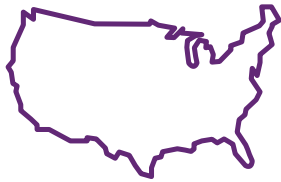


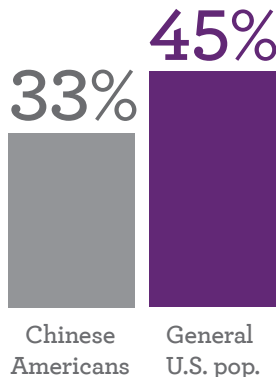
# Chinese-American Investor Outlook Fact Sheet

In late 2012, Wells Fargo's Wealth, Brokerage & Retirement Group conducted a national survey among Chinese-American investors to understand their unique needs. Highlights of those survey results follow.



Compared to the US general population, Chinese-Americans are more comfortable with their current financial situation.

- **Two thirds (67%) of Chinese-Americans feel financially comfortable** (compared to only about half of all US households).
- **Three in five (60%) Chinese-Americans feel they are better off financially compared to three years ago** (vs. 51% of US households).
- **Nearly two-thirds (65%) of Chinese-Americans are confident in their personal financial future**, compared to 52% of US adults overall.
- **Chinese-Americans are less likely to report living paycheck to paycheck** (25% vs. 41% of the general population).



Chinese-Americans are less likely to need to cut back on spending to make ends meet (33% vs. 45% of the general population).



Chinese-Americans are more likely to live within their means and less likely to spend more than they can afford.

- **Only 17% of Chinese-Americans agree they are spending more than they can afford** (compared to 25% of the general population).



Only one in five Chinese-Americans (22%) reports being uncomfortable with the amount of debt that they currently have (vs. 38% of the general population).

Together we'll go far

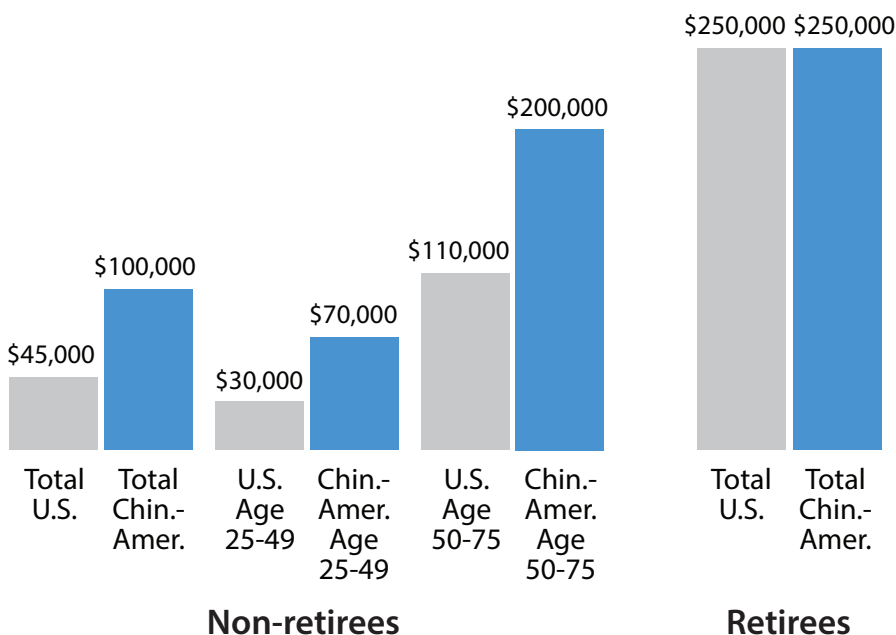




Non-retired Chinese-Americans report on average twice the median retirement savings of all US adults.

- Nearly two-thirds of Chinese-Americans (63%) are confident that they will be able maintain their current lifestyle in retirement (compared to 48% of Americans overall).
- About two in five (43%) non-retired Chinese-Americans have a detailed plan for saving for retirement, similar to the general population (42%).

## Reported Retired Savings (median)



Saving for retirement is a priority for Chinese-Americans, and they are more financially prepared for retirement than the general population.

- Chinese-Americans are more likely to cut back significantly on spending in order to save for retirement (43% vs. 36% of the general population).
- Only one in four Chinese-Americans (24%) reports current expenses that prevent them from saving for the future (vs. 39% of the general population).



Only two in five Chinese-Americans agree that debt reduction is more important than saving for retirement (42% vs. 53% of the general population).

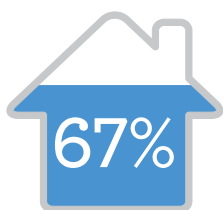


Roughly one in ten Chinese-Americans report currently living in a multi-generational household or expect to within the next ten years.

- Living with multiple generations does not seem to impact Chinese-American retirement confidence.
  - About three in five Chinese-Americans are confident they will be able to maintain their current lifestyle in retirement, regardless of whether or not they currently or expect to live in multi-generational households.

## Other Insights

- A majority (55%) of Chinese-Americans expect that the national economy will improve in the next two years (compared to 47% of all adults).
- However, nearly half (49%) of Chinese-Americans feel their local government has cut back too far in local services, compared to 39% of all US adults.



Two-thirds (67%) of Chinese-Americans see improvement in the local housing market, considerably more than the national average (54%).

## About the study

These survey findings are based on an online survey conducted November 9 – December 3, 2012 among adults nationwide (N=1,105) and Chinese-American adults (N=500; 52 of which took the survey in Simple Chinese). The survey was offered in English or Simple Chinese. Qualified respondents were non-students, ages 25-75, who are the primary or joint financial decision-maker in the household with household investable assets of at least \$10,000. Survey results are weighted to reflect Census data for gender, age, race/ethnicity, region and household income to ensure representativeness. Assuming no sample bias, the maximum margin of error for the National sample is  $\pm 2.9\%$  and  $\pm 4.4\%$  for the Chinese-American sample.

## About Market Probe

Market Probe is a full-service market research firm, headquartered in Milwaukee, WI, with offices in Evanston, IL, specializing in behavioral and opinion research among hard-to-reach populations and professional communities. For more information, visit [marketprobe.com](http://marketprobe.com).

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*Note: Complete survey results are available upon request.*