

2016 Planning & Progress Study

People Plus Technology

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

Background

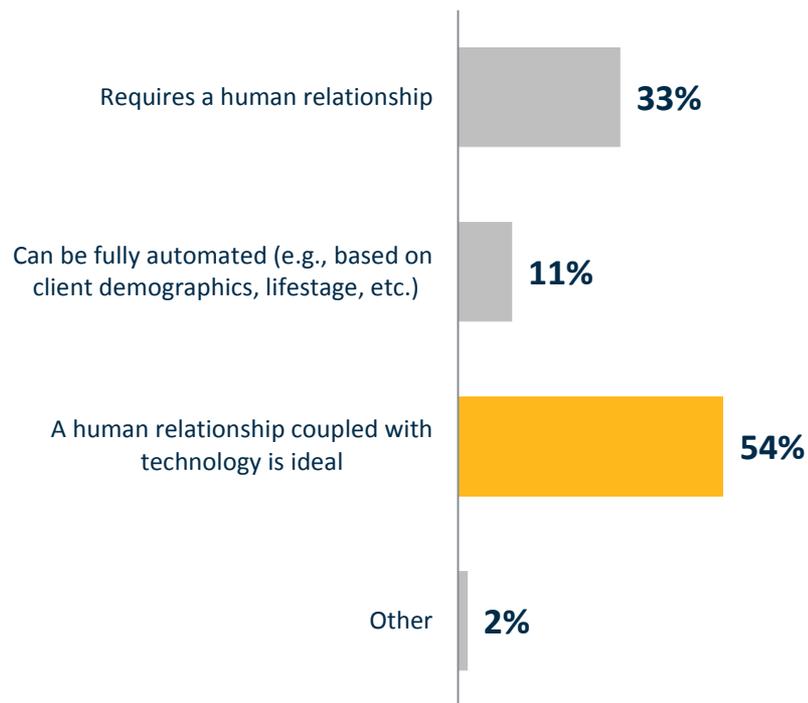
The 2016 Planning & Progress Study seeks to provide unique insights into U.S. adults' attitudes and behaviors toward money, financial decision making, and the broader landscape issues impacting people's long-term financial security.

The study is based on an online survey of 2,646 U.S. adults conducted from February 1-10, 2016 (2,026 interviews with U.S. adults age 18+ in the General Population and an oversample of 620 interviews with U.S. Millennials age 18-34).

Data were 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.

Financial Advice: Technology or Human Touch?

Results revealed that human advice is not easily replaced by technology alone. In fact, the majority of U.S. adults cited human guidance coupled with technology as the ideal solution while only a fraction opted for a purely automated solution.

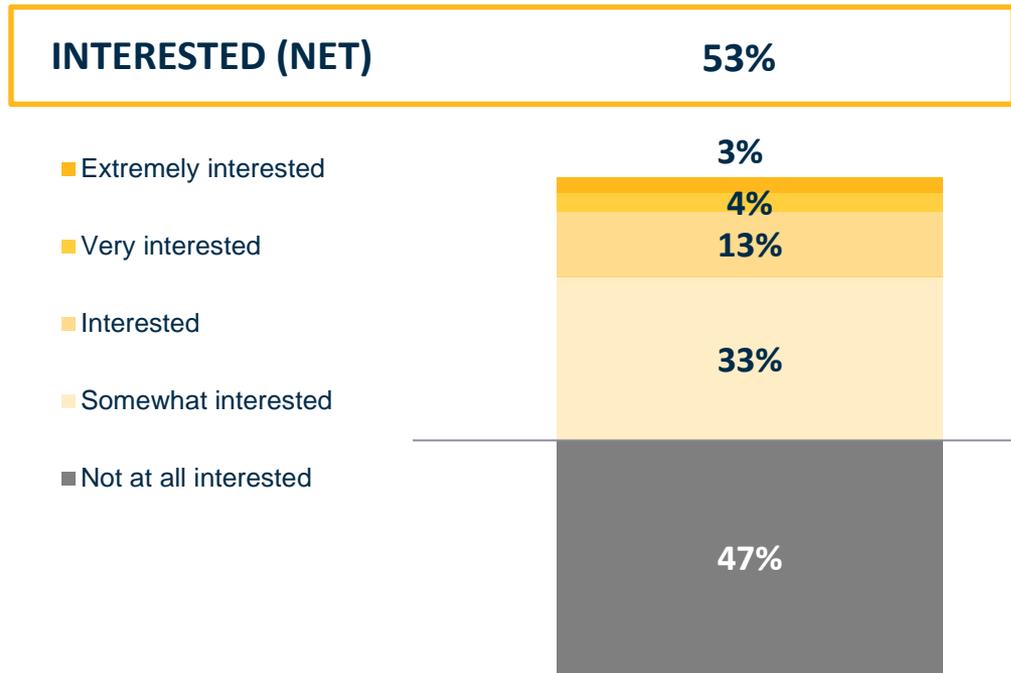


BASE: ALL QUALIFIED RESPONDENTS - Gen Pop: (n=2026)

Q700. Technology is introducing new ways of receiving financial advice. Some believe financial advice can only come from a human relationship - others believe it can be fully automated and accessible via technology. There are also those who believe in combining personal advisor relationships with access to technology. What do you think?

Interest in a “Robo” Financial Advisor

Just 53% of U.S. adults were open to trying automated advice, and among those, interest was mild with most saying they were only “somewhat interested.”



Do we want to mention the male/female stat here?

BASE: ALL QUALIFIED RESPONDENTS - Gen Pop: (n=2026)

Q705. How interested would you be in automated (or “robo”) financial advice - where you would answer a pre-set list of questions on a website that would ultimately generate recommended steps for you to take to reach your goals?

Reluctance Around Robo

Among the 47% of U.S. adults not interested in trying automated advice, the key reasons were preference for human knowledge/expertise and trust concerns.



BASE: NOT AT ALL INTERESTED IN ROBO-ADVICE - Gen Pop: (n=835)

Q710. Why aren't you interested in automated ("robo") financial advice?