

# 2017 Planning & Progress Study

## Advisor Advantage

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

# Background

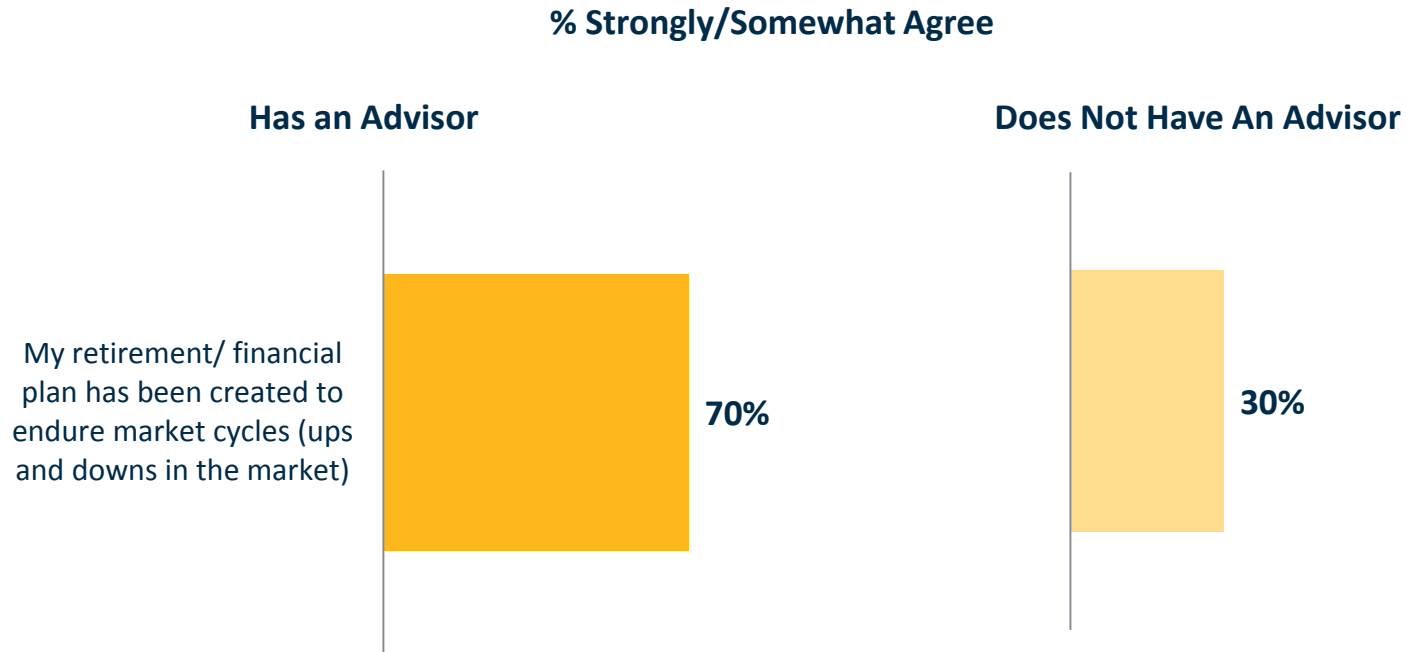
The 2017 Planning & Progress Study seeks to provide unique insights into U.S. adults' attitudes and behaviors toward money, financial decision-making, and the broader landscape issues impacting people's long-term financial security.

The study is based on an online survey of 2,749 U.S. adults conducted from February 14-22, 2017 (2,117 interviews with U.S. adults age 18+ in the General Population and an oversample of 632 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.

# Retirement Plans Designed to Withstand Market Cycles

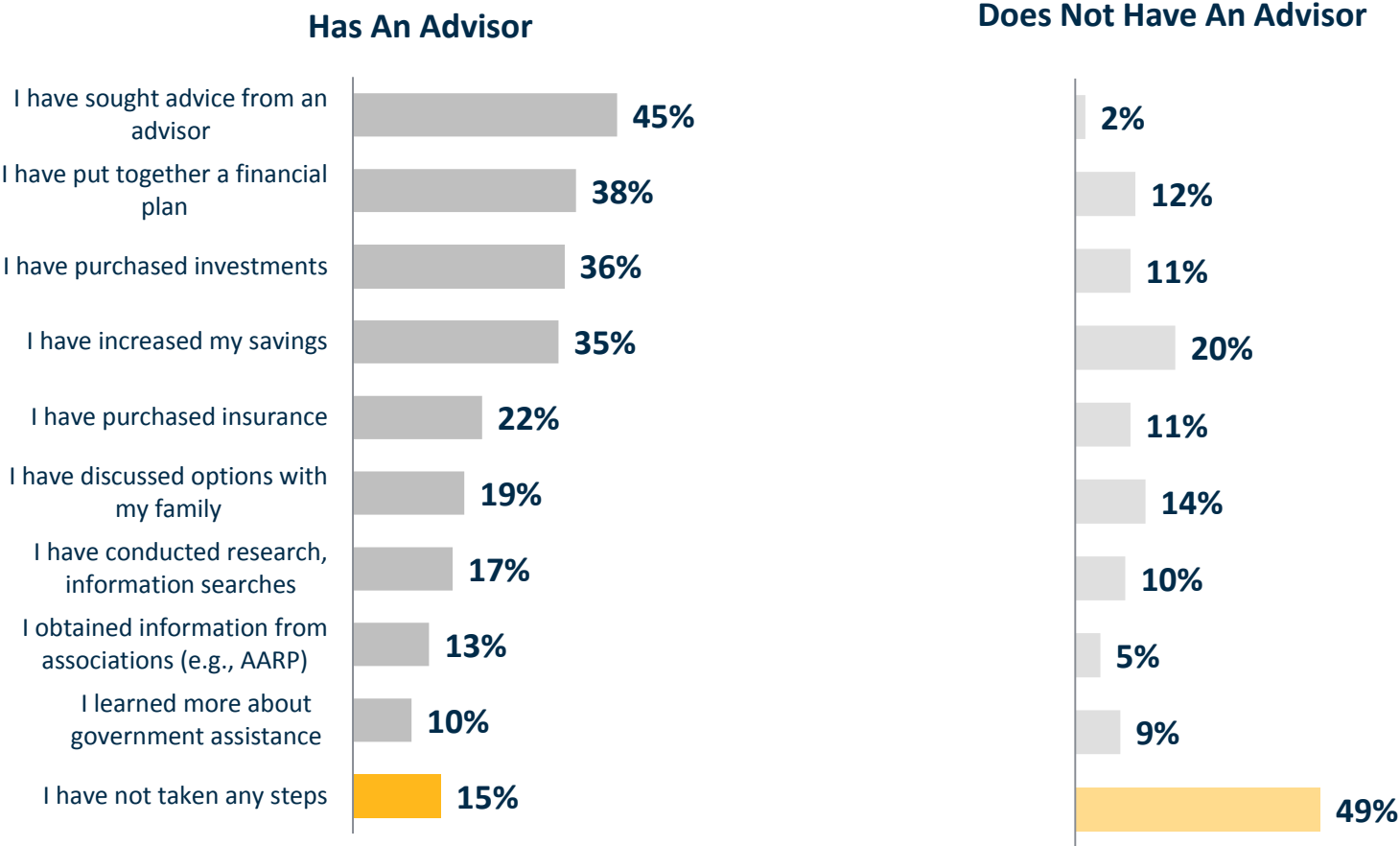
People who use advisors are much more likely to have a plan that can withstand market cycles.



**BASE: ALL QUALIFIED RESPONDENTS – Has an Advisor (n=795); Does Not Have an Advisor (n=1225)**  
**Q1115.** How much do you agree or disagree with each of the following statements?

# More Prepared for the Possibility of Outliving Savings

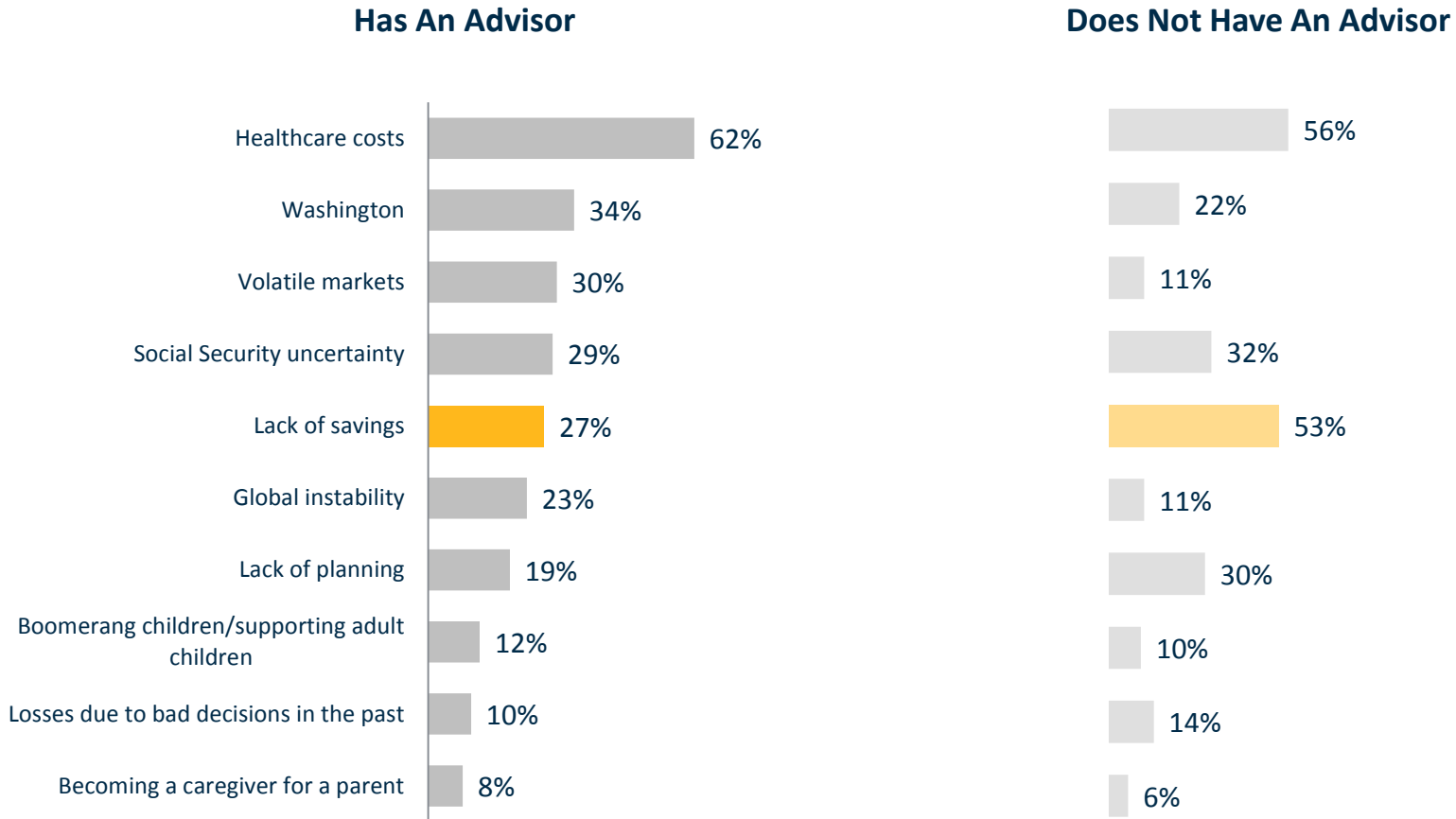
Nearly half (49%) of those without an advisor have taken no steps to address the possibility of outliving their savings – more than three times as many as those with an advisor (15%).



**BASE: ALL QUALIFIED RESPONDENTS – Has an Advisor (n=795); Does Not Have an Advisor (n=1225)**  
**Q1655.** What steps, if any, have you taken to address the possibility that you may outlive your savings? (Top answers are displayed)

# Lack of Savings is a Less of a Concern

People without an advisor are twice as likely as those with an advisor to view lack of savings as an obstacle to achieving financial security in retirement.

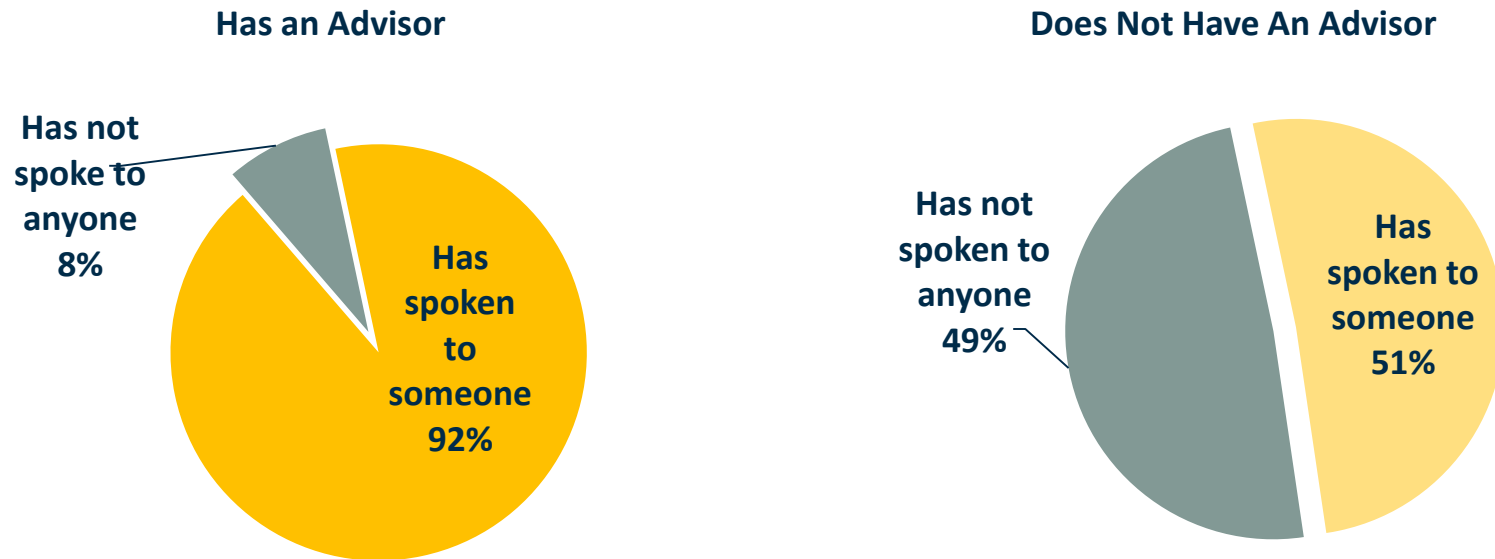


**BASE: ALL QUALIFIED RESPONDENTS – Has an Advisor (n=795); Does Not Have an Advisor (n=1225)**

**Q1575.** Besides the economy, what are the greatest obstacles to achieving financial security in retirement? Please select up to three. (Top answers are displayed)

# Retirement is Not a Secret

Nearly all those with an advisor have discussed retirement with someone compared to about half of those without an advisor.



**BASE: ALL QUALIFIED RESPONDENTS - Has an Advisor (n=795); Does Not Have an Advisor (n=1225)**

**Q1130. And who have you talked to about retirement?**

# Working with an Advisor Improves Financial Habits and Feeling of Security

Adults who use an advisor tend to have a much more disciplined approach to their finances and a greater feeling of financial security than those who don't use an advisor.

| Type of Planner                                      | Has an Advisor<br>(n=795) | Does Not Have an Advisor<br>(n=1225) |
|--|---------------------------|--------------------------------------|
| "Highly disciplined"                                 | 29%                       | 13%                                  |
| "Disciplined"  | 48%                       | 28%                                  |
| "Informal"   | 22%                       | 41%                                  |
| "Not a Planner"                                      | 1%                        | 19%                                  |
| Level of Financial Security                          | Has an Advisor<br>(n=795) | Does Not Have an Advisor<br>(n=1225) |
| Very Secure <i>(rated 7-10 on 10 pt. scale)</i>      | 68%                       | 36%                                  |
| Secure <i>(rated 5-6 on 10 pt. scale)</i>            | 22%                       | 25%                                  |
| Not at All Secure <i>(rated 1-4 on 10 pt. scale)</i> | 10%                       | 39%                                  |

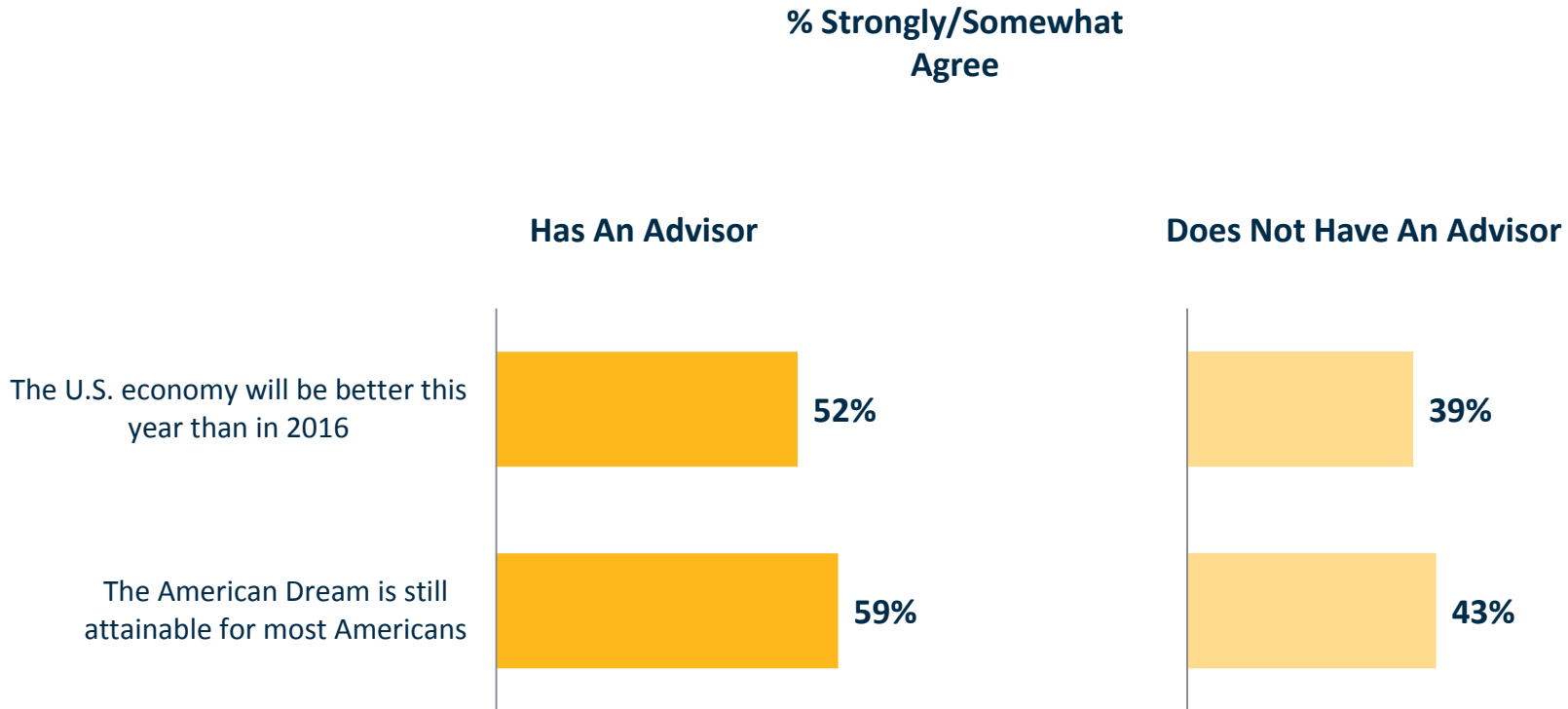
**BASE: ALL QUALIFIED RESPONDENTS – Has an Advisor (n=795); Does Not Have an Advisor (n=1225)**

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

**Q1075** How financially secure do you feel right now?

# State of the Economy and the American Dream

More people with advisors are optimistic about the economy and the American Dream compared to those without an advisor.



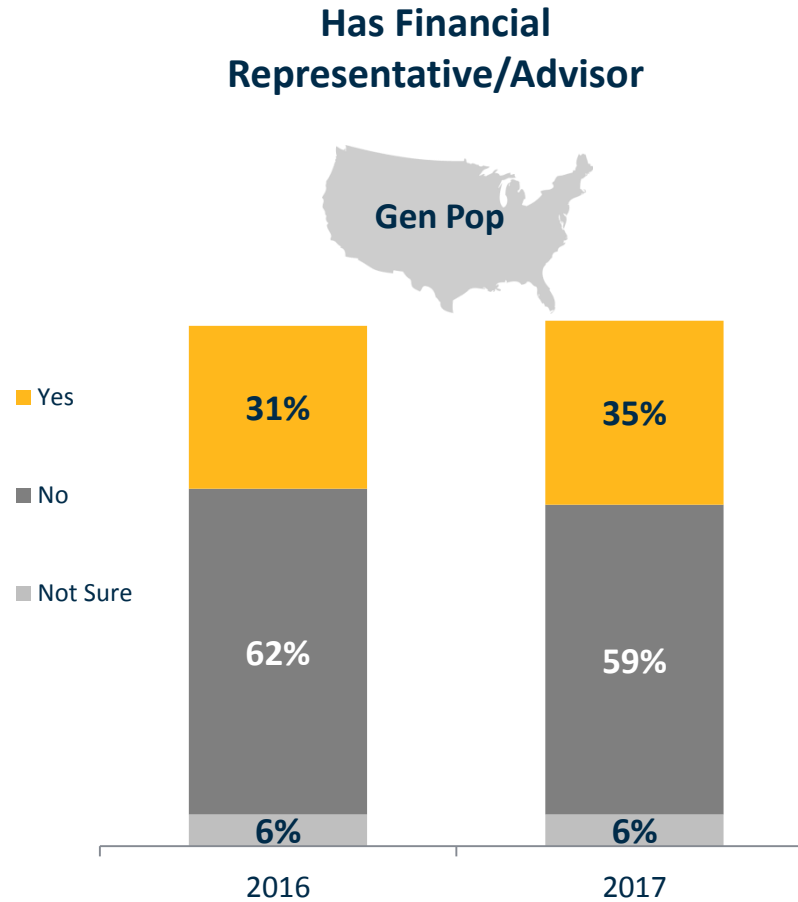
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**Q1115.** How much do you agree or disagree with each of the following statements?



# The Benefits of an Advisor Are Increasingly Apparent

There has been an uptick in the number of U.S. adults using advisors this year.



**BASE: ALL QUALIFIED RESPONDENTS – 2016 Gen Pop: (n=2026); 2017 Gen Pop: (n=2117); 2016 Millennials (ages 18-34): (n=736); 2017 Millennials (ages 18-34): (n=946) Q1230.** Do you have a financial representative or advisor that you work with? When providing your response, please think about any individuals you work with for professional advice regarding your finances and exclude any automated, online or digital advisory services you may use.