

2016 Planning & Progress Study

Financial Anxiety

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

Background

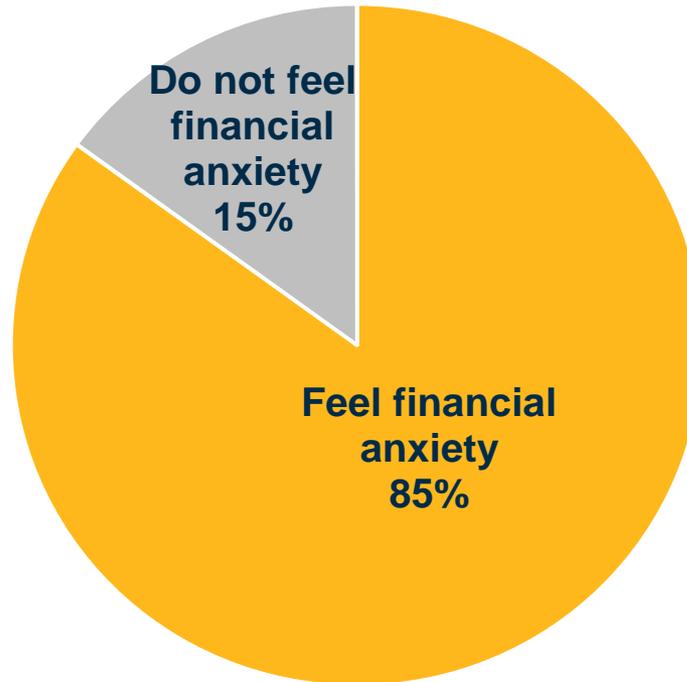
The 2016 Planning & Progress Study seeks to provide unique insights into U.S. adults' attitudes and behaviors toward money, financial decision making, and the broader landscape issues impacting people's long-term financial security.

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.

Feeling Financial Anxiety

Nearly all U.S. adults feel financial anxiety*.



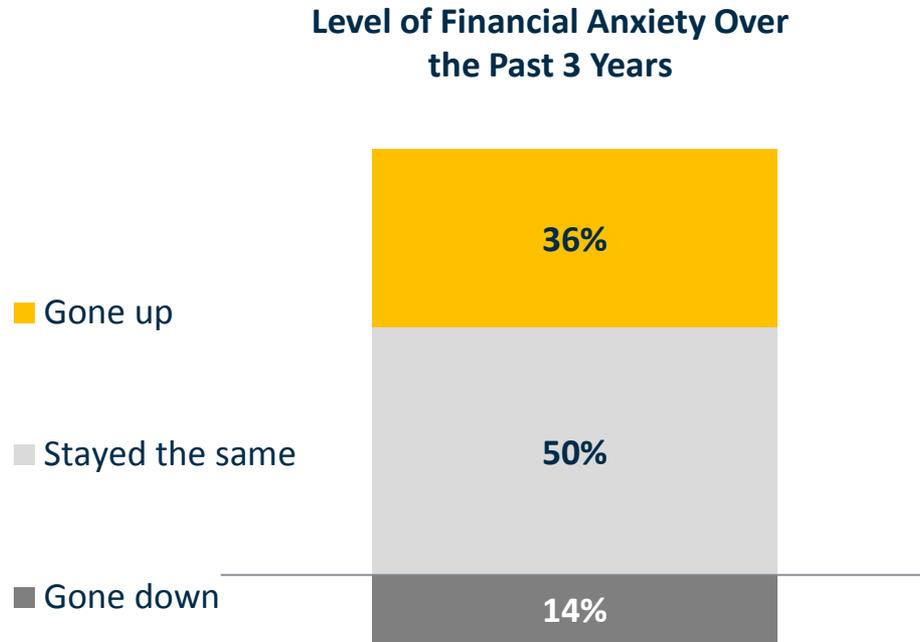
BASE: ALL QUALIFIED RESPONDENTS - Gen Pop: (n=2026)

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

*"Feel financial anxiety" includes responses of: A Little, A Moderate Amount, and A Lot; "Do not feel financial anxiety" includes responses of "None"

Level of Anxiety

Over the past three years, the level of financial anxiety has gone up for more than one in three Americans.

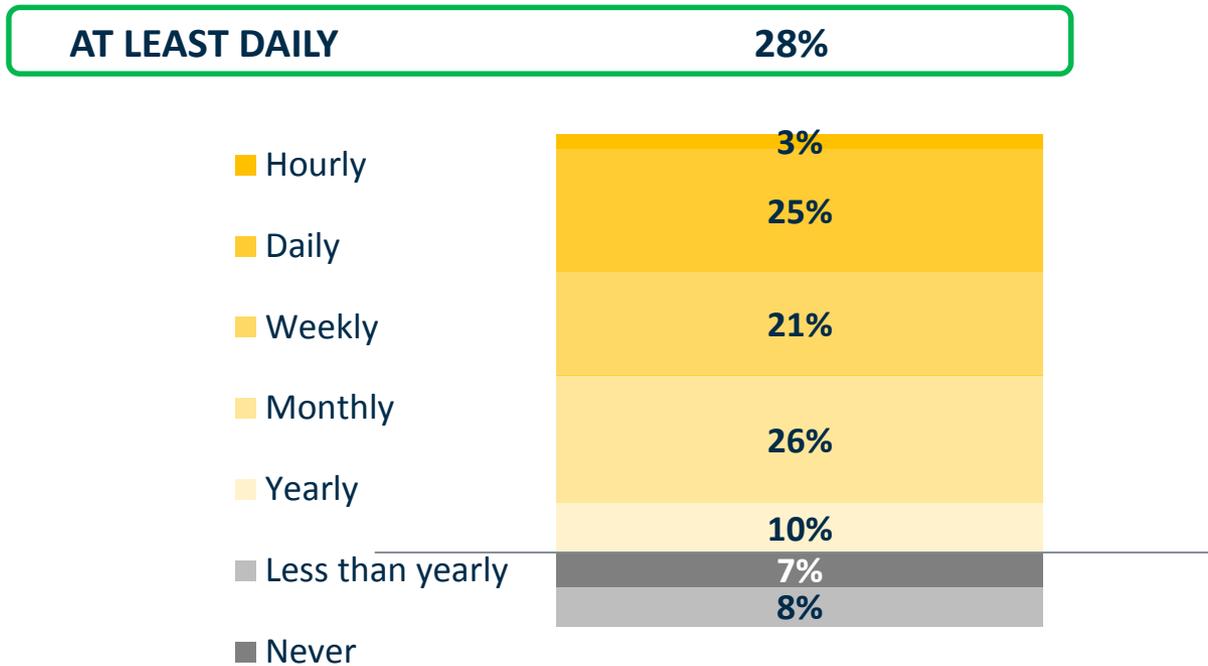


BASE: ALL QUALIFIED RESPONDENTS - Gen Pop: (n=2026)

Q505 Has your level of financial anxiety gone up, gone down or stayed the same in the last three years?

How Often Worry About Finances

Just over 1 in 4 worry about their finances at least daily.



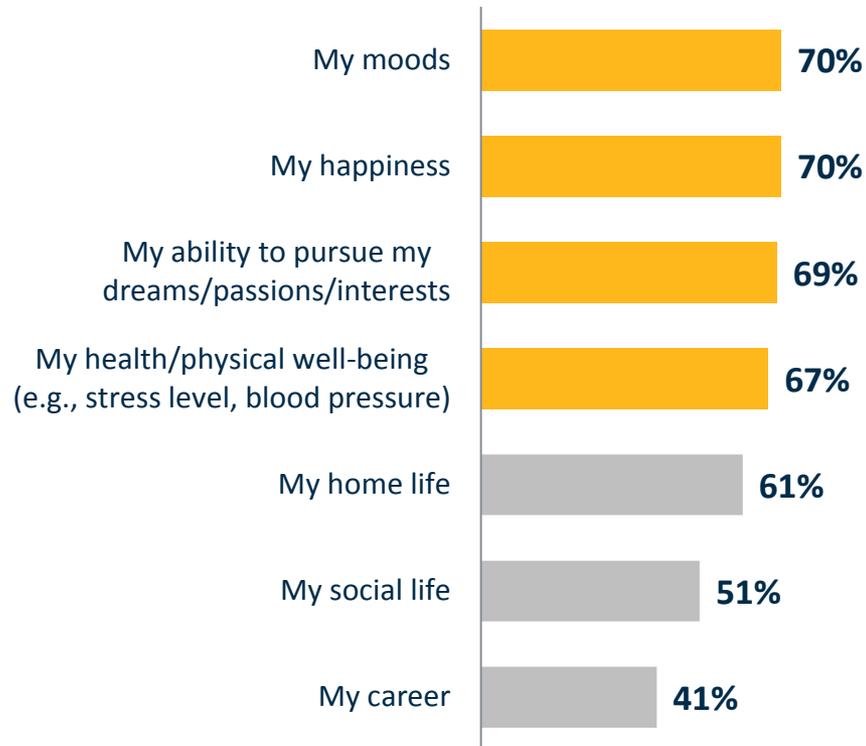
BASE: ALL QUALIFIED RESPONDENTS - Gen Pop: (n=2026)

Q510 How often would you say you worry about your finances?

Impact of Financial Anxiety

Financial anxiety impacts nearly every aspect of American's lives – especially their moods, happiness, dreams and their health.

Summary of Negative Impact

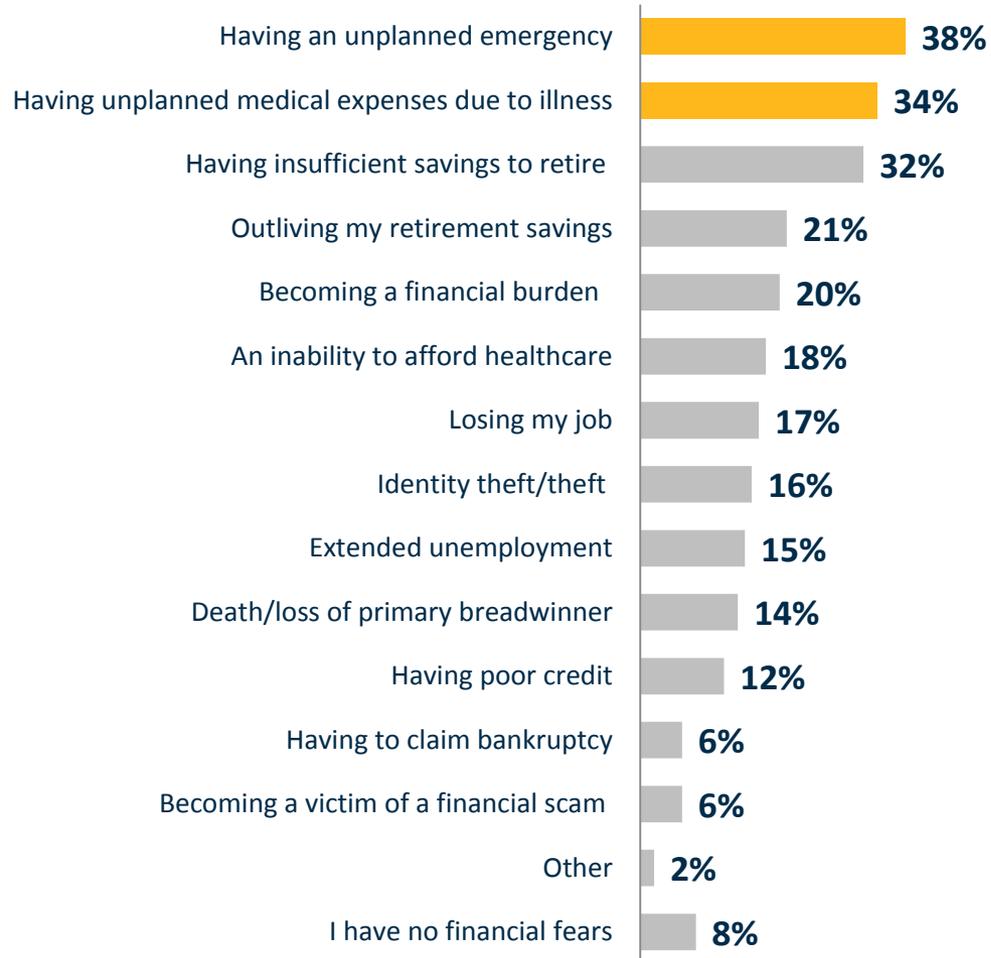


BASE: THOSE WITH AT LEAST A LITTLE FINANCIAL ANXIETY - Gen Pop: (n=1759)

Q520 How much do you think your current level of financial anxiety negatively impacts each of the following areas of your life?

Greatest Financial Fears

Among American adults, fears related to unexpected expenses got the most mentions.

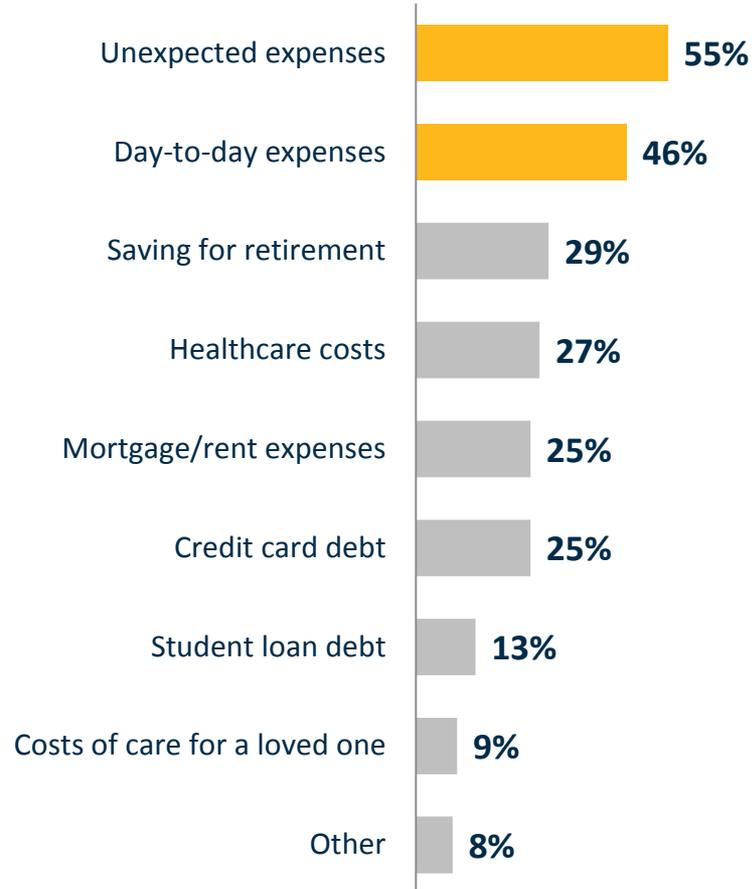


BASE: ALL QUALIFIED RESPONDENTS - Gen Pop: (n=2026)

Q1520 What are your greatest financial fears?

Sources of Anxiety

Expenses – routine and unexpected – are the primary source of anxiety for most Americans.



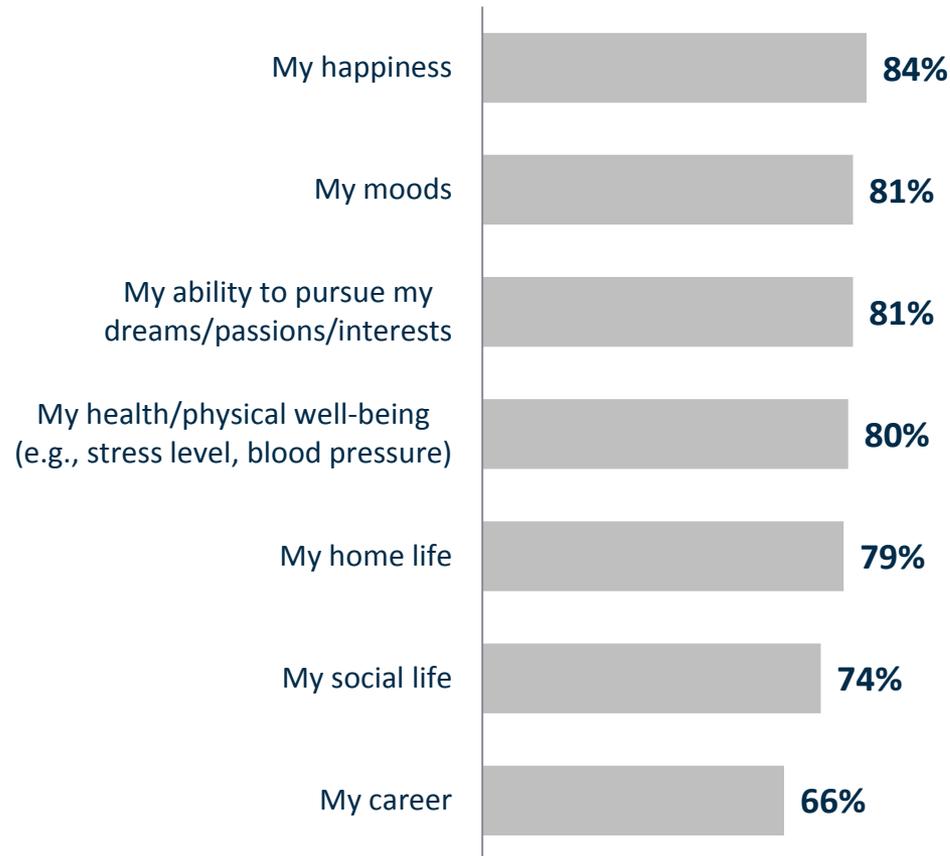
BASE: THOSE WITH AT LEAST A LITTLE FINANCIAL ANXIETY - Gen Pop: (n=1759)

Q515 Where does your financial anxiety come from?

If Financial Anxiety Were Gone ...

If financial anxiety was removed, it would have a dramatic impact on improving nearly every aspect of Americans' lives.

Summary of Positive Impact



BASE: THOSE WITH AT LEAST A LITTLE FINANCIAL ANXIETY - Gen Pop: (n=1759)

Q525 If you didn't have financial anxiety, how do you think it would positively affect the following areas of your life?

What Would You Do With Financial Security?

With financial security, one in three Americans would move/buy a new home or leave money to loved ones.

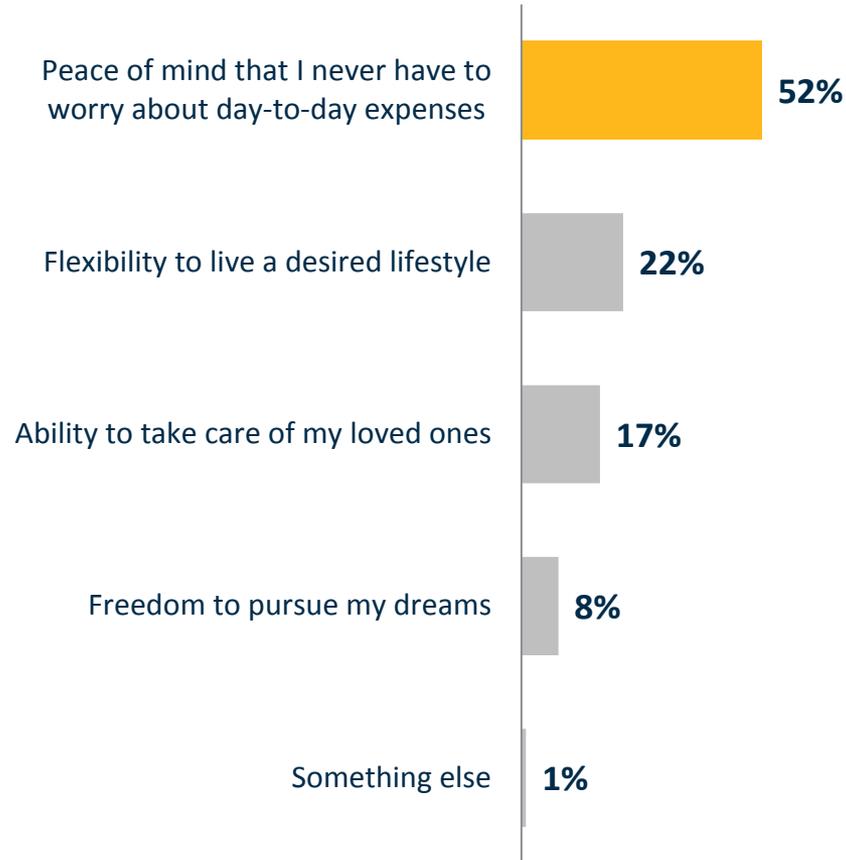


BASE: ALL QUALIFIED RESPONDENTS - Gen Pop: (n=2026)

Q530 If you had the financial security to live your life differently than you do now, what would be the first two things you might do?

Top Benefit of Financial Freedom

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



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

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