

2022 Planning & Progress Study

Advisors

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

Background

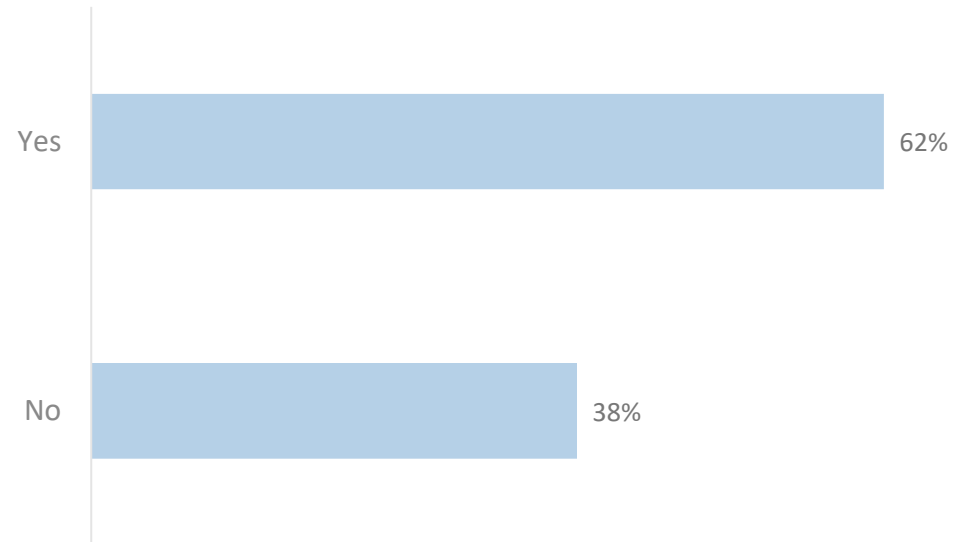
The 2022 Planning & Progress Study, a research series from Northwestern Mutual, explores U.S. adults' attitudes and behaviors toward money, financial decision-making, and the broader issues impacting people's long-term financial security.

The study was conducted by The Harris Poll on behalf of Northwestern Mutual and included 2,381 American adults aged 18 and older, with oversamples of Gen Z, who participated in an online survey between February 8-17, 2022. Last year's study included 2,320 American adults aged 18 or older who participated in an online survey between March 16 – 26, 2021.

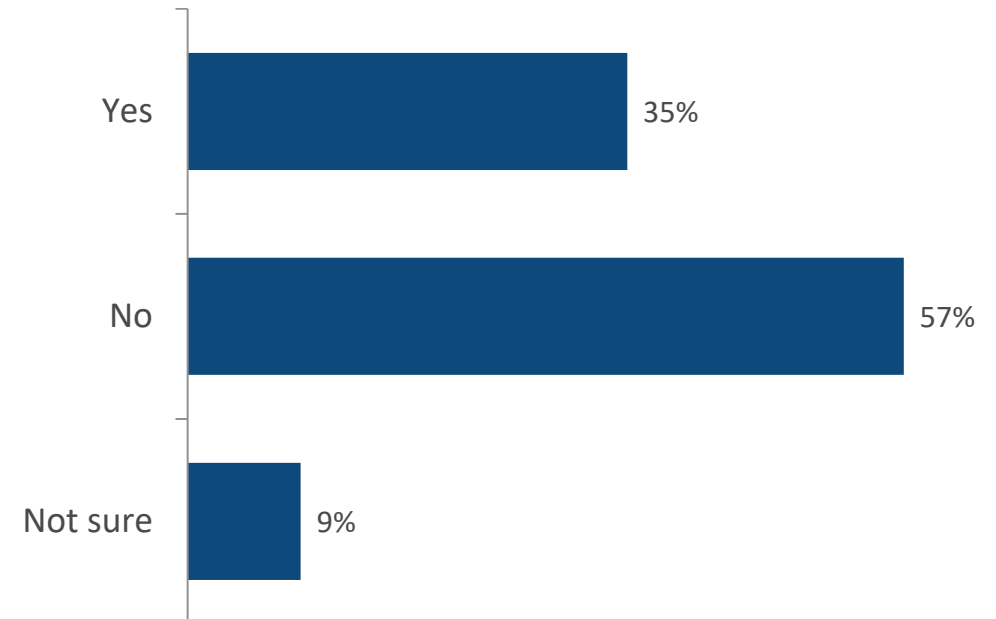
Results were weighted to Census targets for education, age, gender, race/ethnicity, region and household income. Propensity score weighting was also used to adjust for respondents' propensity to be online. No estimates of theoretical sampling error can be calculated; a full methodology is available.

More than six in ten Americans (62%) say their financial planning needs improvement, yet only a third (35%) seek the help of a financial advisor

Financial planning outlook—needs improvement



Financial advisor status



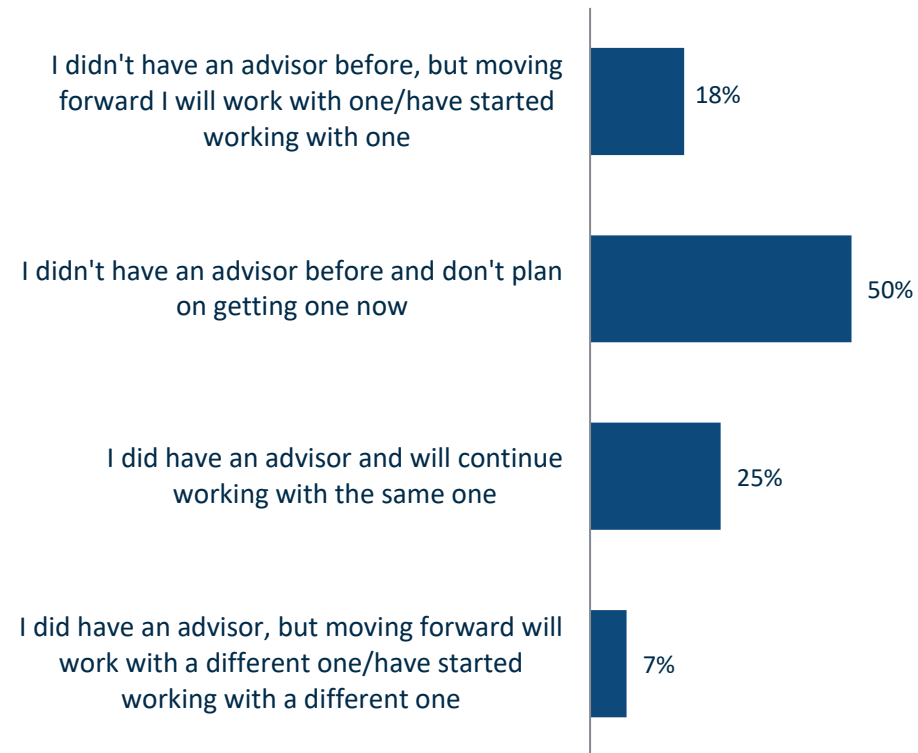
BASE: ALL QUALIFIED RESPONDENTS –2020 Gen Pop (n=2650); 2020 Gen Pop Post-C19 (n=2702); 2021 Gen Pop (n=2320); 2022 Gen Pop (n=2381)

Q1010. Do you think your financial planning needs improvement?

Q1230. Do you have a financial representative or advisor that you work with?

Nearly one in five (18%) US adults say they didn't have an advisor before the COVID-19 pandemic but now they either have started working with someone or plan to moving forward

Impact on desire to get a financial advisor due to market volatility and economic downturn prompted by the pandemic



Three-quarters of Gen Z and Millennials say their financial planning needs improvement. However, they are the most likely among generations to say they didn't work with an advisor before the pandemic but have since started doing so or plan to moving forward.

**Financial planning outlook—
needs improvement**

	% Yes	% No
US Adults 18+	62%	38%
Gen Z	74%	26%
Millennials	74%	26%
Gen X	69%	31%
Boomers	42%	58%

**Impact on desire to get a financial advisor
due to market volatility and economic
downturn prompted by the pandemic**

	% Didn't have an advisor, but will work with one moving forward
US Adults 18+	18%
Gen Z	29%
Millennials	24%
Gen X	21%
Boomers	8%

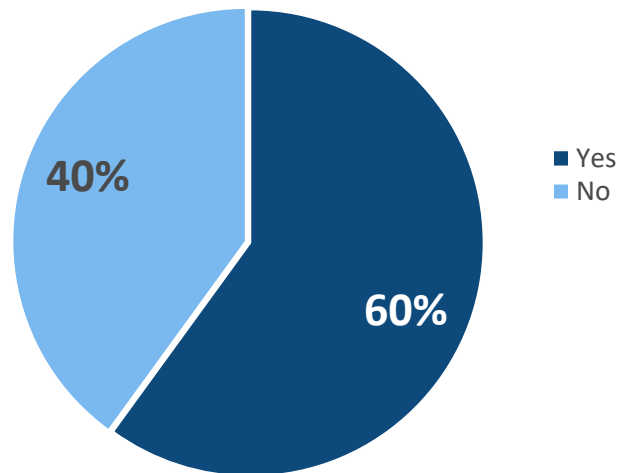
BASE: ALL QUALIFIED RESPONDENTS –2020 Gen Pop (n=2650); 2020 Gen Pop Post-C19 (n=2702); 2021 Gen Pop (n=2320); 2022 Gen Pop (n=2381)

Q1010. Do you think your financial planning needs improvement?

Q5020 How has the market volatility and economic downturn prompted by the COVID-19 pandemic impacted your view of getting professional help from a financial advisor?

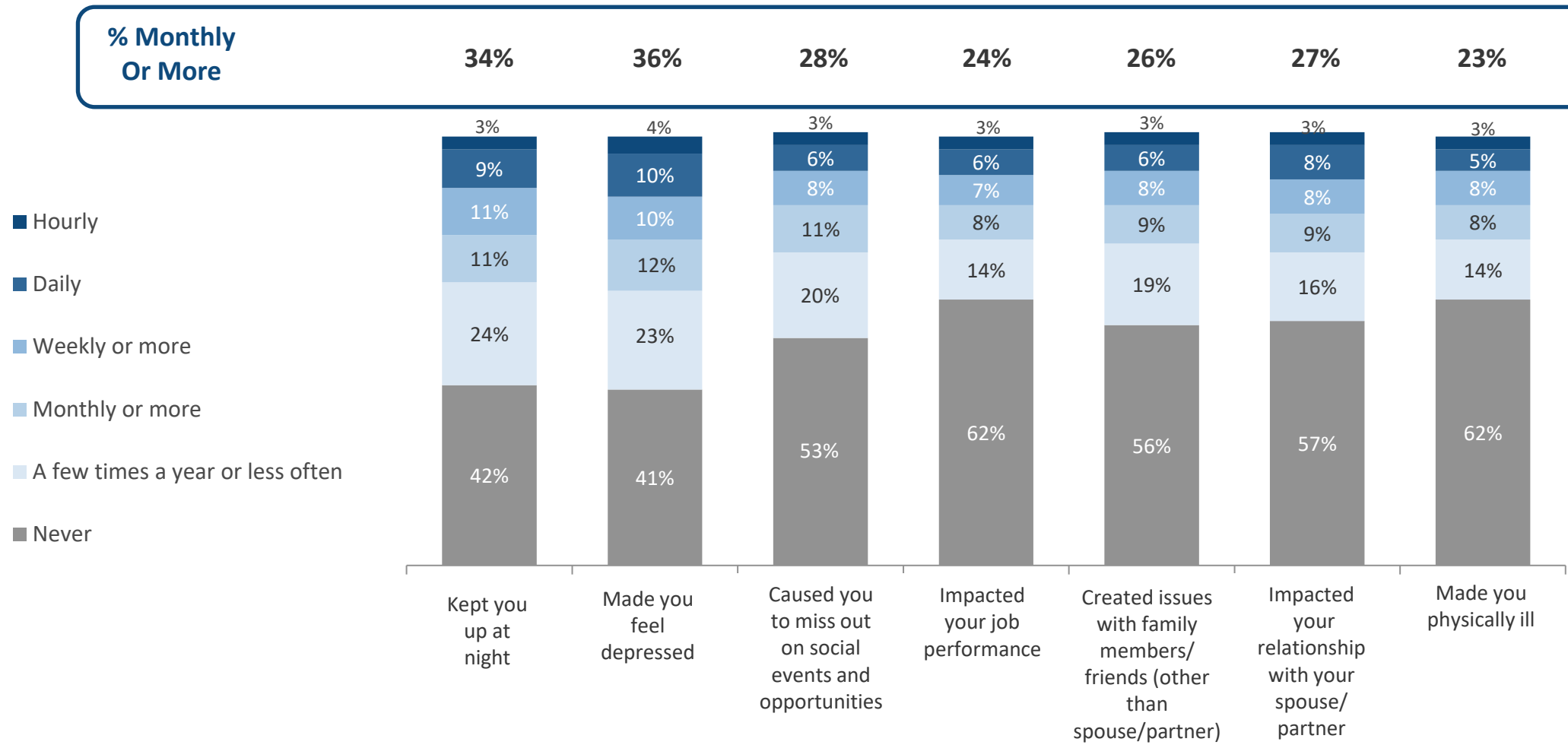
Eight in ten (80%) people who get professional help say they were able to build their savings during the pandemic. Among people who do not work with an advisor, only half (49%) were able to save more.

Have you been able to build your savings during the pandemic?



Been able to build your savings during the pandemic	Working with an advisor	
	Yes	No
Yes	80%	49%
No	20%	51%

People contending with financial uncertainty say it is impacting their health, job performance, relationships and more at least monthly



BASE: ALL QUALIFIED RESPONDENTS – Gen Pop: (n=2381)
 Q5090. How often has uncertainty about your finances...?

Study found people who work with an advisor feel like they're on more solid ground across a broad range of factors. When asked to rate their certainty levels on a scale of 1-100, the discrepancies are stark:

NORMALIZED INDEX SCORE (1 – 100)	Do not work with an advisor	Work with an advisor	Difference of working with an advisor
The stability of your current housing situation	62.7	80.8	+18.1
Your ability to manage your level of debt	60.6	80.3	+19.7
Your understanding of personal finances	61.7	78	+16.3
Your ability to afford healthcare	57.8	77.7	+19.9
The stability of your employment situation / career	57.2	76.2	+19
Your ability to achieve long-term financial security	55.1	76.7	+21.6
Your ability to plan for retirement	54.6	77.5	+22.9
Your ability to pay for an unplanned financial emergency	52.9	77.6	+24.7
Your ability to pay for an unplanned health emergency	52.4	77.7	+25.3
NORMALIZED INDEX SCORE AVERAGE	57.2	78	+20.8

BASE: ALL QUALIFIED RESPONDENTS

Q5085. How certain do you currently feel about the following?