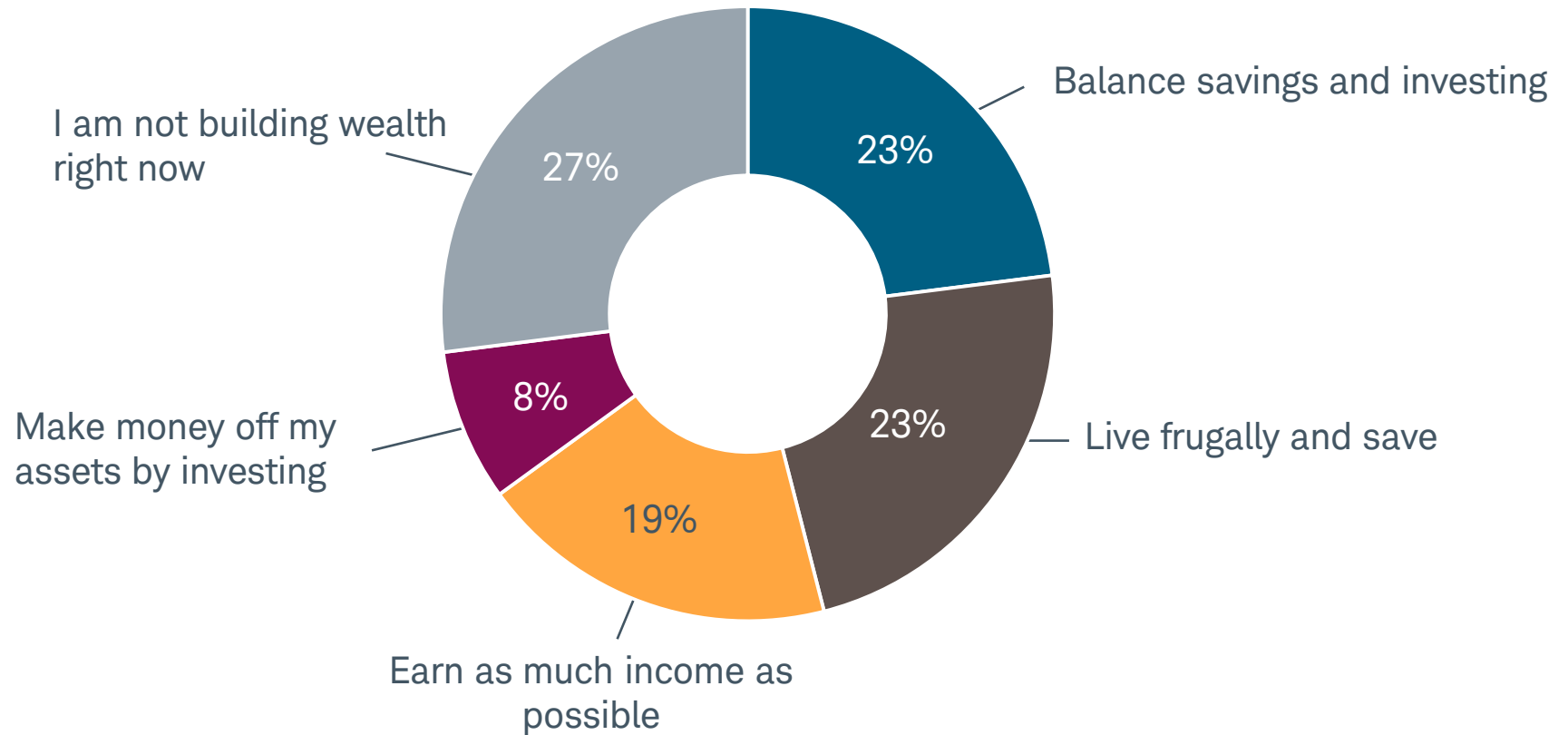
Net worth needed to be *Wealthy* All Chicagoans



Q15 At what level of personal net worth would you say a person in the Chicago area could be considered **financially comfortable**?
Q16 At what level of personal net worth would you say a person in the Chicago area could be considered **wealthy**?
Q15a At what level of personal net worth would you say a person living in the rest of the United States could be considered **financially comfortable**?
Q15b At what level of personal net worth would you say a person living in the rest of the United States could be considered **wealthy**? (Base: All Chicagoans = 1,000)

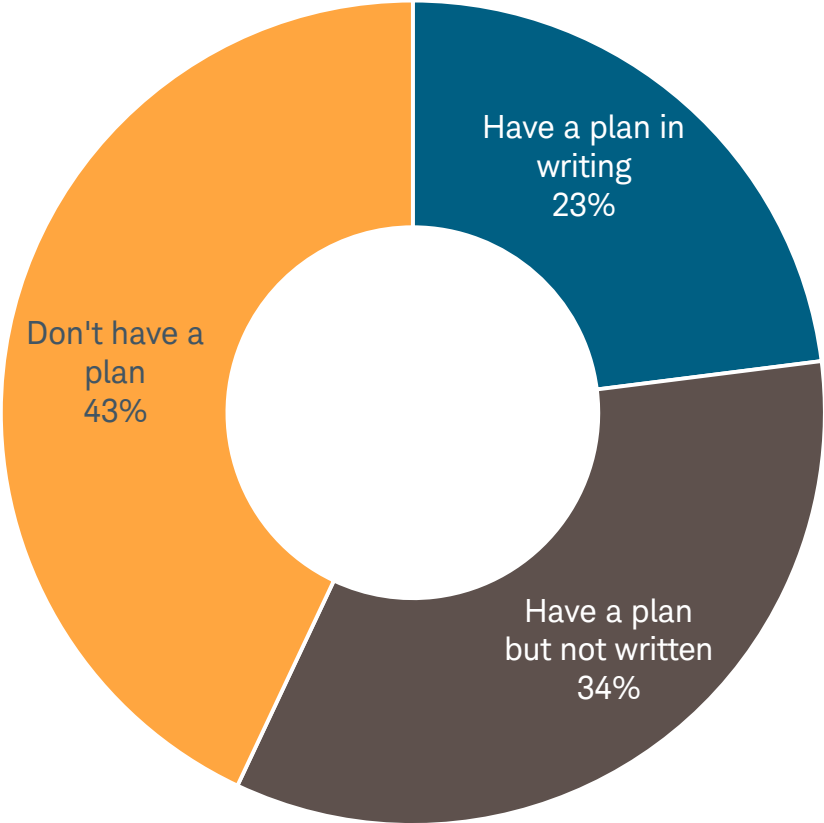
One in four Chicagoans say their approach to building wealth involves balancing savings and investing or living frugally and saving

Approach to building wealth
All Chicagoans



Less than a quarter of Chicagoans have a written financial plan

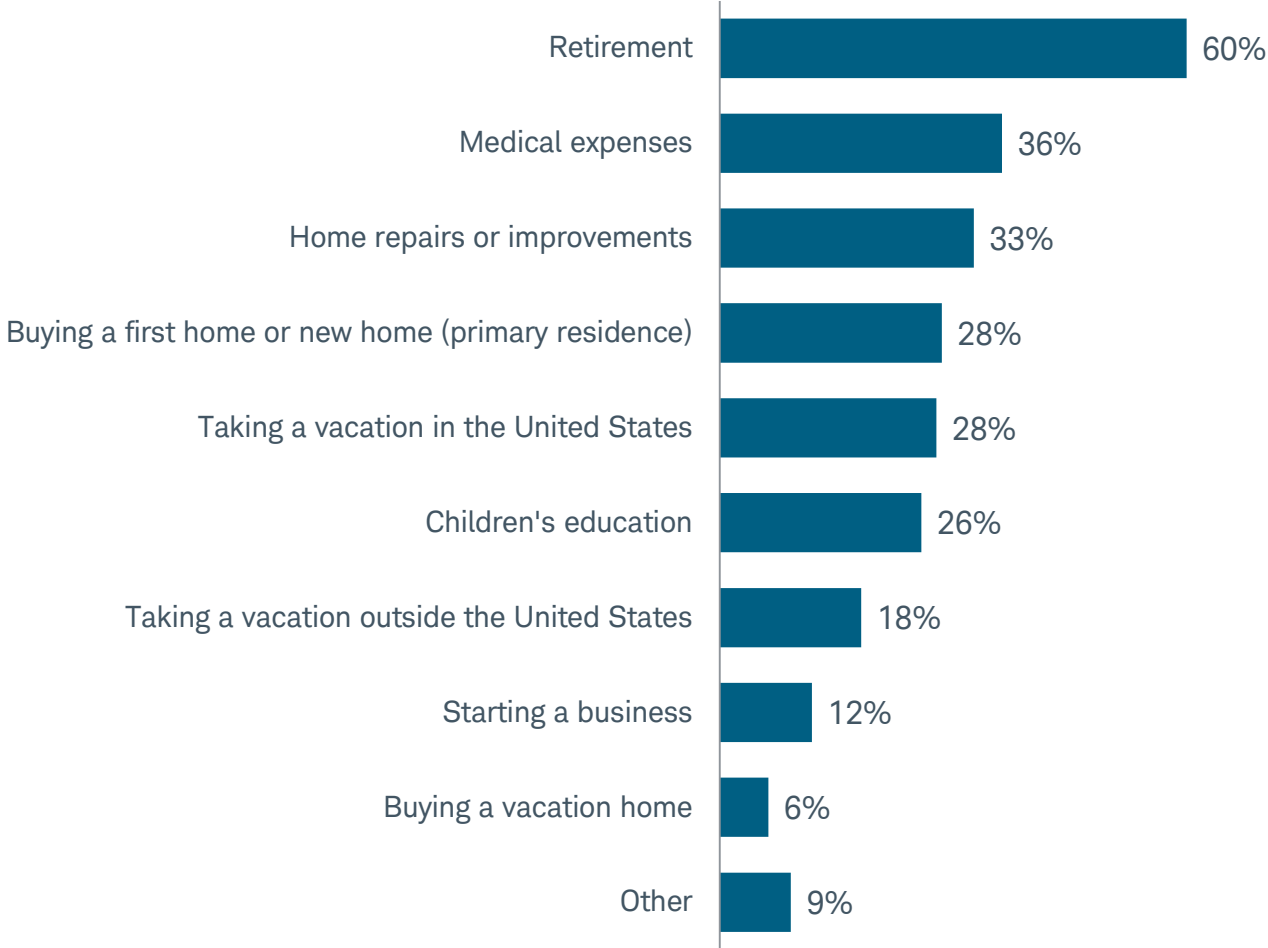
Have a financial plan
All Chicagoans



Q22 Do you currently have a financial plan? (Base: All Chicagoans = 1,000)

Retirement is the top saving priority for Chicagoans, followed by medical expenses and home repairs/improvements

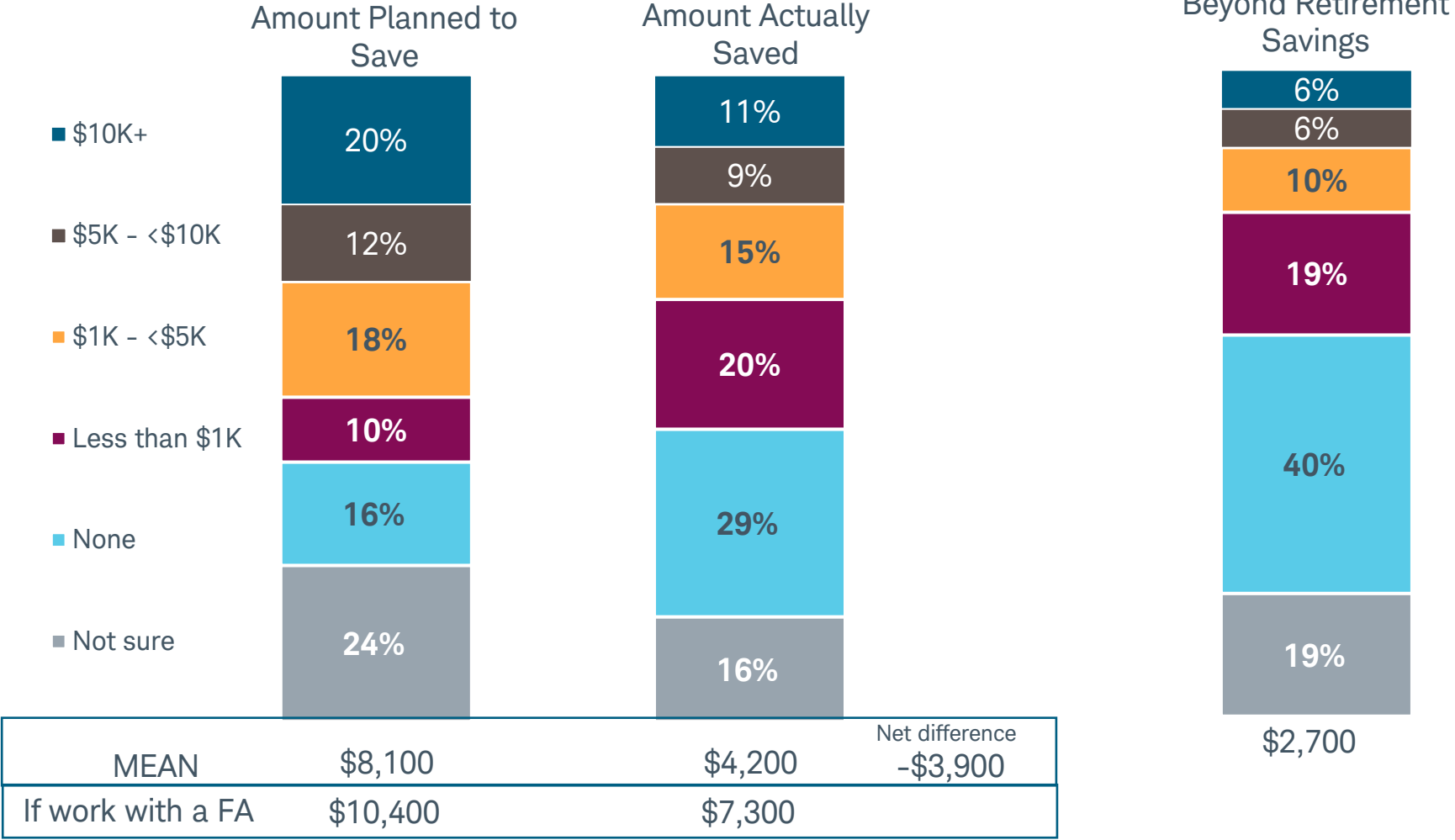
Top three savings priorities All Chicagoans



Q22d Which of the following are your top three savings priorities? (Base: All Chicagoans = 1,000)

Chicagoans saved about half as much for retirement as they planned in 2015

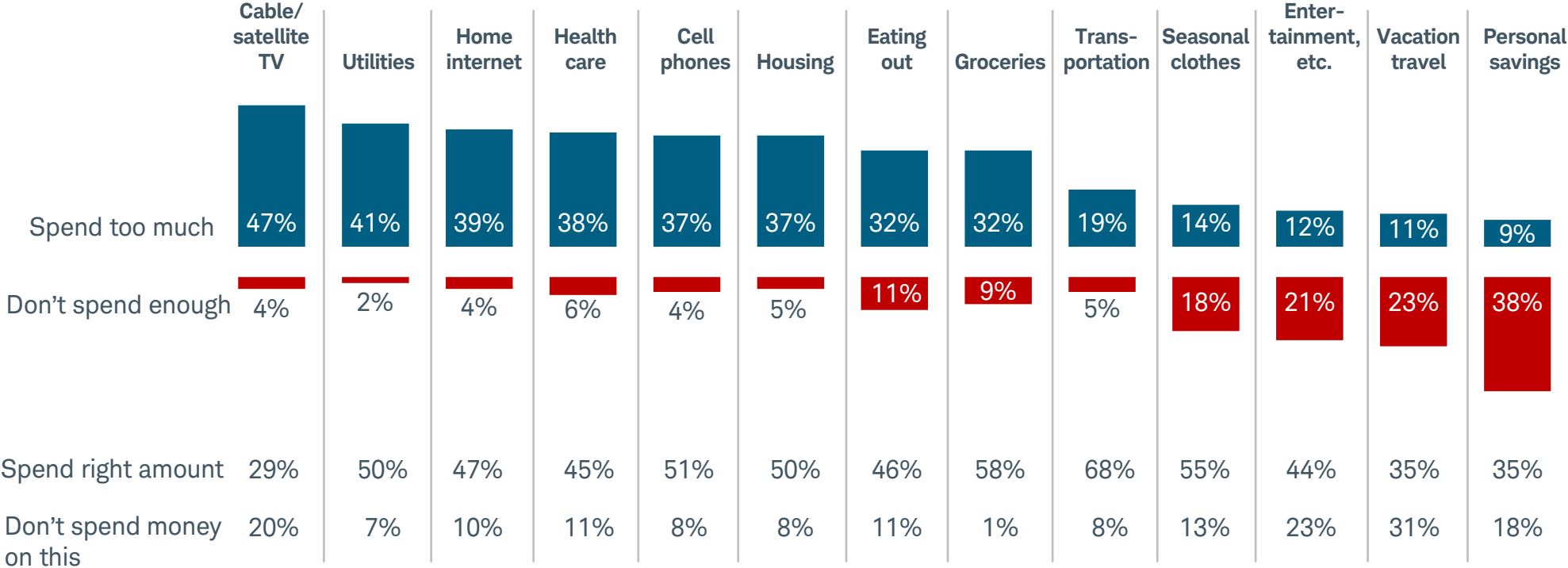
Saving for Retirement in 2015 All Chicagoans



Q22a Thinking back to 2015 how much money were you planning to save for your retirement?
 Q22b How much money were you actually able to save for your retirement in 2015?
 Q22c How much money if any were you able to save beyond retirement savings in 2015? (Base: All Chicagoans = 1,000)

Chicagoans say they spend too much on cable and utilities, and not enough on savings, vacation and entertainment

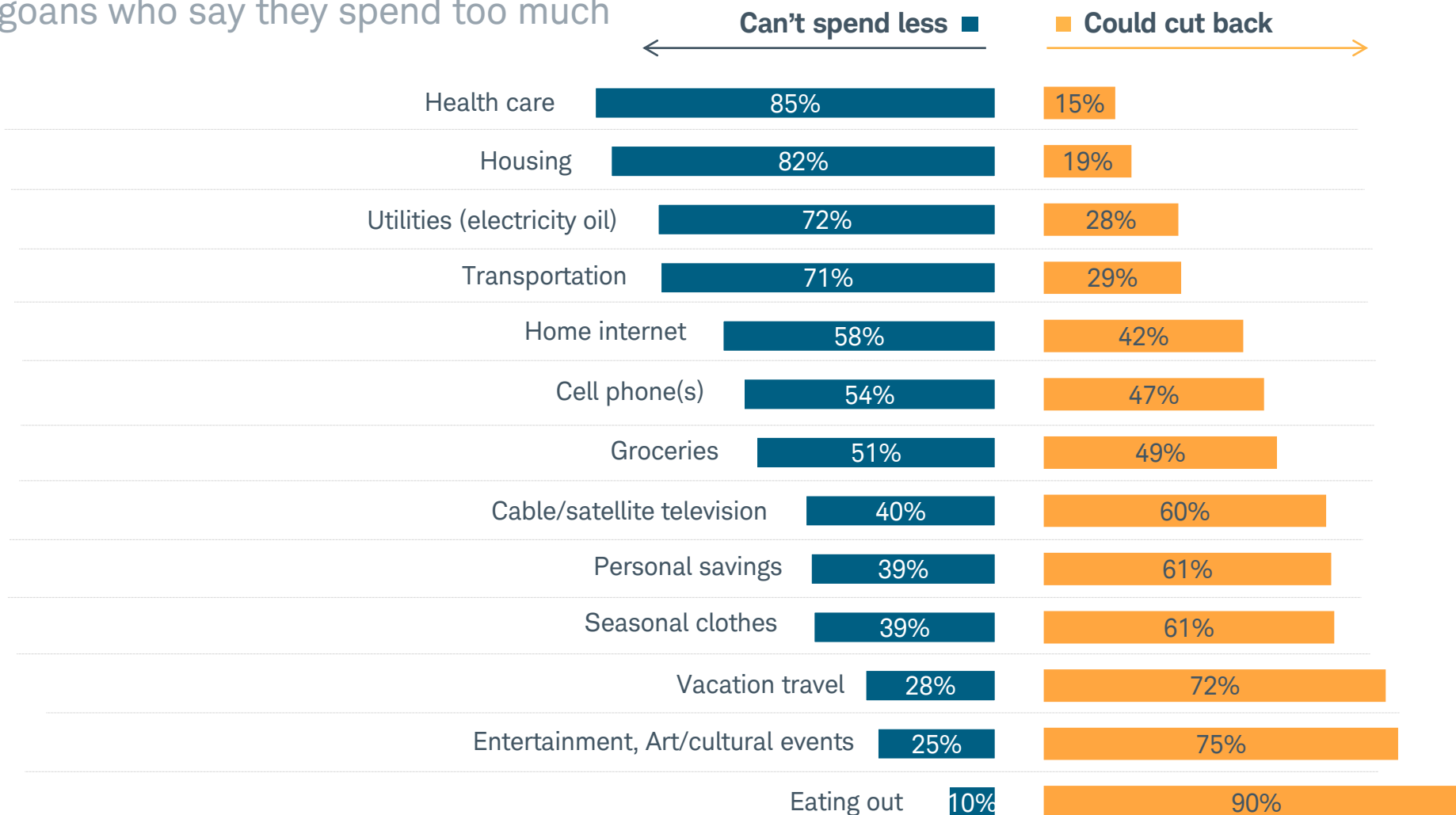
How Chicagoans describe their spending habits
All Chicagoans



Q20a How would you describe your spending on the following items? (Base: All Chicagoans = 1,000)

Among items Chicagoans say they spend too much on, health care, housing and utilities are areas they feel they can't cut back on

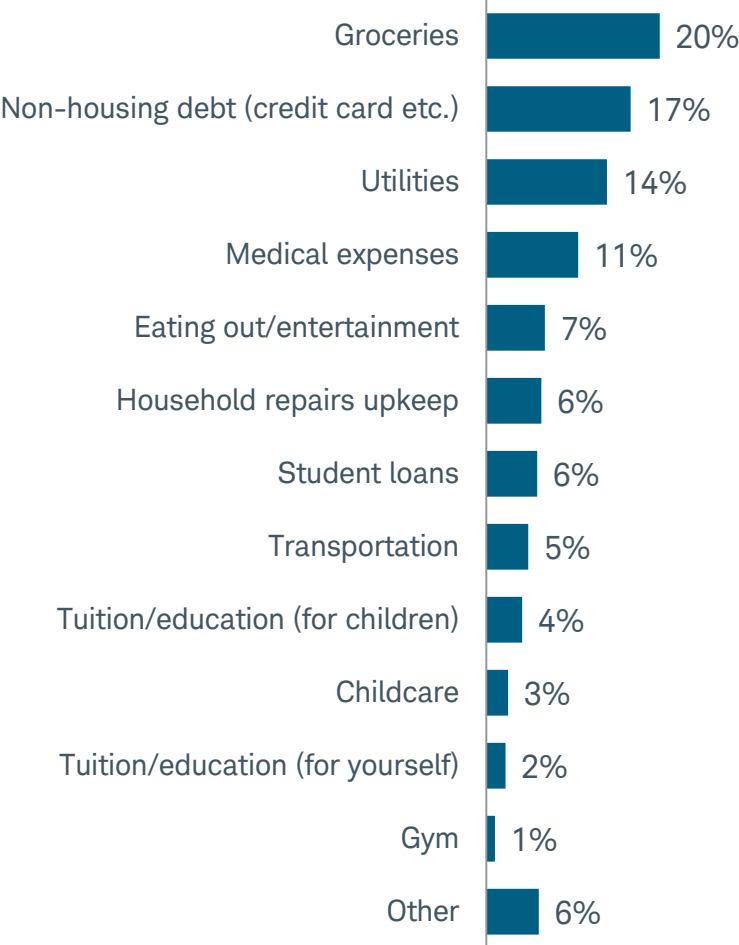
Items Can't Spend Less on/Could Cut Back on
Chicagoans who say they spend too much



Q20b Do you think it is possible to cut back spending on... ? (Base: Those who say they spend too much = varies)

Groceries, debt and utilities are Chicagoans largest regular/monthly expenses after housing

Biggest Monthly or Regular Expense All Chicagoans



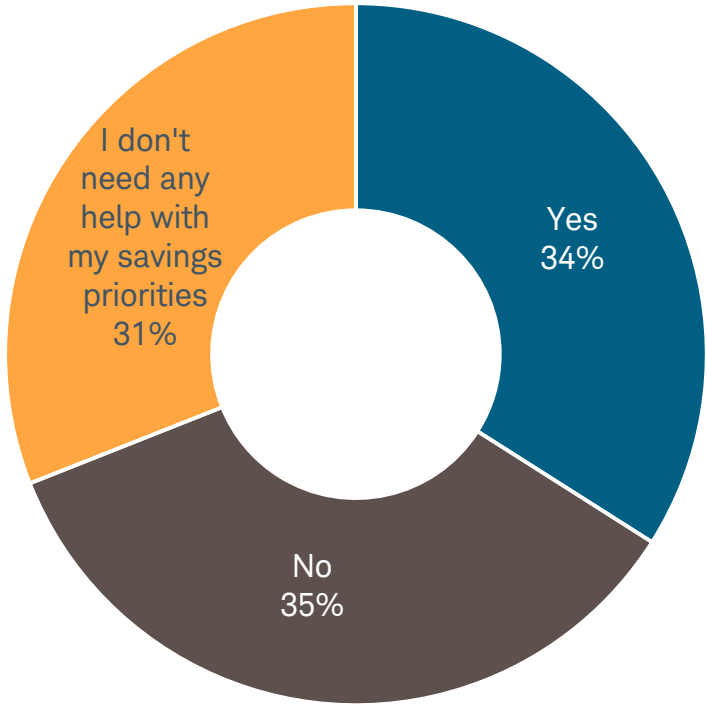
Q21a What is your biggest monthly or regular expense, excluding housing?
(Base: All Chicagoans = 1,000)

One in four Chicagoans work with a financial advisor; a third of Chicagoans say they want help with their savings priorities

Currently work with a Financial Advisor All Chicagoan



Willing to get help with savings priorities All Chicagoans



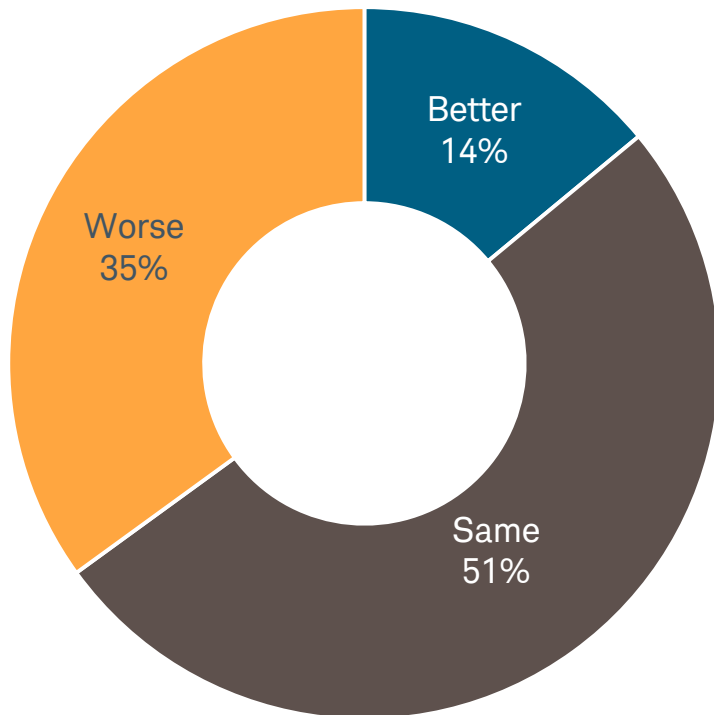
Q24a Do you currently work with a financial advisor? (Base: All Chicagoans = 1,000)

Q23a Would you be interested in working with someone who could help you achieve your savings priorities? (Base: All Chicagoans = 1,000)

The Chicago Economy

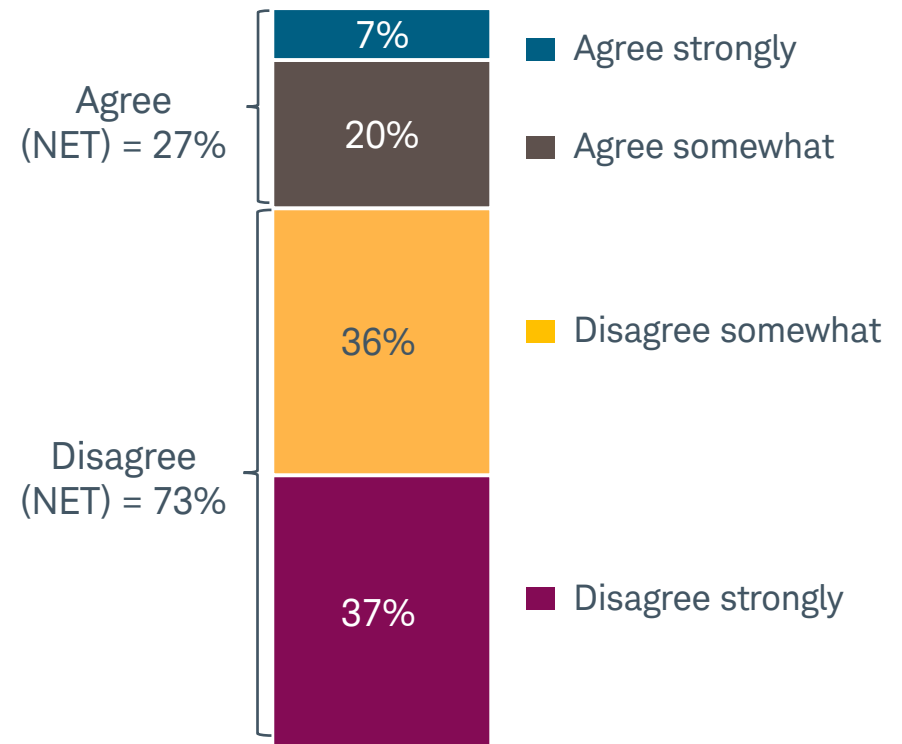
A majority of Chicagoans think the local economy is as good or better than the U.S. economy, but most think local politicians could be doing more to make the economy stronger

Chicago economy compared to U.S. economy overall
All Chicagoans



Agreement with statement
All Chicagoans

Local politicians in the Chicago area are doing a good job making the economy stronger



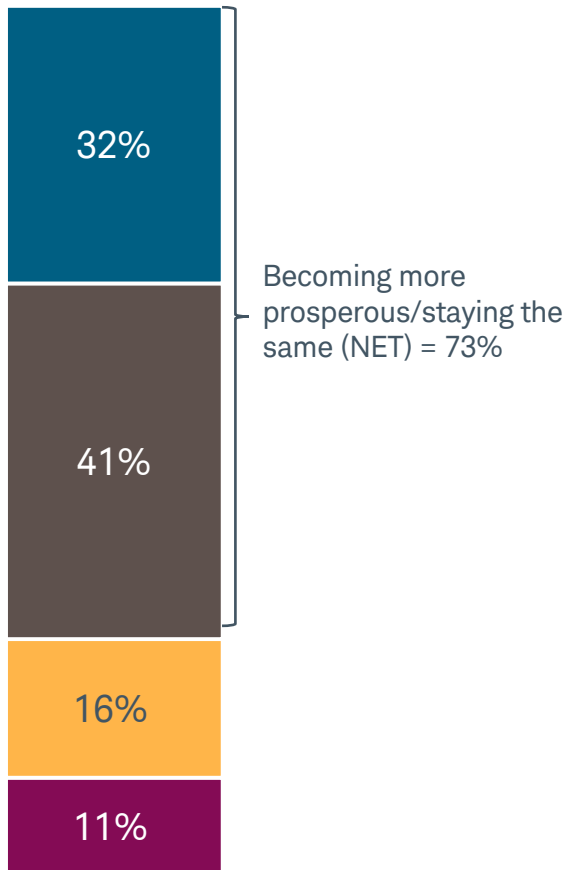
Q7 If you were to compare the economy of the Chicago area to the economy of the United States overall, would you say Chicago's economy is...

Q10 Please indicate your level of agreement or disagreement with each of the statements below. (Base: All Chicagoans = 1,000)

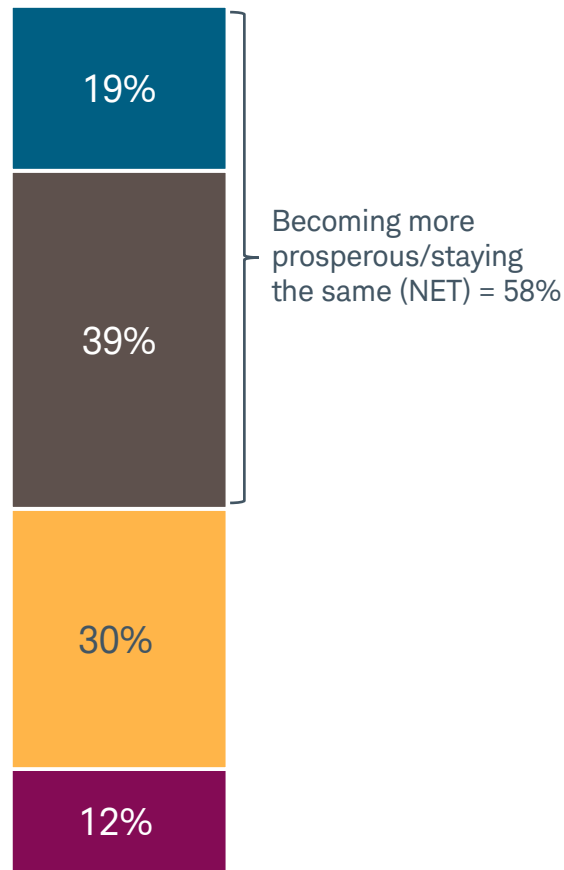
Only 1 in 5 say Chicago's economy is becoming prosperous

View of the economy: All Chicagoans

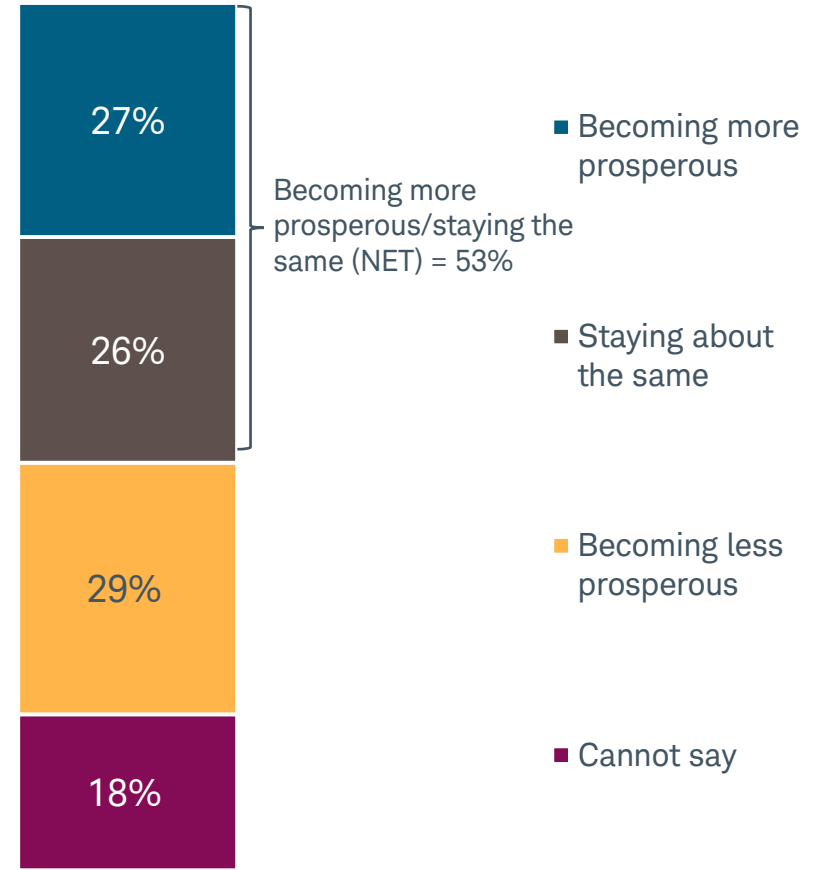
In Your Neighborhood



In Chicago area



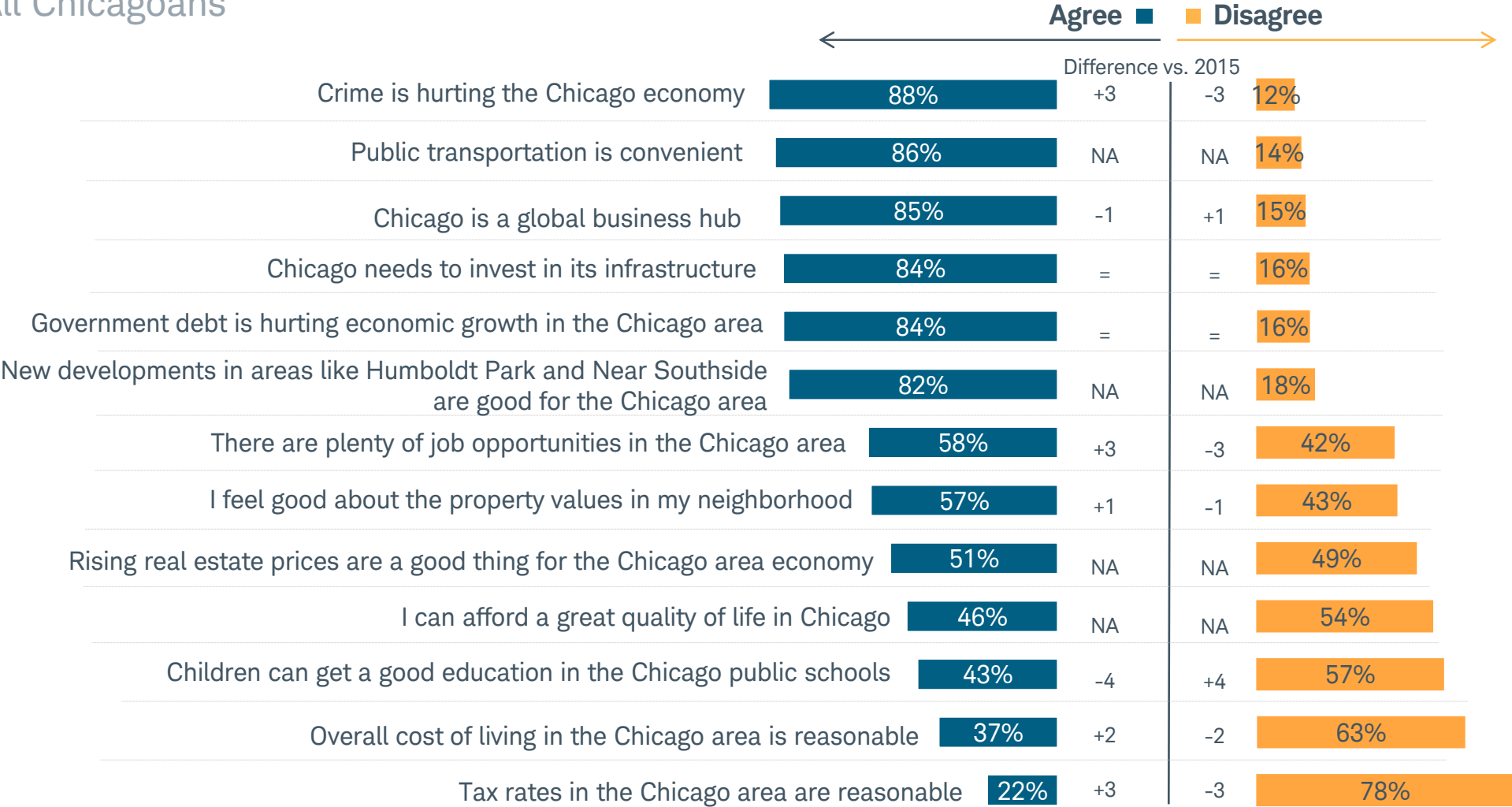
In the United States



Q8 How do you view the economy in each of the following areas... a. In my specific area or neighborhood? b. In the Chicago area? c. In the United States?
(Base: All Chicagoans = 1,000)

Crime and government debt are seen as hurting the Chicago economy, while the job market and business scene are bright spots

Agreement with statements about Chicago All Chicagoans

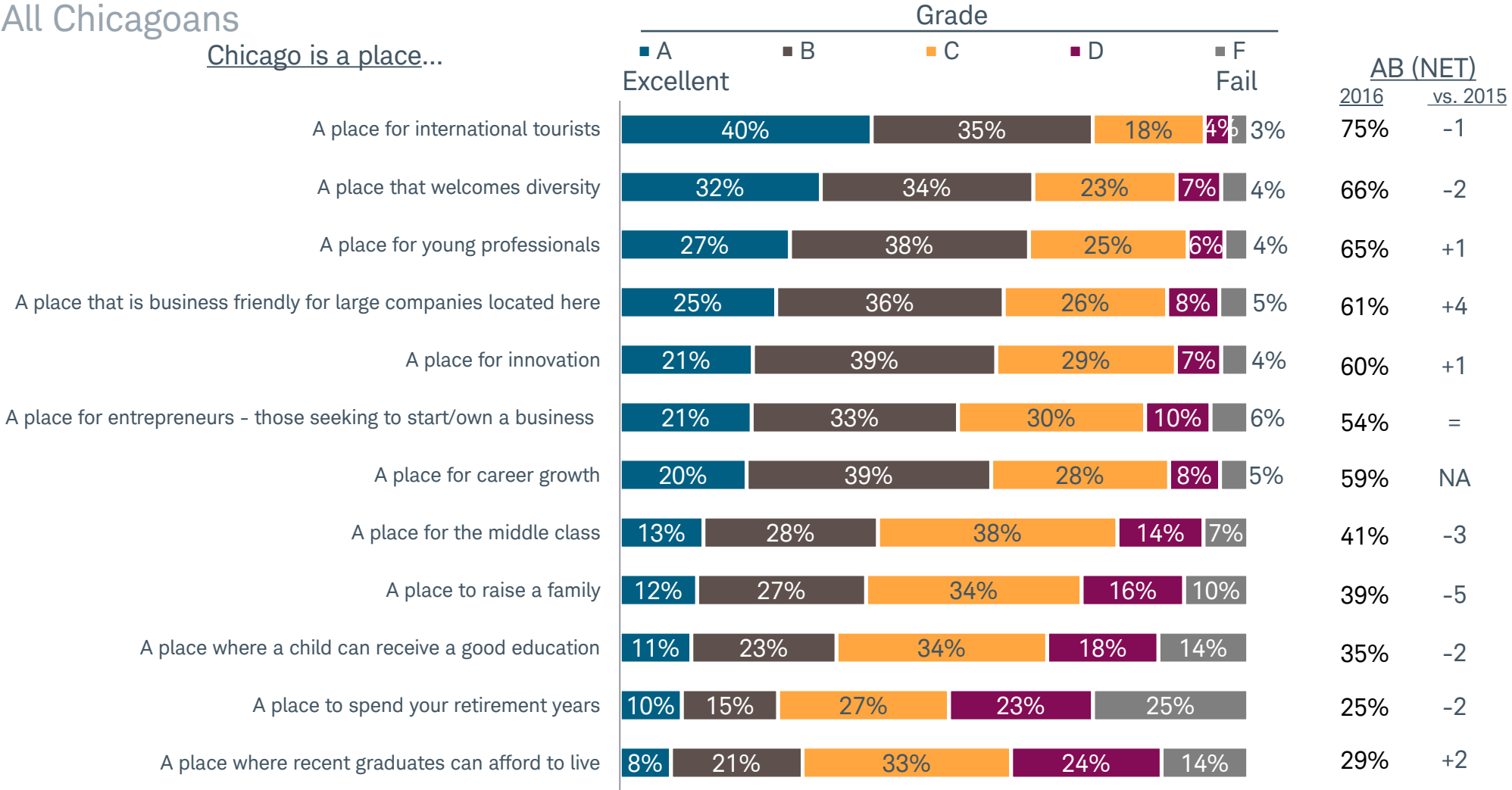


Q10 Please indicate your level of agreement or disagreement with each of the statements below. (Base: All Chicagoans = 1,000)

Chicagoans give the city high marks as a place for young professionals, businesses, innovation, entrepreneurs and career growth

How Chicago is graded All Chicagoans

Chicago is a place...

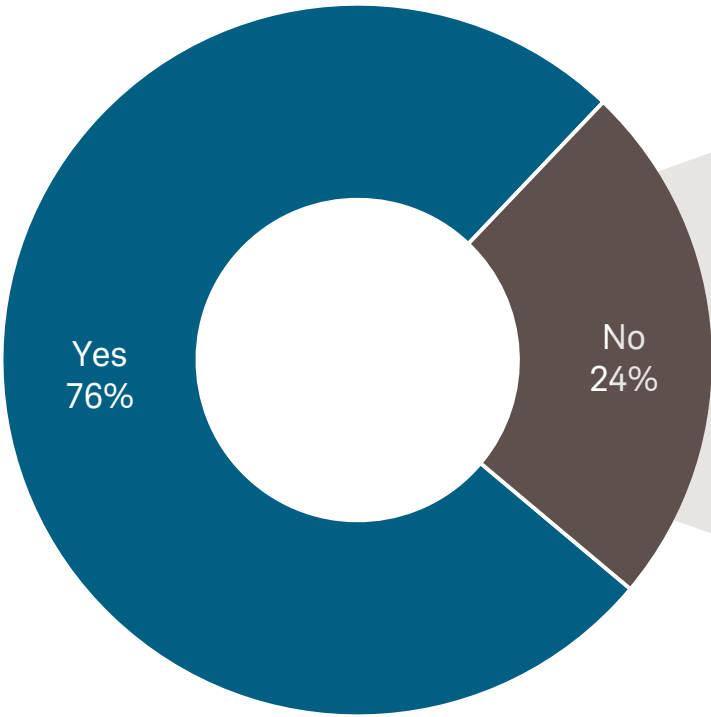


Q12 How would you grade the greater Chicago area on each of the following? (Base: All Chicagoans = 1,000)

Life in Chicagoland

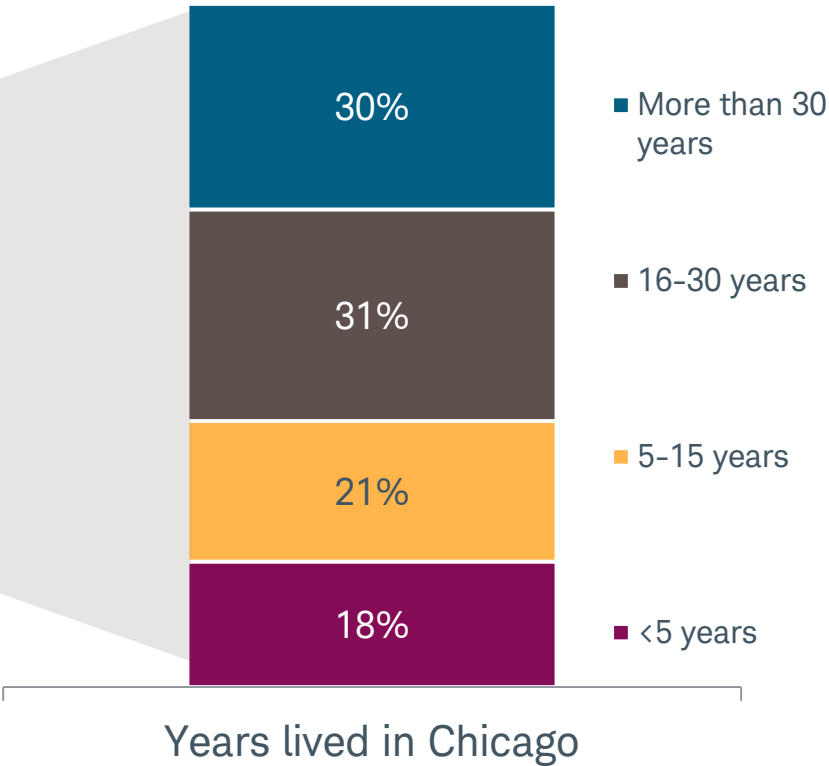
Most Chicagoans are lifelong residents; newcomers have lived in Chicago for more than 20 years

Lived in Chicago for whole life
All Chicagoans



How long lived in Chicago
Among those not living in Chicago for whole life

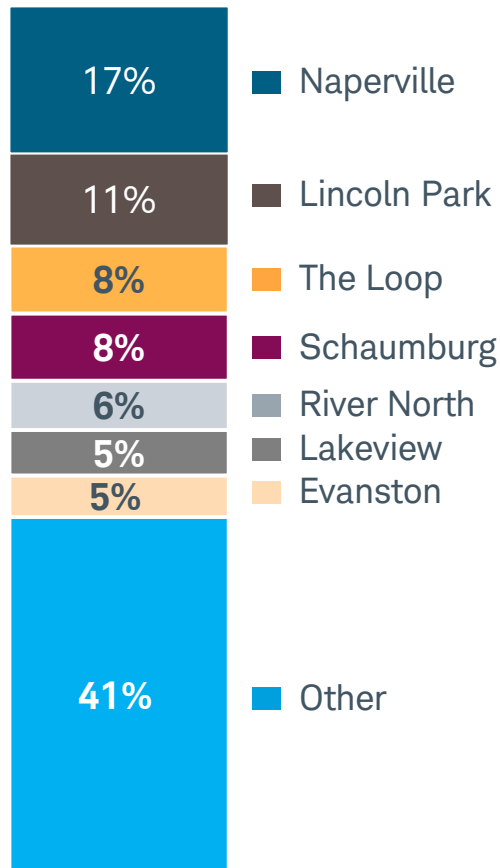
Mean = 23 years



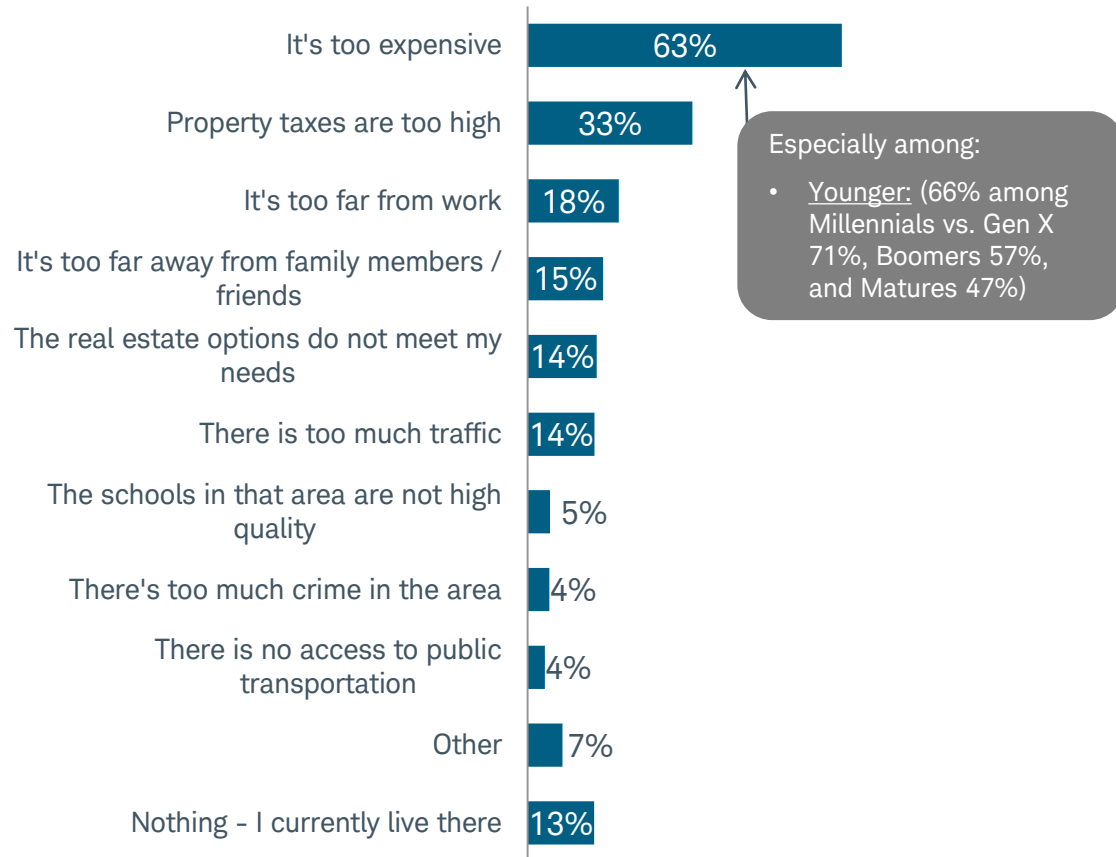
Q1 Have you lived in the Chicago area all your life? (Do not count time you may have been away at school or in the armed services.) (Base: All Chicagoans = 1,000)
Q2 How many years have you lived in the Chicago area? (Base: Those not living in Chicago their whole lives = 240)

Naperville and Lincoln Park are the most desired areas to live in, but most say their preferred neighborhood is too expensive

Area of Chicago would like to live (if money were no object)
All Chicagoans



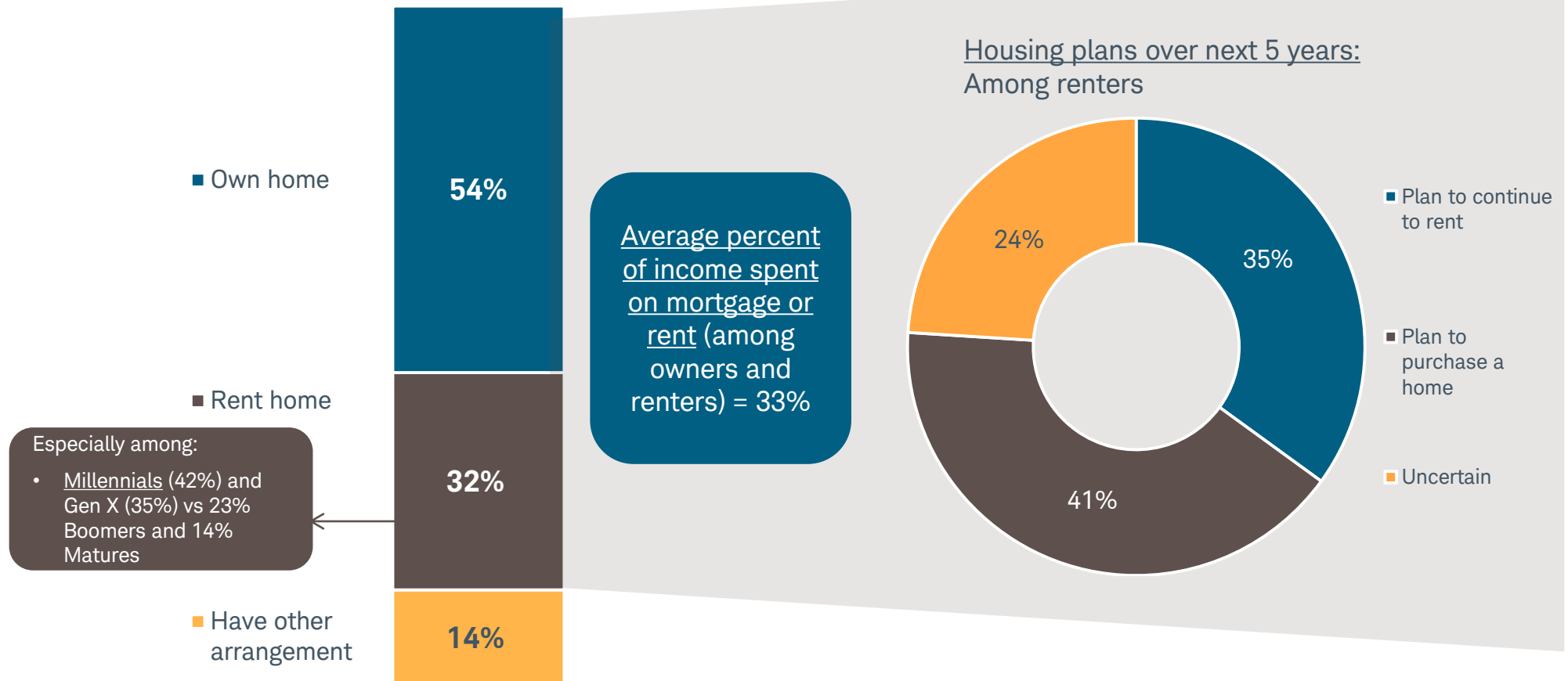
Reasons not living in preferred Chicago area
All Chicagoans



Q6a If money were no object, where in the Chicago area would you like to live?
Q6b What is preventing you from living in [RESPONSE FROM Q6a]? (Base: All Chicagoans = 1,000)

More than half of Chicagoans own their homes; two in five renters plan to purchase a home in the next five years

Home ownership All Chicagoans



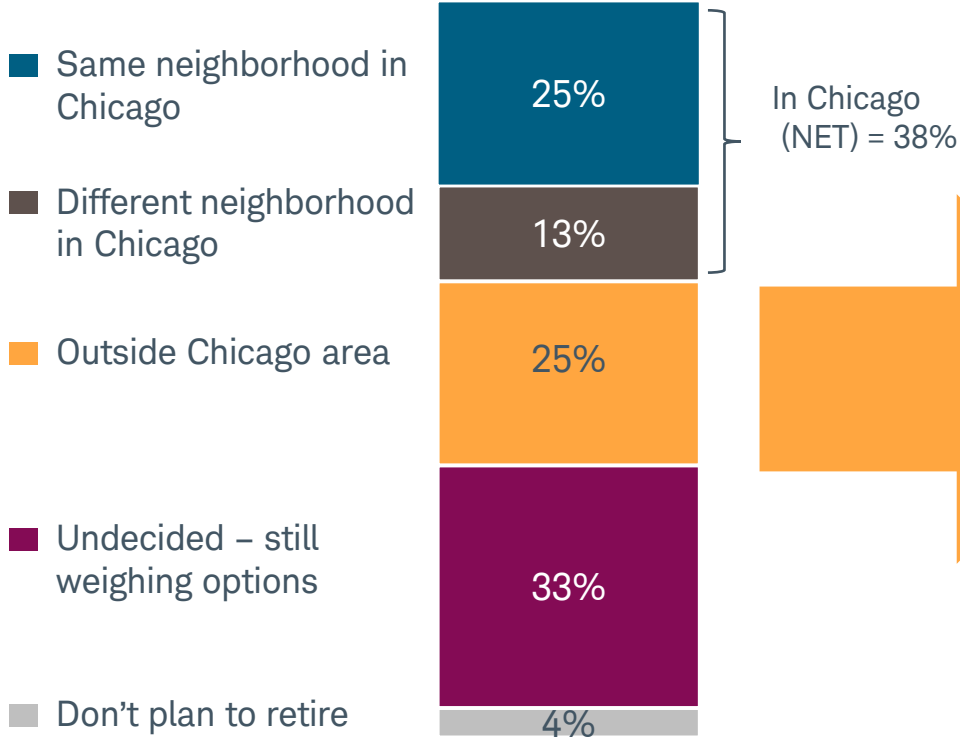
Q24 Do you currently... (Base: All Chicagoans = 1,000)

Q25 Approximately what percentage of your income do you spend on your mortgage or your rent? (Base: Those who own or rent = 861)

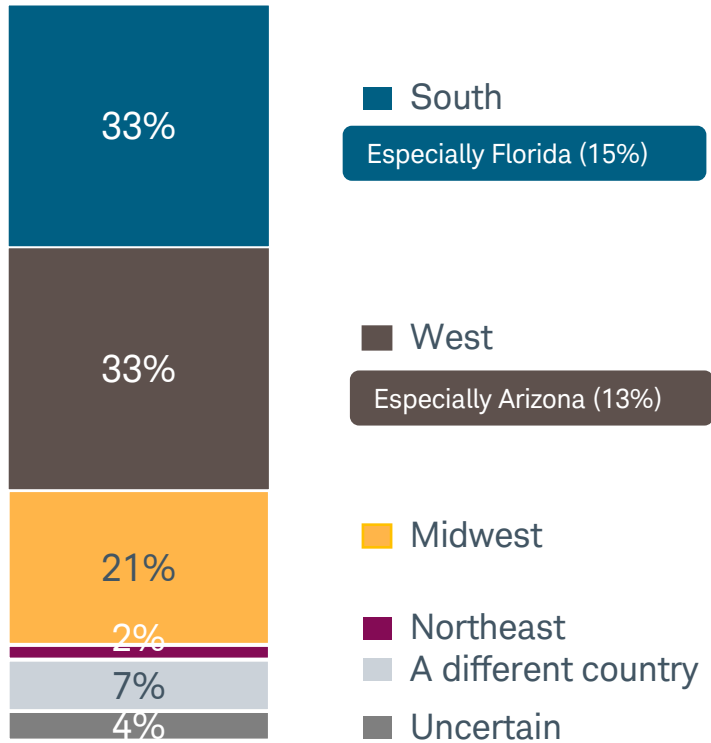
Q26 What are your housing plans over the next 5 years or so? (Base: Those who own or rent = 317)

A quarter of employed Chicagoans want to move outside the area once they retire – most will head South or West

Where plan to live in retirement
Among employed Chicagoans



Where expect to live in retirement years
Among those planning to live in a different area

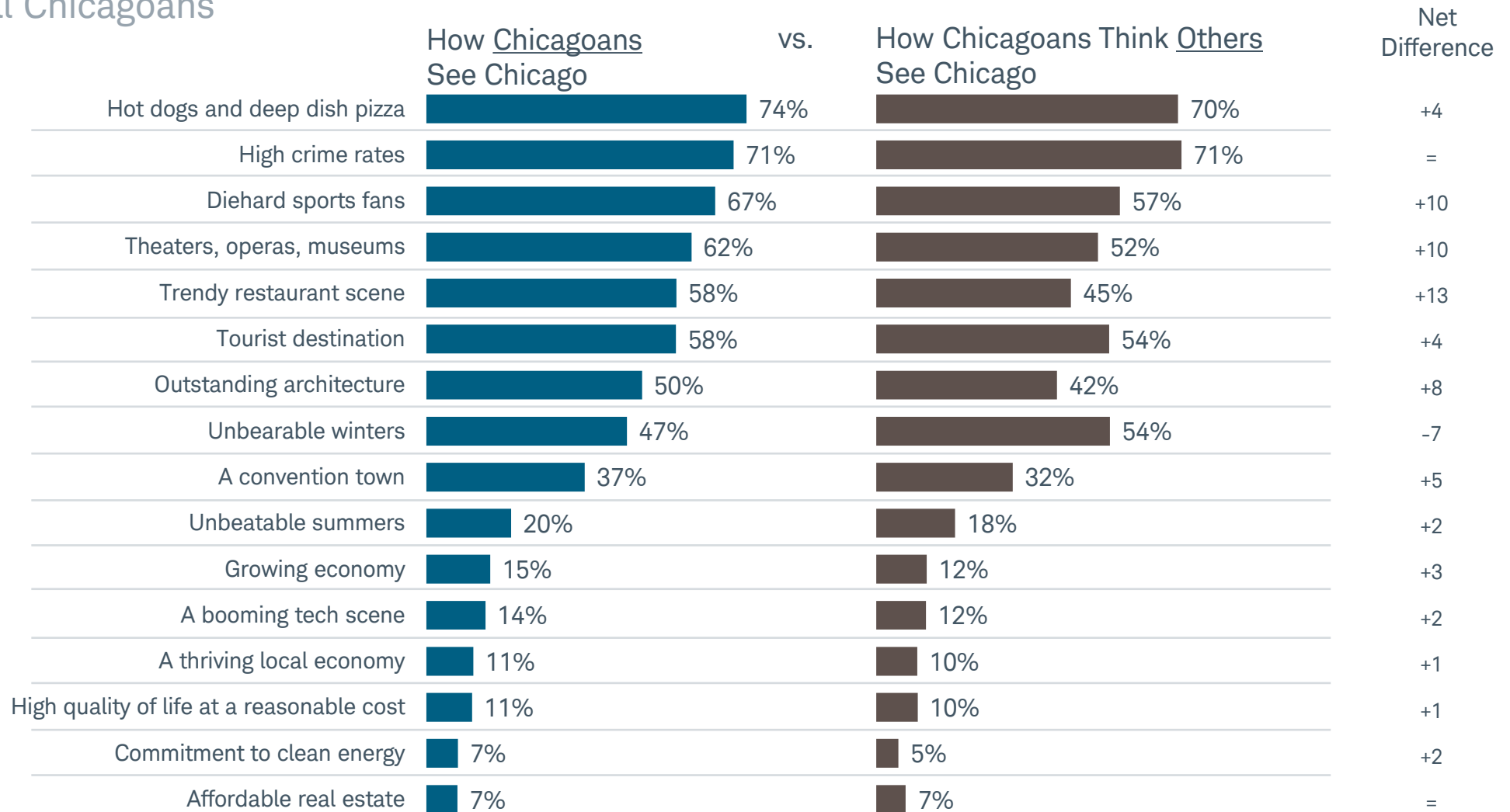


Q13 When you think about retirement, what are your plans for where you will live? (Base: Employed Chicagoans = 659)
Q14 Please indicate where you expect to be living for most of your retirement years? If not sure, a guess is fine. (Base: Plan to live in different area = 166)

Chicagoans think outsiders see Chicago as they do, though they also think the area is underappreciated for its sports fans, culture and trendy restaurants

How Chicago is seen by Chicagoans and Others

All Chicagoans



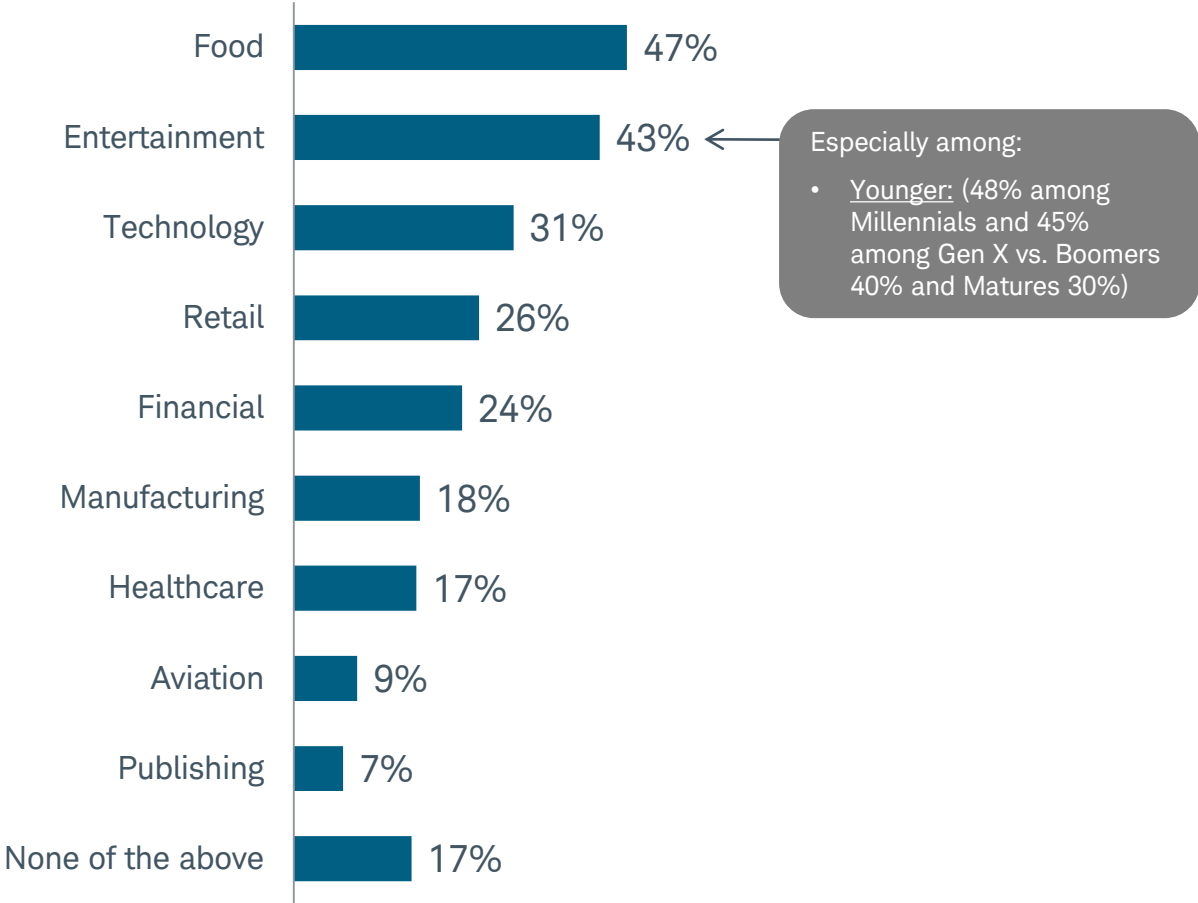
Q31a The Chicago area is well known for a variety of reasons. Which of the following do you believe describe the Chicago area?

Q31b People from other places also have impressions of the Chicago area. Which of the following do you think people from other places believe are descriptive of the Chicago area?

(Base: All Chicagoans = 1,000)

In ten years, Chicagoans expect their city to be known for its food, entertainment and technology industries

Industries Chicago will be known for In 2026 All Chicagoans



Q30a When thinking about the Chicago economy, in 10 years Chicago will be known for which industries? (Base: All Chicagoans = 1,000)

Demographic Profile

Demographics

	All Chicagoans		
	2016 (n=1000)	2015 (n=1002)	2014 (n=1000)
Gender*			
Male	50%	50%	50%
Female	50%	50%	50%
Generation			
Millennials (21-33)	30%	26%	27%
Gen X (34-49)	28%	31%	31%
Boomers (50-68)	38%	37%	36%
Matures (Over 68)	4%	6%	6%
Mean age	46	46	45
Location*			
Cook County	60%	60%	60%
Contiguous to Cook County	33%	33%	33%
Non-contiguous to Cook County	6%	6%	7%
City of Chicago	31%	31%	30%
Education			
High school grad or less	16%	18%	16%
Trade or technical school	4%	4%	4%
Some college	30%	27%	27%
College grad	35%	37%	37%
Post grad	14%	13%	15%
Prefer not to answer	1%	1%	1%

	All Chicagoans		
	2016 (n=1000)	2015 (n=1002)	2014 (n=1000)
Marital Status			
<u>Married/living with partner (Net)</u>	<u>53%</u>	<u>54%</u>	<u>56%</u>
Married	43%	45%	49%
Living with partner	10%	9%	7%
Single	30%	30%	29%
Separated, divorced, widowed	16%	15%	14%
Prefer not to answer	1%	1%	1%
Children			
<u>Have children (Net)</u>	<u>53%</u>	<u>58%</u>	<u>57%</u>
Under age 18	27%	25%	25%
Over age 18	26%	26%	27%
Both over and under age 18	7%	7%	5%
No children	39%	42%	43%
Racial Background			
White/Caucasian	72%	70%	74%
African American/Black	18%	19%	15%
Asian	4%	6%	6%
Other	5%	6%	3%
Prefer not to answer	3%	2%	2%
Hispanic/Latino Background			
Yes	10%	9%	10%
No	90%	91%	90%

Demographics

	All Chicagoans		
	2016 (n=1000)	2015 (n=1002)	2014 (n=1000)
Employment Status			
Employed (Net)	66%	63%	64%
Full-time	52%	50%	48%
Part-time	14%	13%	16%
Unemployed, looking for work	10%	12%	10%
Homemaker or student, not looking for work	9%	9%	9%
Retired, semi-retired	15%	16%	17%
Industry Working in (among employed)	(n=659)	(n=627)	(n=640)
Education or health	16%	18%	19%
Professional or business services	14%	17%	18%
Financial services	7%	8%	5%
Manufacturing	8%	7%	10%
Information services	6%	7%	7%
Transportation or utilities	5%	4%	4%
Government	3%	5%	3%
Construction	7%	4%	5%
Leisure or hospitality	5%	4%	4%
Farming, mining or logging	1%	0%	1%
Other	28%	26%	24%

	All Chicagoans		
	2016 (n=1000)	2015 (n=1002)	2014 (n=1000)
Household Income			
<\$25K	17%	14%	13%
\$25K to \$49.9K	26%	23%	23%
\$50K to \$74.9K	21%	23%	22%
\$75K to \$99.9K	15%	15%	14%
\$100K or more	16%	16%	23%
Prefer not to answer	5%	9%	5%
Mean	\$65.8K	\$68.6K	\$76.3K
Median	\$54.0K	\$56.9K	\$61.7K
Total Assets			
<\$25K	34%	31%	29%
\$25K to \$99.9K	22%	20%	19%
\$100K to \$249.9K	11%	11%	12%
\$250K to \$499.9K	8%	10%	10%
\$500K or more	9%	8%	13%
Prefer not to answer	16%	20%	16%
Mean	\$210.7K	\$217.1K	\$301.3K
Median	\$42.0K	\$48.7K	\$69.4K

Disclosures

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