

2015 Planning & Progress Media Study

The Financial Planning Gap: Intentions vs Actions

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

Background

The 2015 Planning & Progress Study seeks to provide unique insights into U.S. adults' attitudes and behaviors toward money, goal setting and priorities.

The study is based on an online survey of 2,010 U.S. Americans conducted from January 12 to January 30, 2015.

- Qualified participants were at least 18 years of age
- Data was weighted to be representative of the U.S. population (age 18+) based on Census targets for education, age/gender, race/ethnicity, region and household income

Whether Financial Planning Needs Improvement

Nearly six in ten U.S. adults feel their financial planning needs improvement.

% Who Think Their Financial Planning Needs Improvement



58%

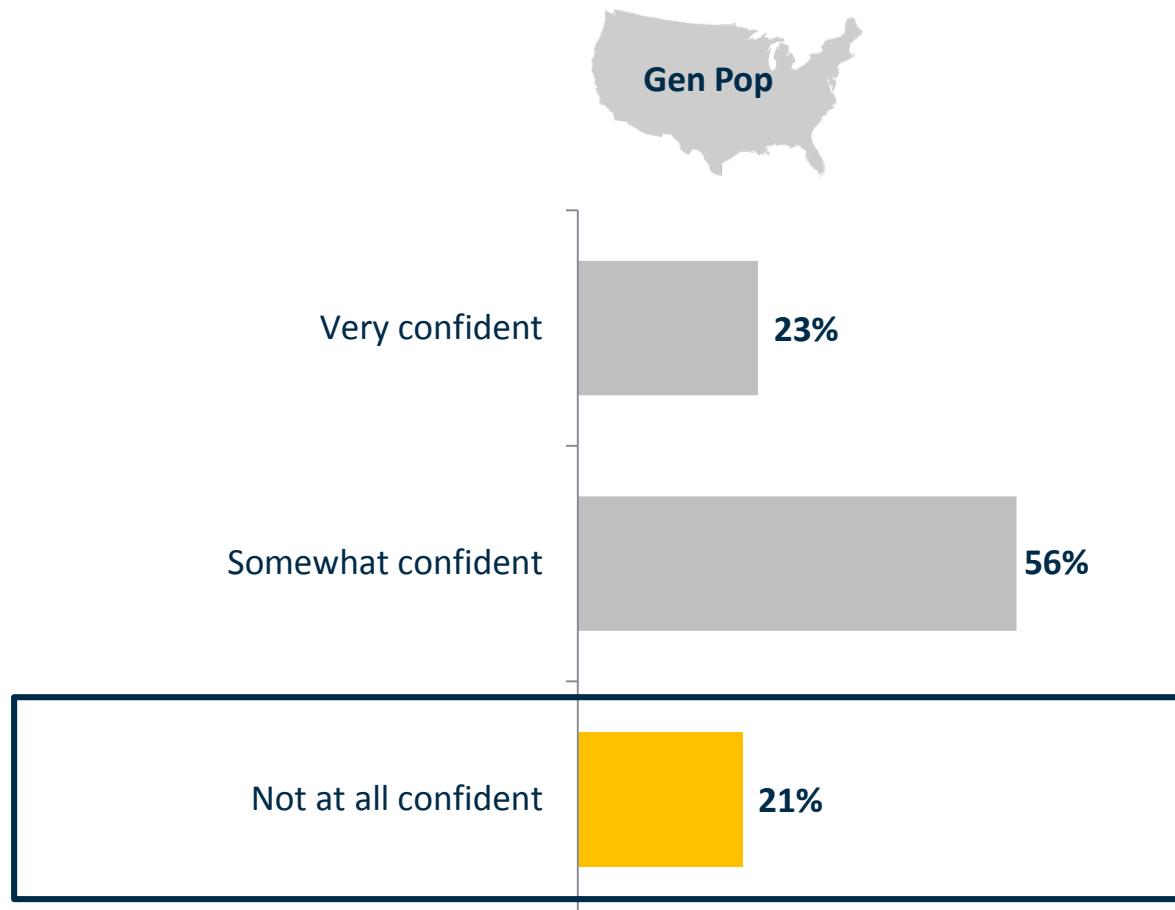


BASE: ALL QUALIFIED RESPONDENTS (Gen Pop n=2010)

Q1010 Do you think your financial planning needs improvement?

Confidence in Achieving Financial Goals

Roughly one in five American adults are not at all confident they will reach their financial goals.

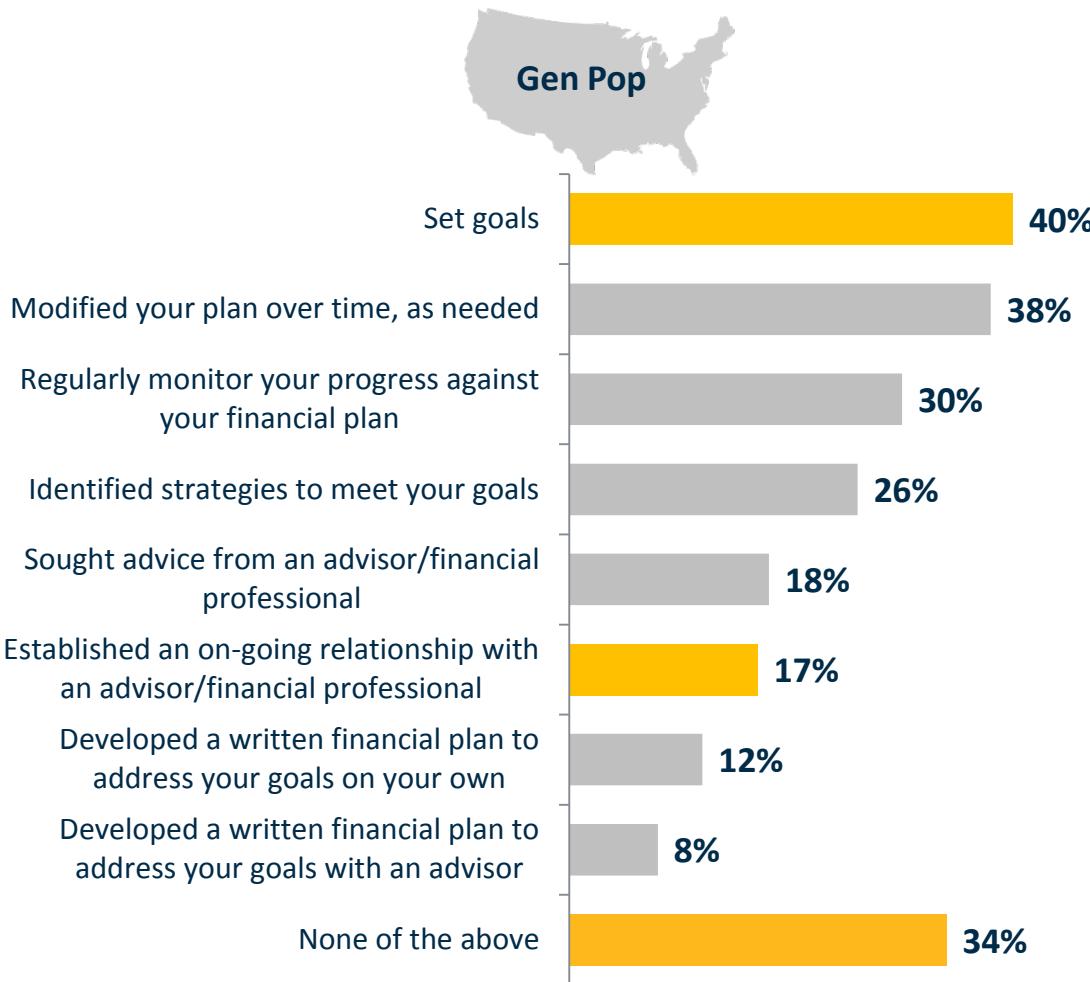


BASE: ALL QUALIFIED RESPONDENTS (Gen Pop n=2010)

Q1630 How confident are you that you will be able to achieve your financial goals?

Steps Taken to Plan for Financial Future

Only two in five in the general public say they have set their financial goals. 17% have a relationship with a financial advisor. 34% have not taken any steps.

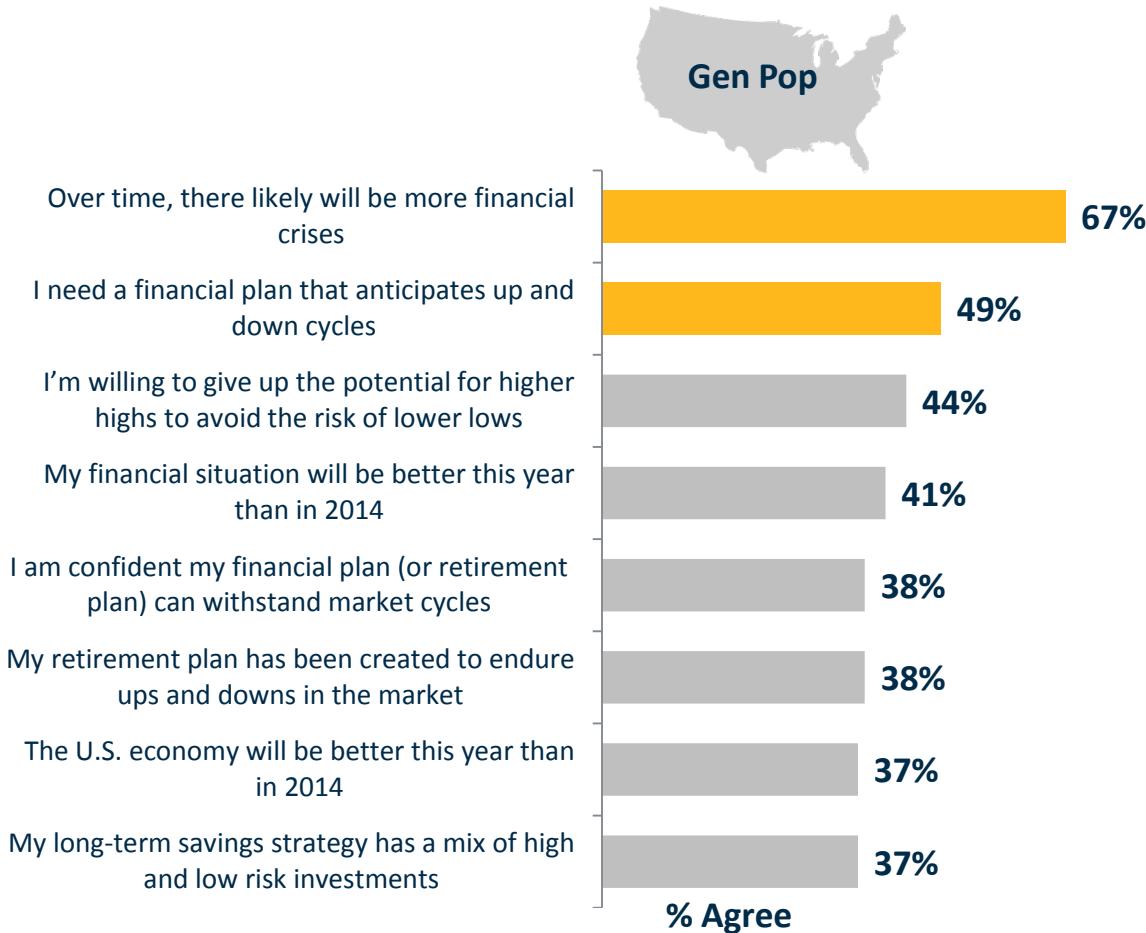


BASE: ALL QUALIFIED RESPONDENTS (Gen Pop n=2010)

Q1505 Which of the following steps, if any, have you taken to plan for your financial future?

The State of the U.S. Economy

Most adults expect the economy to experience more financial crises, and in turn, see a need to create a financial plan to mitigate these ups and downs.

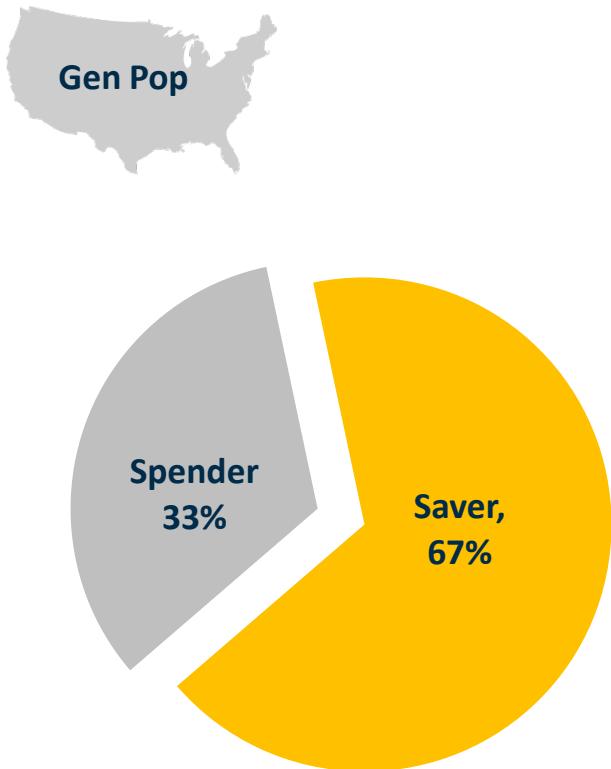


BASE: ALL QUALIFIED RESPONDENTS - Gen Pop: (n=2010)

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

Saver vs. Spender

Two-thirds of U.S. adults consider themselves 'savers.'

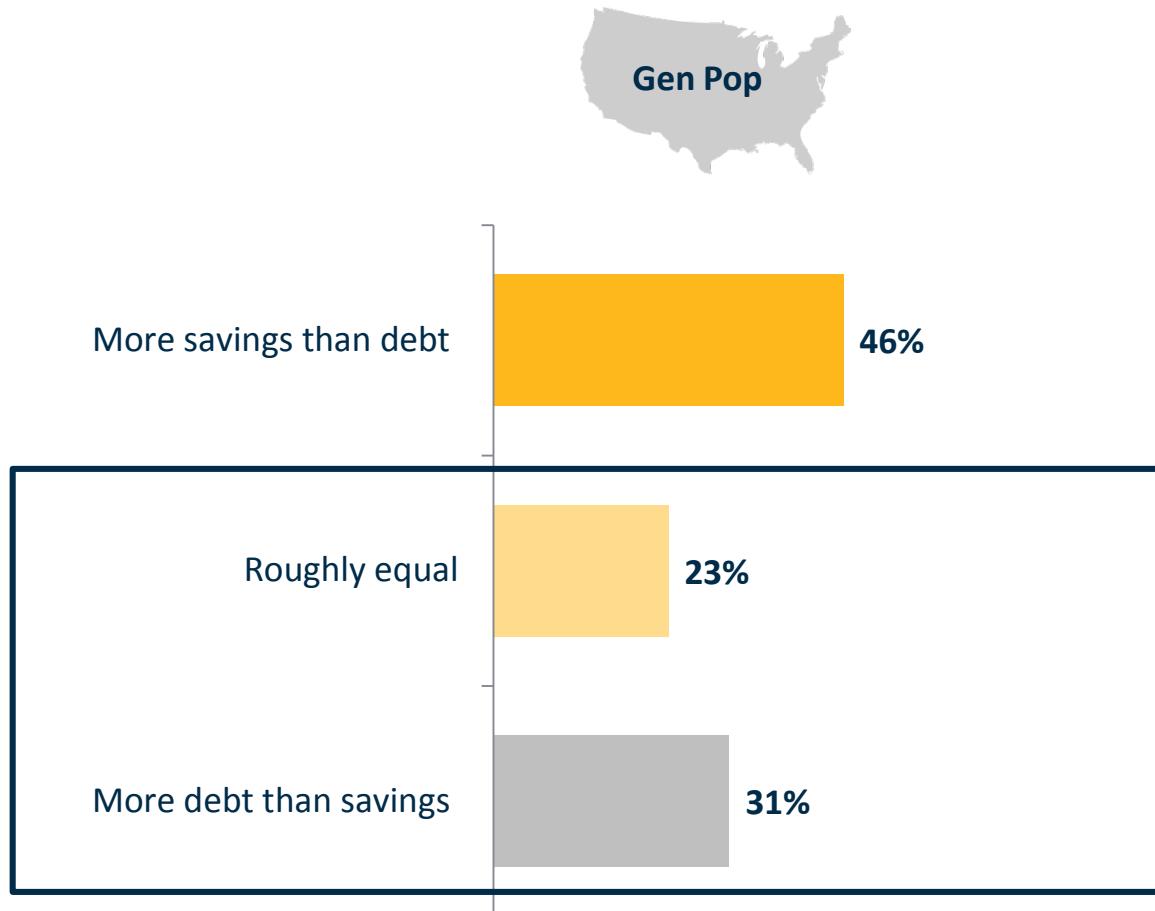


BASE: ALL QUALIFIED RESPONDENTS (Gen Pop n=2010)

Q1510 Do you consider yourself more of a saver or a spender?

Savings vs. Debt

Just over half of the general public say they have equal or more debt than savings.

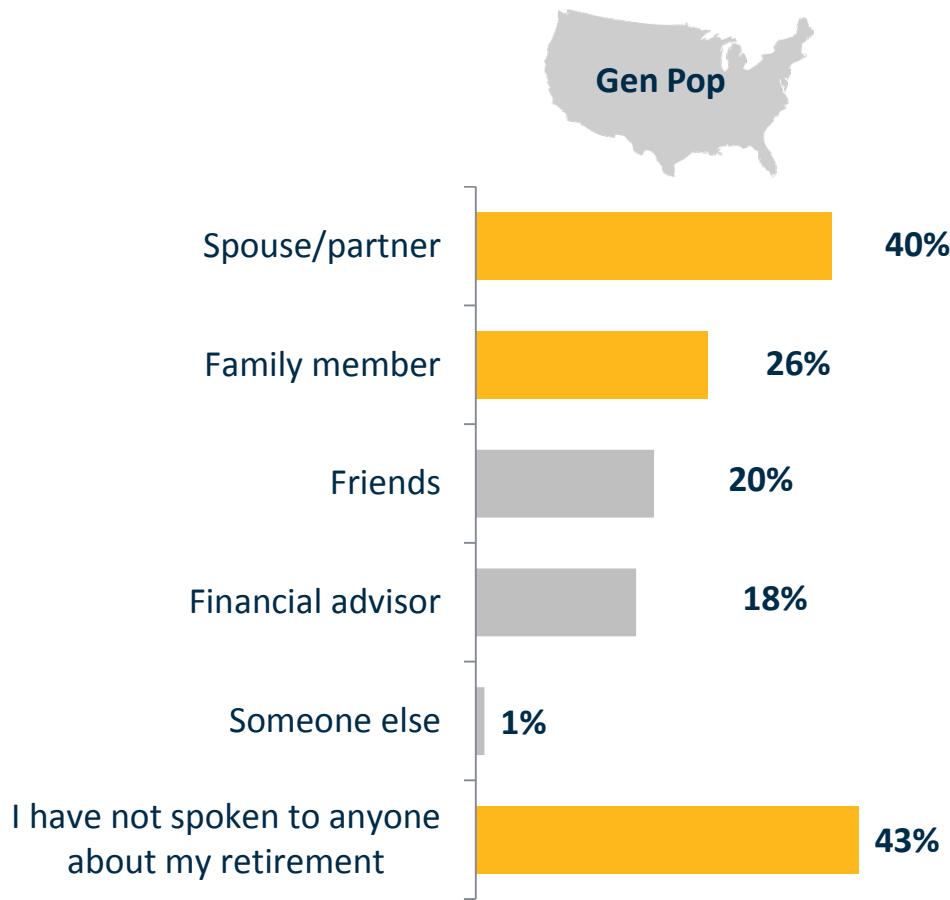


BASE: ALL QUALIFIED RESPONDENTS (Gen Pop n=2010)

Q1515 Which of the following best describes how your savings compares to your debt?

Discussing Retirement with Others

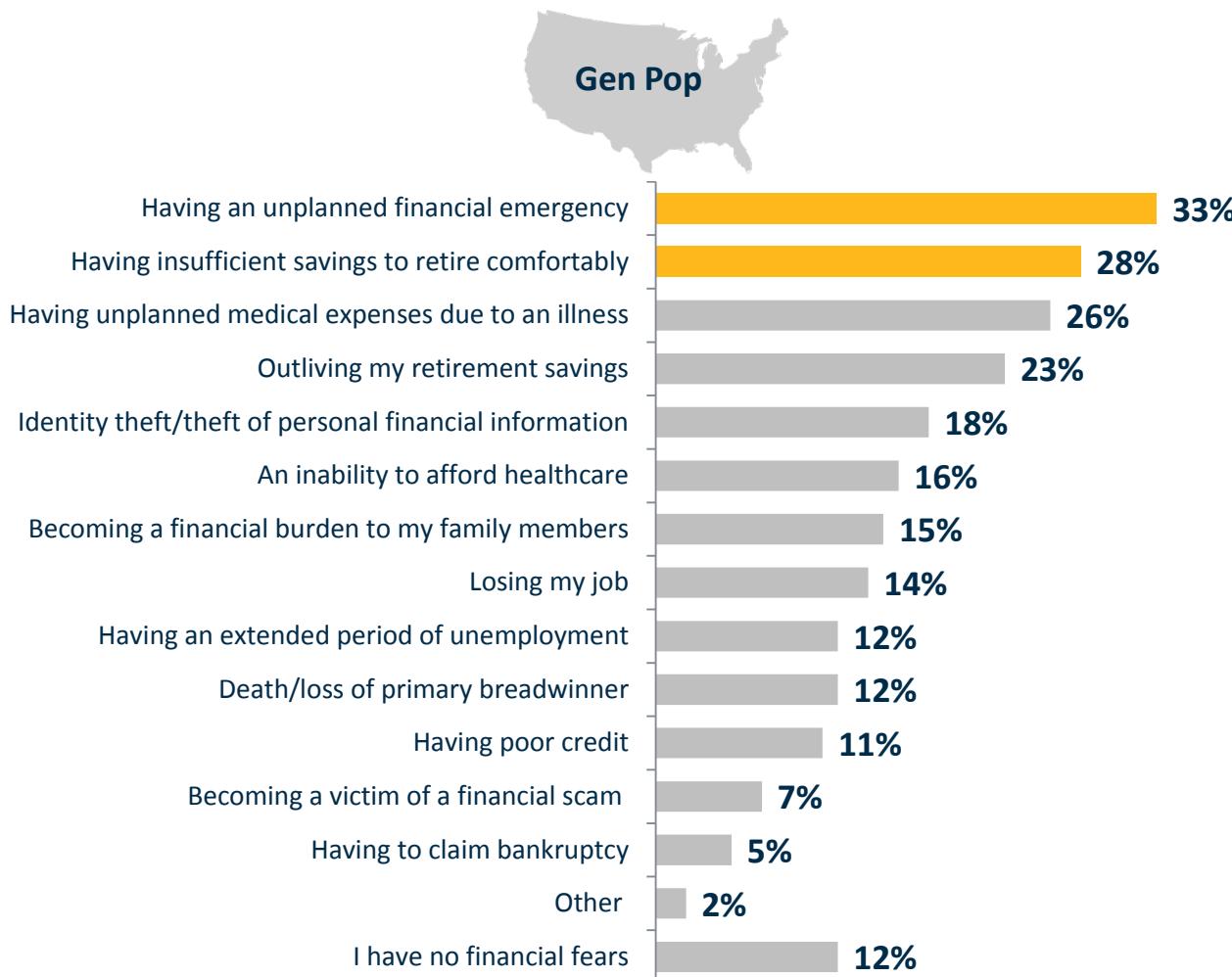
More than two in five U.S. adults have not spoken to anyone about retirement. Among those who have discussed their retirement, talking to a spouse or family member is most common.



BASE: ALL QUALIFIED RESPONDENTS (Gen Pop n=2010)
Q1130 Who have you talked to about retirement?

Greatest Financial Fears

The most common financial fears among U.S. adults are unplanned financial emergencies and insufficient retirement savings.

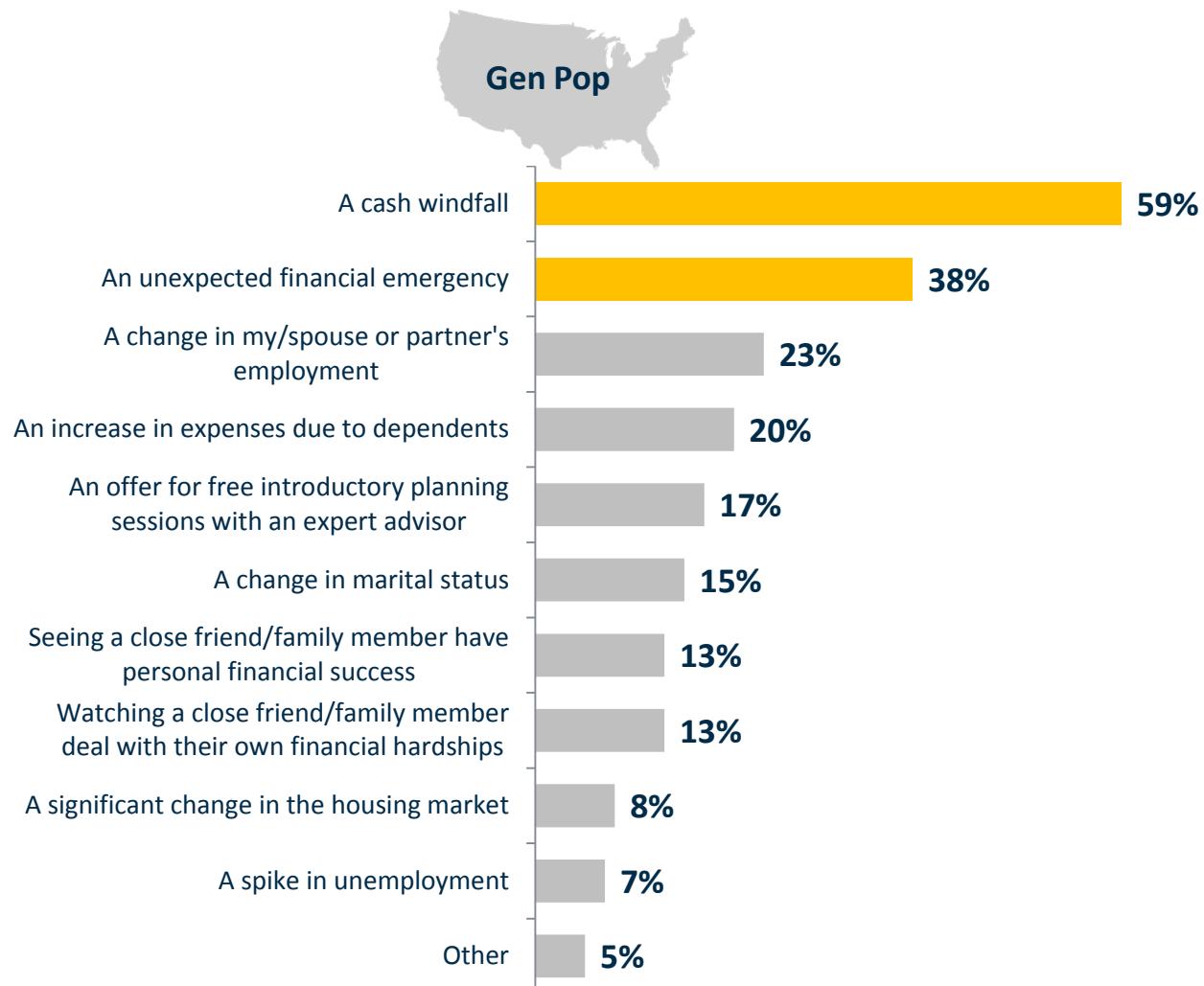


BASE: ALL QUALIFIED RESPONDENTS (Gen Pop n=2010)

Q1520 What are your greatest financial fears?

Situations Likely to Prompt Financial Planning

A cash windfall or an unplanned financial emergency is most likely to prompt better financial planning.



BASE: ALL QUALIFIED RESPONDENTS WHO SAID FINANCIAL PLANNING NEEDS IMPROVEMENT (Gen Pop n=1220)

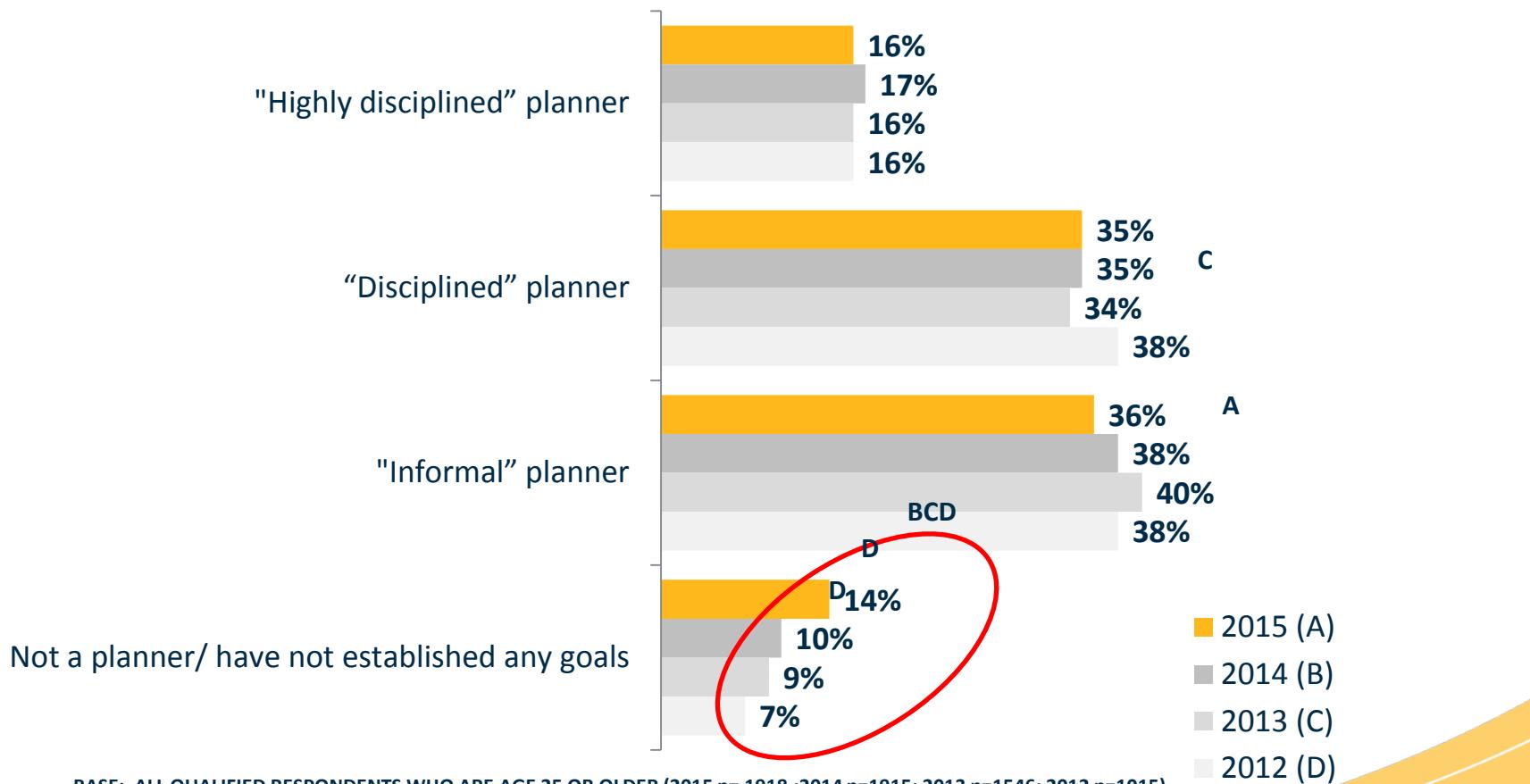
Q1500 Which of the following might prompt you to get better about your financial planning?

What Type of Financial Planner Are You?

(Over time among those aged 25+)



Although still a minority, more U.S. adults think of themselves as “non-planners” than in previous years.



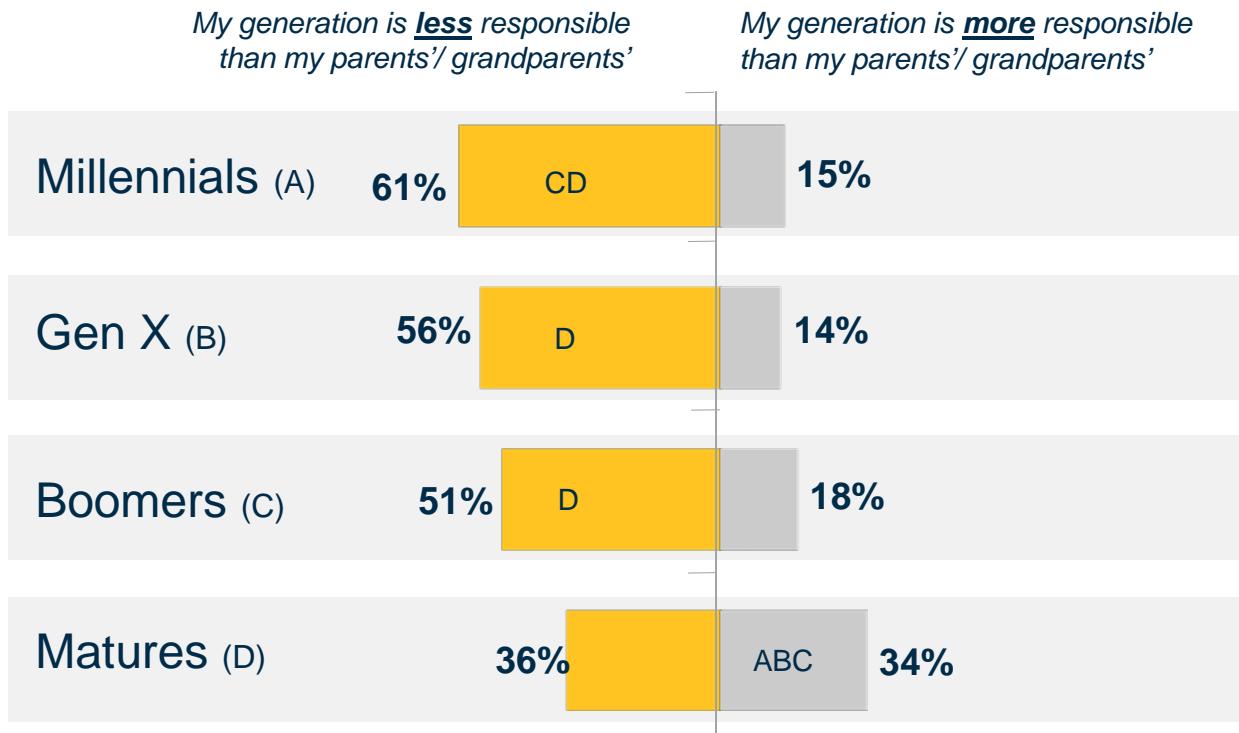
BASE: ALL QUALIFIED RESPONDENTS WHO ARE AGE 25 OR OLDER (2015 n= 1918; 2014 n=1915; 2013 n=1546; 2012 n=1015)

Q1005 When it comes to financial planning, which of the following best describes the type of financial planner you are?

Letters (A, B, C, D) signify a statistically significant difference between groups at the 90% confidence level.

Responsibility Compared to Previous Generations

More than half of U.S. adults (53%) and three in five Millennials feel their generation is less responsible than their parents' and grandparents' generations.



BASE: ALL QUALIFIED RESPONDENTS (Gen Pop n=2010; Millennials n=1081; Gen X n=813; Boomers n=559; Matures n=188)

Q1625 Do you think your generation is more or less responsible than your parents' and grandparents'?

Letters (A, B, C, D) signify a statistically significant difference between groups at the 90% confidence level.