

2016 Planning & Progress Study

Living Single in America

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

Background

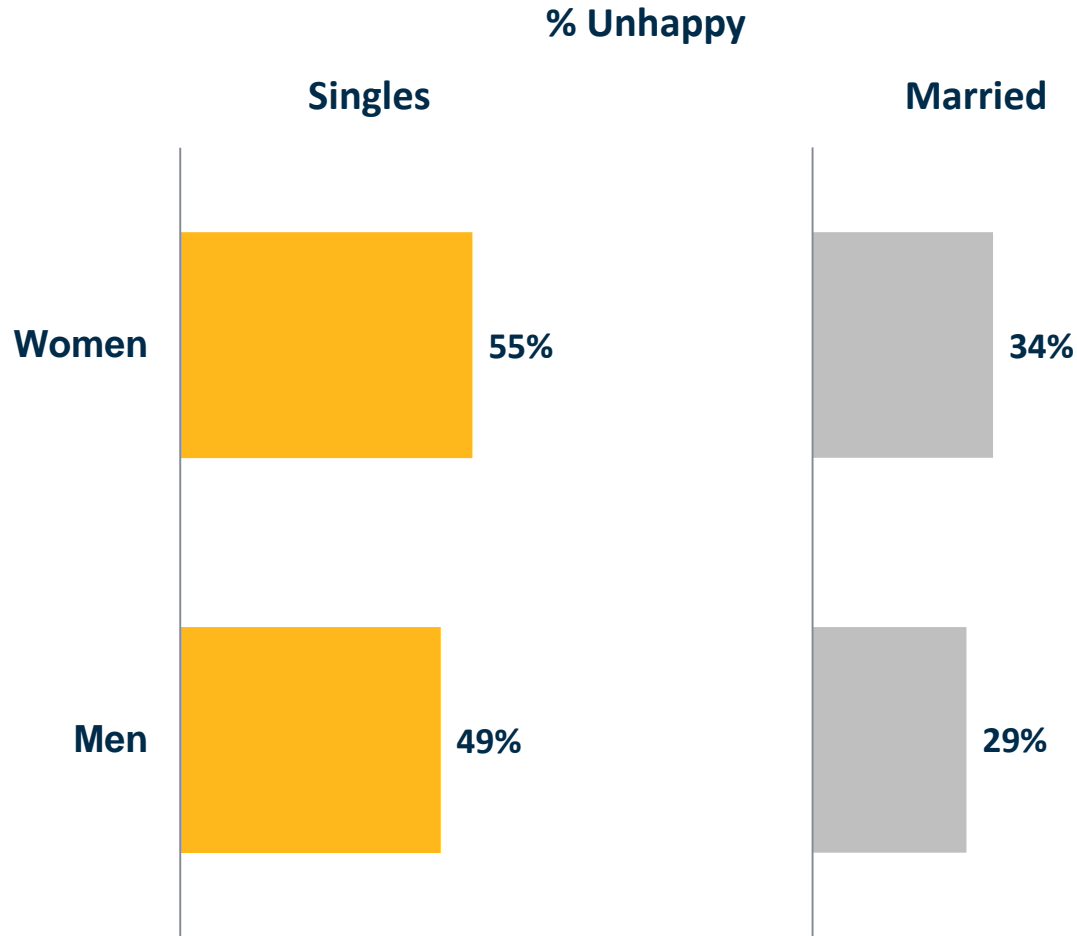
The 2016 Planning & Progress Study seeks to provide unique insights into U.S. adults' attitudes and behaviors toward money, financial decision making, and the broader landscape issues impacting people's long-term financial security.

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.

Single Americans Are Dissatisfied With Their Financial Situations

More than half of single women and nearly half of single men are unhappy with their financial situations compared to one third of married women and even fewer married men.



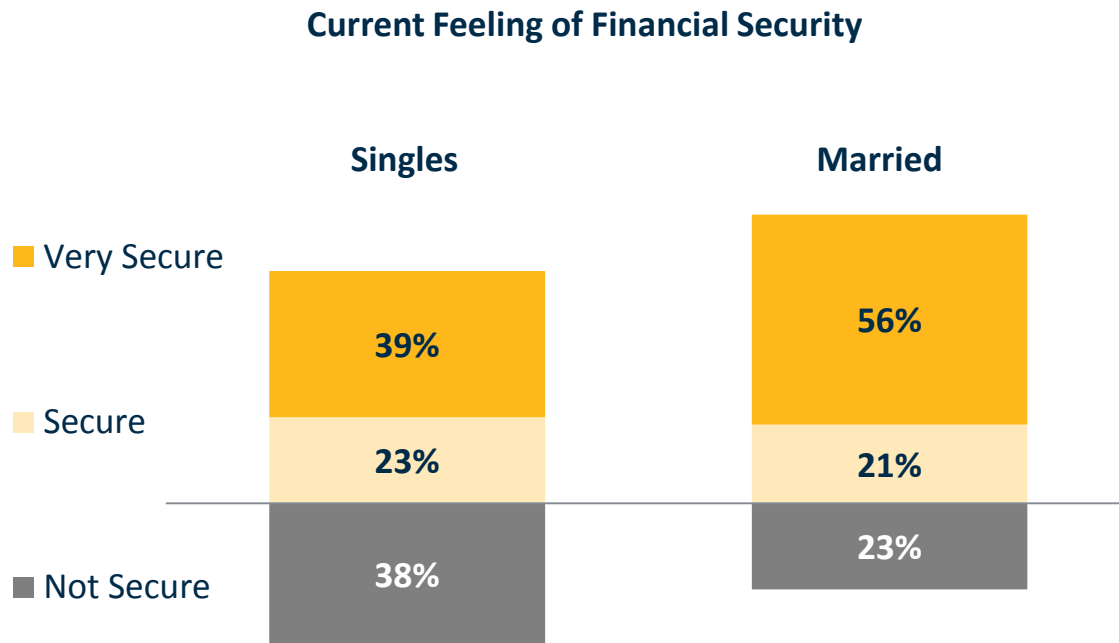
BASE: ALL QUALIFIED RESPONDENTS - Singles: (n=818) Married: (n=1,208)

Q430. Now, taking a broader view, how happy are you with the following areas of your life?

Note: "Married" includes those who are married or living with partner

They Also Lack Confidence In Their Ability to Achieve Financial Security...

Singles are significantly more likely than married Americans to feel “not at all financially secure.”



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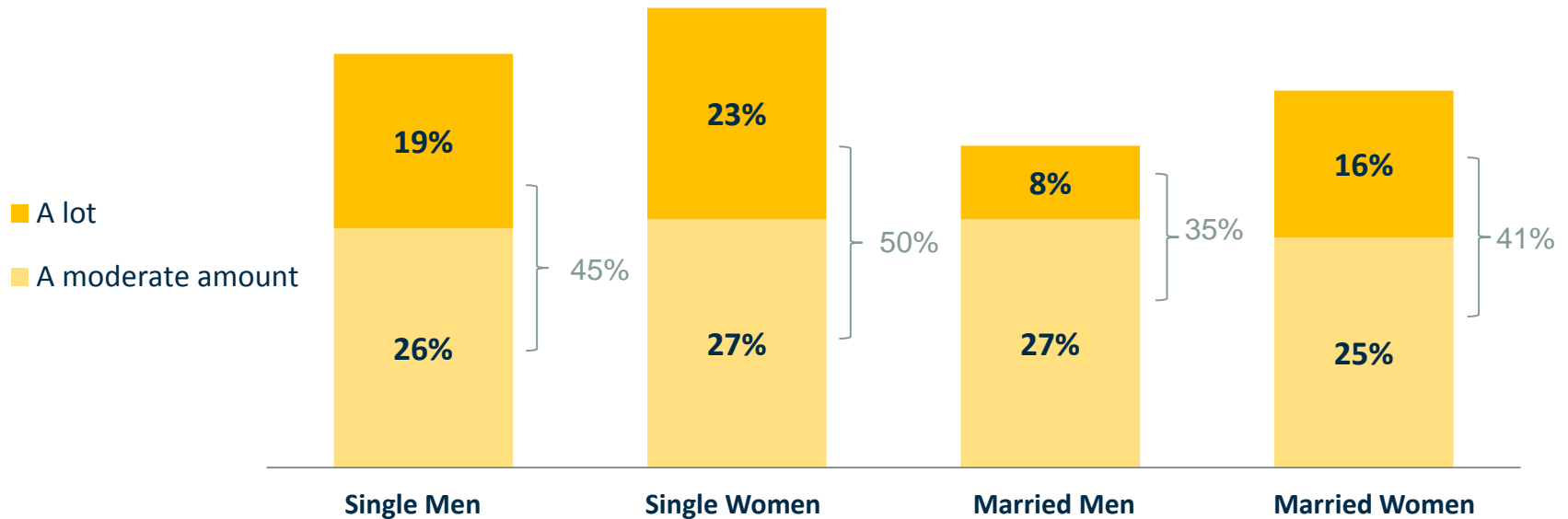
Q1075. If financial security is defined as “a feeling of confidence that you will achieve the financial goals you have for yourself or your family through the actions you are currently taking,” how financially secure do you feel right now?

Note: “Married” includes those who are married or living with partner

...Which May Be Contributing To Financial Anxiety

More than 4 in 10 single men and half of single women say they feel “moderately” or “highly anxious” about their financial security, a substantially higher percentage than their married counterparts.

Level of Anxiety



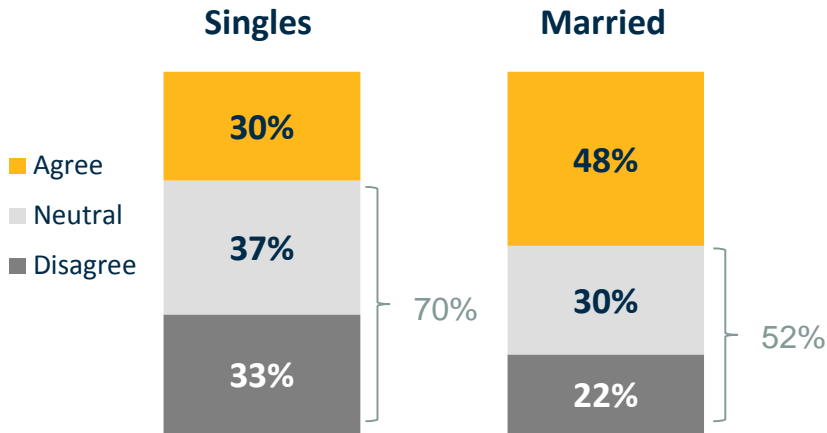
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Q500. Thinking about your personal financial security, what level of anxiety do you feel about your finances right now?

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Financial Planning Gaps May Be Part Of The Challenge

7 in 10 singles are not confident that their financial plan can withstand market cycles.

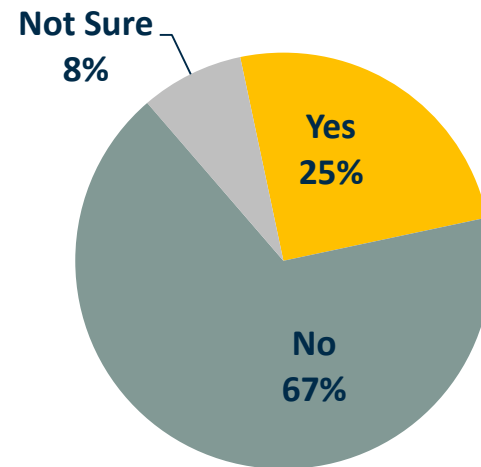


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Q1115. How much do you agree or disagree with each of the following statements? I am confident my financial plan (or retirement plan) can withstand market cycles (booms and busts). "Not Confident" percentage reflects "Neutral" and "Disagree" responses.

Note: "Married" includes those who are married or living with partner

Two thirds of singles do not have a financial advisor.



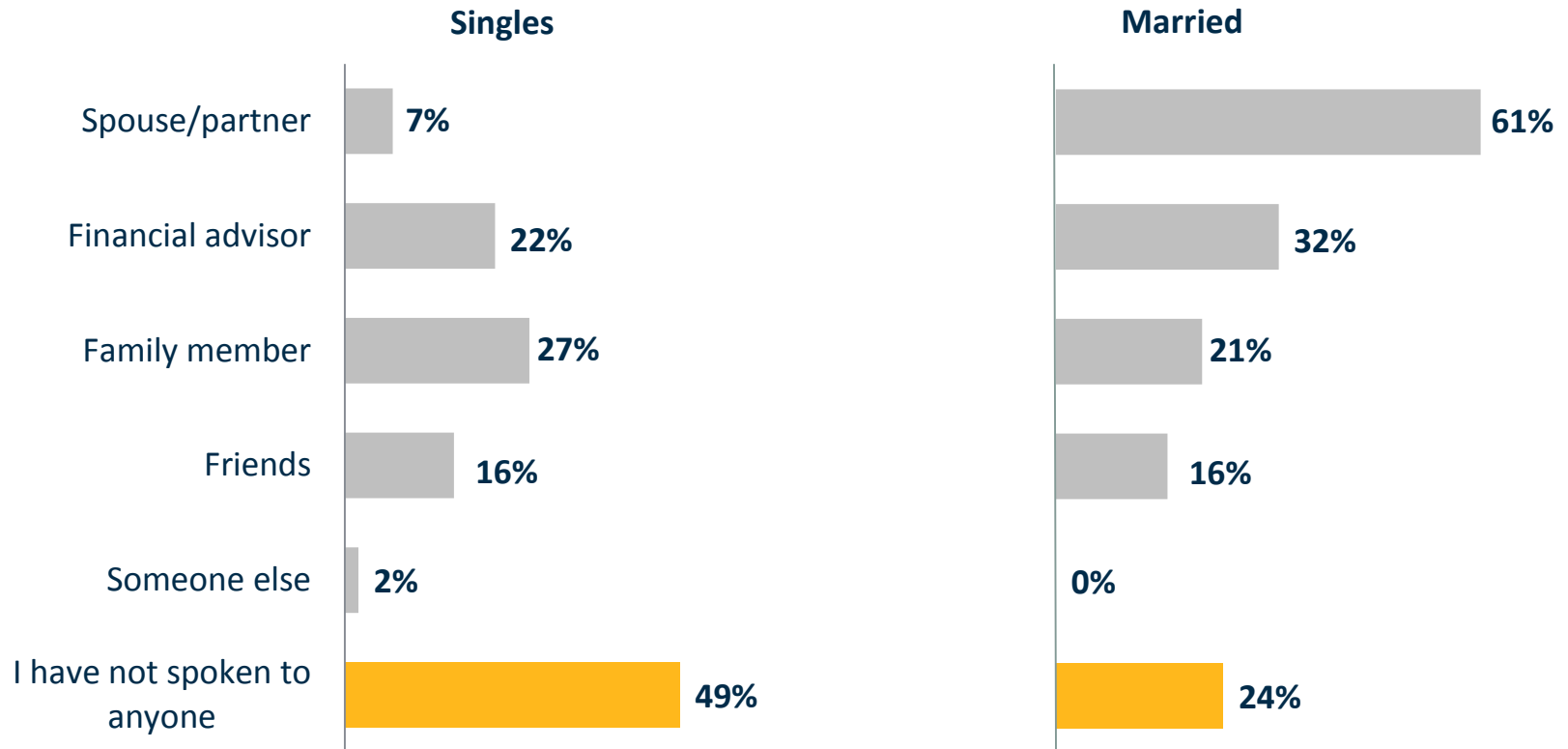
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1230. Do you have a financial representative or advisor that you work with? Note: "Married" includes those who are married or living with partner

Staying Silent Regarding Retirement is Another Issue

Half of all singles have not spoken to anyone about retirement – double the percentage for married individuals.



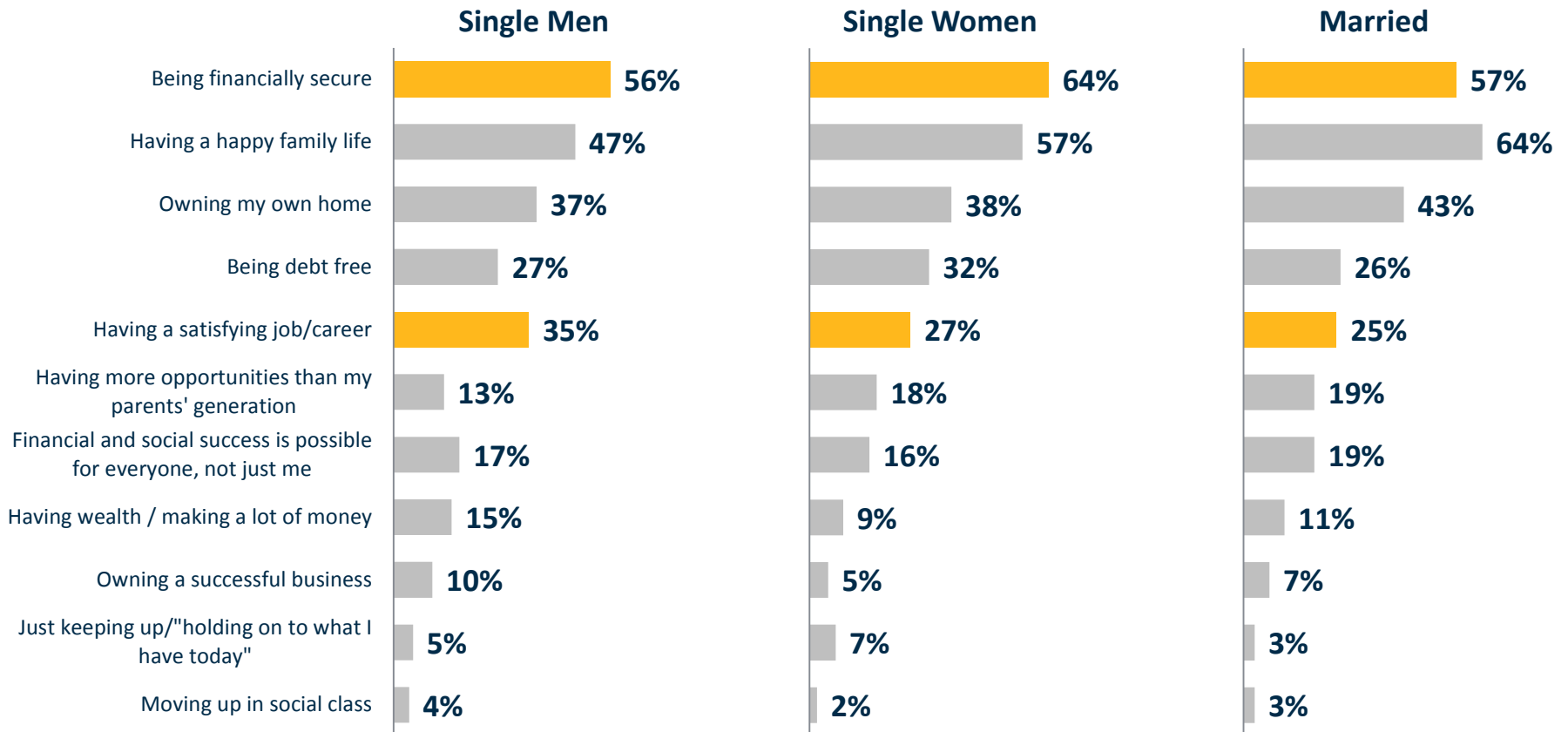
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Q1130. And who have you talked to about retirement?

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Finances Aside, Single Men and Women Have Different Outlooks

Single men are more likely to be concerned about professional success, choosing “satisfying career” as an attribute of the American Dream more often than single women and married people.

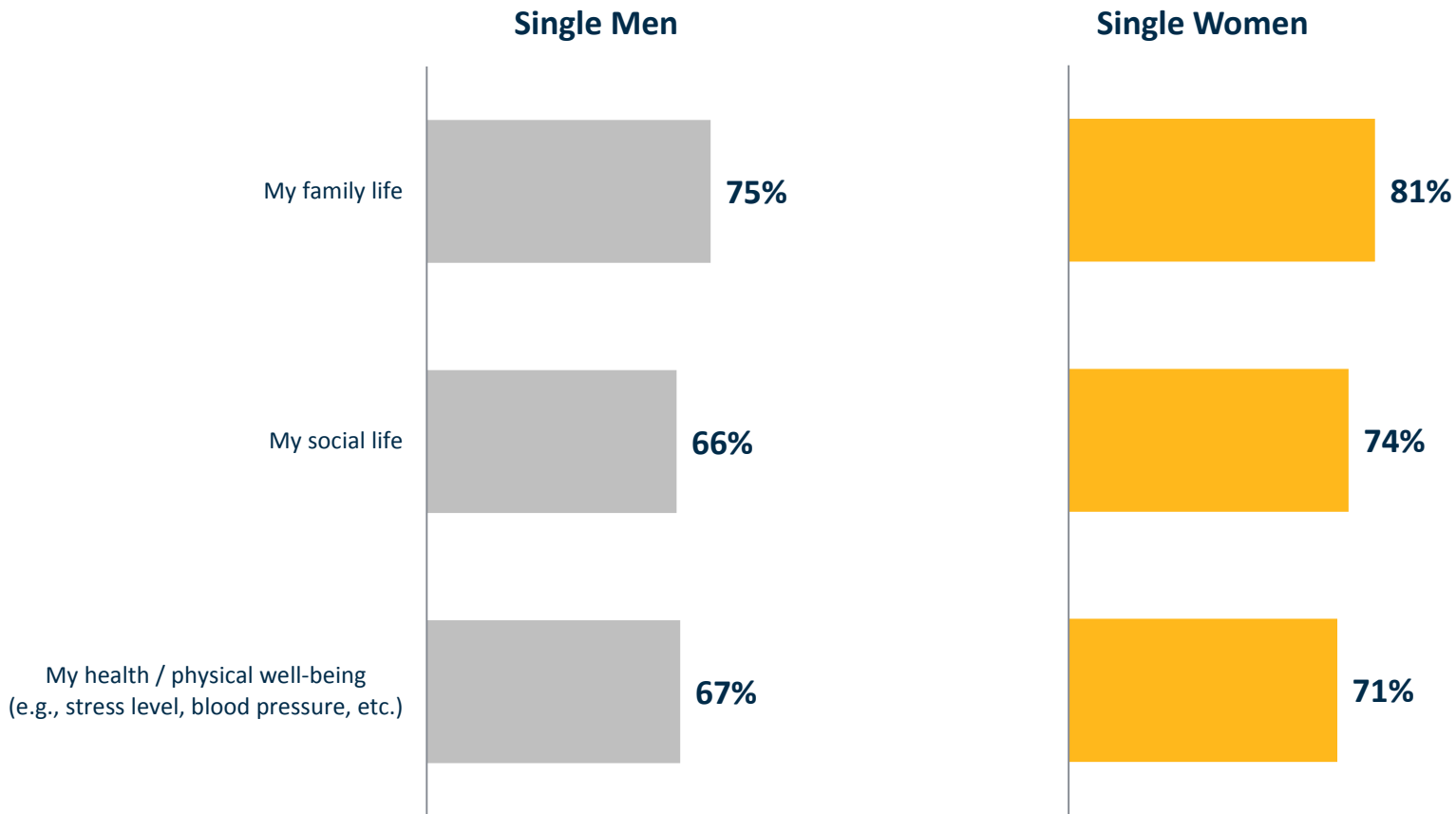


BASE: ALL QUALIFIED RESPONDENTS - Gen Pop: (n=2026) Single Men: (n=401) Single Women: (n=417)

Q400. We would like to begin our survey by asking you a few questions about the American Dream. How would you define the American Dream?
(Percent Who Selected Each)

Single Women Tend To Be More Positive About Various Aspects Of Their Lives

% Somewhat/ Completely Happy

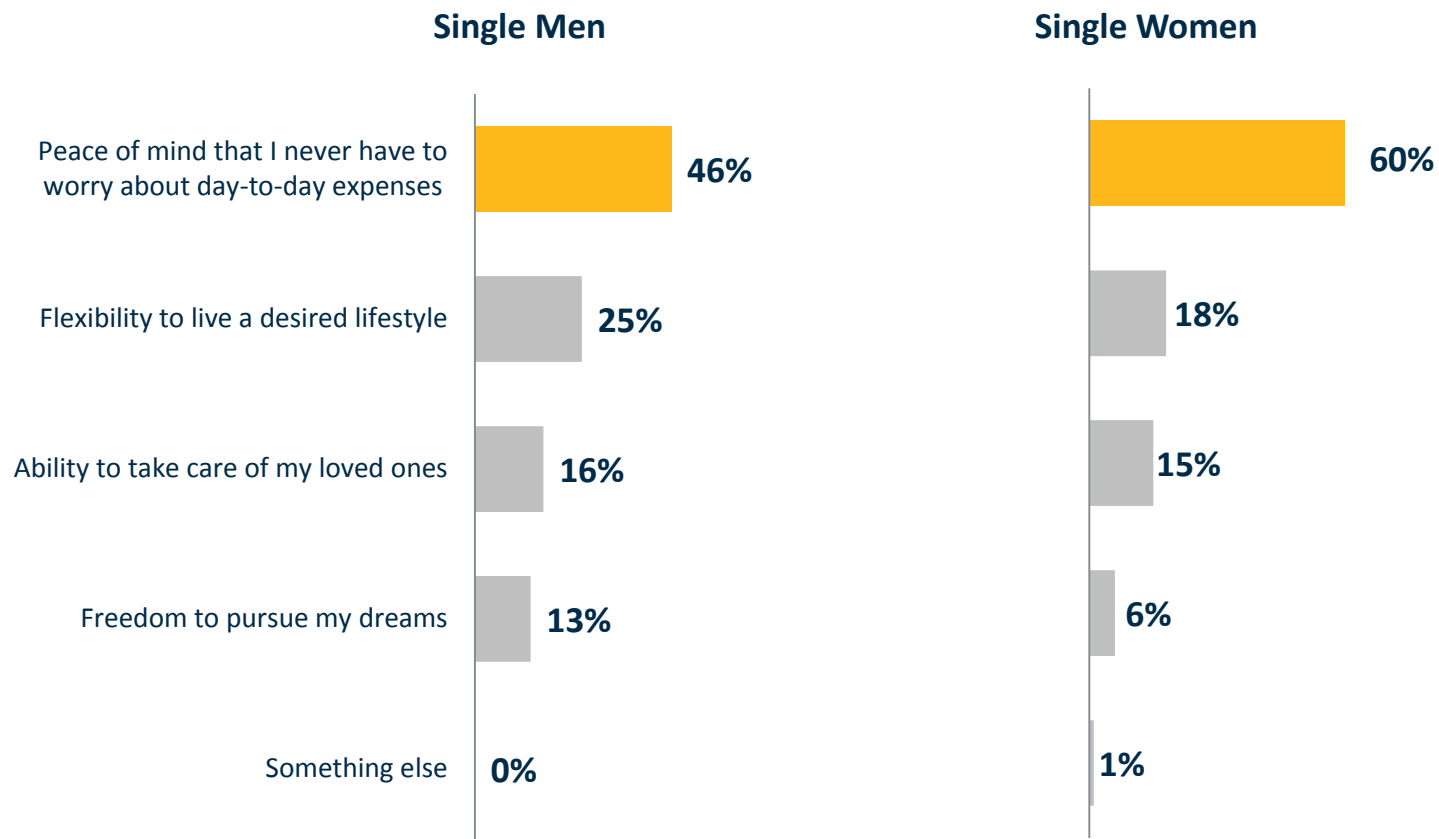


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Q430. Now, taking a broader view, how happy are you with the following areas of your life?

Top Benefit of Financial Freedom

Far and away, the top benefit of financial freedom is peace of mind.



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Q535 Which one of the following, if any, do you see as the top benefit of financial security?