

*charles*  
SCHWAB

# The View from Seattle:

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

December 2015

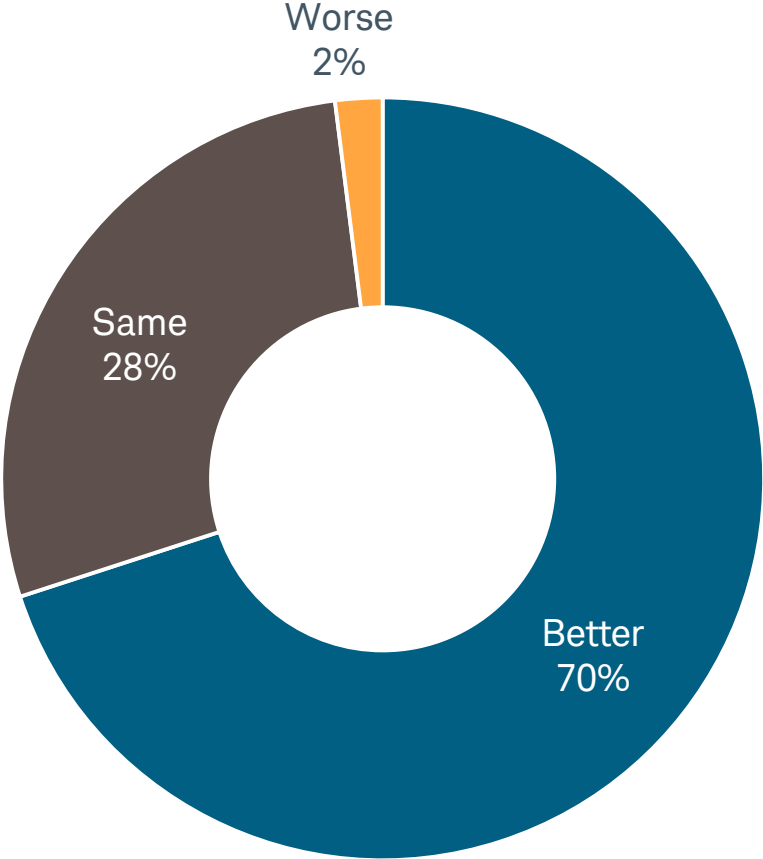
# Methodology

|             |   |
|-------------|---|
|             |   |
| <b>What</b> | <ul style="list-style-type: none"><li>▪ An online study among a sample of the general public was conducted by Koski Research.</li><li>▪ Koski Research is neither affiliated with, nor employed by, Charles Schwab &amp; Co., Inc.</li></ul>  |
| <b>When</b> | <ul style="list-style-type: none"><li>▪ The study was fielded October 21<sup>st</sup> – November 3<sup>rd</sup>, 2015.</li></ul>  |
| <b>Who</b>  | <ul style="list-style-type: none"><li>▪ 1,009 Seattle residents aged 21-75 completed the study.</li><li>▪ The sample was drawn from online sample sources.</li><li>▪ The geographical area of the sample included all the counties in the Seattle-Tacoma-Bellevue MSA. Quotas were set so that the sample is as demographically representative of the Seattle area as possible. The data has not been weighted.</li></ul> |

# The Seattle Economy

# 7 in 10 say the Seattle economy is outperforming the U.S. economy

## Seattle Economy Comparison to U.S. Economy All Seattle Residents

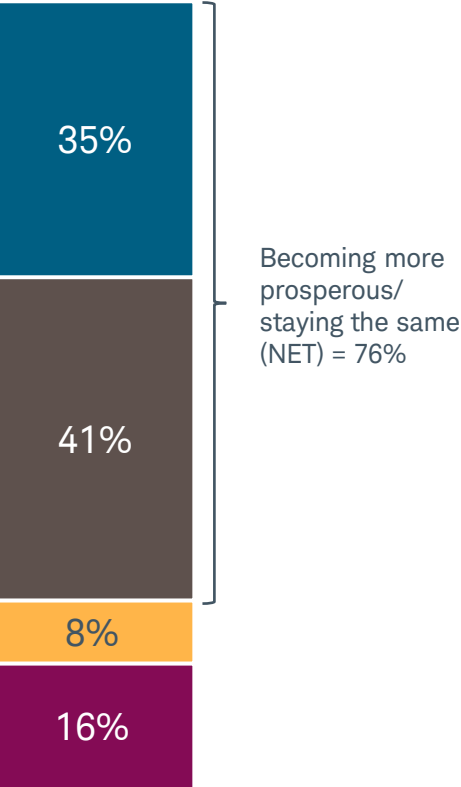


Q5 If you were to compare the economy of the Seattle area to the economy of the United States overall, would you say Seattle's economy is... ? (Base: All Seattle Residents = 1,009)

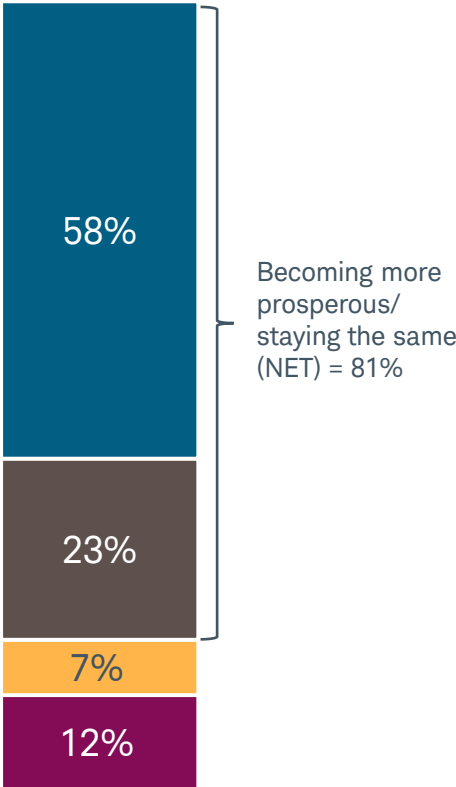
# More than 80% believe the Seattle economy is steady or becoming more prosperous

## View of the economy All Seattle Residents

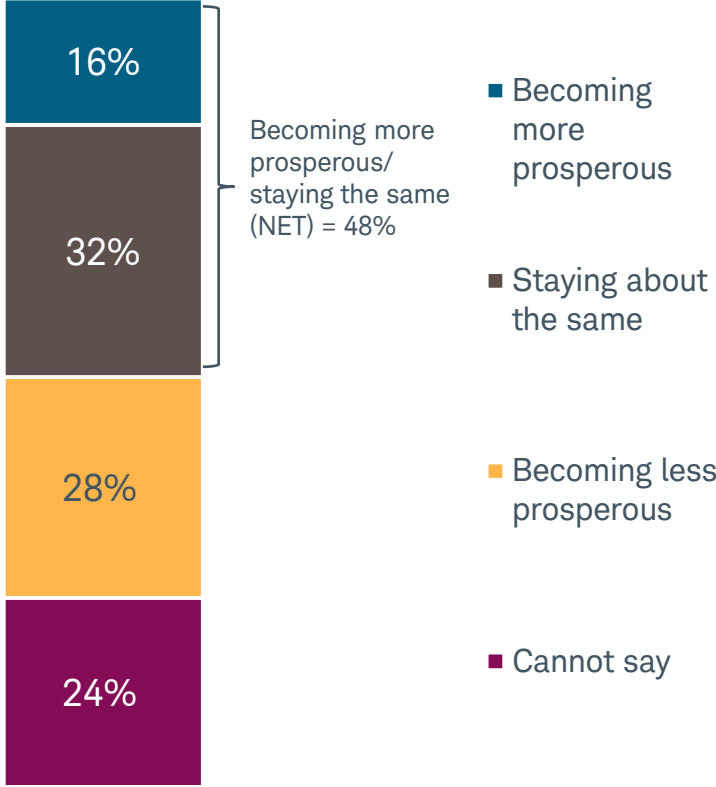
### In Your Neighborhood



### In Seattle area



### In the United States

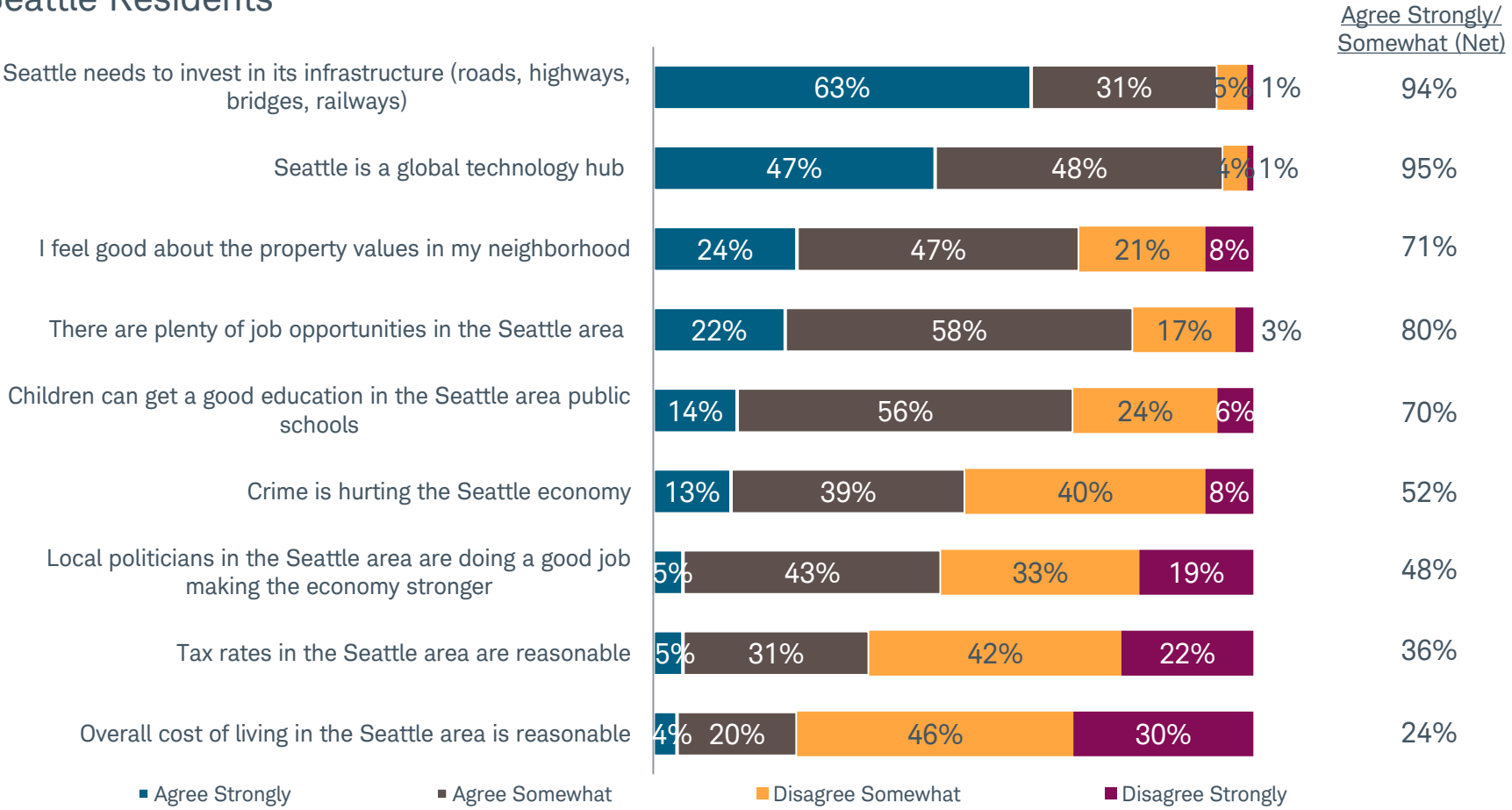


- Becoming more prosperous
- Staying about the same
- Becoming less prosperous
- Cannot say

Q4 How do you view the economy in each of the following areas... a. In your specific area or neighborhood? b. in the Seattle area? c. in the United States? (Base: All Seattle Residents=1,009)

# Seattleites largely agree Seattle is a global technology hub, but believe the cost of living is unreasonable

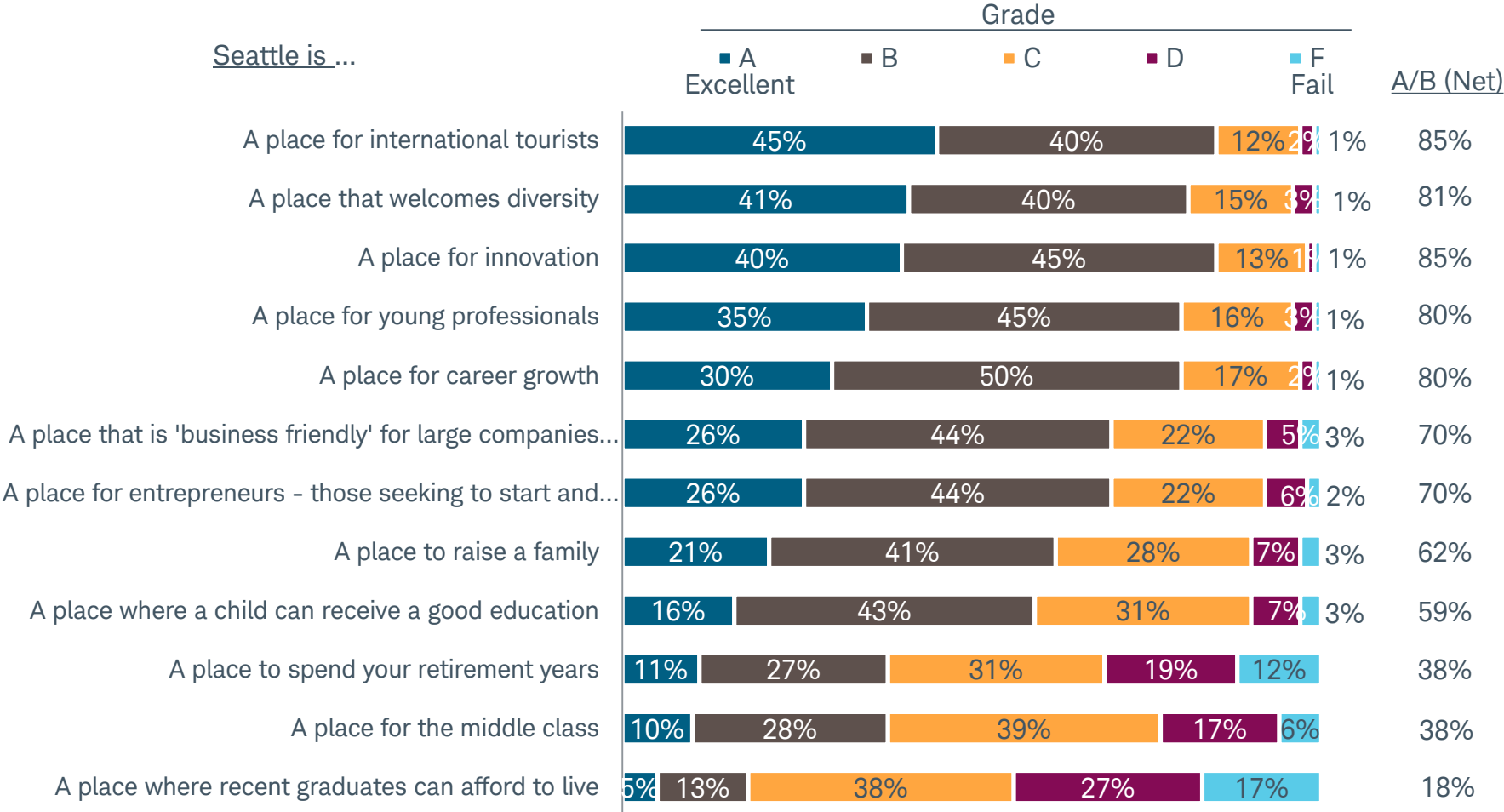
## Agreement with Statements About Seattle All Seattle Residents



Q8 Please indicate your level of agreement or disagreement with each of the statements below (Base: All Seattle Residents = 1,009)

# Seattle earns high marks as place for innovation, young professionals and career growth

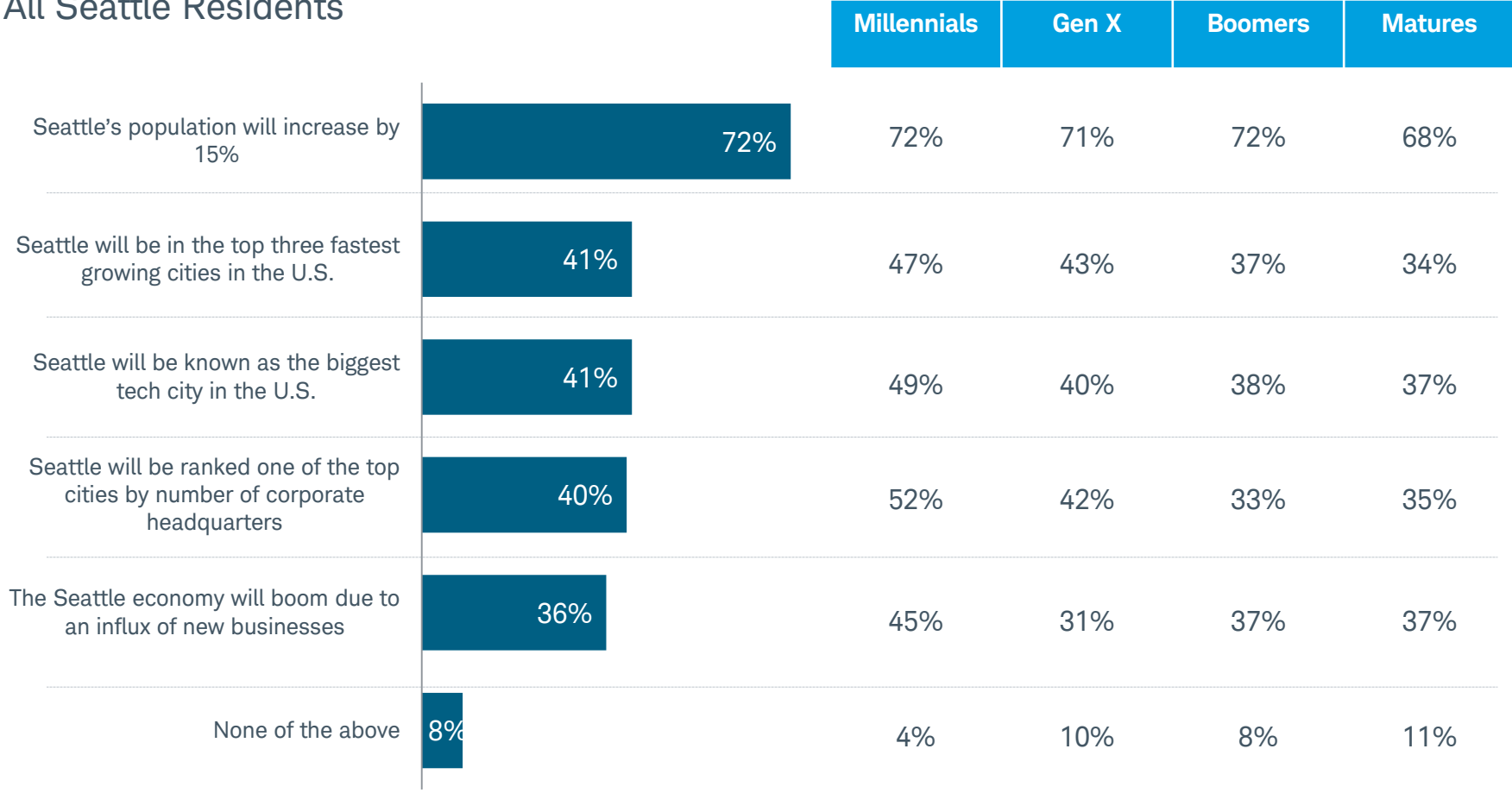
## How Residents Grade Seattle All Seattle Residents



Q9 How would you grade the greater Seattle area on each of the following? (Base: All Seattle Residents = 1,009)

# A majority believe Seattle's population will grow by 15% over the next 10 years

## True 10 Years from Now All Seattle Residents



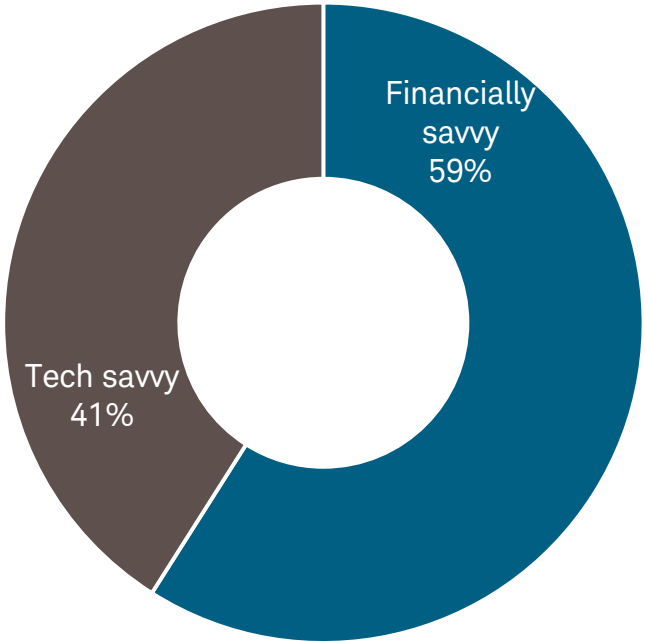
Q3 Thinking about the future of Seattle, which of the following do you think will be true 10 years from now? (Base: All Seattle Residents = 1,009)



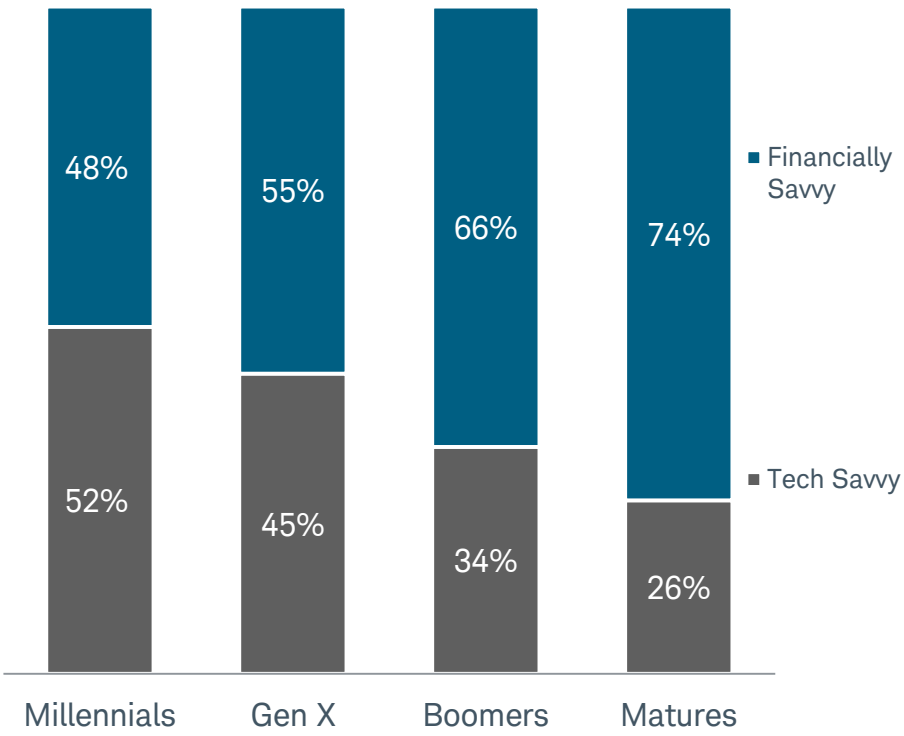
# Personal Finances in Seattle

# More Seattleites say they are financially savvy rather than tech savvy

## Financially Savvy vs. Tech Savvy All Seattle Residents



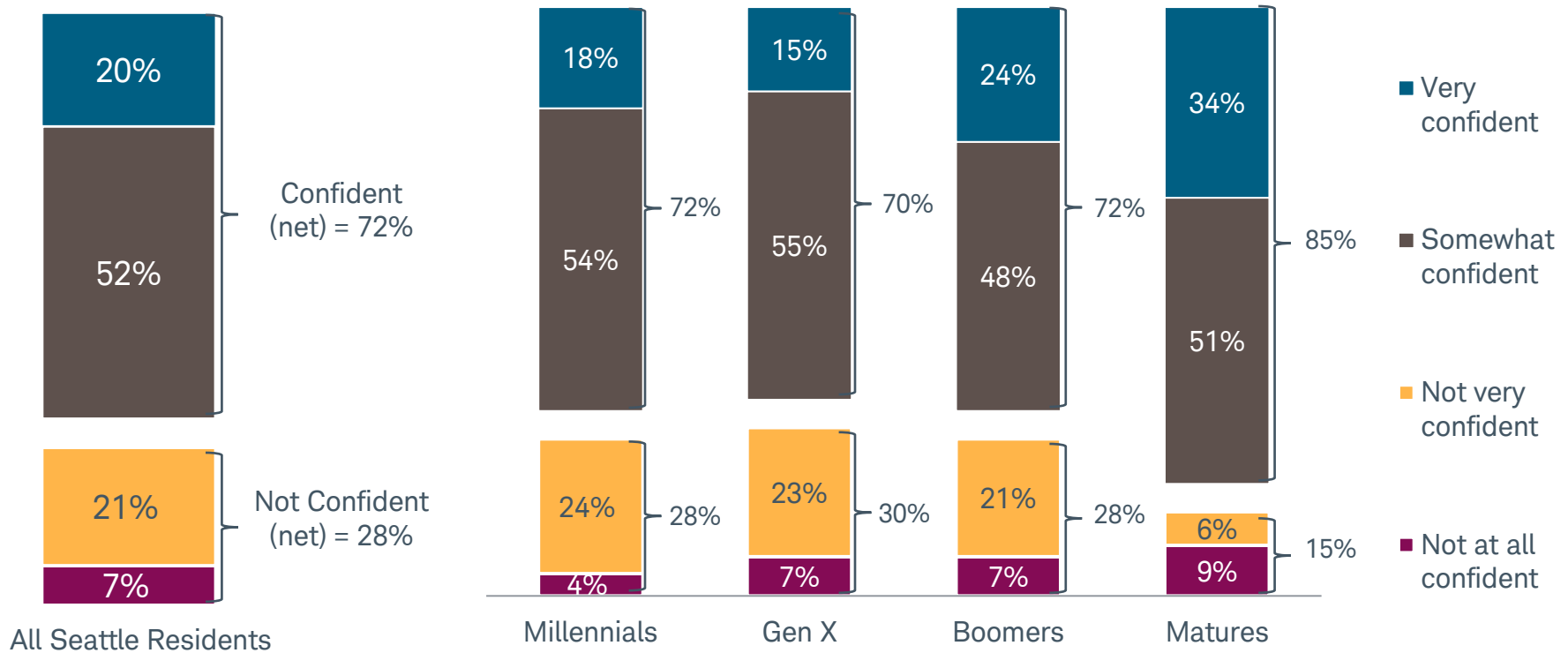
All Seattle Residents



Q10 Would you consider yourself more financially savvy or tech savvy? (Base: All Seattle Residents = 1,009; Millennials=213; Gen X=344; Boomers=370; Matures=82)

# 72% of Seattleites are confident they will reach their financial goals

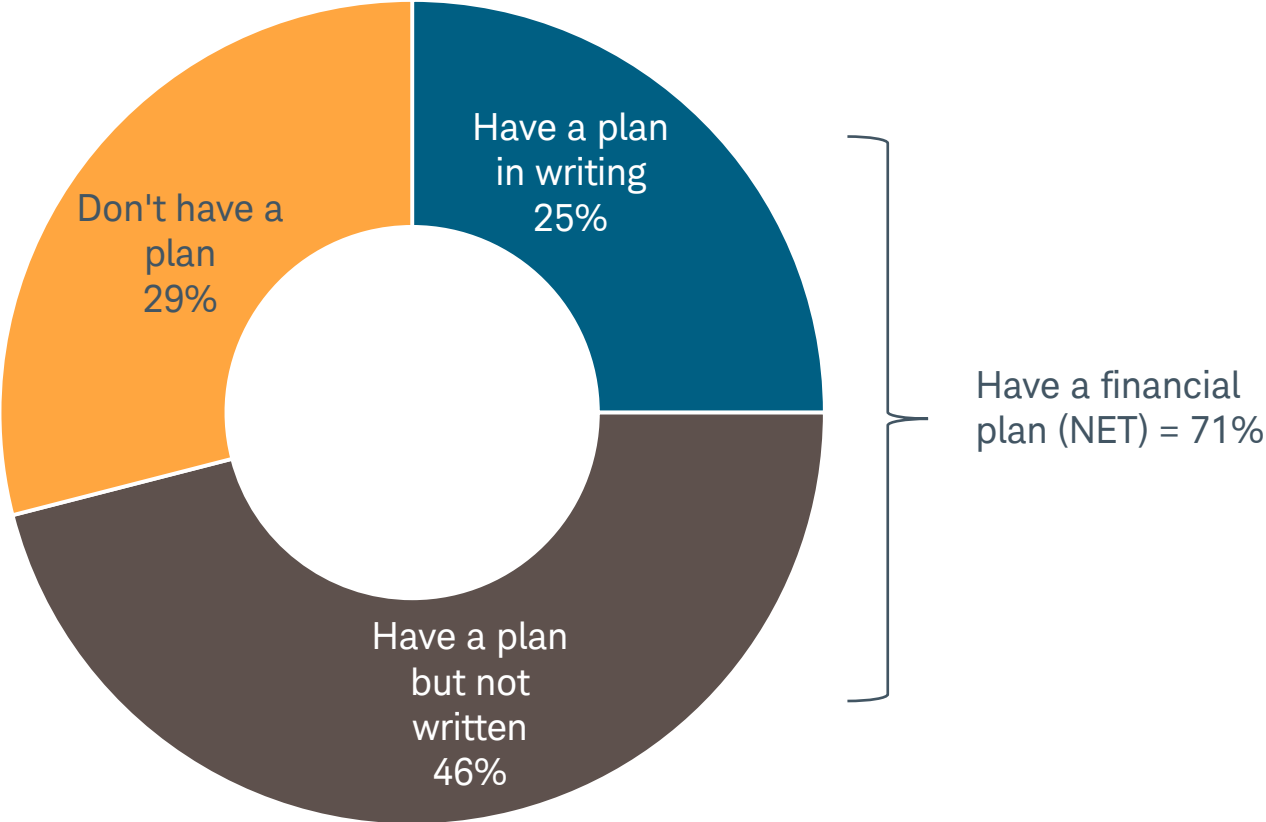
## Confidence in Ability to Reach Financial Goals All Seattle Residents



Q22 How confident do you feel that you will be able to reach your main financial goals? (Base: All Seattle Residents = 1,009; Millennials=213; Gen X=344; Boomers=370; Matures=82)

# Seven in ten Seattleites have financial plans, but most are not in writing

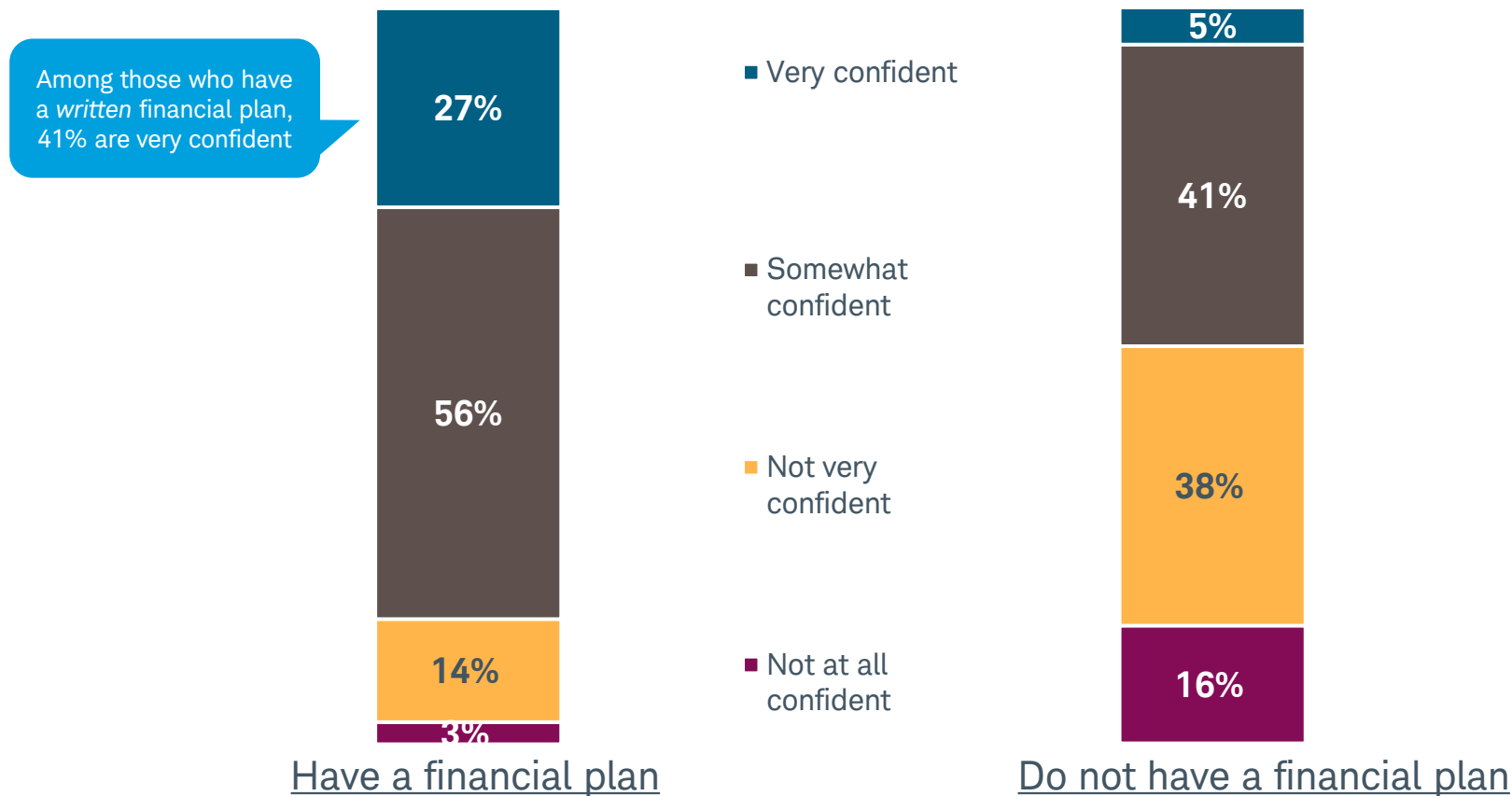
**Financial Planning**  
All Seattle Residents



Q25 Do you currently have a financial plan? (Base: All Seattle Residents = 1,009)

# Seattleites with a financial plan are more confident in their ability to reach their financial goals than those without a plan

## Confidence in ability to reach financial goal Among Seattleites with / without financial plans

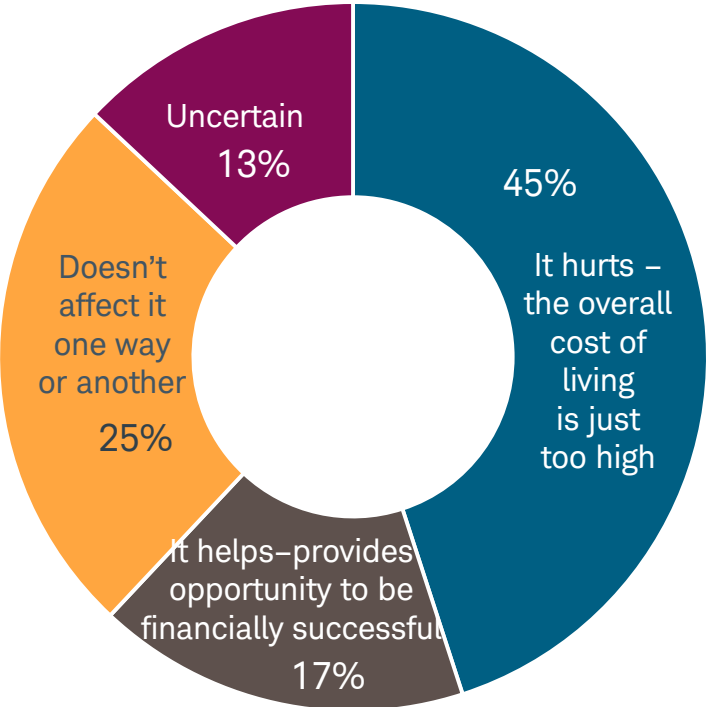


Q22 How confident do you feel that you will be able to reach your main financial goals?  
Q25 Do you currently have a financial plan? (Base: Has Financial Plan = 714; Do not have financial plan = 295)

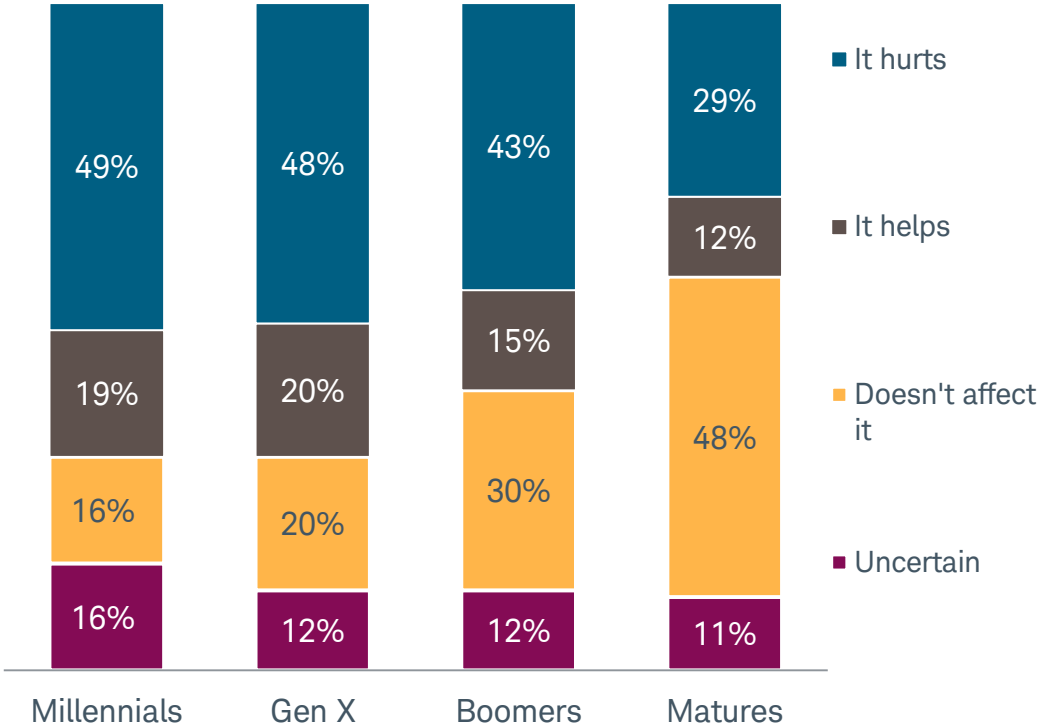
# Nearly half say living in Seattle hurts their ability to reach their financial goals

## Effect of Living in Seattle on Ability to Reach Financial Goals

All Seattle Residents



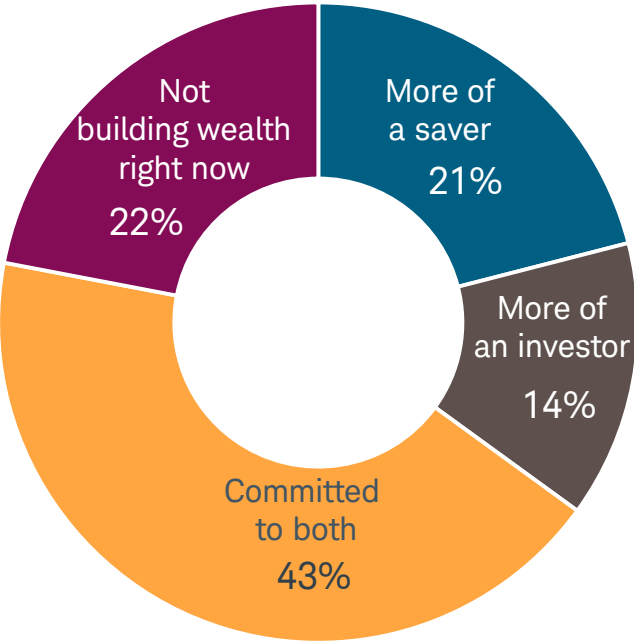
All Seattle Residents



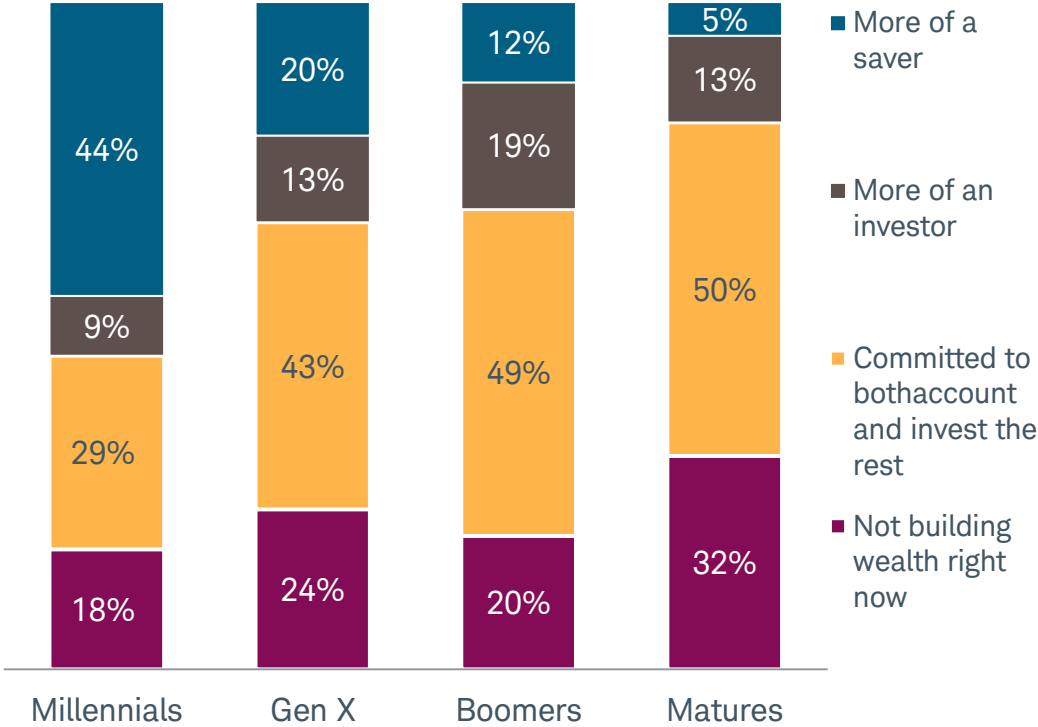
Q23 Would you say that living in Seattle helps or hurts your ability to reach your financial goals? (Base: All Seattle Residents = 1,009; Millennials=213; Gen X=344; Boomers=370; Matures=82)

# Seattleites say they are committed to both saving and investing

## Seattleites Approach to Building Wealth All Seattle Residents



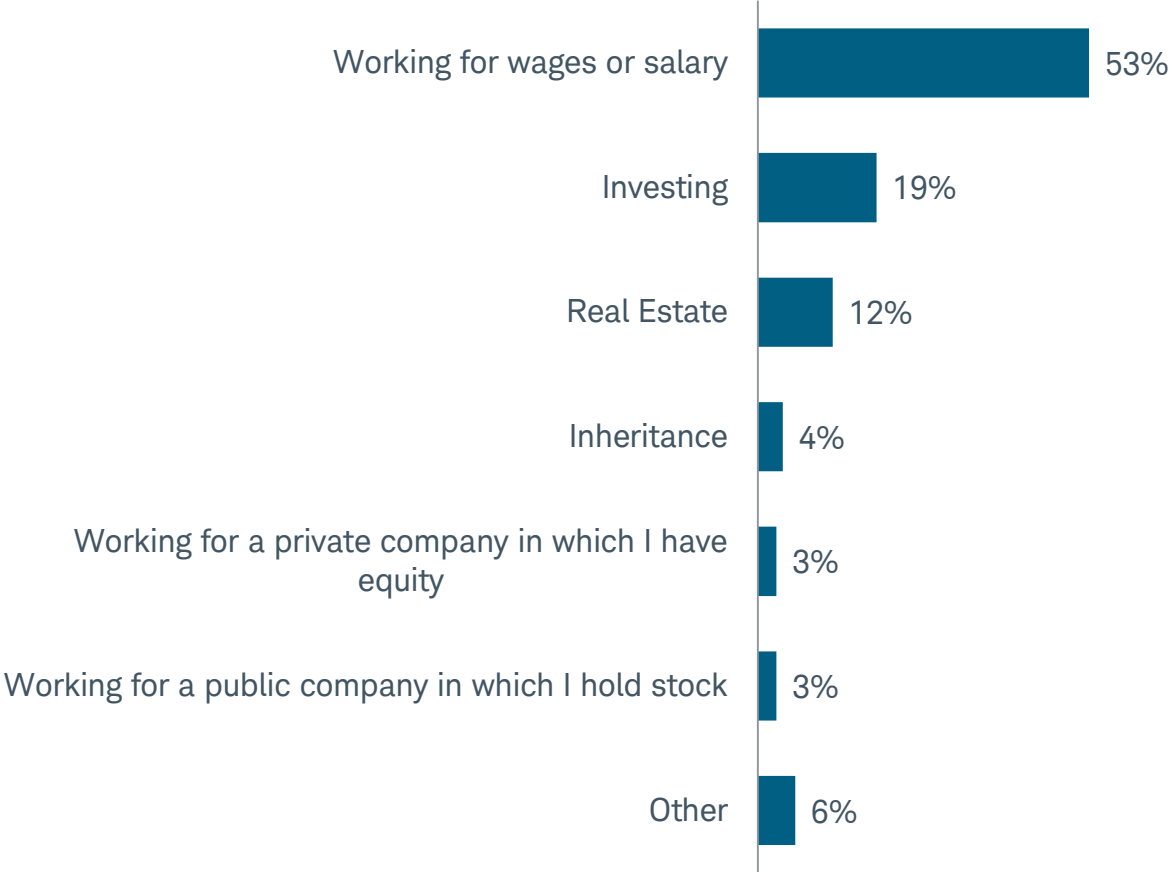
All Seattle Residents



Q21 How would you describe your approach to building wealth? (Base: All Seattle Residents = 1,009; Millennials=213; Gen X=344; Boomers=370; Matures=82)

# More than half cite wages as their single biggest source of wealth

## Single Biggest Source of Wealth All Seattle Residents

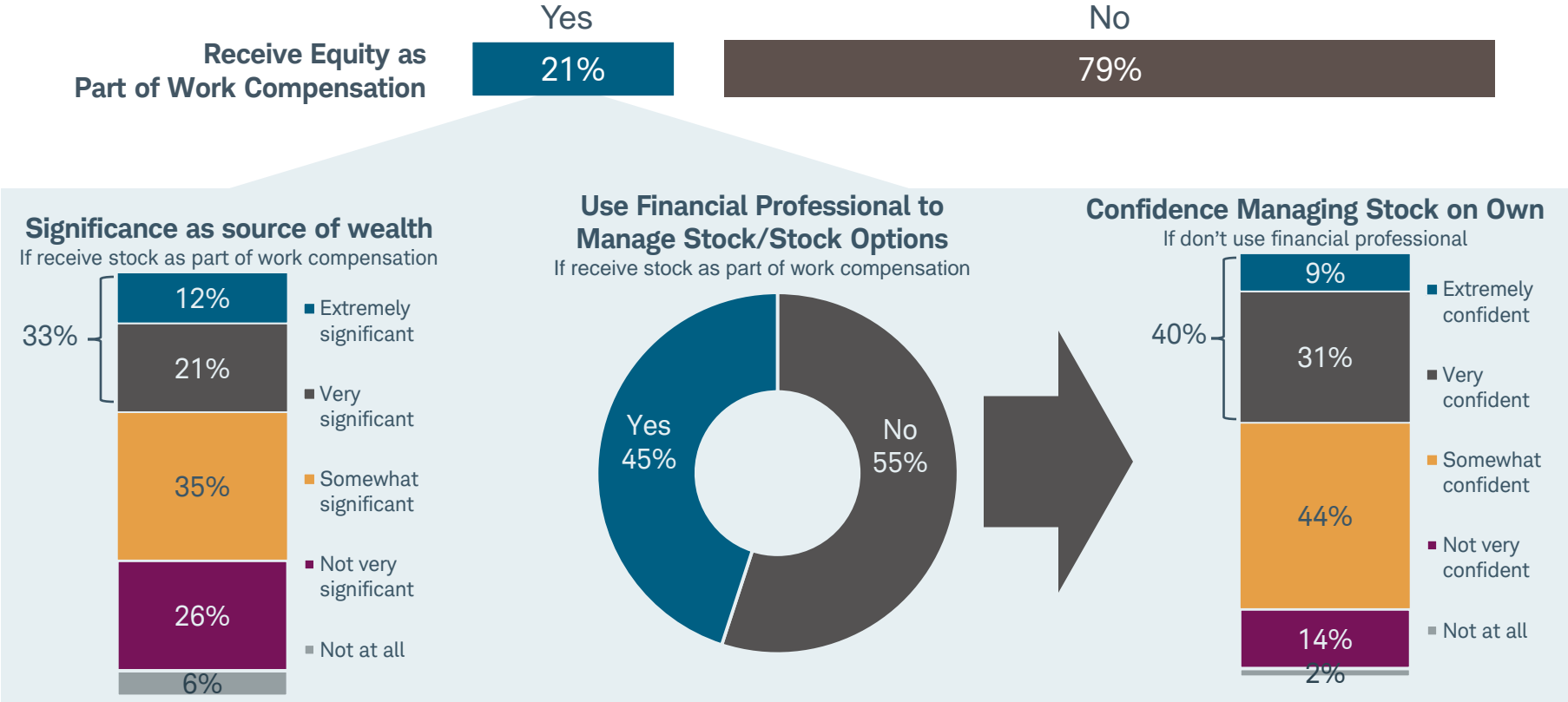


Q15 What is your single biggest source of wealth? (Base: All Seattle Residents=1,009)



# One in five receives equity as part of compensation, but fewer than half use a financial professional to manage these assets

## Equity as Part of Work Compensation All Seattle Residents



Q16 Do you own stock or stock options that you receive as part of your work compensation (Base: All Seattle Residents = 1,009)

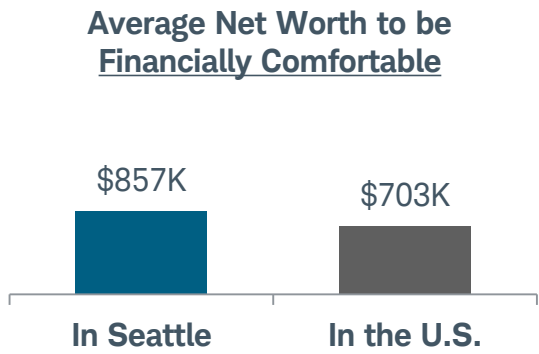
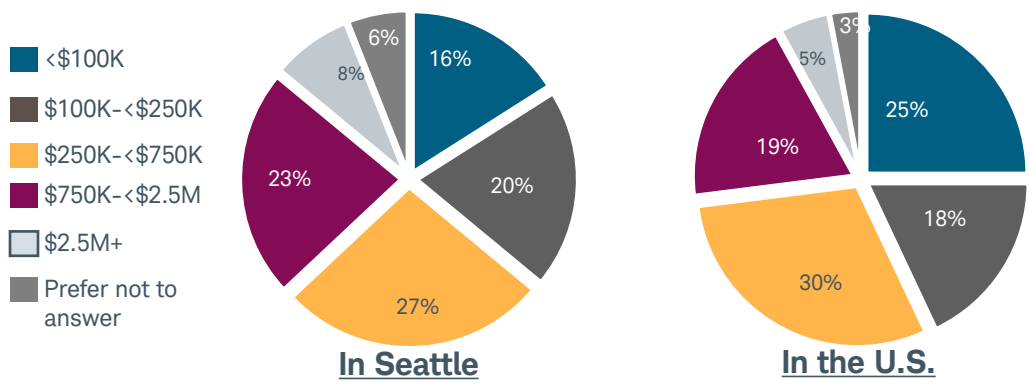
Q17 How significant is stock as a source of your wealth? (Base: Receive stock/stock options as part of work compensation=211)

Q18 Do you use the services of a financial professional to help you manage the stock or stock options that you receive as part of your work compensation? (Base: Receive stock/stock options as part of work compensation=211)

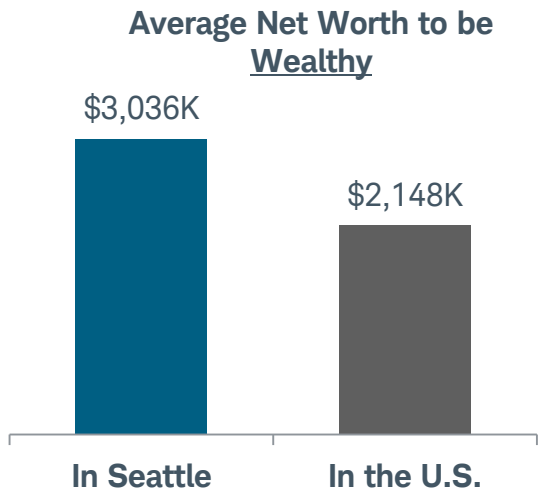
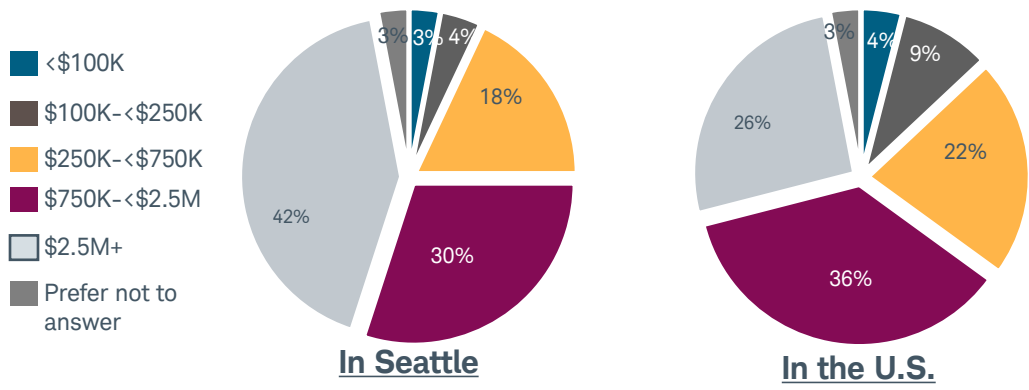
Q19 How confident are you in managing your stock or stock options on your own? (Base: Do not use financial professional=116)

# Seattleites thinks it takes more to be wealthy in Seattle than in the U.S. as a whole

## Net Worth Needed to be *Financially Comfortable* All Seattle Residents



## Net Worth Needed to be *Wealthy* All Seattle Residents

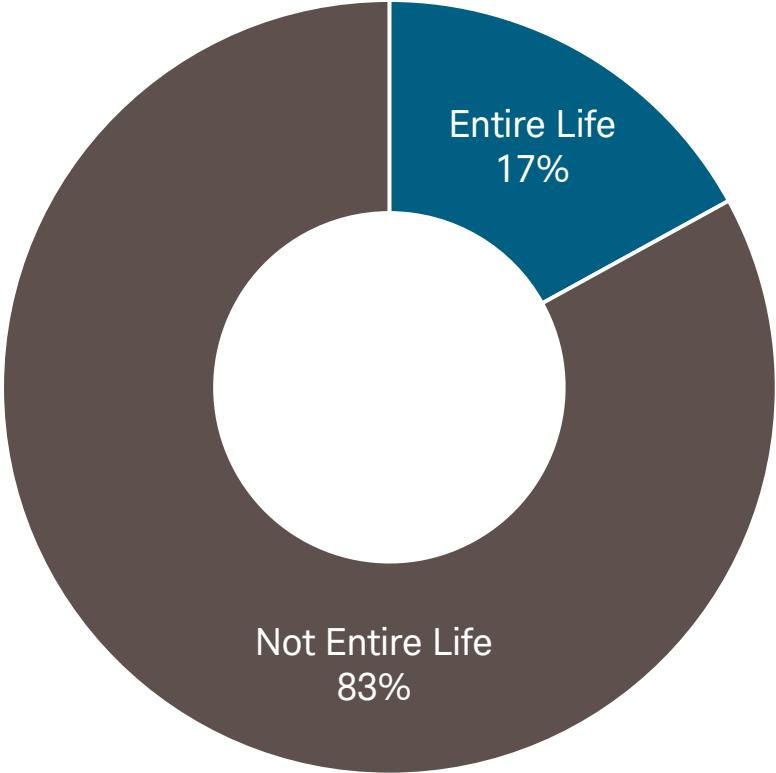


Q11 At what level of personal **net worth** would you say a person in the Seattle area could be considered **financially comfortable**?  
 Q12 At what level of personal **net worth** would you say a person in the Seattle area could be considered **wealthy**?  
 Q13 At what level of personal net worth would you say a person living in the rest of the United States could be considered **financially comfortable**?  
 Q14 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 Seattle Residents=1,009)

# Life in Greater Seattle

# Most Seattleites are not natives – only 17 percent have lived in Seattle all their lives

**Years Lived in Seattle**  
All Seattle Residents



| If Haven't Lived in Seattle for Entire Life | All Seattle Residents (n=834) |
|---|-------------------------------|
| Average time in Seattle                     | 23 years                      |

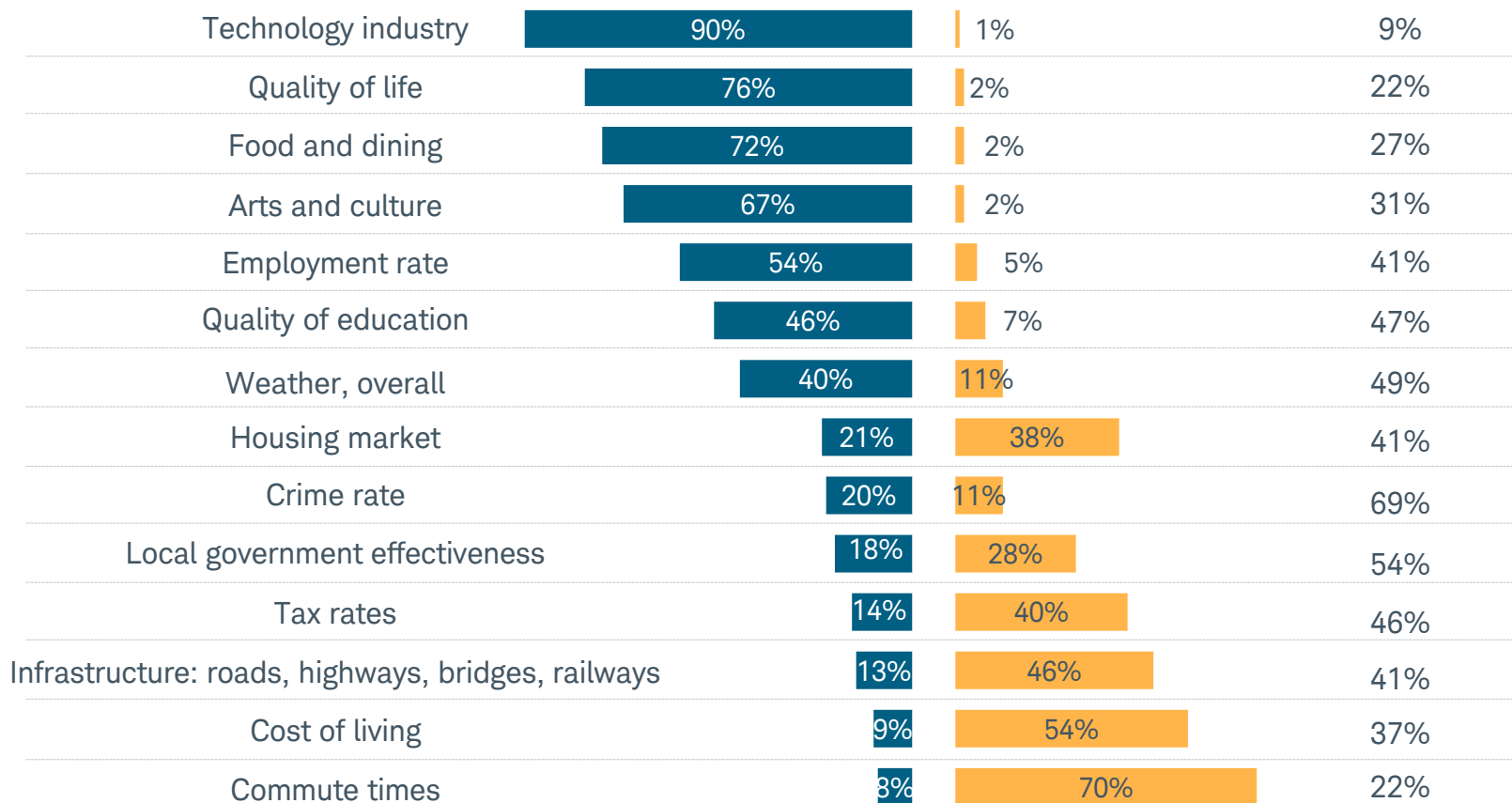
Q1 How many years have you lived in the Seattle area? (Base: All Seattle Residents=1,009)

# Seattleites view their city as one of the best for the tech industry and quality of life, but one of the worst for cost of living and commute times

## Seattle Area Comparison to Other US Metropolitan Areas

All Seattle Residents

■ One of the Best ←
 ■ One of the Worst →
 Neither One of the Best nor One of the Worst

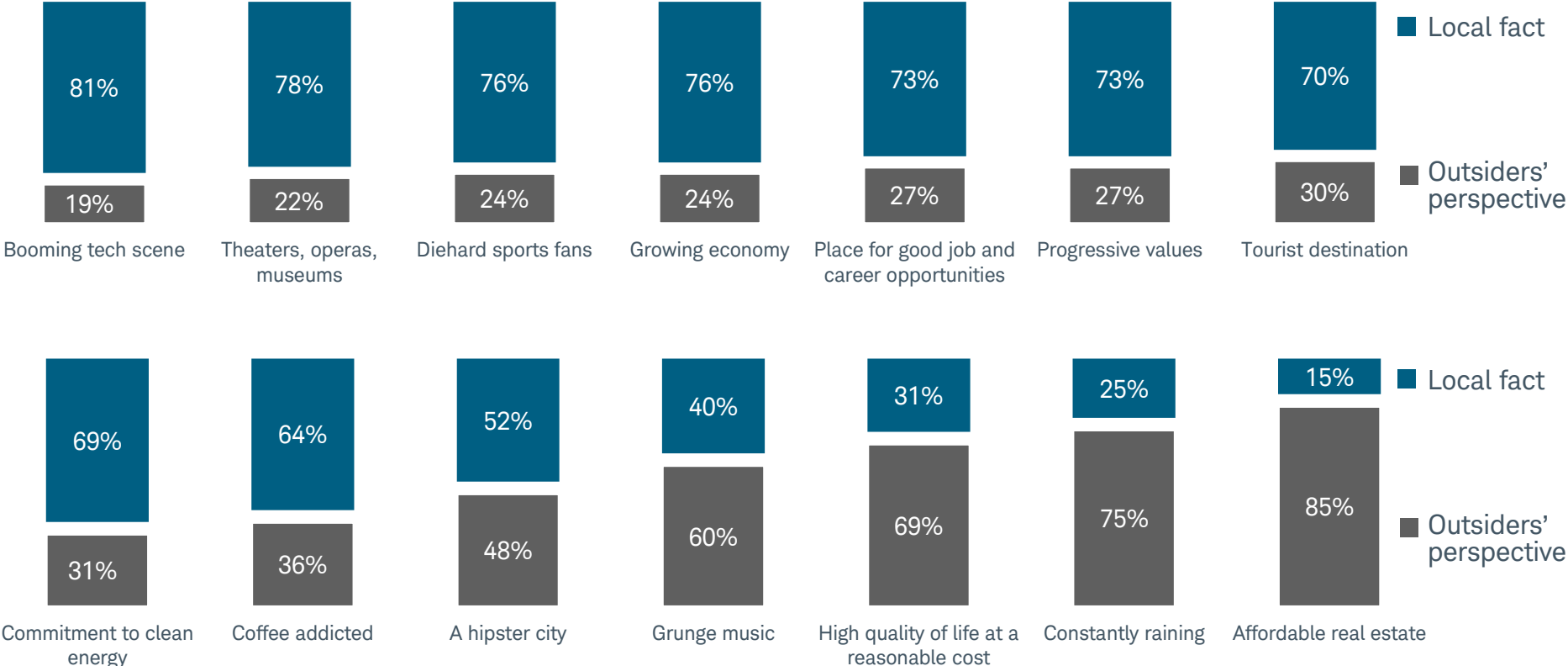


Q2 When you think about the top large metropolitan areas in the U.S., how do you think the Seattle area compares on each of the issues listed below? For each characteristic please indicate whether you think Seattle is "One of the Best" metropolitan areas or whether it is "One of the Worst." (Base: All Seattle Residents=1,009)

# Biggest misconceptions of Seattle according to Seattleites – affordable real estate, constant rain and a high quality of life at a reasonable cost

## Fact or Fiction about Seattle

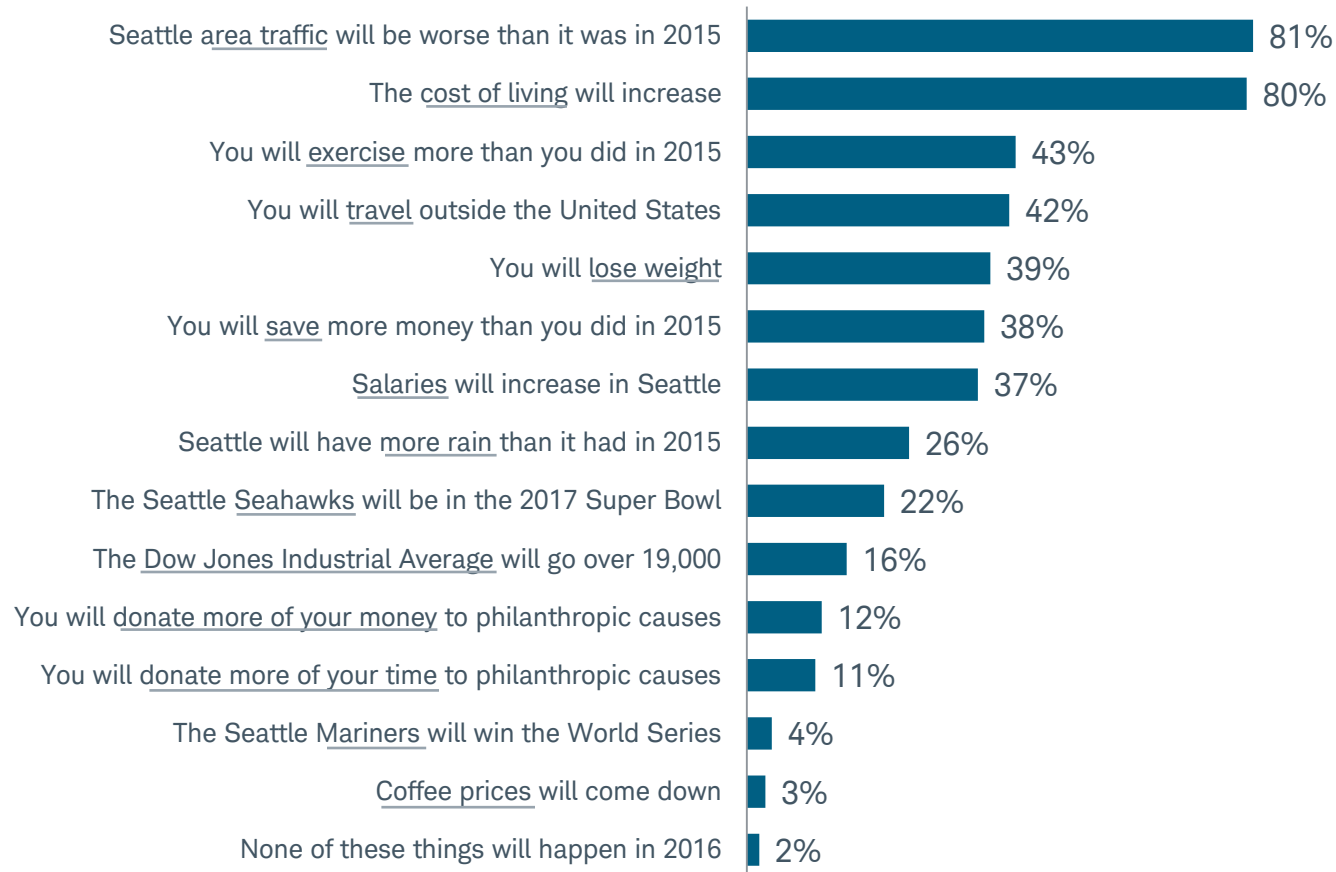
All Seattle Residents



Q28 The Seattle area is well known for a variety of different reasons. Which of the following would you characterize as local facts, and which would you characterize as outsiders' perspectives (i.e., images people in other parts of the country have of the Seattle area)? ? (Base: All Seattle Residents=1,009)

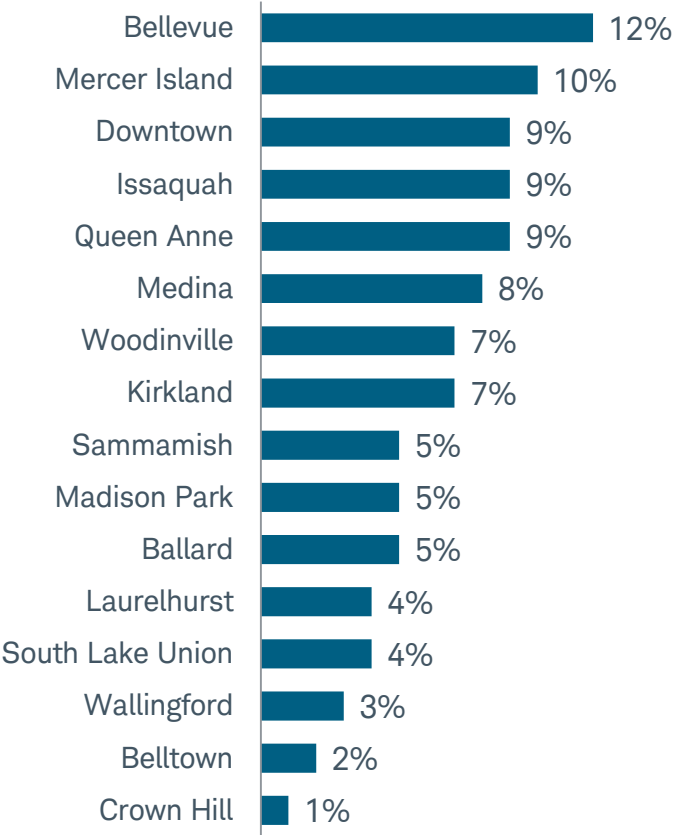
# Top predictions for 2016: traffic will be worse, cost of living will increase

## Predictions for 2016 All Seattle Residents

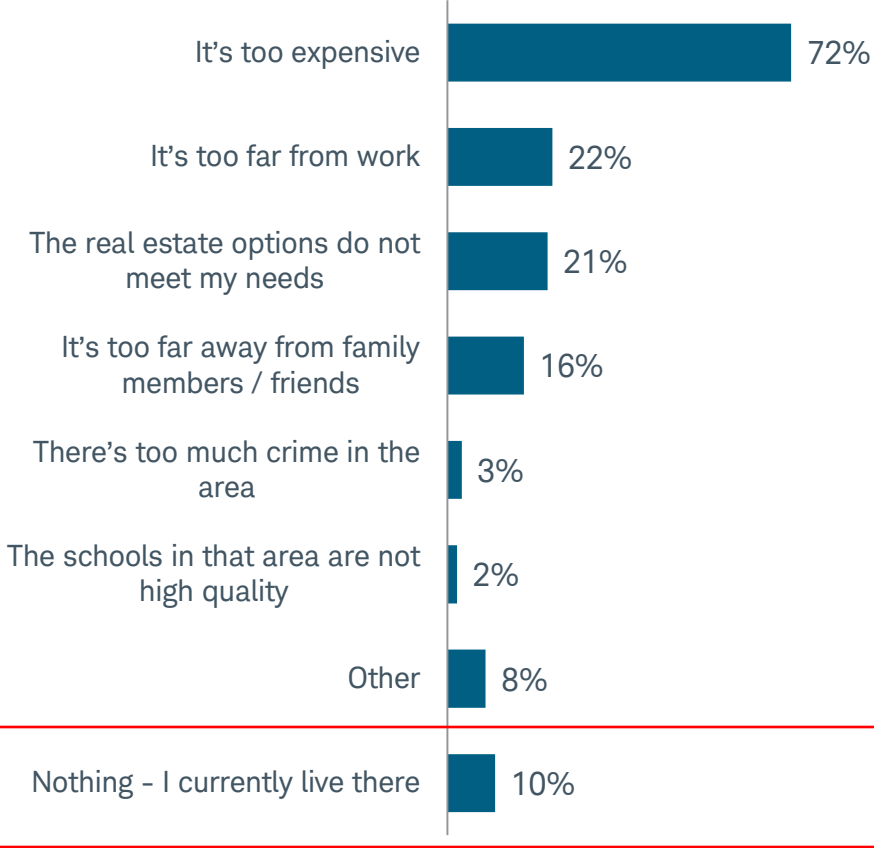


# Bellevue, Mercer Island and Downtown are the top areas where Seattleites want to live, but cost is an obstacle

## Preferred Neighborhood of Residence All Seattle Residents



## Barriers to Living in Preferred Neighborhood All Seattle Residents



Q6 If money were no object, where in the Seattle area would you like to live? (Base: All Seattle Residents=1,009)  
 Q7 What is preventing you from living in [RESPONSE FROM Q6]? (Base: All Seattle Residents=1,009)



# Demographic Profile

# Demographics

|                           | All Seattleites<br>(n=1,009) |
|---------------------------|------------------------------|
| <b>Gender</b>             |                              |
| Male                      | 48%                          |
| Female                    | 52%                          |
| <b>Generation</b>         |                              |
| Millennials (21-33)       | 21%                          |
| Gen X (34-49)             | 34%                          |
| Boomers (50-68)           | 37%                          |
| Matures (Over 68)         | 8%                           |
| Mean age                  | 48 years old                 |
| <b>Education</b>          |                              |
| High school grad or less  | 7%                           |
| Trade or technical school | 4%                           |
| Some college              | 21%                          |
| College grad              | 43%                          |
| Post grad                 | 25%                          |

|  | All Seattleites<br>(n=1,009) |
|--|------------------------------|
| <b>Marital Status</b>                    |                              |
| <u>Married/living with partner</u> (Net) | <u>68%</u>                   |
| Married                                  | 60%                          |
| Living with partner                      | 8%                           |
| Single                                   | 20%                          |
| Separated, divorced, widowed             | 11%                          |
| Prefer not to answer                     | 1%                           |
| <b>Children</b>                          |                              |
| <u>Have children</u> (Net)               | <u>57%</u>                   |
| Under age 18                             | 21%                          |
| Over age 18                              | 31%                          |
| Both over and under age 18               | 5%                           |
| No children                              | 43%                          |
| <b>Racial Background</b>                 |                              |
| White/Caucasian                          | 80%                          |
| Asian                                    | 15%                          |
| African American/Black                   | 3%                           |
| Other                                    | 3%                           |
| Prefer not to answer                     | 3%                           |
| <b>Hispanic/Latino Background</b>        |                              |
| Yes                                      | 4%                           |
| No                                       | 96%                          |

# Demographics

|   | All Seattleites<br>(n=1,009) |
|---|------------------------------|
| <b>Employment Status</b>                    |                              |
| <u>Employed</u> (Net)                       | 65%                          |
| Full-time                                   | 54%                          |
| Part-time                                   | 11%                          |
| Unemployed, looking for work                | 4%                           |
| Homemaker or student, not looking for work  | 10%                          |
| Retired, semi-retired                       | 21%                          |
| <b>Industry Working in (among employed)</b> |                              |
| Information services                        | 15%                          |
| Education                                   | 11%                          |
| Health Services                             | 11%                          |
| Professional or business services           | 11%                          |
| Manufacturing                               | 8%                           |
| Government                                  | 8%                           |
| Retail                                      | 7%                           |
| Leisure or hospitality                      | 5%                           |
| Financial services                          | 4%                           |
| Transportation or utilities                 | 4%                           |
| Construction                                | 3%                           |
| Other                                       | 14%                          |

|                              | All Seattleites<br>(n=1,009) |
|------------------------------|------------------------------|
| <b>2013 Household Income</b> |                              |
| <\$25K                       | 6%                           |
| \$25K to \$49.9K             | 14%                          |
| \$50K to \$74.9K             | 19%                          |
| \$75K to \$99.9K             | 17%                          |
| \$100K or more               | 34%                          |
| Prefer not to answer         | 10%                          |
| Mean                         | \$97.7K                      |
| <b>Total Assets</b>          |                              |
| <\$25K                       | 19%                          |
| \$25K to \$99.9K             | 19%                          |
| \$100K to \$249.9K           | 12%                          |
| \$250K to \$499.9K           | 12%                          |
| \$500K or more               | 20%                          |
| Prefer not to answer         | 18%                          |
| Mean                         | \$447.3K                     |

# Disclosures

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