

# 2019 Planning & Progress Study

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## Life Plus Series

Northwestern Mutual is the marketing name for The Northwestern Mutual Life Insurance Company (NM), Milwaukee, WI and its subsidiaries.

# Background

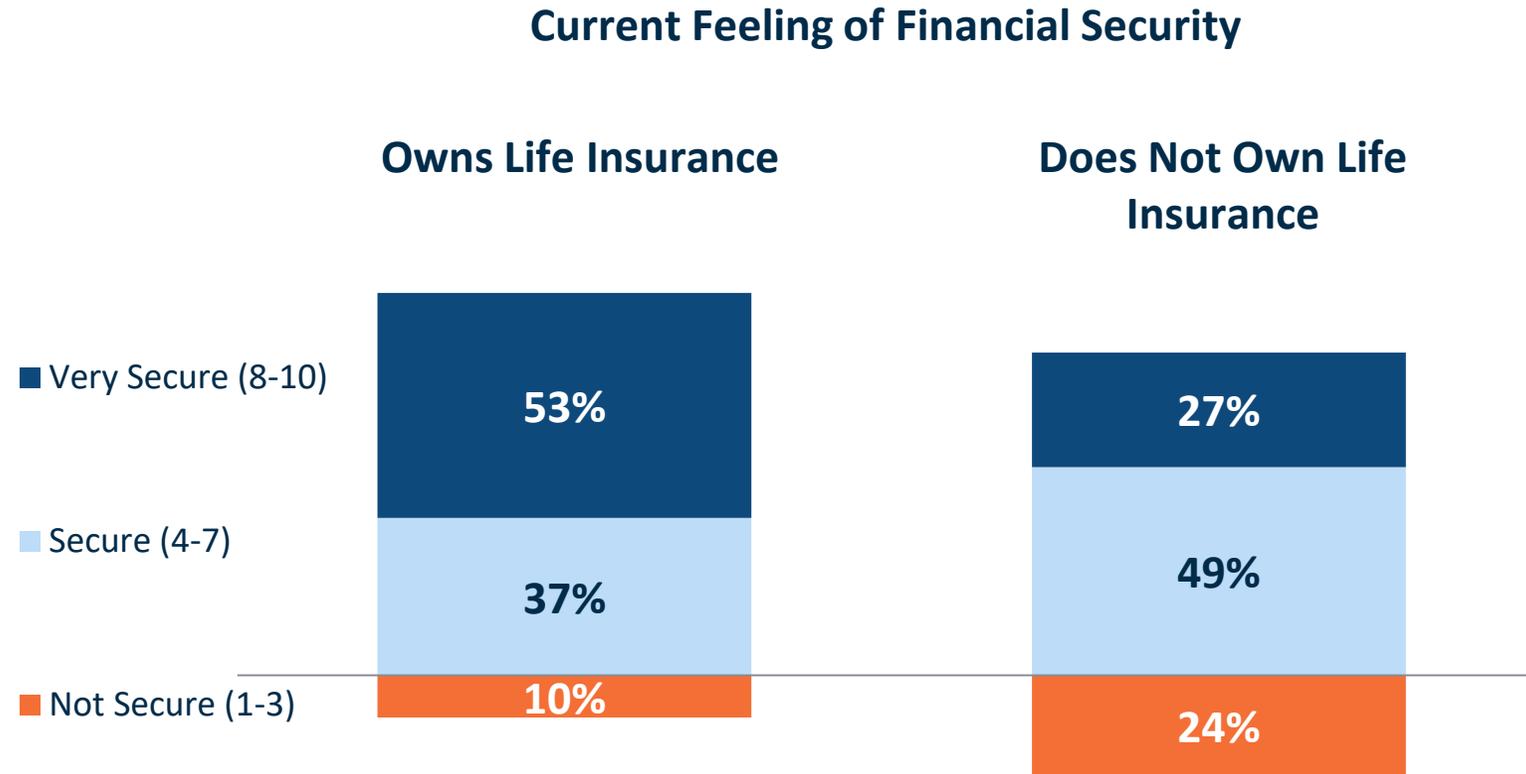
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2019 marks the 10<sup>th</sup> year of the Planning & Progress Study – an annual research study from Northwestern Mutual that explores U.S. adults' attitudes and behaviors toward money, financial decision-making, and the broader issues impacting people's long-term financial security.

The study was conducted by The Harris Poll on behalf of Northwestern Mutual and included 2,003 American adults aged 18 or older in the general population who participated in an online survey between February 20 and March 5, 2019.

Results were weighted to Census targets for education, age/gender, race/ethnicity, region and household income. Propensity score weighting was also used to adjust for respondents' propensity to be online. No estimates of theoretical sampling error can be calculated; a full methodology is available.

# Nearly twice as many of those who own life insurance are likely to say they feel financially secure compared to those without it



**BASE: ALL QUALIFIED RESPONDENTS – 2019 Gen Pop: (n=1005)**

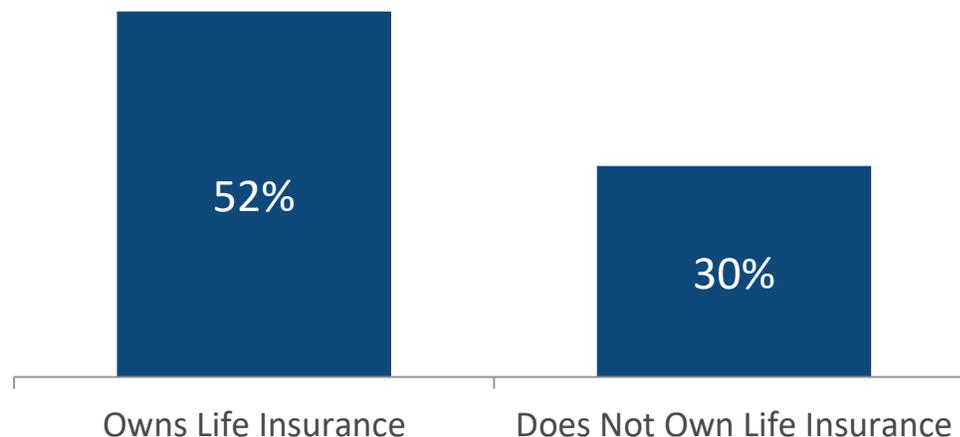
**Q1075.** If financial security is defined as “a feeling of confidence that you will achieve the financial goals you have for yourself or your family through the actions you are currently taking,” how financially secure do you feel right now? Use a 1 to 10 scale where 1 means “not at all financially secure” and 10 means “completely financially secure.”

# Those who own life insurance are more likely than those who do not to report their retirement/financial plans have been created to endure market cycles

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***“My retirement/financial plan has been created to endure market cycles (ups and downs in the market)”***

(% Strongly/Somewhat Agrees)



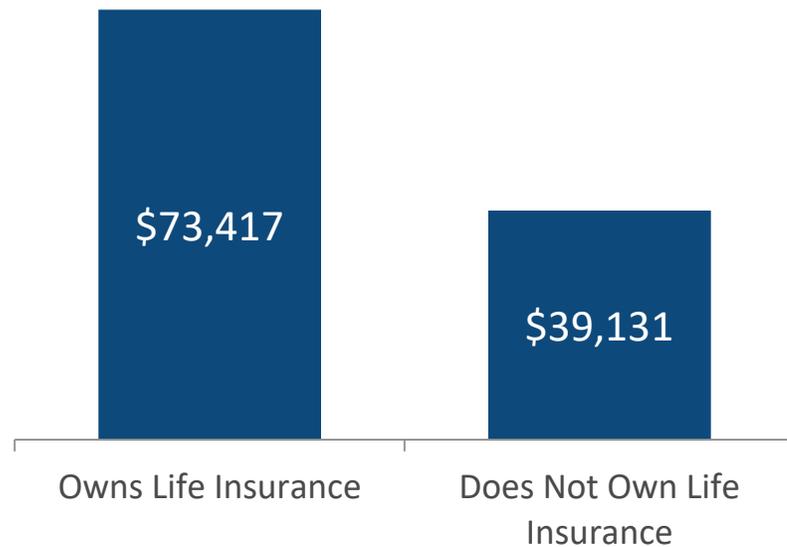
**BASE: ALL QUALIFIED RESPONDENTS – Gen Pop: (n=2003)**

**Q1115.** How much do you agree or disagree with each of the following statements?

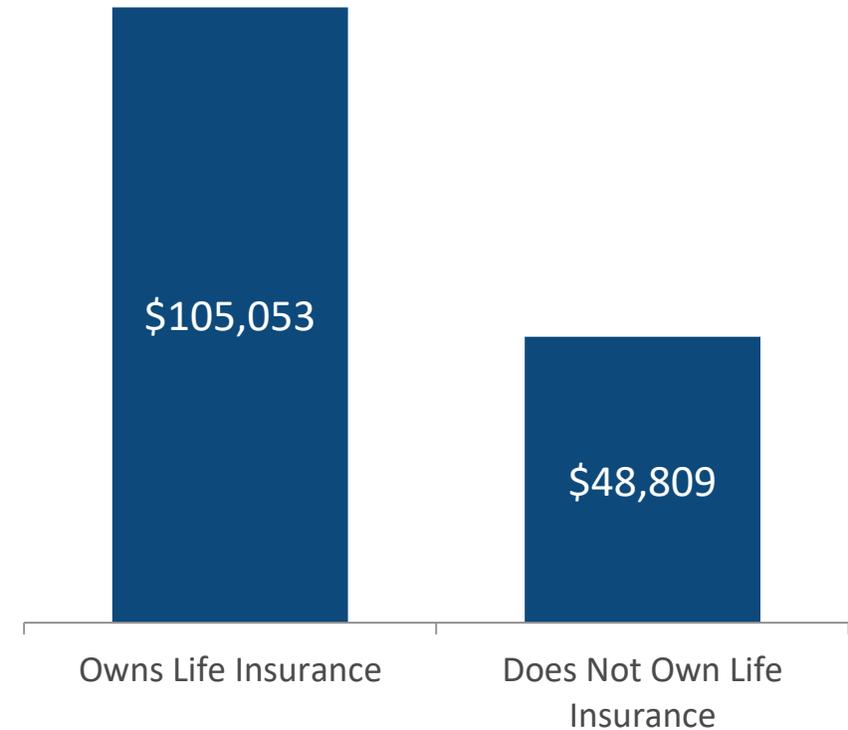
# Those who have life insurance are likely to have almost double the amount in their personal and retirement savings than those without it

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Average Personal Savings



Average Retirement Savings



**BASE: ALL QUALIFIED RESPONDENTS - Gen Pop: (n=2003); Gen X: (n=595); Baby Boomers: (n=441)**

**Q1824.** How much do you have in personal savings (excluding any funds specifically earmarked for retirement 401(k), IRA, etc.)?

**Q1825.** How much money do you have saved for retirement (from all sources including 401(k), IRA, pension, bank accounts, etc.)?