

2018 Planning & Progress Study

Money: The Leading Source of Happiness...and Stress

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

Background

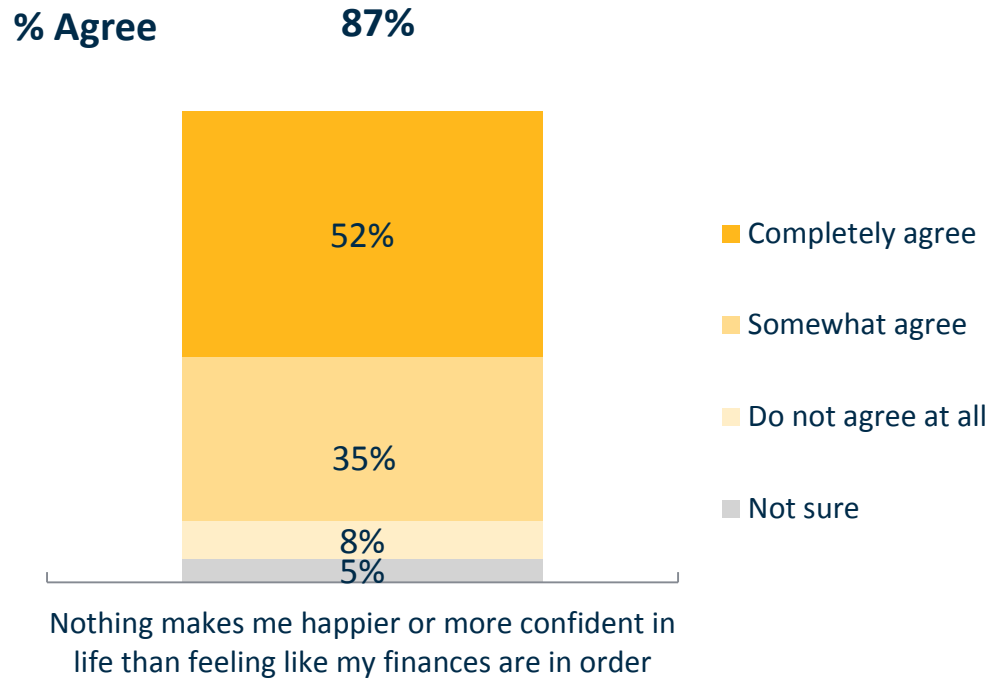
The 2018 Planning & Progress Study seeks to provide unique insights into U.S. adults' attitudes and behaviors toward money, financial decision-making, and the broader landscape issues impacting people's long-term financial security.

The study is based on an online survey of 2,003 U.S. adults age 18+ conducted from March 7-19, 2018 (and an oversample of 601 interviews with U.S. Millennials age 18-34 which has been combined with the general population of those age 18-34 when featuring this group).

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.

Financial security is essential to emotional well-being

Nine in 10 Americans agree that nothing makes them happier or more confident in life than having their finances in order.

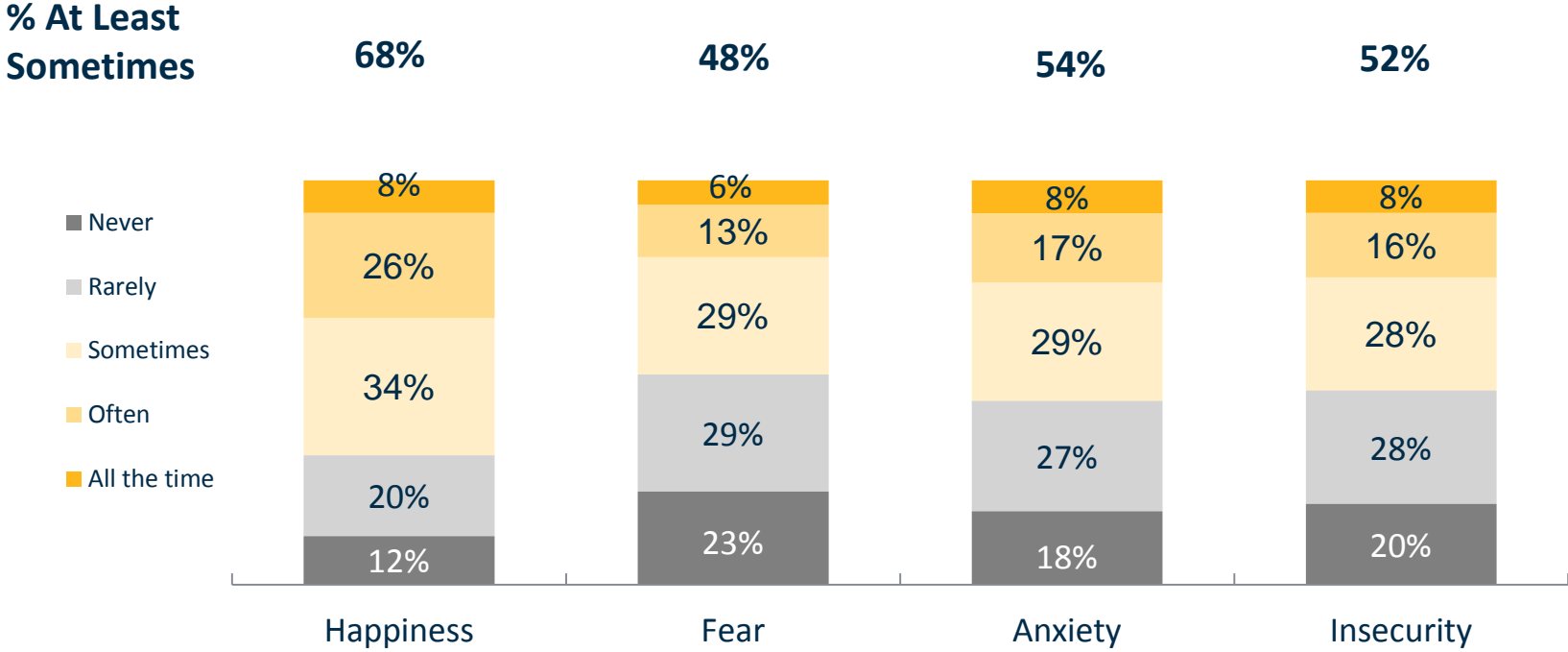


BASE: ALL QUALIFIED RESPONDENTS - Gen Pop: (n=2003)

Q1816. How much do you agree or disagree with each of the following statements?

Financial Issues are also a key source of angst ...

While a Americans feel happy with their finances at least sometimes, a good portion also experience negative emotions on a regular basis.

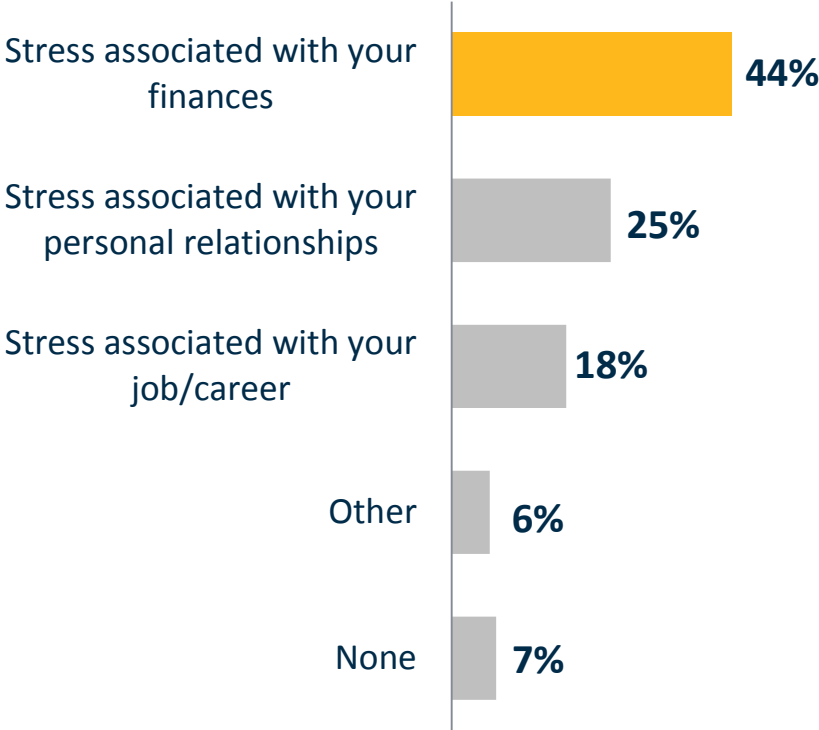


BASE: ALL QUALIFIED RESPONDENTS - Gen Pop: (n=2003)

Q1815. How often do you feel the following emotions because of your financial situation?

...and the dominant source of stress

Financial stress far outpaced relationships and professional challenges.

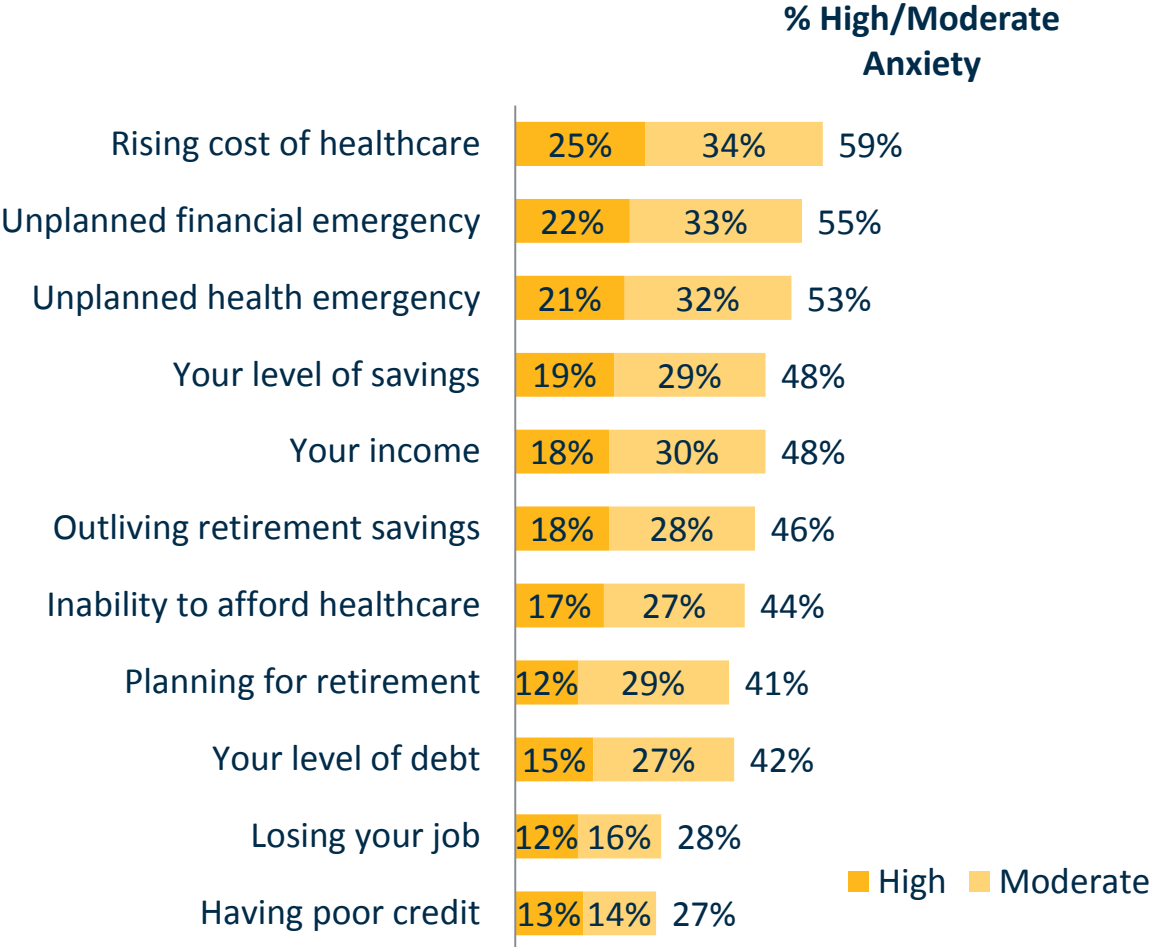


BASE: ALL QUALIFIED RESPONDENTS - Gen Pop: (n=2003)

Q1819. Which of the following affects you the most?

Americans are experiencing anxiety due to multiple financial pressures

Notably, among the anxiety triggers, the top three have an element of unpredictability in common.

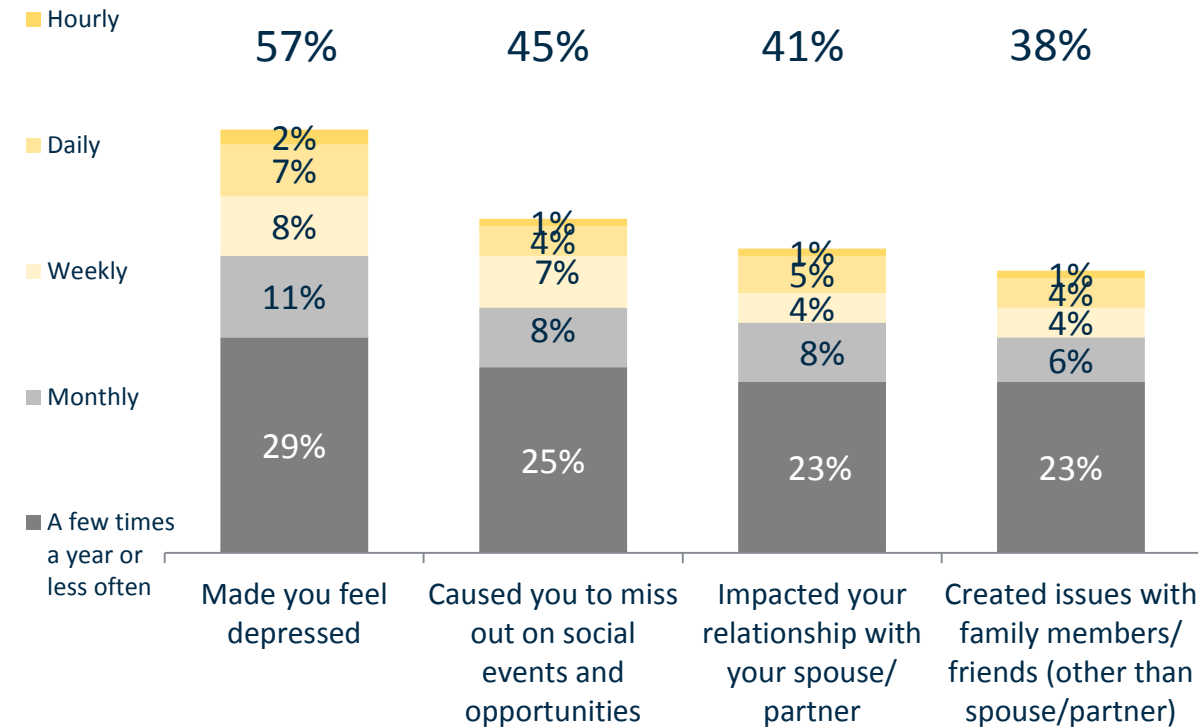


BASE: ALL QUALIFIED RESPONDENTS - Gen Pop: (n=2003)
QFA1. What level of anxiety do you experience as a result of each of the following?

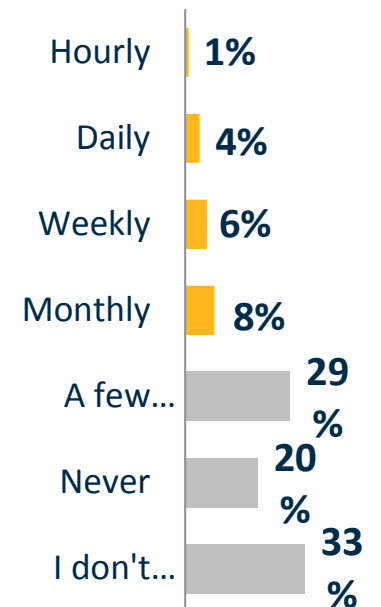
Financial anxiety is affecting relationships and emotional health

More than a quarter of Americans felt depressed at least monthly as a result of financial anxiety. Financial issues are also causing tension between partners and family members

% At Least a Few Times a Year



BASE: ALL QUALIFIED RESPONDENTS - Gen Pop: (n=2003) Q1822. How often do you and your spouse/partner disagree/argue about financial issues?



BASE: ALL QUALIFIED RESPONDENTS - Gen Pop: (n=2003) QAR1. How often has financial anxiety . . . ?