

# 2016 Planning & Progress Study

## The American Dream

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

# Background

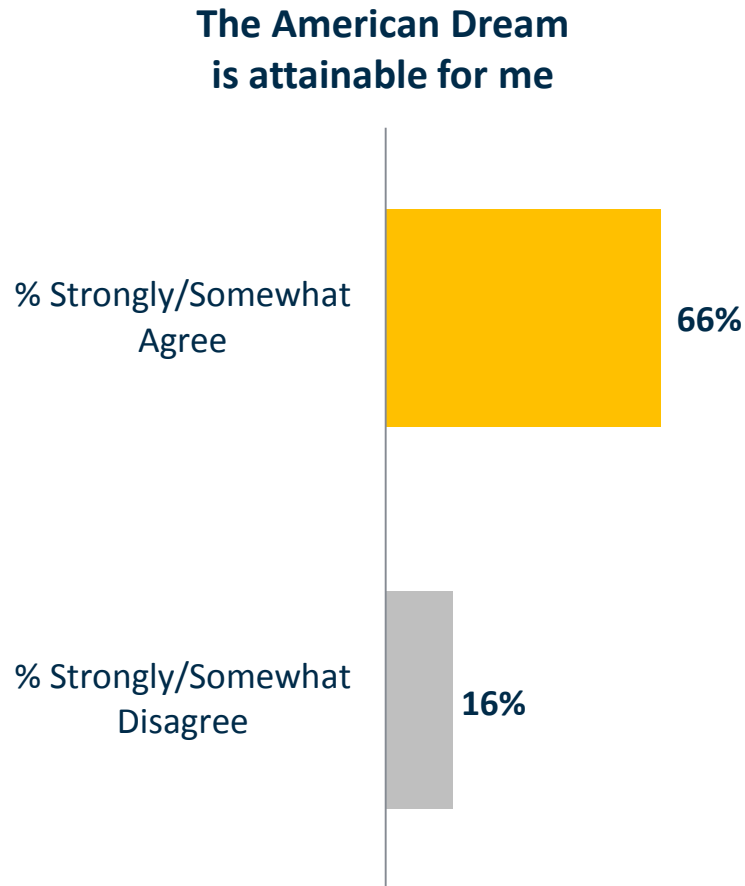
The 2016 Planning & Progress Study seeks to provide unique insights into U.S. adults' attitudes and behaviors toward money, financial decision making, and the broader landscape issues impacting people's long-term financial security.

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

# Achieving the American Dream

U.S. adults feel the American Dream is attainable *for them*.

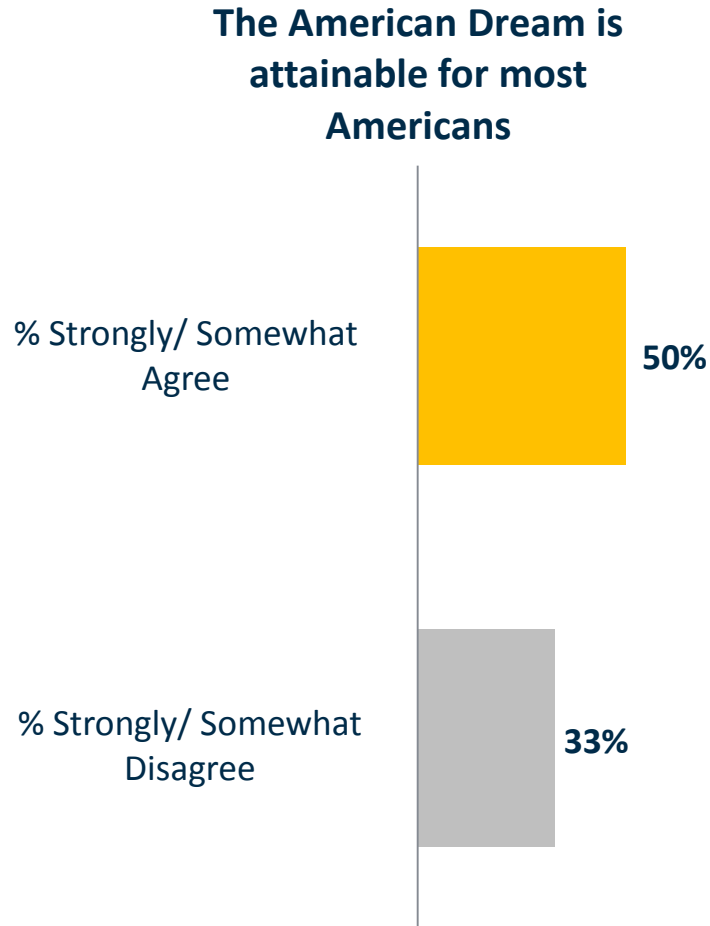


**BASE: ALL QUALIFIED RESPONDENTS - Gen Pop: (n=2026)**

Q425. Please indicate to what extent you agree or disagree with the following statement about the American Dream:  
The "American Dream" is attainable for me.

# Achieving the American Dream

U.S. adults also generally feel the American Dream is attainable *for most Americans*.



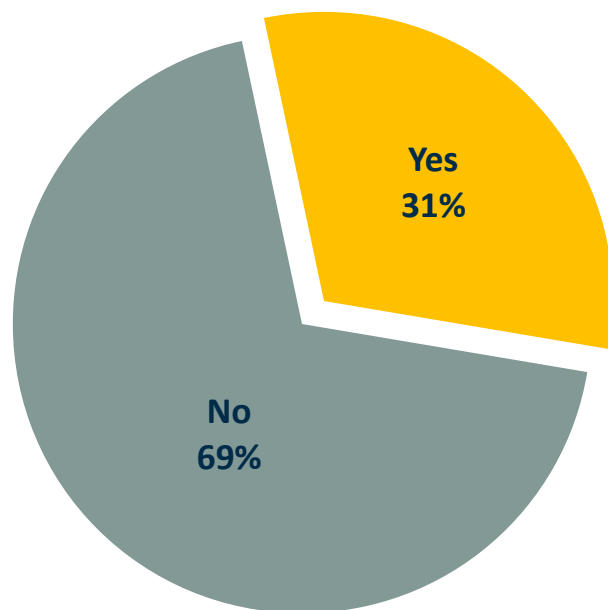
**BASE: ALL QUALIFIED RESPONDENTS - Gen Pop: (n=2026)**

Q425. Please indicate to what extent you agree or disagree with the following statement about the American Dream:

The "American Dream" is attainable for most Americans.

# Has Your Definition of the American Dream Changed?

One in three U.S. adults says their definition of the American Dream has changed in the last five years.

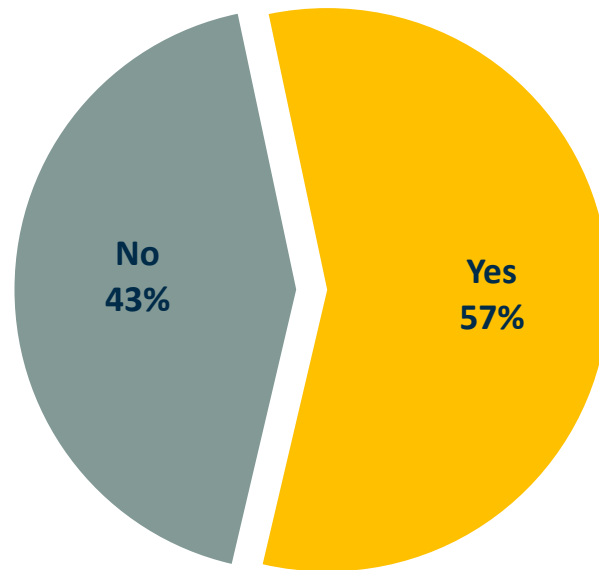


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**Q405. Has your definition of the American Dream changed in the last 5 years?**

# Is Your Definition Different from Your Parents'?

Roughly 6 in 10 U.S. adults feel that their definition of the American Dream differs from their parents'.

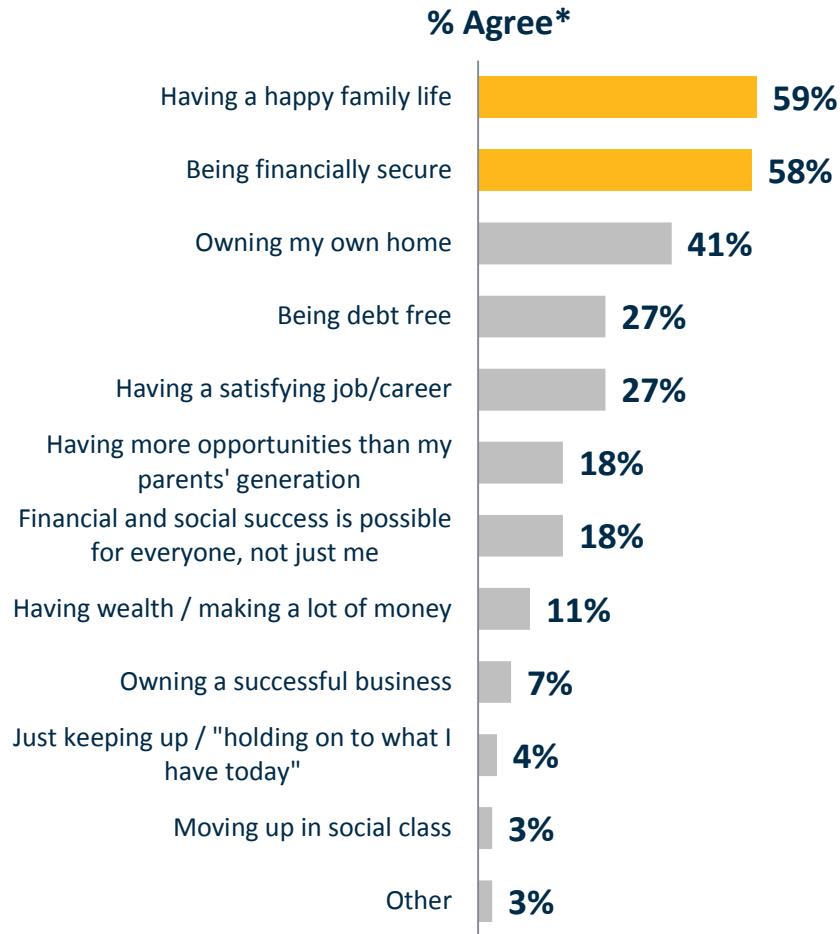


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**Q415. Do you think your definition of the American Dream is different than how your parents' generation viewed it?**

# Defining the American Dream

Considerably more Americans value a happy family life and financial security than some of the more traditional notions of “The American Dream” such as wealth, opportunity and moving up in social class.



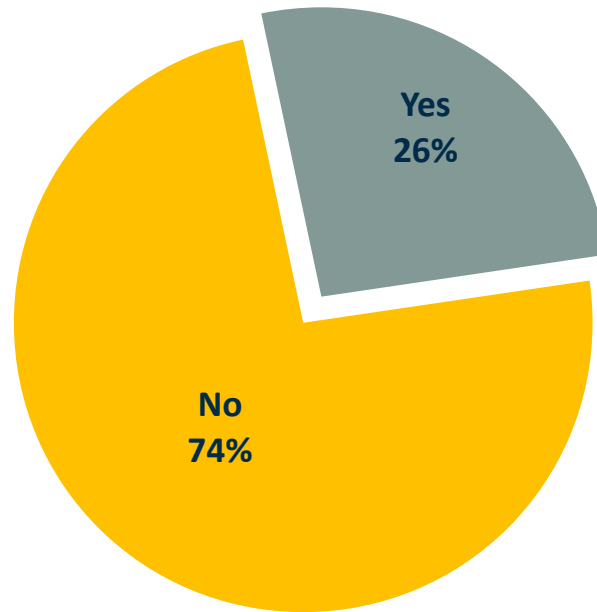
\* Statements with mentions less than 3% not shown

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**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?**

# Would You Change Places with Your Parents?

About three in four Americans would not swap their current lifestyle and financial situation for the lifestyle and financial situation their parents enjoyed at a similar age.



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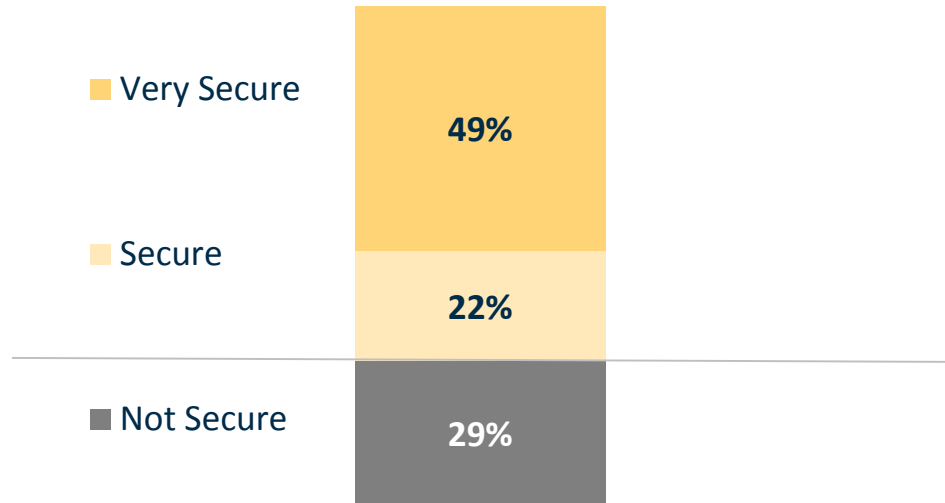
Q420. If you could swap your lifestyle/financial situation for your parents' lifestyle when they were your age, would you?



# Personal Evaluation of Financial Security

Three in ten U.S. adults do not feel at all confident they will achieve the financial goals they have set for themselves or their families.

## Current Feeling of Financial Security

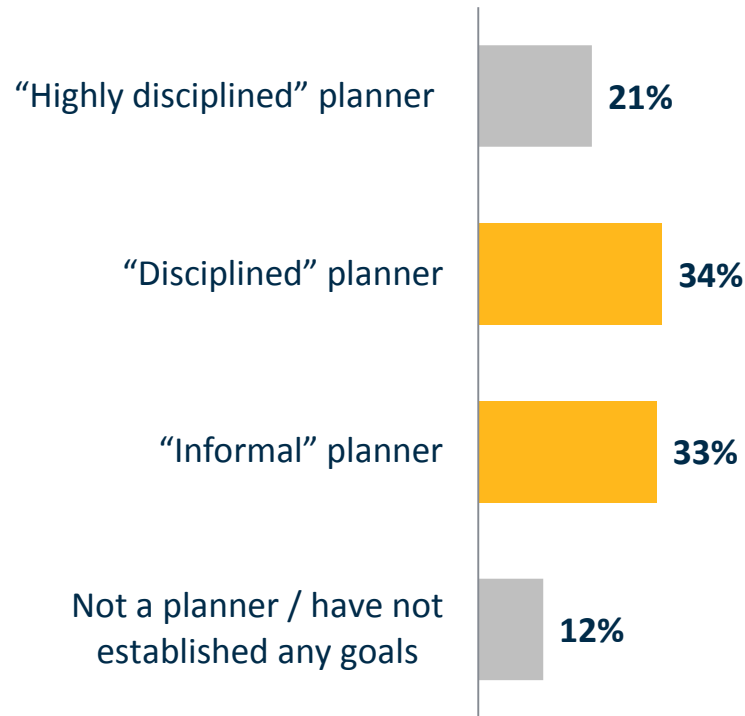


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**Q1075** If financial security is defined as “a feeling of confidence that you will achieve the financial goals you have for yourself or your family through the actions you are currently taking,” how financially secure do you feel right now?

# What Type of Financial Planner Are You?

Most U.S. adults think of themselves as either “disciplined” or “informal” planners.



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