

Planning & Progress 2013

“Optimism and The American Dream”



Objectives and Methodology

Objectives

- To evaluate the state of financial planning in America, and people's ability to stay on course over the long-term to meet their goals.
- To assess how Americans are responding to the pace of society, as well as the current economic and political climate.
- To understand whether or not Americans feel they are 'moving in the right direction' in areas such as debt, saving, spending, health, and finances.

Methodology

- Online survey of 1,546 Americans (via web panel) conducted between January 9-23, 2013.
 - Qualified participants were those at least 25 years of age.
 - Data is weighted to be representative of the U.S. population (age 25+) by age, gender, income, region, household size, and marital status.

Key Findings

More than one-quarter view themselves as pessimists (glass half empty).

- The most optimistic subgroups include Gen Y, men, marrieds and those with high assets.
- Americans are most optimistic about their health; least optimistic about the government (perhaps they don't realize that many Americans are forced into early retirement because of health problems).

While most are not optimistic about America in the short-term, they have hope for the long-term.

3 in 10 say the American Dream won't be alive for their children and grandchildren.

- While Gen X and Gen Y have faith in the American Dream, the Mature Generation is more likely to say it's dead (both now and for their children/grandchildren).

Half of Americans are either "informal" financial planners or have no plans/goals at all.

- Only one-third are "disciplined" and very few (16%) say they are "highly disciplined".
- Men are more likely than women to say they are "disciplined" financial planners.
- Gen Y (especially the youngest Gen Y), men, and those with the highest assets are more likely than their counterparts to consider themselves disciplined.
- Compared to 2012 there are now more non-planners and fewer disciplined planners.

More than one-quarter view themselves as pessimists (“glass half empty”).



AGE

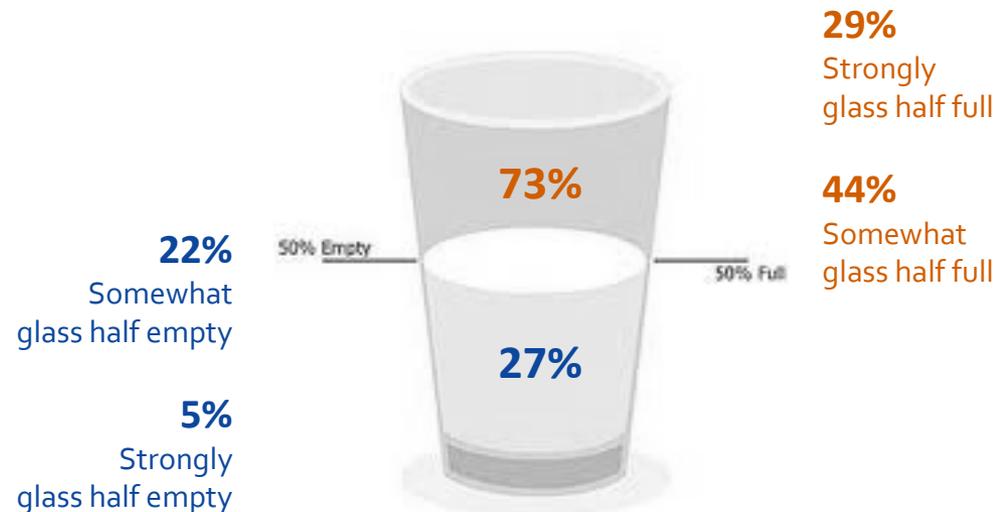
% Optimists (“Glass Half Full”):
Gen Y – 67%
Gen X – 68%
Boomers – 77%
Mature Gen – 79%



MARITAL
STATUS

Married Americans are more optimistic (“Glass Half Full”) than single Americans (78% vs. 67%).

Glass Half Empty or Glass Half Full Self Described Optimism



3 in 10 say the American Dream won't be alive for their children and grandchildren.

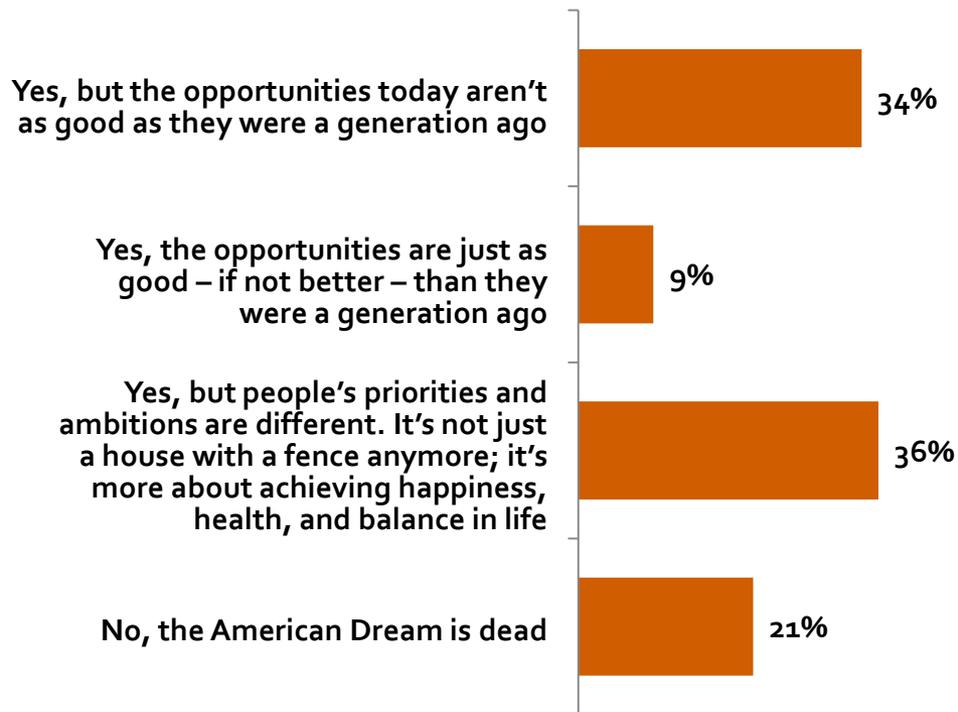
- Gen X and Gen Y have faith in the American Dream, while the Mature Generation says it's dead (both now and for their children/grandchildren).



AGE

% say American Dream is dead:
 Gen Y – 11%
 Gen X – 17%
 Boomers – 23%
 Mature Gen – 31%

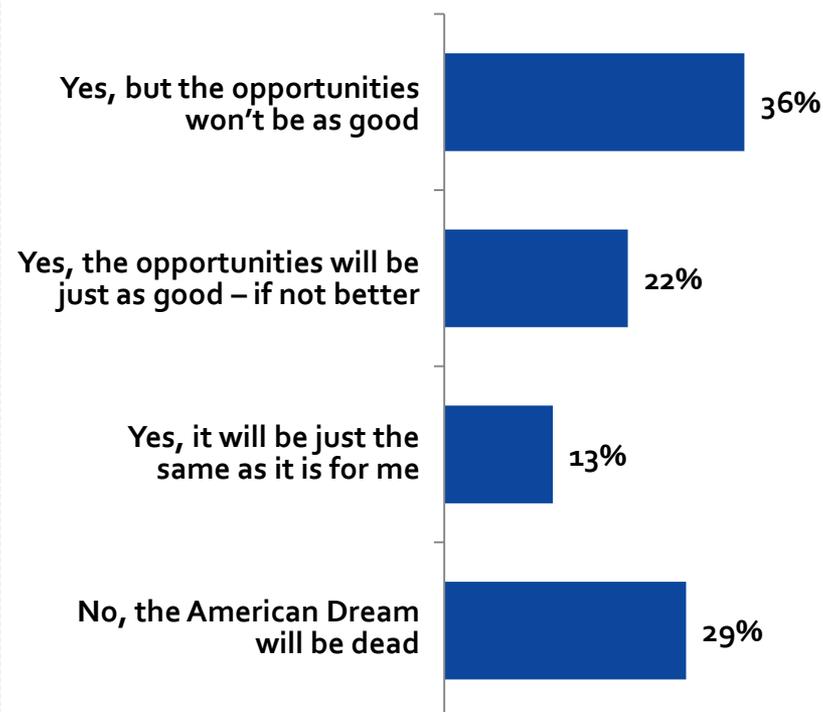
Think American Dream Is Still Alive



AGE

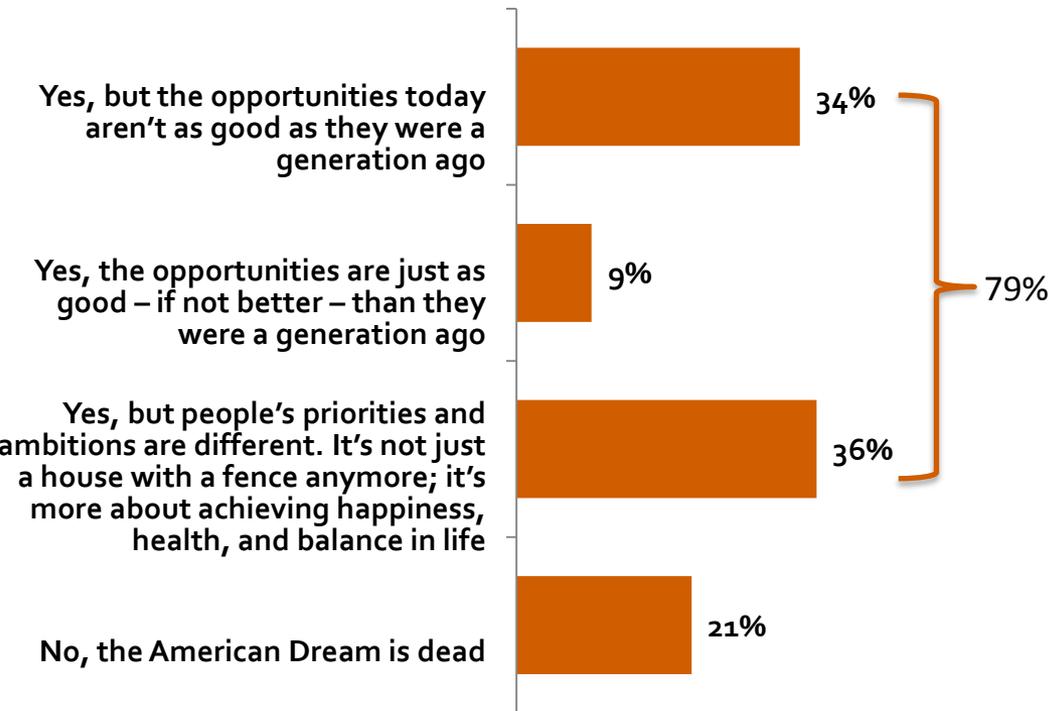
% say the American Dream is dead:
 Gen Y – 24%
 Gen X – 26%
 Boomers – 29%
 Mature Gen – 37%

Think the American Dream Will Be Alive for Children and Grandchildren

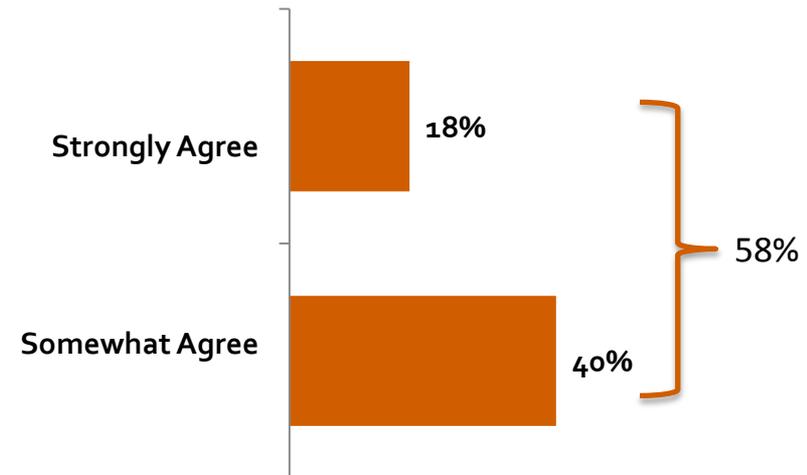


Americans are more optimistic in 2013 about the American dream being alive/still attainable.

Think American Dream Is Still Alive
2013 (n=1,546)



Think American Dream Is Still Attainable
2009 (N=1,009)



Half of Americans say they are either “informal” financial planners or have no plan or goals at all.

- Only one-third are “disciplined” and very few (16%) say they are “highly disciplined”.
- Gen Y, especially the youngest Gen Y, men, and those with the highest assets tend to be more disciplined while their counterparts are less disciplined.

AGE	% highly disciplined:
Gen Y	24%
Gen X	16%
Boomers	14%
Mature Gen	15%

