

News Release

Contact:

Hibah Shariff
Charles Schwab
415-667-0507
hibah.shariff@schwab.com

PHILADELPHIA RESIDENTS SAY IT TAKES 2.7 MILLION TO BE WEALTHY, BUT MOST DON'T HAVE A FINANCIAL PLAN TO GET THERE

Planners Demonstrate Better Money and Investing Habits Says Schwab's 2018 Modern Wealth Index

PHILADELPHIA, July 10, 2018 — According to new research from [Charles Schwab](#), Philadelphia residents say it takes almost \$3 million to be considered wealthy, yet three in five (60 percent) live paycheck to paycheck and only one in four (25 percent) have a written financial plan. Among those who do have a plan in place, the survey reveals a connection between planning and positive investing and saving behavior.

About 500 Philadelphia area residents participated in Schwab's 2018 [Modern Wealth Index](#), an assessment that scores participants from 1 to 100 based on how well they manage their money and investments across four factors: 1) goal setting and financial planning, 2) saving and investing, 3) staying on track, and 4) confidence in reaching financial goals.

The Index reveals that having a written financial plan can lead to better daily money behaviors. "Planners" are more likely to have a higher overall Modern Wealth Index score, be regular savers, and effectively manage their debt:

	Planners	Non-Planners	All
Average Modern Wealth Index score	68	49	54
Pay bills and still save each month	76%	35%	46%
Have an emergency fund	71%	29%	39%
Have life insurance	65%	52%	55%
Feel financially stable	69%	30%	40%
Never carry a credit card balance and make other loan payments on time, or have no debt	53%	29%	35%
Live paycheck to paycheck	31%	70%	60%

"When we look at the top overall performers in our Modern Wealth Index, there's a consistent theme that they're planners," said [Michael Martin](#), VP & Financial Consultant in Charles Schwab's [Philadelphia branch](#). "Planning is critical to achieving any goal. It's like a roadmap--it forces you to develop a realistic and informed perspective on where you are, where you want to go, and how to make the best use of your resources to get there."

When it comes to investing behavior, these planners are more likely to stay engaged with their investments, be aware of the fees they are paying, and have confidence about reaching their goals:

	Planners*	Non-planners*	All*
--	-----------	---------------	------

Consider risk tolerance when investing	84%	52%	61%
Aware of fees and investment costs	78%	39%	50%
Regularly rebalance portfolio	92%	54%	65%
Feel confident about reaching financial goals	90%	67%	73%
Measure progress against goals instead of performance	59%	43%	48%
Have a diversified portfolio	30%	13%	18%

*Among 2018 Modern Wealth Index participants who say they have an investment account

Roadblocks to planning: “I don’t have enough money”

Among those without a written plan, 43 percent say it’s because they don’t think they have enough money to merit a formal plan—the top roadblock according to Schwab’s study. Nearly a quarter (23 percent) say they wouldn’t know how to go about getting a plan and another 23 percent say getting a financial plan simply never occurred to them.

“The idea that financial planning and wealth management are just for millionaires is one of the biggest misconceptions among Philadelphia area residents, and Americans overall,” said Martin. “Whether people think they don’t have enough money, believe it would be too expensive, or just find the whole concept too complicated, the longer they wait the harder it is to achieve long-term success.”

“There’s no reason for financial planning to seem so difficult,” Martin added. “At Schwab, we’re making planning more accessible by lowering costs, simplifying the experience, and having conversations that ignite people’s passions rather than overwhelming them with tedious charts and numbers.”

Modern wealth: It’s not all about money

In addition to assessing how Philadelphians locals are investing, Schwab asked area residents to think about personal definitions of wealth in their lives, and the survey revealed a wide range of perspectives. When asked about numbers, residents think it takes \$2.7 million to be wealthy, but when asked for their personal definition of wealth, the top two most popular descriptors aren’t about money at all:

- Living stress-free/peace of mind (31 percent)
- Being able to afford anything I want (21 percent)
- Loving relationships with my family and friends (15 percent)

To be considered financially comfortable, survey respondents believe it takes \$1.5 million.

According to Schwab’s survey, nearly half of Philadelphians (48 percent) believe saving and investing is the way to achieve wealth over time. But in the short term, they say that other things make them feel wealthy in their day-to-day lives:

- Spending time with family (62 percent)
- Having time to myself (57 percent)
- Owning a home (51 percent)
- Eating out or having meals delivered (45 percent)
- Grooming/pampering experiences like manicures, massages and haircuts (31 percent)

Other things that make people feel wealthy in their daily lives include owning the latest tech gadgets (27 percent), and driving a luxury car (24 percent).

People can take the Modern Wealth Index survey to receive their own personal score in just a few minutes at www.schwab.com/MyModernWealth.

About the Modern Wealth Index

The [Modern Wealth Index](#), developed in partnership with Koski Research and the Schwab Center for Financial Research, is based on Schwab's [Investing Principles](#) and composed of over 50 financial behaviors and attitudes. Each behavior or attitude is assigned a varying amount of points depending on its importance, out of a total of 100 possible points.

The online survey was conducted by Koski Research from January 24 to February 8, 2018 among 500 Philadelphia area residents aged 21 to 75. The geographical area of the sample is defined by the Philadelphia–Camden–Wilmington Metropolitan Statistical Area. Quotas were set so that the sample is as demographically representative as possible. The margin of error for the total survey sample is three percentage points.

About Charles Schwab

At Charles Schwab, we believe in the power of investing to help individuals create a better tomorrow. We have a history of challenging the status quo in our industry, innovating in ways that benefit investors and the advisors and employers who serve them, and championing our clients' goals with passion and integrity. More information is available at www.aboutschwab.com. Follow us on [Twitter](#), [Facebook](#), [YouTube](#) and [LinkedIn](#).

Disclosures

Through its operating subsidiaries, The Charles Schwab Corporation (NYSE: SCHW) provides a full range of securities brokerage, banking, money management and financial advisory services to individual investors and independent investment advisors. Its broker-dealer subsidiary, Charles Schwab & Co., Inc. (member [SIPC](#), www.sipc.org), and affiliates offer a complete range of investment services and products including an extensive selection of mutual funds; financial planning and investment advice; retirement plan and equity compensation plan services; compliance and trade monitoring solutions; referrals to independent fee-based investment advisors; and custodial, operational and trading support for independent, fee-based investment advisors through Schwab Advisor Services. Its banking subsidiary, Charles Schwab Bank (member FDIC and an Equal Housing Lender), provides banking and lending services and products. The Schwab Center for Financial Research is a division of Charles Schwab & Co., Inc. Koski Research is not affiliated with the Charles Schwab Corporation or its affiliates. More information is available at www.schwab.com and www.aboutschwab.com.

Investment Products: Not FDIC Insured ▪ No Bank Guarantee ▪ May Lose Value.

(0718-8GJG)

#