

# 2019 Planning & Progress Study

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## The Advisor Asset

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 long-term financial security.

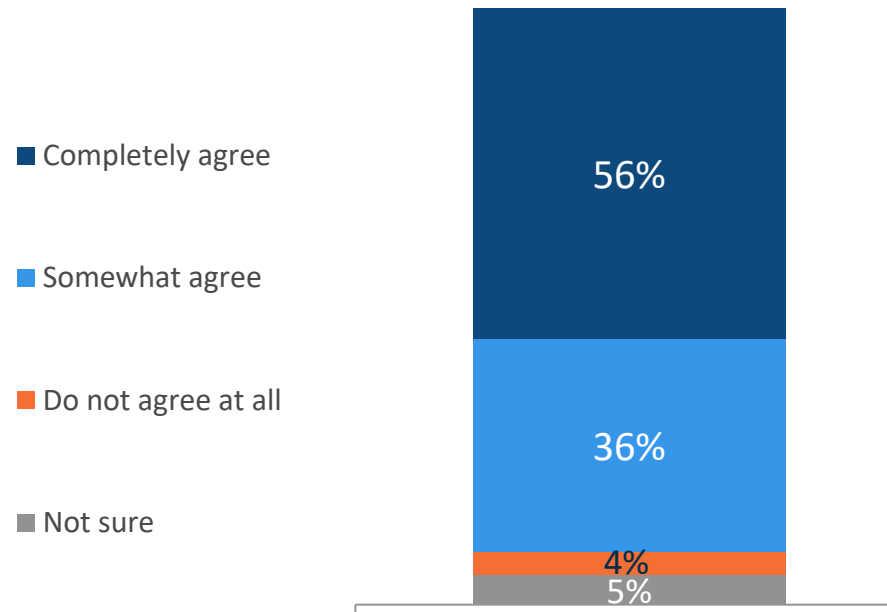
The study was conducted by The Harris Poll on behalf of Northwestern Mutual and included 2,003 American adults aged 18 or older in the general population who participated in an online survey between February 20 and March 5, 2019.

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.

# 92% of Americans say nothing makes them happier or more confident than feeling like their finances are in order

*“Nothing makes me happier or more confident in life than feeling like my finances are in order”*

**% Agrees** **92%**



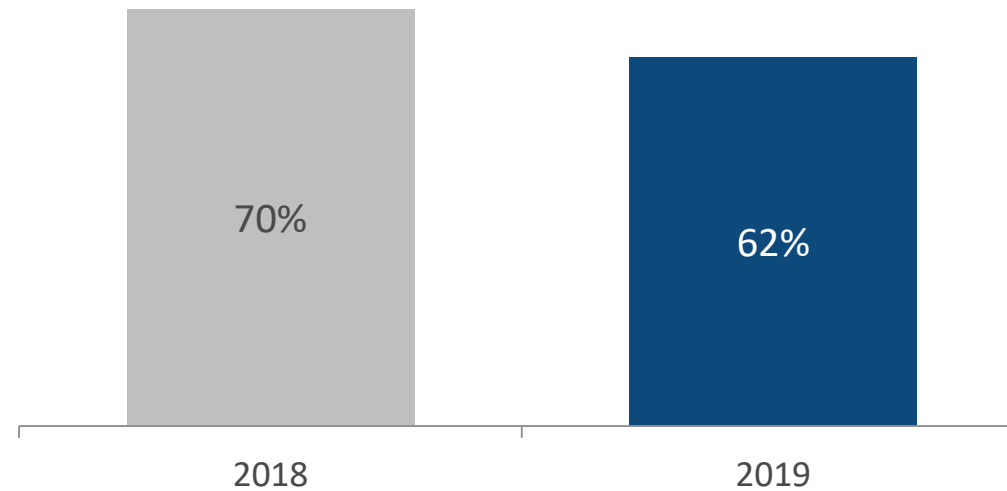
**BASE: ALL QUALIFIED RESPONDENTS - Gen Pop: n=2003**

**Q1816.** How much do you agree or disagree with each of the following statements?

# Yet more than 6 out of 10 Americans say their financial planning needs improvement

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**% Who Think Their Financial Planning Needs Improvement**

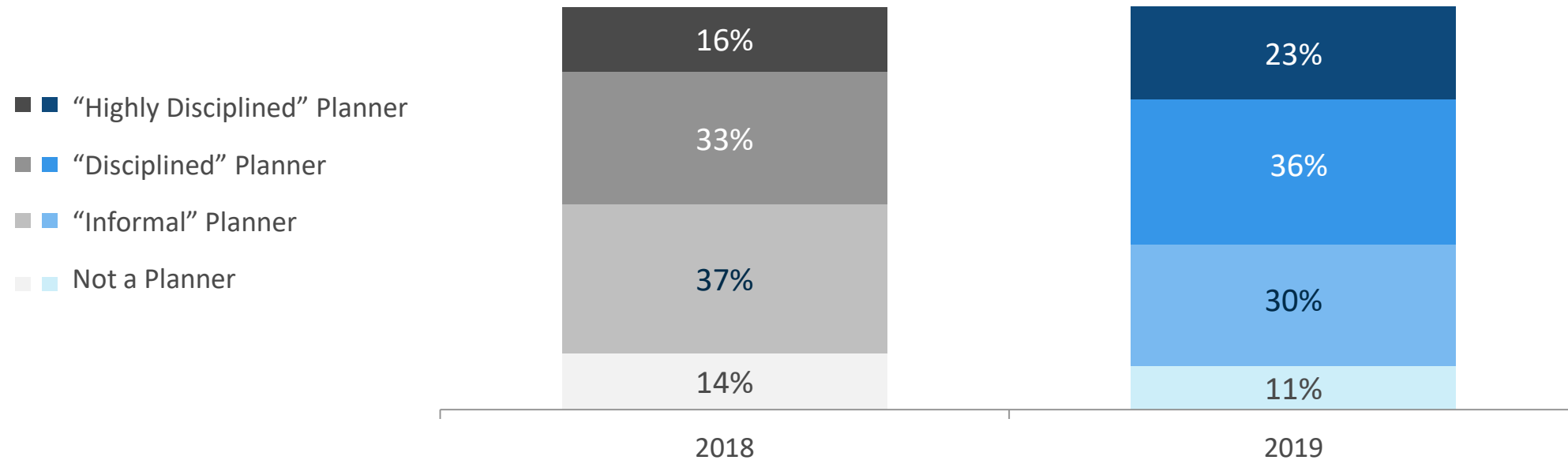


**BASE: ALL QUALIFIED RESPONDENTS - Gen Pop: (n=2003)**

**Q1010.** Do you think your financial planning needs improvement?

# Despite some small improvements, a gap still exists between intent and action when it comes to financial planning:

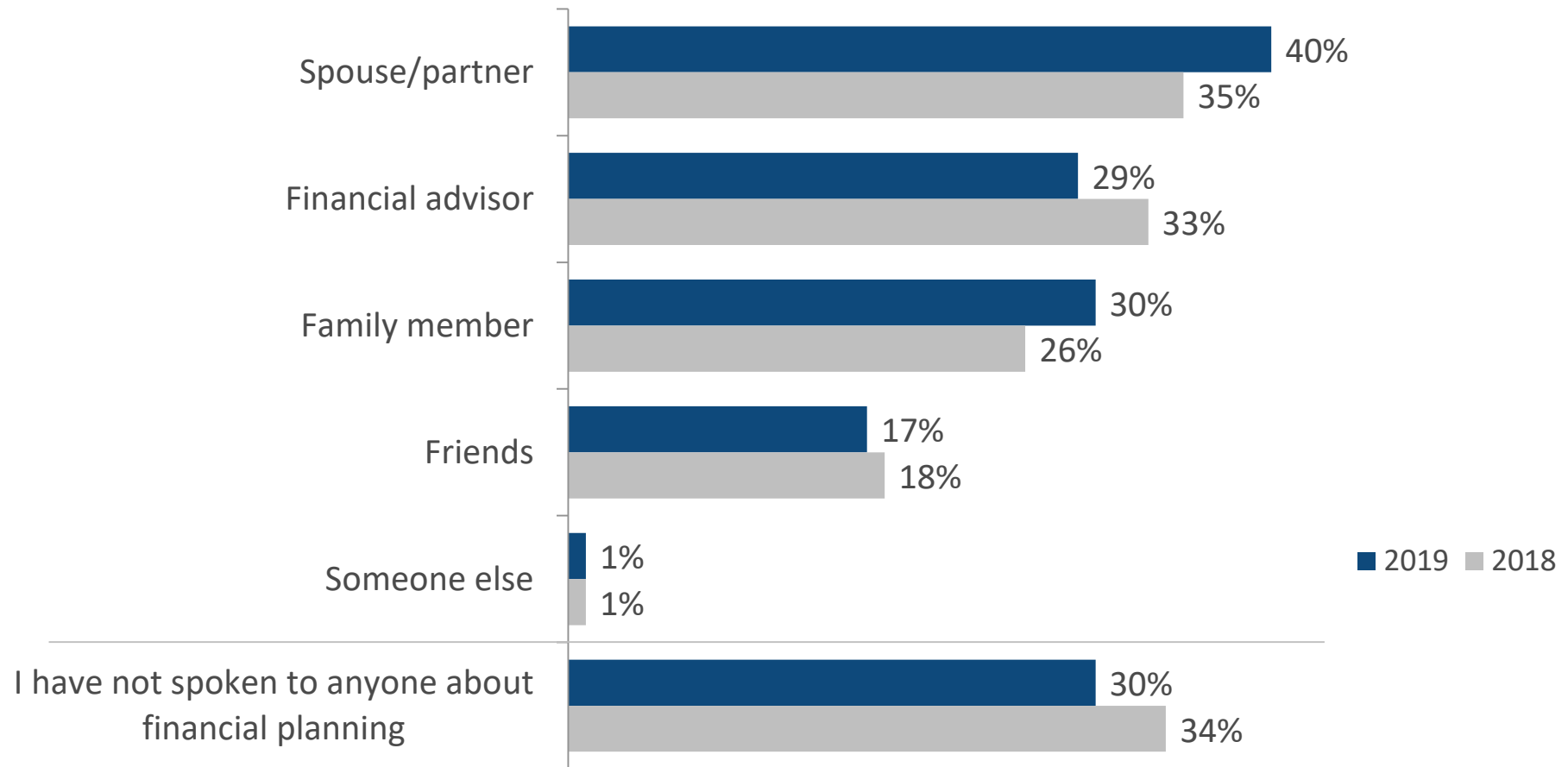
59% identify as disciplined or highly disciplined planners, up from 49% a year ago



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

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

# 30% haven't spoken to anyone about financial planning, an improvement from one year ago



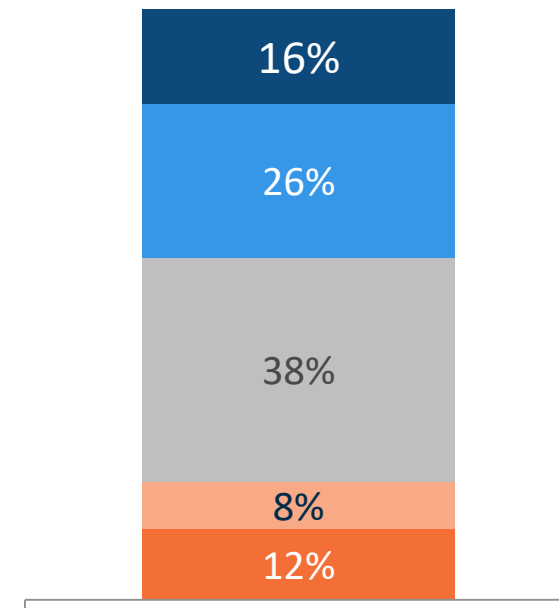
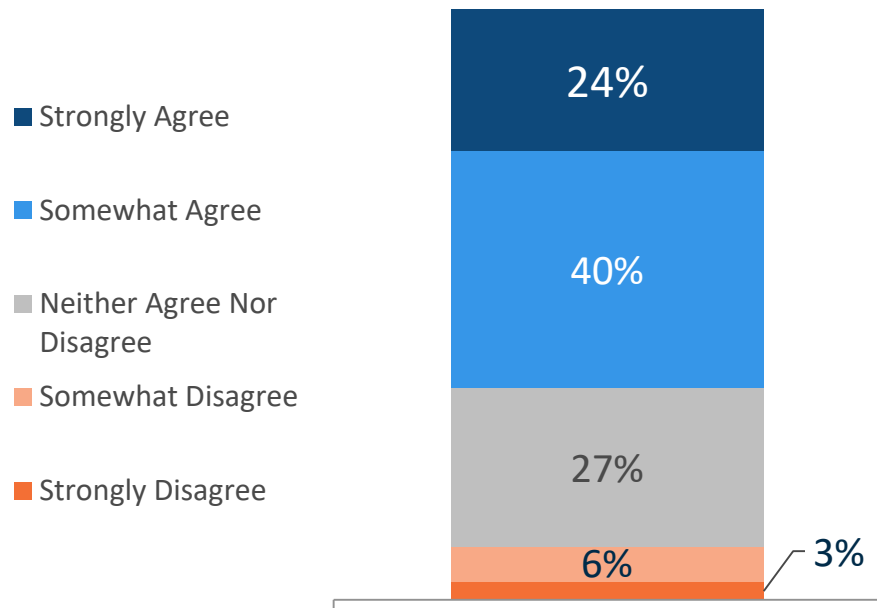
BASE: ALL QUALIFIED RESPONDENTS - Gen Pop: (n=2003)

Q1809. Who, if anyone, have you talked to about financial planning?

# Although most Americans agree there are likely to be more financial crises, 20% say their retirement plan has not been created to endure market cycles

*“Over time, there likely will be more financial crises”*

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

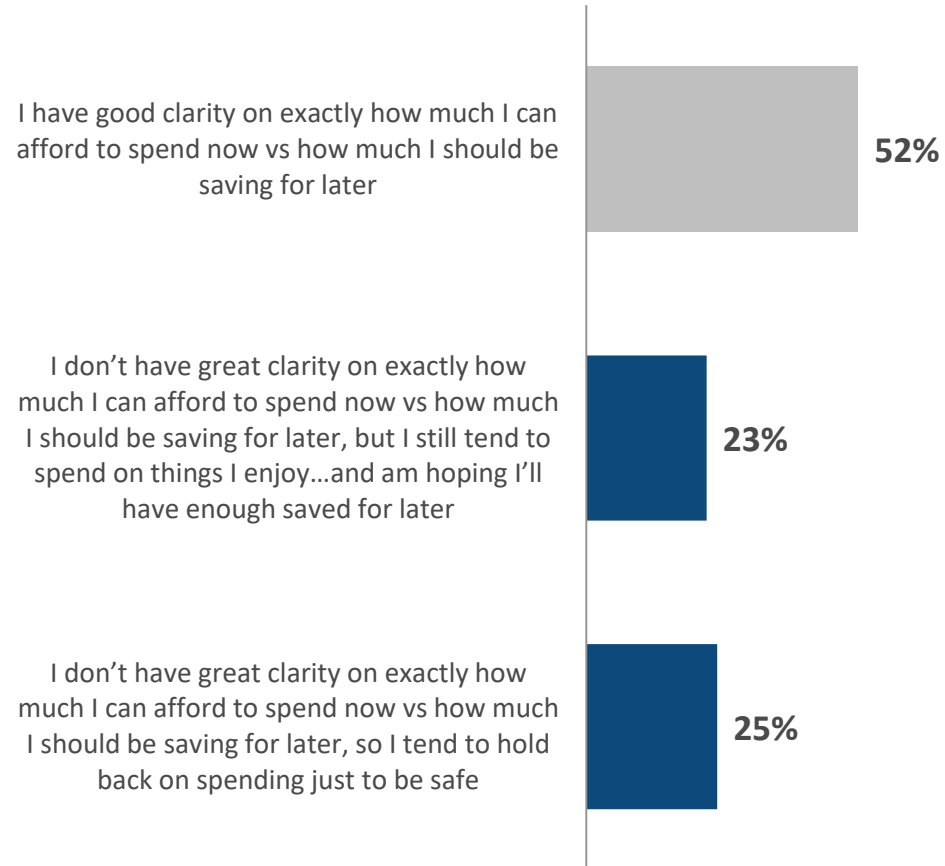


BASE: ALL QUALIFIED RESPONDENTS – Gen Pop: (n=2003)

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

# And nearly half don't have clarity on how much they can afford to spend now versus save for later

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**BASE: ALL QUALIFIED RESPONDENTS - Gen Pop: (2018: n=2003; 2019: n=2003)**

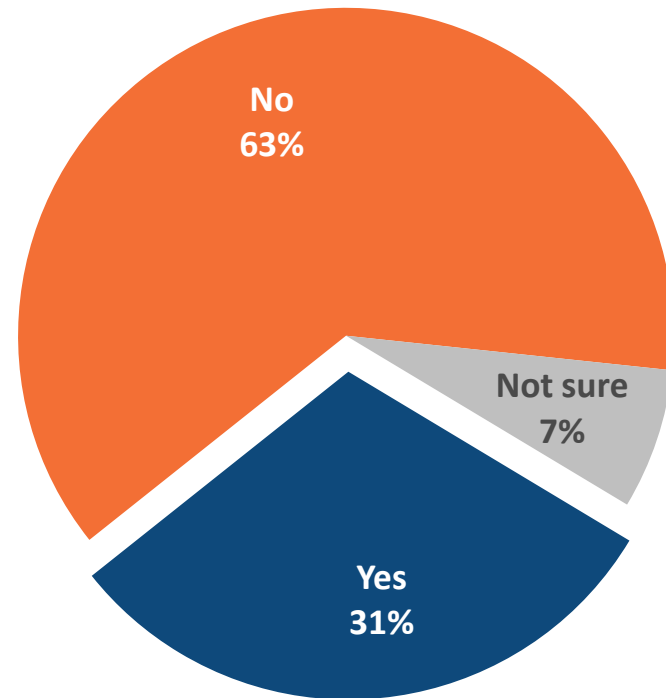
**Q1817.** If you had to choose, please select which ONE of the following statements applies to you. Please select one.



# The advisor asset: Only about 1 in 3 Americans are working with an advisor

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*Working with an Advisor*

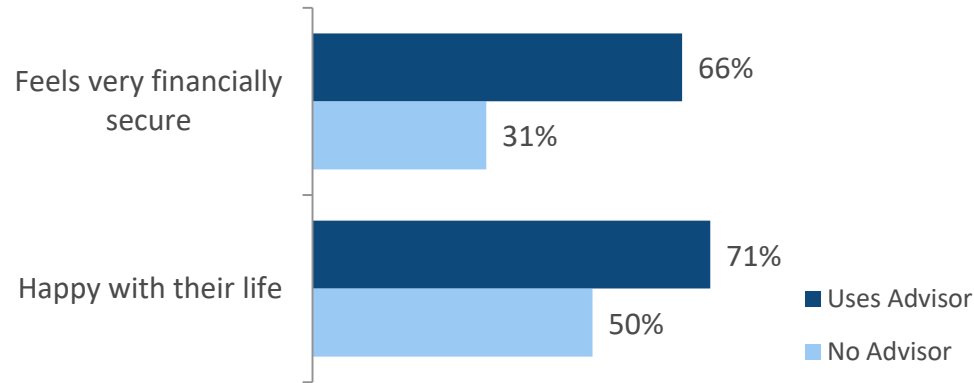


**BASE: ALL QUALIFIED RESPONDENTS - Gen Pop: (n=2003)**

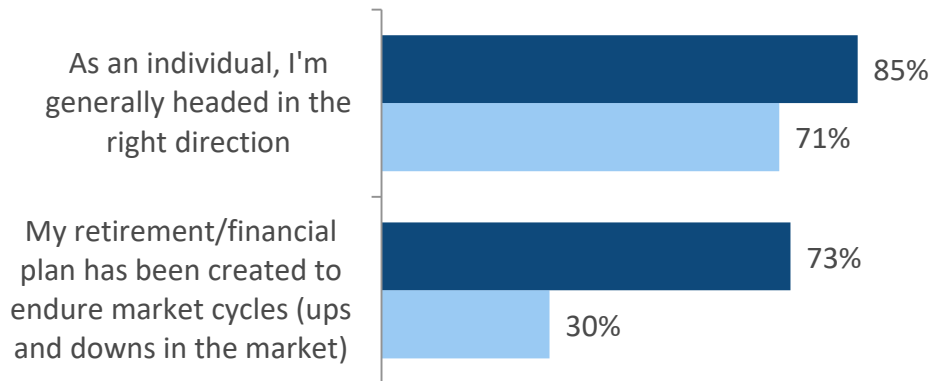
**Q1230.** Do you have a financial representative or advisor that you work with?

# Americans working with an advisor report greater financial security and clarity

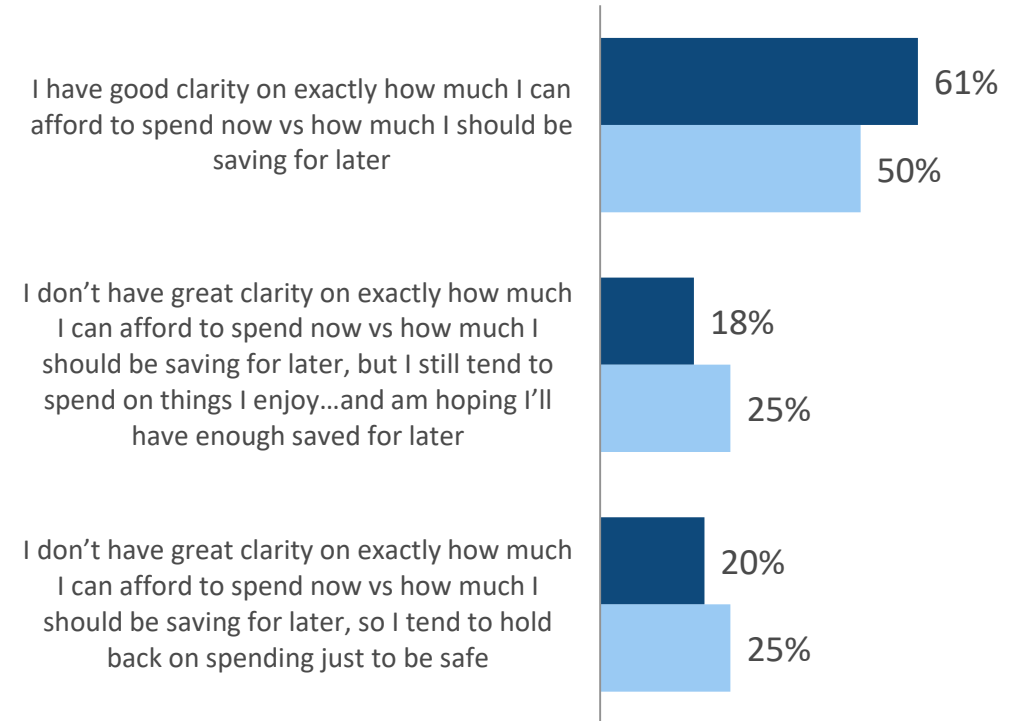
## Top 3 Box Percentages (on 10-point scale)



## Top 2 Box Percentages (on 5-point scale)



## Percentages



**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.”

**BASE: ALL QUALIFIED RESPONDENTS – 2019 Gen Pop: (n=2003)**

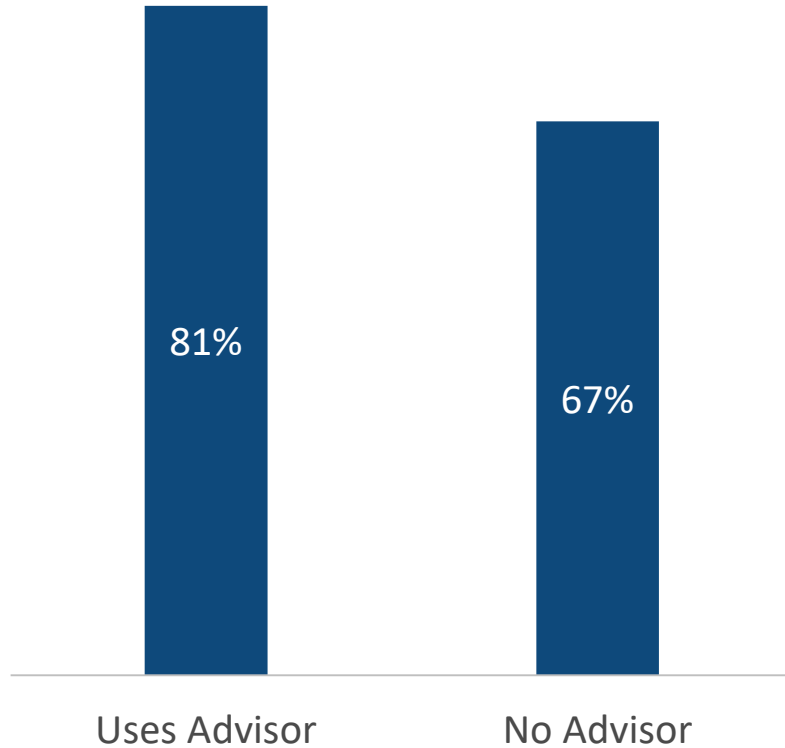
**Q5.** Please answer the following question on a scale of 1 to 10, where 1 means “you are extremely unhappy with your life” and 10 means “you are extremely happy with your life.”

**Q1115.** How much do you agree or disagree with each of the following statements? (5 point scale: Strongly Disagree, Somewhat Disagree, Neither Agree nor Disagree, Somewhat Agree, Strongly Agree)

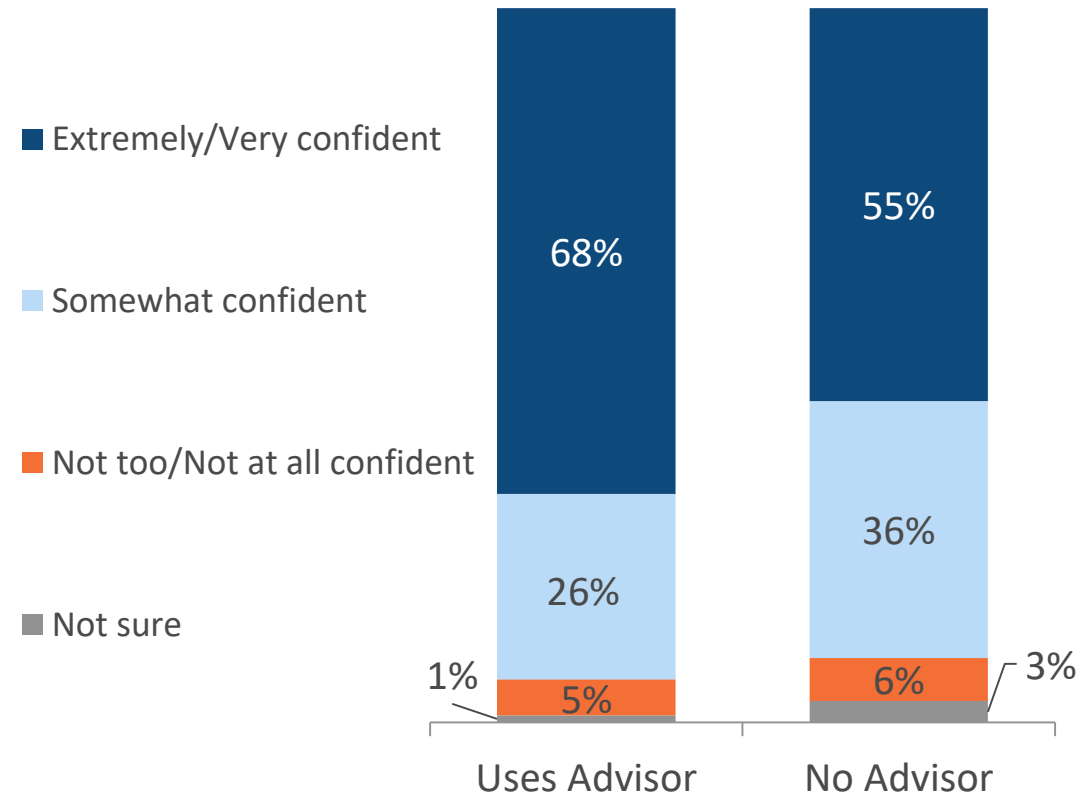
**Q1817.** If you had to choose, please select which ONE of the following statements applies to you. Please select one.

# They also report higher levels of goal setting and confidence in achieving goals

### Whether Have Specific Goals in the Next 5 to 10 Years (% Yes)



### Confidence in Goal Achievement



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

**Q2. Do you have specific goals for the next five to ten years?**

**BASE: ALL QUALIFIED RESPONDENTS WHO HAVE GOALS – Gen Pop: (n=1377)**

**Q3. In general, how confident are you that you will be able to achieve your goals over the next five to ten years?**