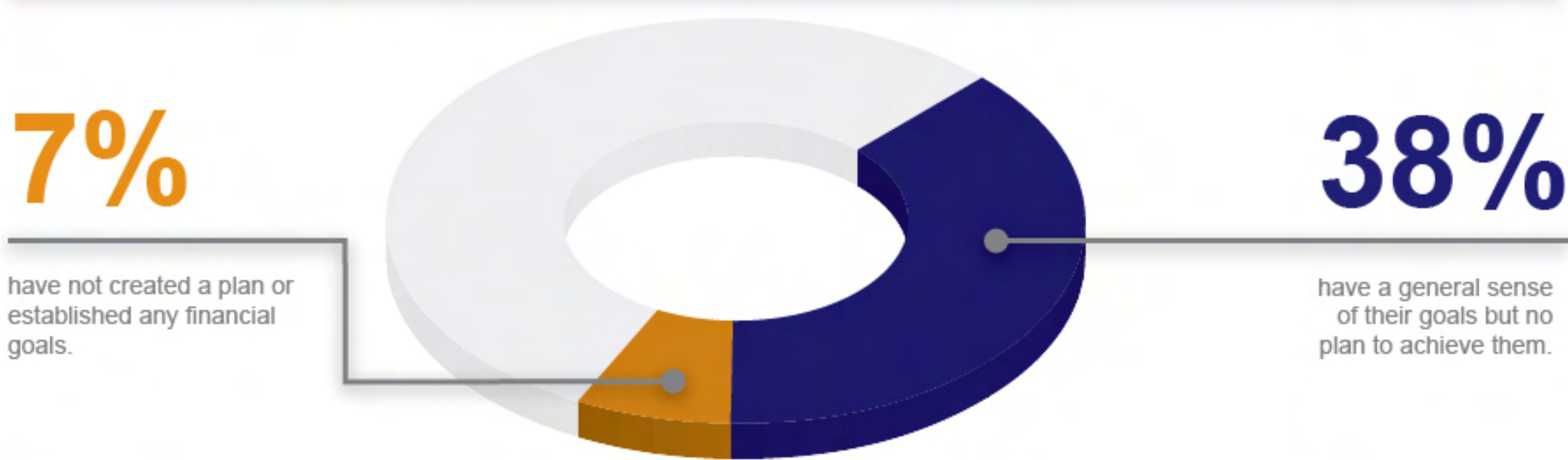


FINANCIAL PLANNING IN AMERICA

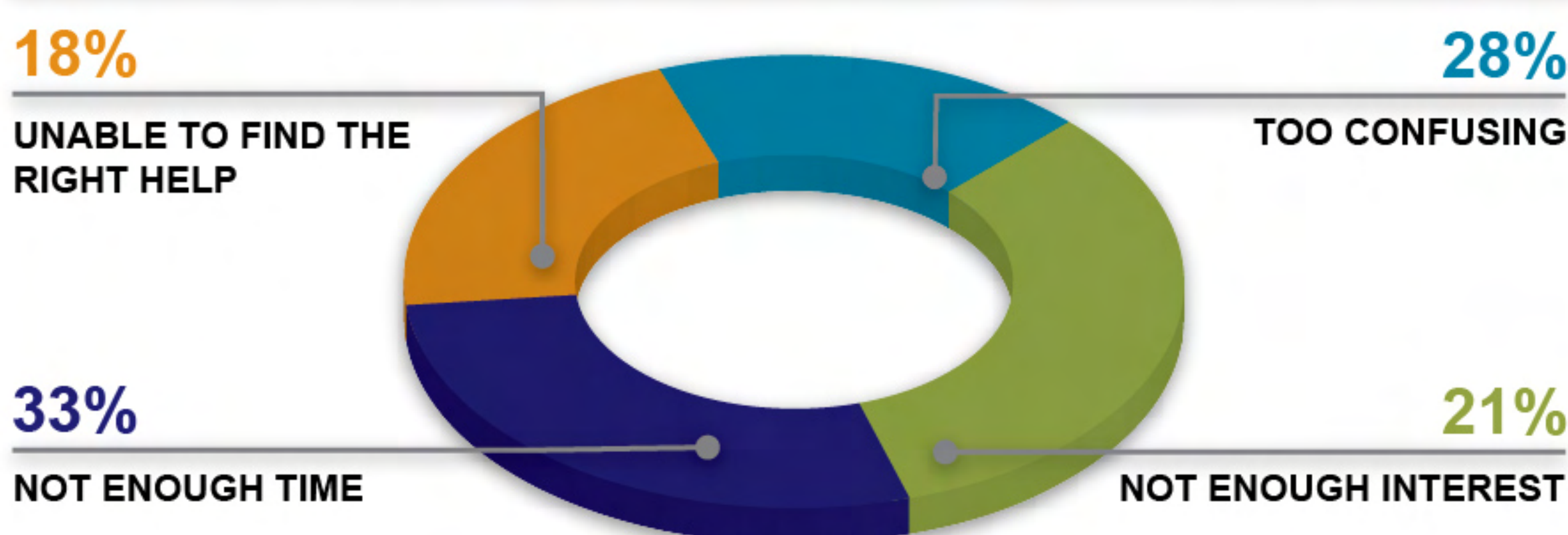
Nearly half of Americans take a highly casual approach



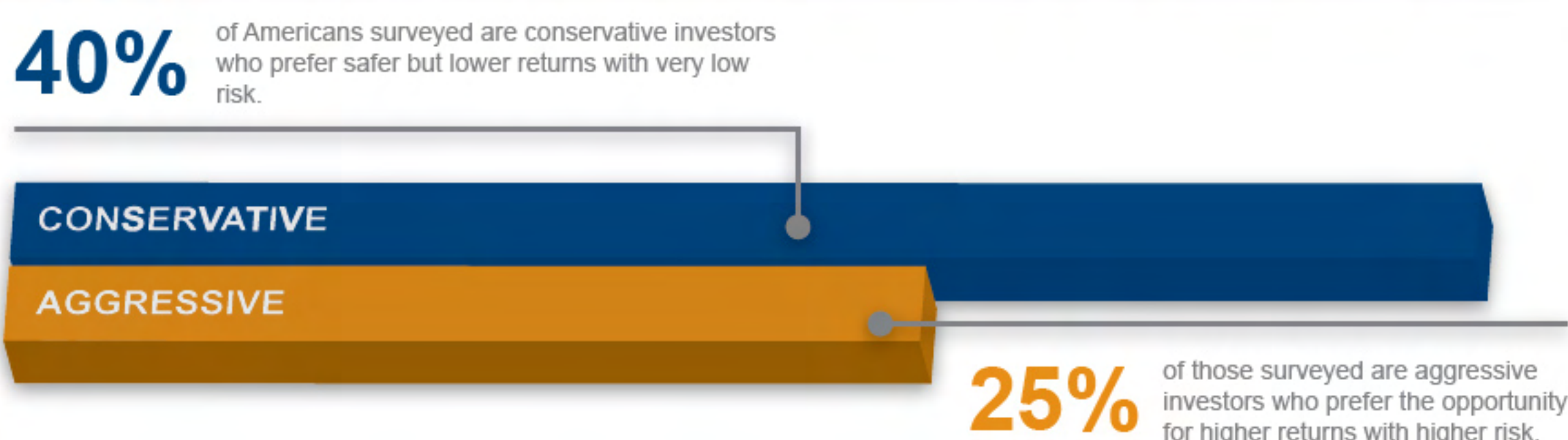
The majority of Americans recognize their planning needs improvement



GREATEST BARRIERS TO IMPROVEMENT



Americans continue to be risk-averse with their investments



and 60%  are taking steps to pay down their debt, develop a budget and build up an emergency fund.

Slow and steady wins the race... unless you're too far behind



FINANCES ARE TOP OF MIND

We asked people to tell us their most important priorities for improvement this year



Data displayed was provided by an official study conducted with a random sampling of U.S. adults by Northwestern Mutual



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