

Planning & Progress 2013

“Technology and Society”



Objectives and Methodology

Objectives

- To evaluate the state of financial planning in America, and people's ability to stay on course over the long-term to meet their goals.
- To assess how Americans are responding to the pace of society, as well as the current economic and political climate.
- To understand whether or not Americans feel they are 'moving in the right direction' in areas such as debt, saving, spending, health, and finances.

Methodology

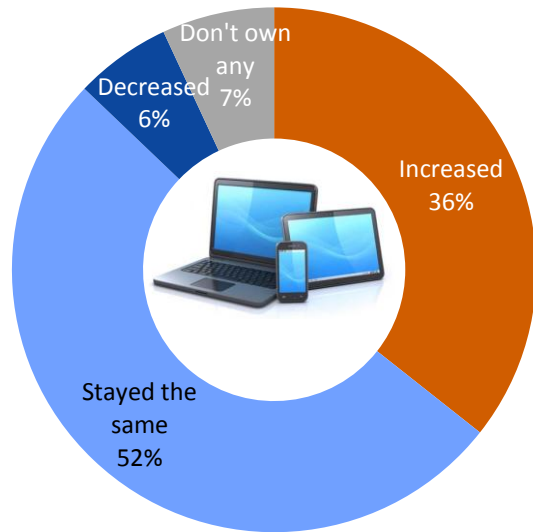
- Online survey of 1,546 Americans (via web panel) conducted between January 9-23, 2013.
 - Qualified participants were those at least 25 years of age.
 - Data is weighted to be representative of the U.S. population (age 25+) by age, gender, income, region, household size, and marital status.

Key Findings

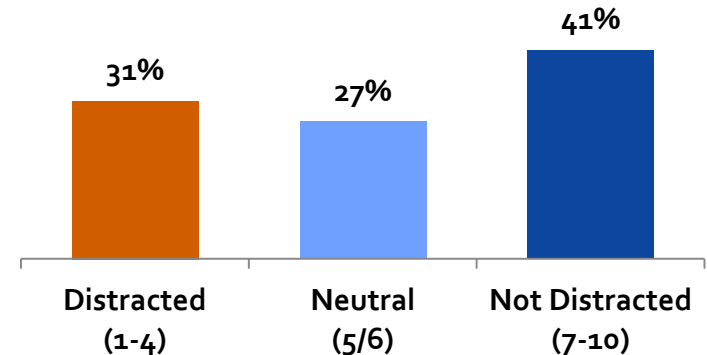
- **More than 1 in 3 say their electronic/mobile device usage has increased over the past year. Three in 10 are distracted by the immediacy of technology in society.**
 - Usage has increased the most for Gen Y, men, those with children under 18 and those with the highest assets. Distraction is highest among Gen Y and Gen X.
- **The majority say the pace of society makes it harder for people to stick with long-term goals. More than 6 in 10 say they feel too busy to think about long-term goals.**
 - More than one-quarter say they either always or often feel too busy to think about long-term goals.
 - 3 in 10 say once they've set a long-term goal it's difficult to stick with it and finish.
 - Boomers and Matures are more likely to say the pace of society makes it harder to stick with long-term goals.
- **While most feel that the immediacy of electronic devices is efficient and has provided them with efficiencies for the long term, more than one-third find them distracting.**

More than 1 in 3 say their electronic/mobile device usage has increased over the past year; 3 in 10 are distracted by the immediacy of technology in society.

Usage of Electronic/Mobile Devices Over the Past Year
(Smartphones, Cell Phones, Tablets, etc.)



Level of Distraction Felt by the Immediacy of Society Today (Email, Instant Message, Mobile Devices, etc.)



AGE

Distraction is highest among Gen X & Gen Y:
Bottom 4 box (most distracted):
Gen Y: 35%
Gen X: 36%
Boomers: 30%
Mature Gen: 24%



CHILD STATUS

Those with children <18 are more likely to have increased their technology usage. Children <18 43%, children 18+ 41%, no children 32%.

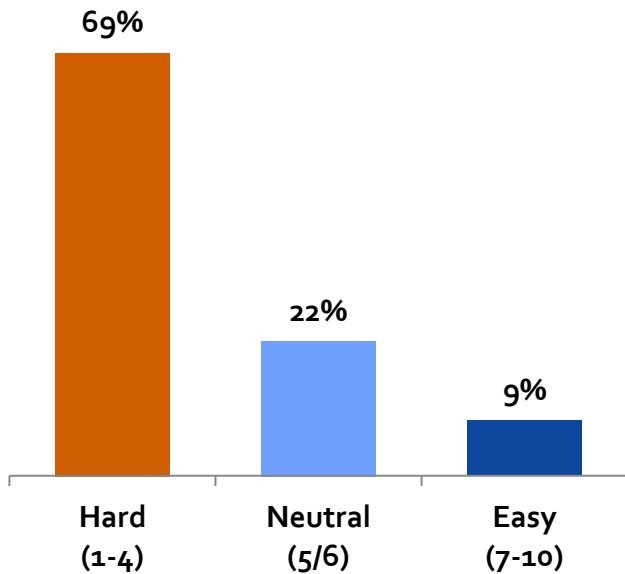


AGE

43% of Gen Y say they have increased their technology usage in the past year.

The majority say the pace of society makes it harder for people to stick with long-term goals.

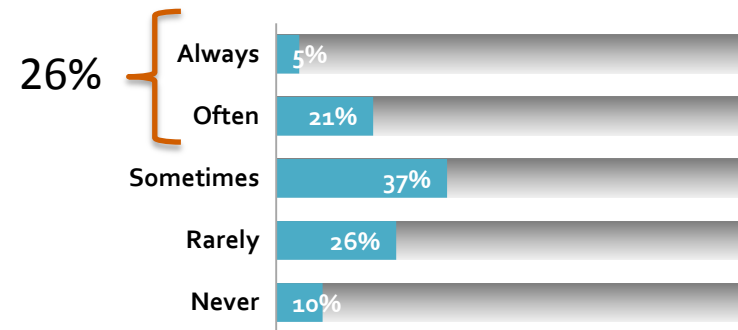
Level of Ease or Difficulty Pace of Society Makes It for People to Stick with Long-term Goals



AGE

Boomers and Matures are more likely to say the pace of society makes it harder to stick with long-term goals:
 Gen Y – 61%, Gen X 63%,
 Boomers 74%, Mature Gen 75%.

How Often Feel Too Busy to Think about Long-term Goals



AGE

While the Mature gen rarely feels too busy to think about long-term goals, the younger generations do:
 % feel they're always/often too busy:
 Gen Y – 38%, Gen X - 31%,
 Boomers - 24%, Mature Gen - 13%.

While most feel that the immediacy of electronic devices is efficient and has provided them with efficiencies for the long term, more than one-third find them distracting.

Impact of Immediacy from Having Electronic/ Mobile Devices on Ability to Plan

