

How Much Cash Have You Got?

The new Wealth Hazards Worry Index asks and answers 'where's your cash at these days?'

ATLANTA, July 31 -- The *Wealth Hazards* Worry Index indicates that 61 percent of people continue to pay down debt or build up their cash reserves. The remaining 39% have found stocks, bonds, cds or t-bills a good place to invest their cash. "As the uncertainty of the job market, housing market and stock market weighs on consumers, many of them are still conserving cash" says Thomas Hertog, managing editor at *Wealth Hazards*. "Clearly people are investing again, nearly one quarter of survey respondents have found suitable stocks to invest in and another 15 percent are comfortable with the returns on bonds, cds, or t-bills, but 38 percent are still paying down debt and 23 percent are saving cash in their 'rainy day' fund."

The most likely causes for the slow return to investing center on the seesaw of daily news that consumers get and the difficulty they're having in making heads or tails of the sometimes contradictory data and its impact on the economy. One week new claims for unemployment may rise and the very next week they may fall. One month housing sales may rise and the next month fall back after the tax credit expires. One quarter Gross Domestic Product (GDP) is seen growing and the next quarter GDP is down and the previous quarter's figures are revised downward. "People are feeling whipsawed at times by all of the economic information that's coming at them" says Hertog, "it doesn't help that many of the media outlets are just as confused by the data and are simply just passing along what they are getting from government reports, market participants, commentators or so-called financial experts." Some investor's reluctance to invest may stem from employers refusal to reinstate company matching of 401k contributions and a roll-back of vesting timetables. Many firms changed their policies during the recession and employees are still troubled by the lack of 'incentive' to put more away for retirement, especially if they have credit card debt, an upside-down mortgage or their job is at risk.

About the Worry Index

The *Wealth Hazards* Worry Index was created to capture the ever-changing sentiment of consumers. It is measured each month using various questions and methodologies designed to better understand what issues are of the most concern to consumers. You can view the survey at <http://www.WorryIndex.com>.

About *Wealth Hazards*

A wealth hazard is a risk or threat to your financial health. Wealth hazards come in all shapes and sizes and very often in disguise. *Wealth Hazards* was established to help people to avoid, manage, and recover from life's wealth hazards. The new book *Wealth Hazards - Surviving the Recovery* is now available at <http://www.WealthHazards.com>.

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