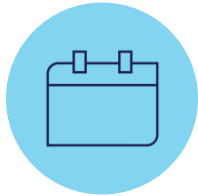




Northwestern Mutual Personal Prosperity Index

Mid-Year Results 2026

Methodology



Field Period

March 18-22, 2026



Sample and Mode

The survey was conducted online among a nationally representative probability sample, using the KnowledgePanel®



Qualifications

Total sample of n=2,545 adults, ages 18+

The **Northwestern Mutual Personal Prosperity Index** gives voice to what prosperity really means for everyday Americans – financially and beyond. Conducted by Ipsos, the Personal Prosperity Index is based on an equally-weighted average of responses to six survey items:

Have Enough Money for Basics, Plus Some

My Life is Very Full

Have a Lot of Love in Life

Usually Feel Happy, Content

Have Tools / Practices to Help Feel at Peace

Enjoy / Enjoyed My Work, Career / Being a Stay-at-Home Spouse or Partner

Northwestern Mutual and Ipsos tested a wide variety of possible factors over the course of a year. Ultimately, the extensive research pointed to six drivers as the most statistically significant core predictors of an American's sense of thriving.

Index scores range from 0-100 and take into account the full range of response options across the six survey questions (four-point scales ranging from strongly agree to strongly disagree).

Respondents were asked to think about personal prosperity holistically, beyond dollars and cents.

Executive Summary

Northwestern Mutual launches the Personal Prosperity Index: First-ever score is 68 out of 100, with Americans feeling good, but not exceptional.

The inaugural Personal Prosperity Index finds Americans on solid footing, but with room to grow. More than 8 in 10 feel the same or more prosperous than six months ago, driven by improvements in relationships, income, and health. Still, fewer than half score in the 'Excellent' range.

Prosperity is an inside job: Mental, physical, and financial health matter more to Americans' sense of prosperity than the economy, stock market, or political climate.

What matters most isn't the headlines – it's what's happening at home. Household finances, relationships, and health top the list; macro factors like the economy and political climate rank lower.

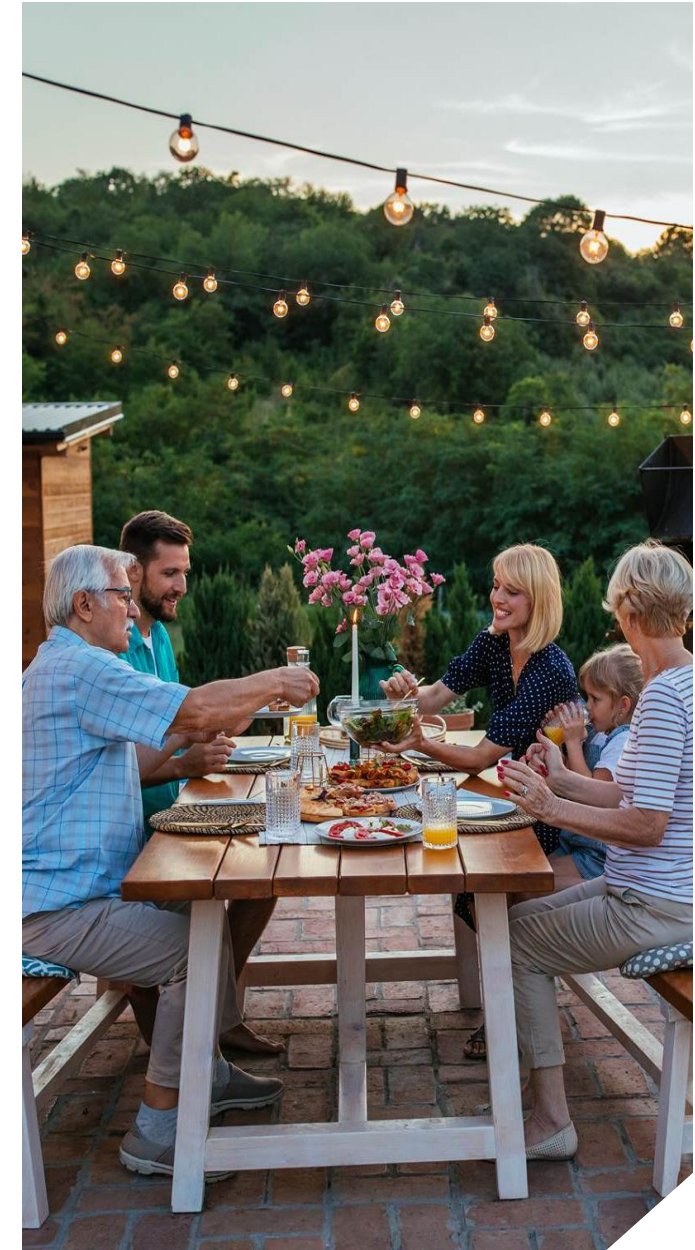
Money may not buy happiness, but it might buy peace of mind: Financial stress is the #1 factor behind declining mental well-being.

Among the 1 in 5 whose mental health has worsened over the past six months, half cite financial stress. One in 3 report declining household finances, with the vast majority blaming the rising cost of living. From groceries to government, economic anxieties are piling

up – and expected to continue over the next six months.

A prosperity premium: Americans with a financial advisor and plan, investments, and insurance feel far more prosperous.

Financial planning pays off. Those with an advisor, a professionally prepared plan, and non-employer-based investments and insurance score higher than those without this financial support. Meanwhile, Americans with ALL of these have an average PPI of 76 – 8 points above Americans overall and extending into 'Excellent' territory.



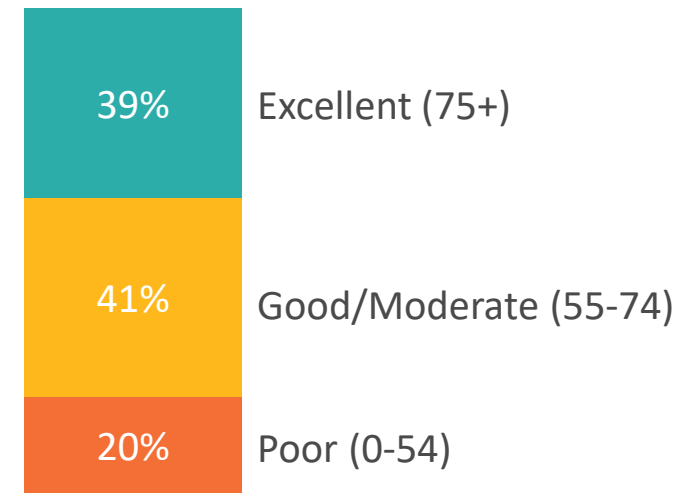
Americans Score 68 Out of 100 on Inaugural Personal Prosperity Index...

...A good, but not exceptional score

Americans are on solid footing, but the index reveals meaningful distance between where we are and where we could be



0-100 SCORE AMONG ALL AMERICANS AGES 18+



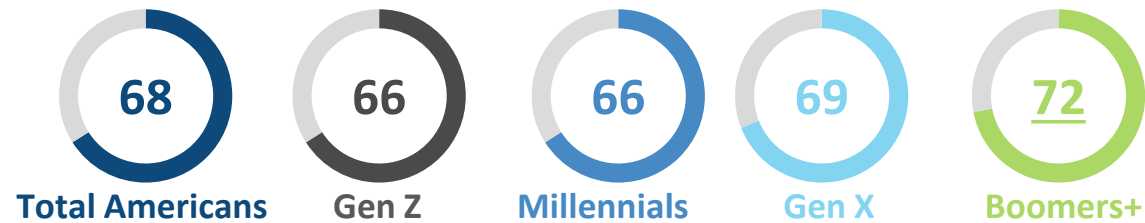
DISTRIBUTION OF SCORES

Source: The PPI is based on an equally-weighted average of responses to six survey items: Have Enough Money for Basics, Plus Some, My Life is Very Full, Have a Lot of Love in Life, Usually Feel Happy, Content, Have Tools / Practices to Help Feel at Peace, Enjoy / Enjoyed My Work, Career / Being a Stay-at-Home Spouse or Partner. PPI scores range from 0-100 and take into account the full range of response options across the six survey questions (four-point scales ranging from strongly agree to strongly disagree). Base: Total answering n=2391

Money Mismatch Drives Generational Prosperity Gap

Prosperity rises with age – Boomers+ score 72 on average, while Gen Z trails at 66

Boomers+ are 10 points more likely than Gen Z to say they have enough money for basics plus extras (travel, dining, shopping)



	Total Americans	Gen Z	Millennials	Gen X	Boomers+
Have enough money for basics, plus extra	69%	59%	64%	<u>73%</u>	<u>79%</u>
Life is very full (hobbies, family/friends, community)	76%	75%	75%	75%	79%
Have a lot of love in life	84%	86%	82%	86%	85%
Usually feel happy and content	81%	76%	77%	<u>82%</u>	<u>89%</u>
Have tools and practices to feel at peace	78%	73%	74%	79%	<u>84%</u>
Enjoy work / career <i>(among those in the workforce)</i>	78%	75%	79%	78%	82%

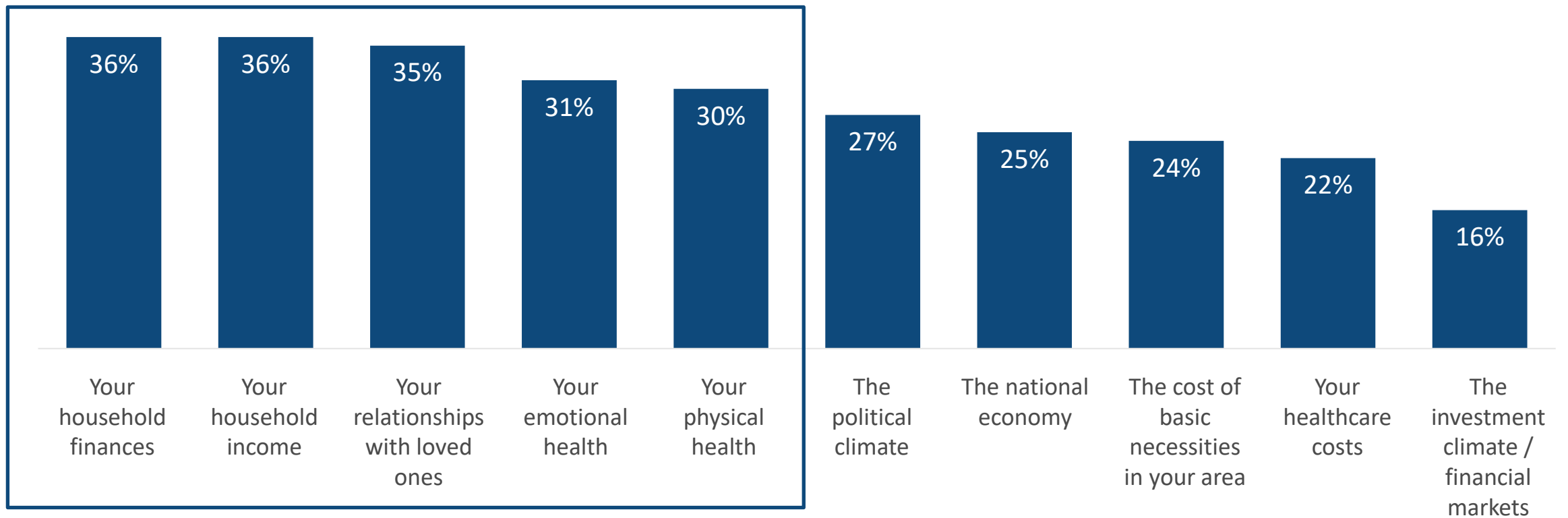
Underlined figure (X%) = statistically higher vs. younger subgroup(s)

Source: A3a / A3b. How much do you agree or disagree with each of the following statements about your life? (Strongly agree, Somewhat agree, Somewhat disagree, Strongly disagree)

Base: Total respondents n=2545, Gen Z n=392, Millennial n=631, Gen X n=611, Boomer+ n=911; Those in the workforce (employed, temporarily not working or looking for work) n=1673, Gen Z n=330, Millennial n=567, Gen X n=510, Boomer+ n=266. Average Personal Prosperity Index scores among Total n=2391, Gen Z n=329, Millennials n=603, Gen X n=577, Boomers+ n=882

Prosperity in America is Influenced Most by Our Finances, Relationships, Mind and Body

IMPACT SENSE OF PROSPERITY A GREAT DEAL

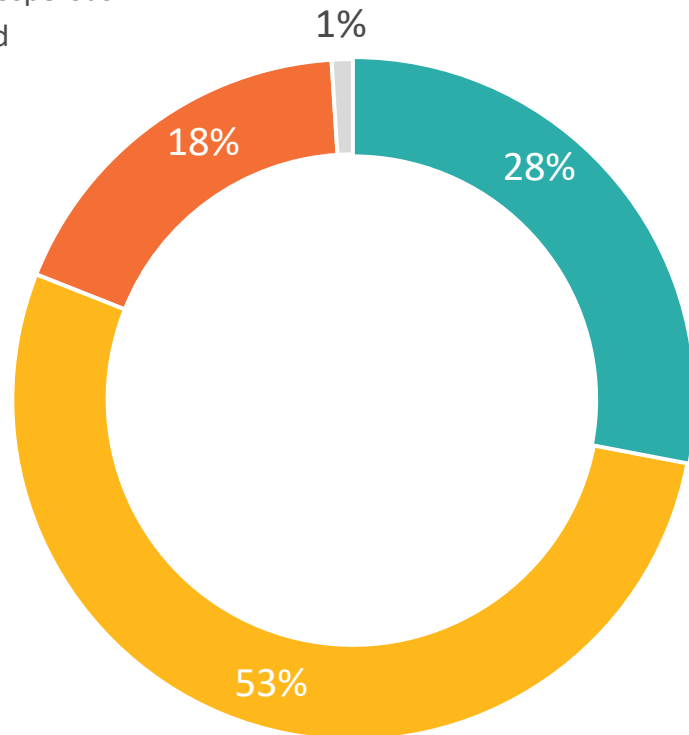


Source: BZY12_1.To what extent does each of the following impact your personal sense of prosperity? (A great deal, Somewhat, Not too much, Not at all) Base: Total respondents n=2545

1.5x More Americans Say Their Prosperity is Improving vs. Declining

DO YOU FEEL MORE OR LESS PROSPEROUS TODAY VS. 6 MONTHS AGO?

- More prosperous
- No change
- Less prosperous
- Refused



1 in 4

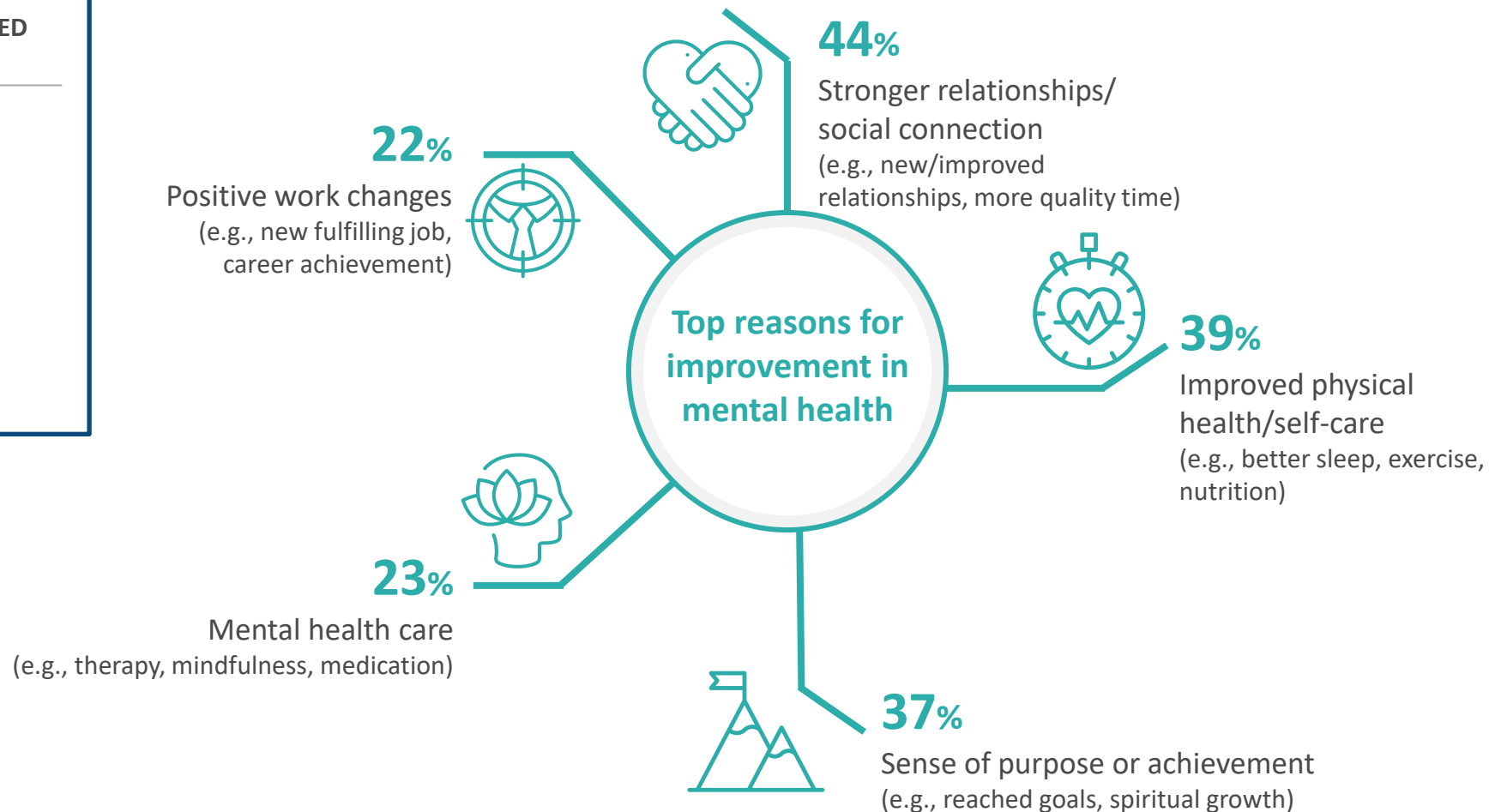
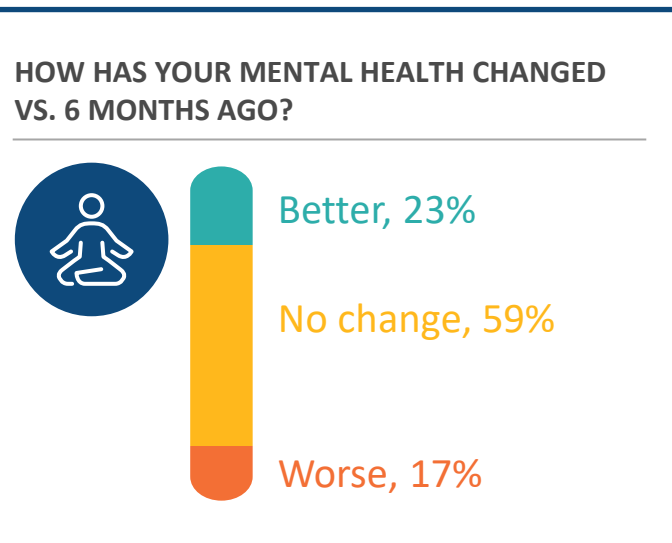
Americans report improvement over the past 6 months in these areas:

- Relationships with loved ones (26%)
- Household income (26%)
- Physical health and well-being (24%)
- Emotional health / mental well-being (23%)

Source: BZY6. Do you feel more or less prosperous today than you did six months ago (September 2025)? (Much more prosperous today, Somewhat more prosperous today, No change, Somewhat less prosperous today, Much less prosperous today) Base: Total respondents n=2545

BZY8. How have each of the following changed, if at all, during the past 6 months (between September 2025 and now)? (Gotten much better, Gotten a little better, No change, Gotten a little worse, Gotten a lot worse) Base: Total respondents n=2545

Americans' Mental Health Wins Are Built on Bonds, Self-Care, and Purpose



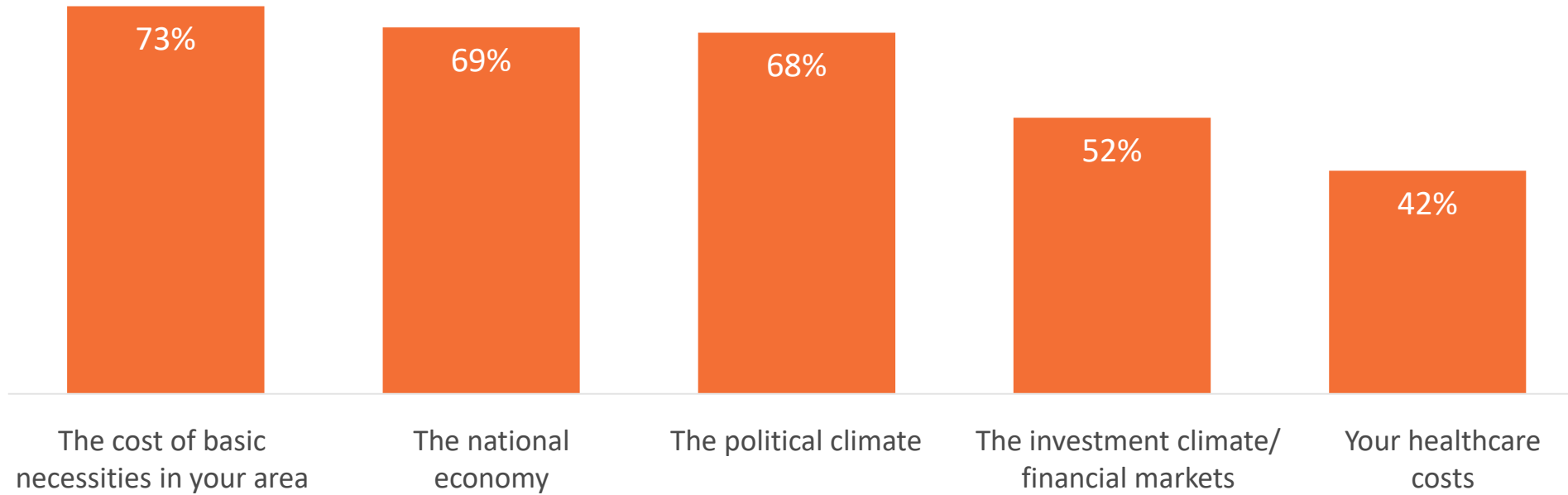
(Among those who say their mental health has improved during the past six months)

Source: BZY8. How have each of the following changed, if at all, during the past 6 months (between September 2025 and now)? (Gotten much better, Gotten a little better, No change, Gotten a little worse, Gotten a lot worse) Base: Total respondents n=2545

BZY10b. Why has your emotional health / mental well-being improved during the past 6 months? (Select all that apply; top-5 shown) Base: Those who report improvement in mental health n=572

Economic Anxieties Are Piling Up

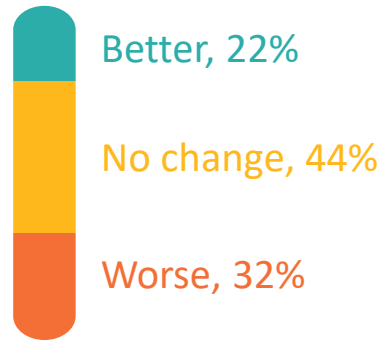
HAVE WORSENEO OVER THE PAST 6 MONTHS



Source: BZY8. How have each of the following changed, if at all, during the past 6 months (between September 2025 and now)? (Gotten much better, Gotten a little better, No change, Gotten a little worse, Gotten a lot worse) Base: Total respondents n=2545

1 in 3 Americans Say Their Finances Have Slipped; Cost of Living Is Squarely to Blame

HOW HAVE YOUR HOUSEHOLD FINANCES CHANGED VS. 6 MONTHS AGO?



79%

Cite increased cost of living/
inflation as a reason for their
worsening finances...

...**2x-3x**
higher than
the next most-
common
reasons:

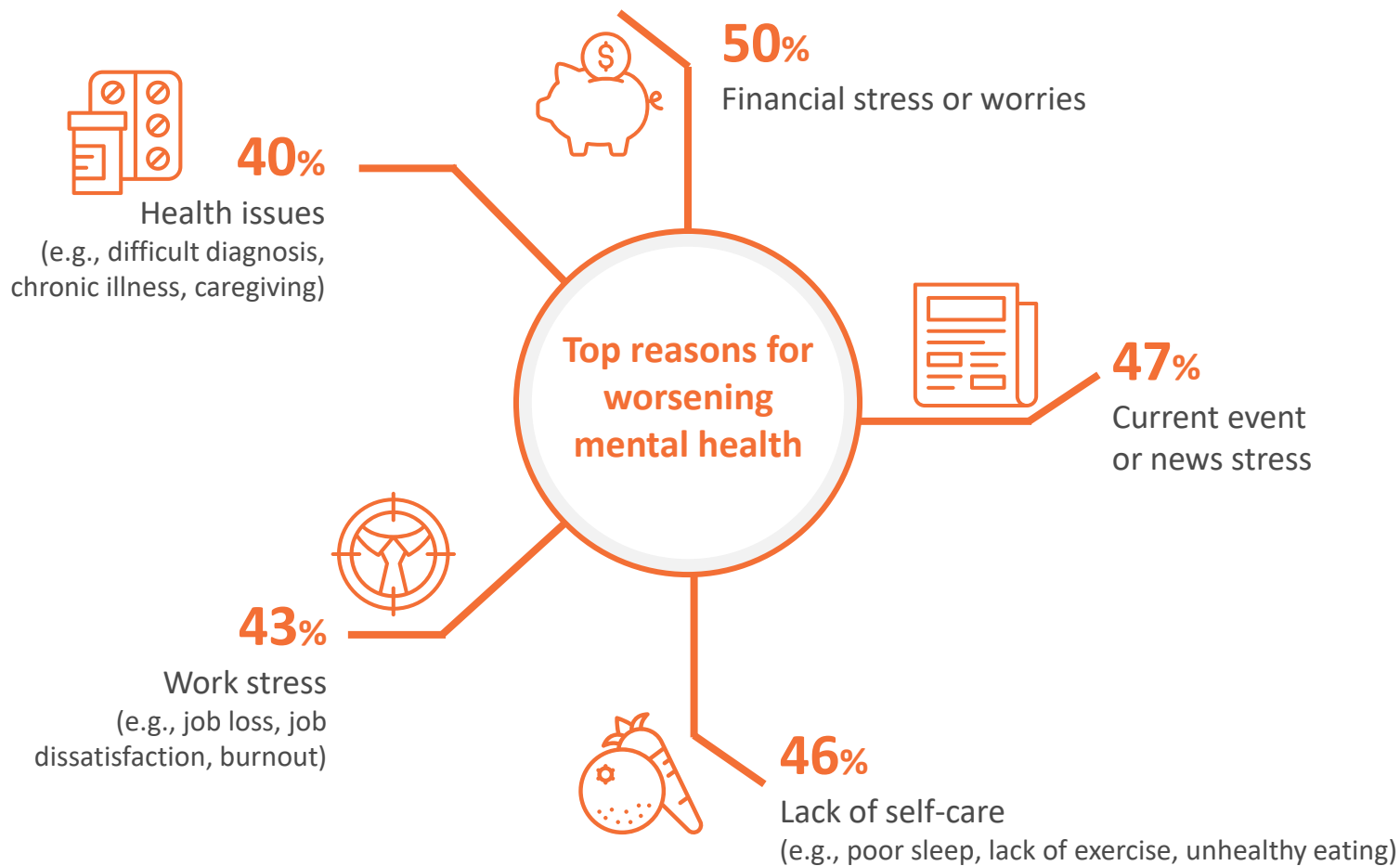
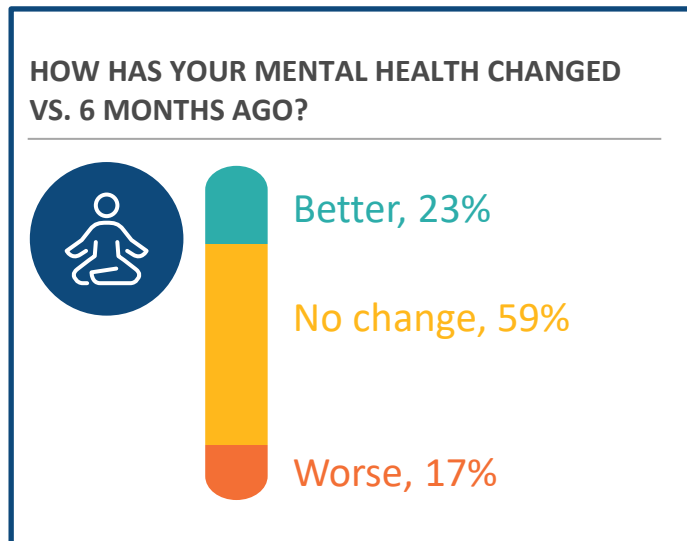
- Emergency expenses (32%)
- Job loss / income reduction (23%)
- Paying down debt via savings (20%)

(Among those who say their household finances have worsened during the past six months)

Source: BZY8. How have each of the following changed, if at all, during the past 6 months (between September 2025 and now)? (Gotten much better, Gotten a little better, No change, Gotten a little worse, Gotten a lot worse) Base: Total respondents n=2545

BZY9a. Why have your household finances worsened during the past 6 months? (Select all that apply; top shown) Base: Those who report worsened household finances n=823

Nearly 1 in 5 Say Their Emotional Health Has Suffered; Financial Strain Tops the List



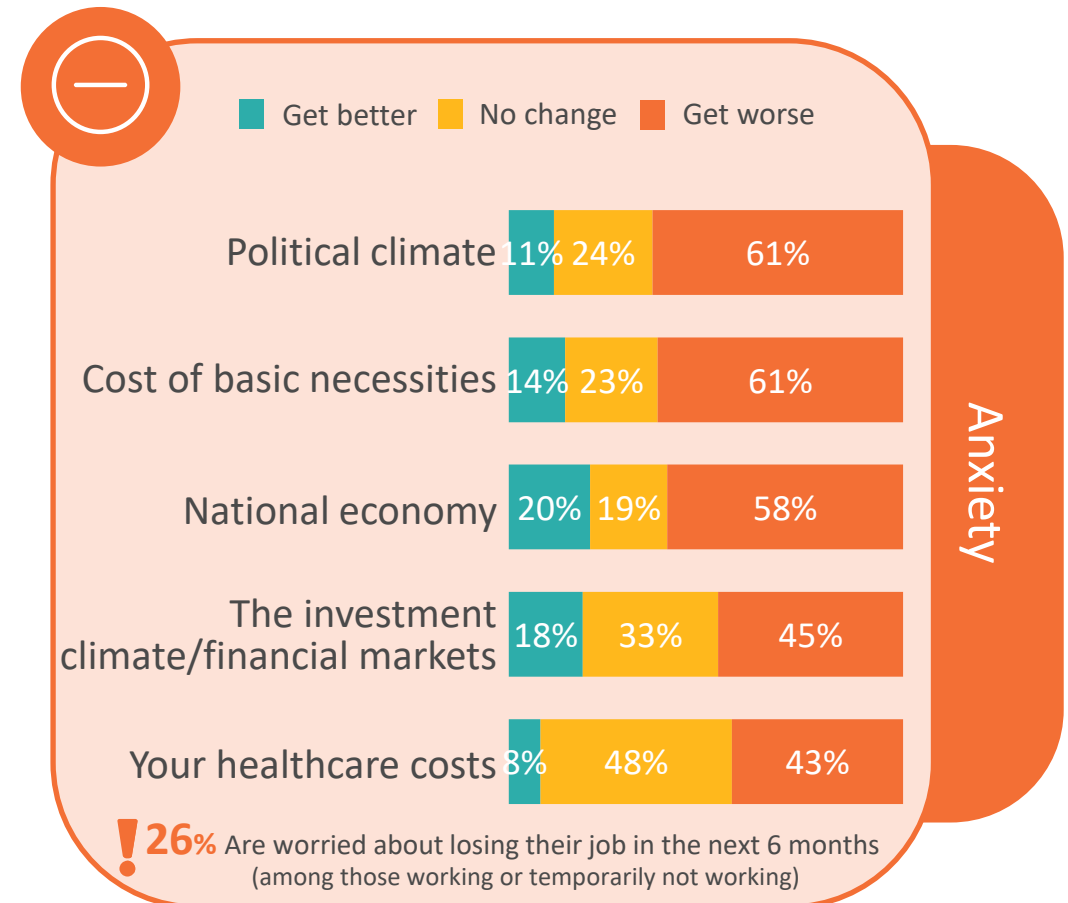
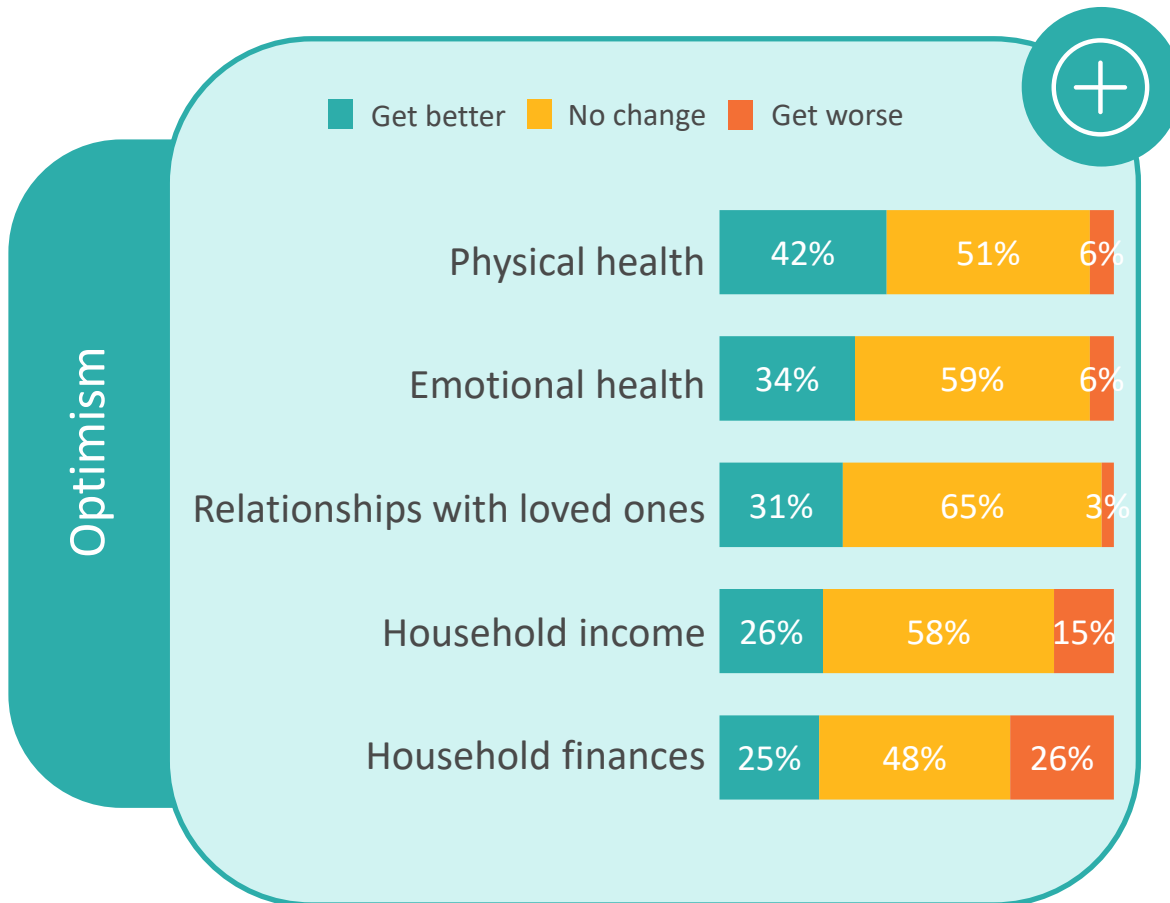
(Among those who say their mental health has worsened during the past six months)

Source: BZY8. How have each of the following changed, if at all, during the past 6 months (between September 2025 and now)? (Gotten much better, Gotten a little better, No change, Gotten a little worse, Gotten a lot worse) Base: Total respondents n=2545

BZY10a. Why has your emotional health / mental well-being worsened during the past 6 months? (Select all that apply; top-5 shown) Base: Those who report worsened mental health n=414

Looking Ahead: Americans Are Optimistic About Health, Relationships, and Income – But Anxious About Jobs, the Economy, and Inflation

HOW DO YOU EXPECT EACH OF THE FOLLOWING TO CHANGE 6 MONTHS FROM NOW?



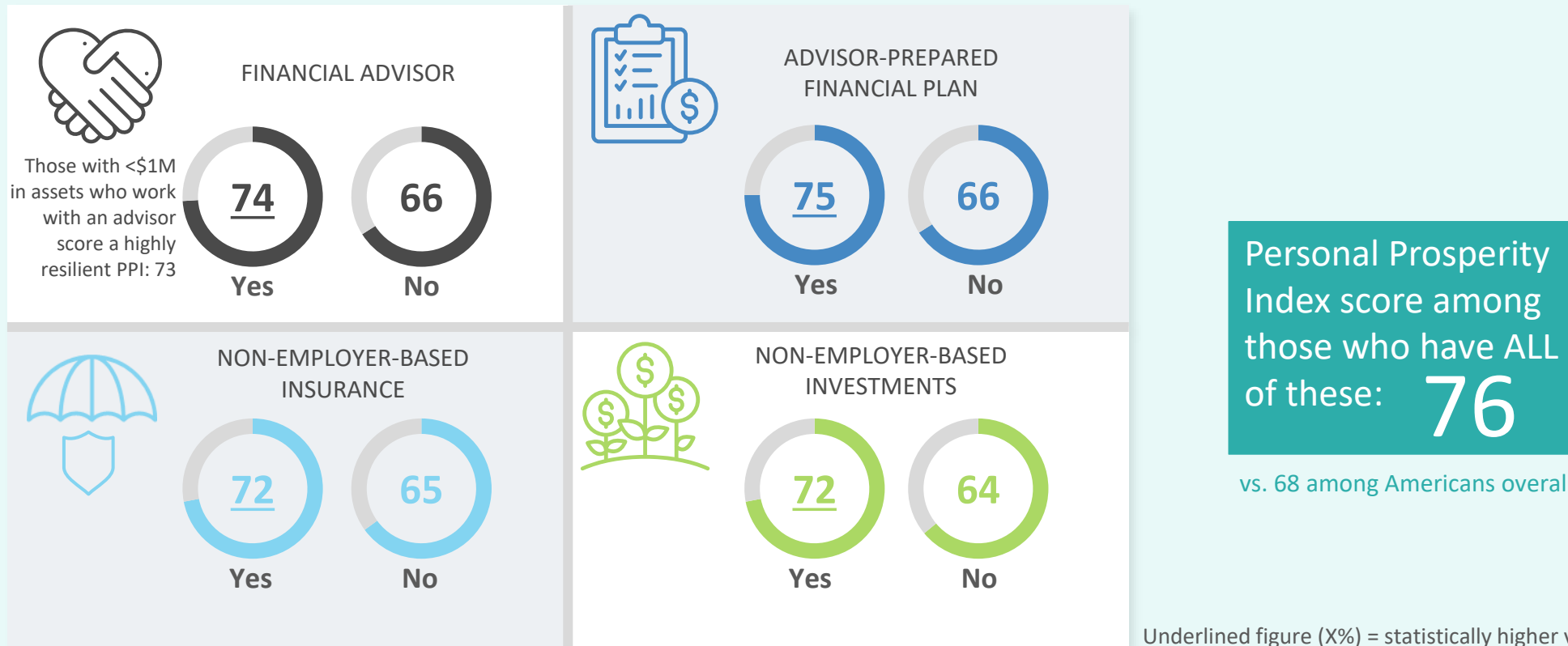
Source: BZY11. Next, how do you expect the following to change, if at all, over the next 6 months (between now and September 2026)? (Get much better, Get a little better, No change, Get a little worse, Get a lot worse) Base: Total respondents n=2545

BZY13a. How concerned are you about losing your job in the next six months (between now and September 2026)? Base: Those working or temporarily not working n=1554

The Prosperity Premium: The Power of Professional Guidance

Financial planning pays off

Advisor clients score 8 points higher on PPI



Source: Average Personal Prosperity Index scores among Total n=2391, With a financial advisor: Yes n=734, No n=1646; With a financial advisor and <\$1M n=436, With a professionally prepared plan: Yes n=691, No n=1700; With non-employer-based insurance: Yes n=1226, No n=1165; With non-employer-based investments: Yes n=1327, No n=1064; Have all professional support featured n=411