Women weigh in on complexities of success

Northwestern Mutual study provides insight

MILWAUKEE, April 1, 2014 /PRNewswire/ -- According to the new *Elements of Success Study* from Northwestern Mutual, three out of four women say they are happy in their lives right now, and this is no April fools' joke.

The study revealed that women are tough critics when self-reflecting, despite the fact that 82% feel they are at least as successful as their parents were at the same age. When comparing their lives to others, they are much more likely to say they are successful versus when thinking about how their lives measure up to their *own* goals.

The *Elements of Success Study* was commissioned by Northwestern Mutual to discover how women define success and achievement in their lives. A list of more than 25 variables were considered in the study and participants could choose which contributed to their overall feeling of success, including finances, health, wellness, career, family relationships and friendship.

It may not be surprising that women view success and happiness through a comprehensive lens. The top three most important aspects of success for women are:

"Being happy" (84%)
"Having enough money to pay the bills" (79%)
"Being healthy" (79%)

Despite the importance placed on having the necessary funds to pay the bills, less than half of women surveyed (45%) say they have achieved this financial goal and almost 1 in 4 women reported they don't see themselves as "successful" when it comes to their personal finances.

Women With a Plan

The results of the study help support Northwestern Mutual's #WomanWithAPlan campaign that honors the accomplishments of women who have found success through dedication and preparation.

Upcoming campaign stories will feature:

Sonja Santelises – vice president of Education Trust, former superintendent of Baltimore City Public Schools.
Rosie Pope – Owner of Rosie Pope Maternity and motherhood spokeswoman featured in *Parents Magazine*.
Delynn Alexander – Second-generation wealth management advisor with Northwestern Mutual.
Jennifer Borget – National Association of Broadcasters Education Foundation scholarship recipient, accomplished journalist, blogger, and mother of two.

Contribute your story and learn more about #WomanWithAPlan by following Northwestern Mutual on Facebook, Twitter and Pinterest.

About the Research
Northwestern Mutual sponsored an online study to examine U.S. adults' perceptions of their personal, family, career and financial success. Independent research firm Harris Interactive, Inc. conducted the online surveybetween December 2 and December 17, 2013 via a systematic random sample of 1,513 U.S. adults. A subsample of 796 women naturally occurred within this total sample. Results were weighted as needed to parallel U.S. Census proportions for education, age, gender, race/ethnicity, region and household income. A full methodology is available on request.

About Northwestern Mutual
Northwestern Mutual has helped clients achieve financial security for 157 years. As a mutual company with $1.5 trillion of life insurance protection in force, Northwestern Mutual has no shareholders. The company focuses solely and directly on its clients and seeks to deliver consistent and dependable value to them over time.

Northwestern Mutual is the marketing name for The Northwestern Mutual Life Insurance Company,Milwaukee, WI, and its subsidiaries. Northwestern Mutual and its subsidiaries offer a holistic approach to financial security solutions including: life insurance, long-term care insurance, disability income insurance, annuities, investment products, and advisory products and services. Subsidiaries include Northwestern Mutual Investment Services, LLC, broker-dealer, registered investment adviser, member FINRA and SIPC; the Northwestern Mutual Wealth Management Company, limited purpose federal savings bank; Northwestern Long Term Care Insurance Company; and Russell Investments.

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