

# 2017 Planning & Progress Study

## The Financial States of America

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.

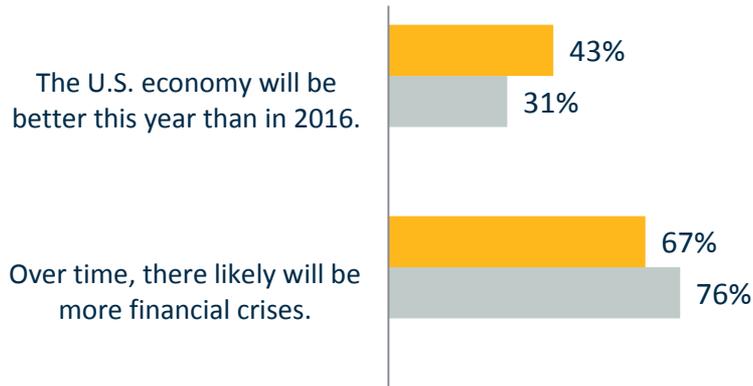
# State of the Economy & Personal Financial Situation

While Americans feel the country is on firmer financial footing today compared to one year ago, financial discipline related to long-term planning has slipped.

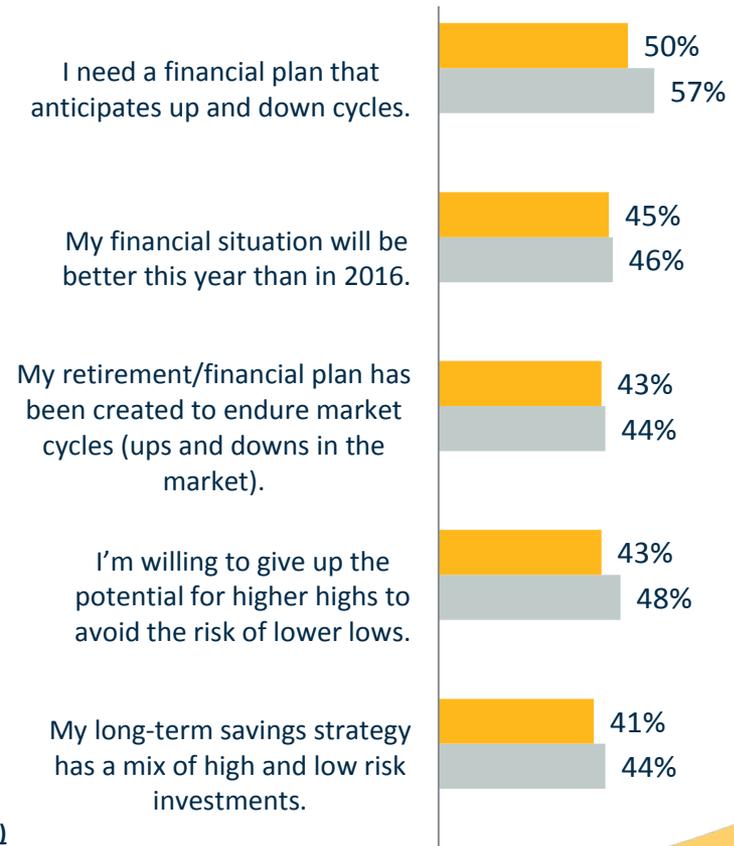
% Strongly/Somewhat Agree

2017 2016

## Expectations for the US. Economy



## Financial Discipline

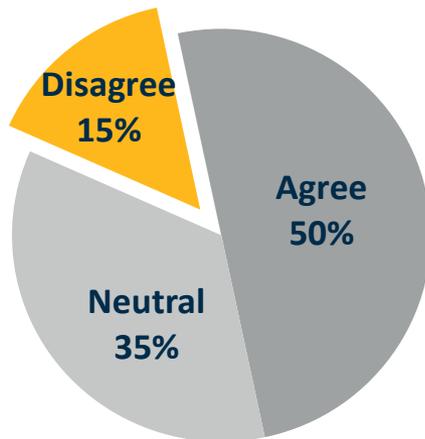


BASE: ALL QUALIFIED RESPONDENTS – 2016 Gen Pop (n=2026); 2017 Gen Pop: (n=2117)

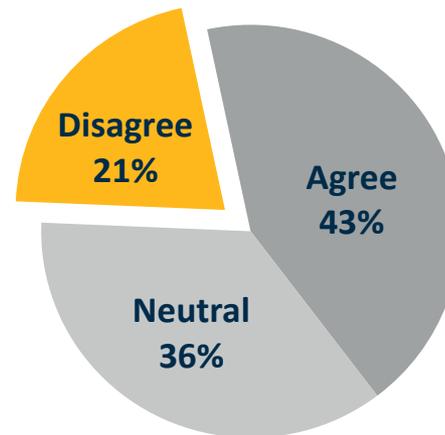
Q1115. How much do you agree or disagree with each of the following statements?

# State of the Economy & Personal Financial Situation (cont'd)

I need a financial plan that anticipates up and down cycles.



My retirement/financial plan has been created to endure market cycles (ups and downs in the market).



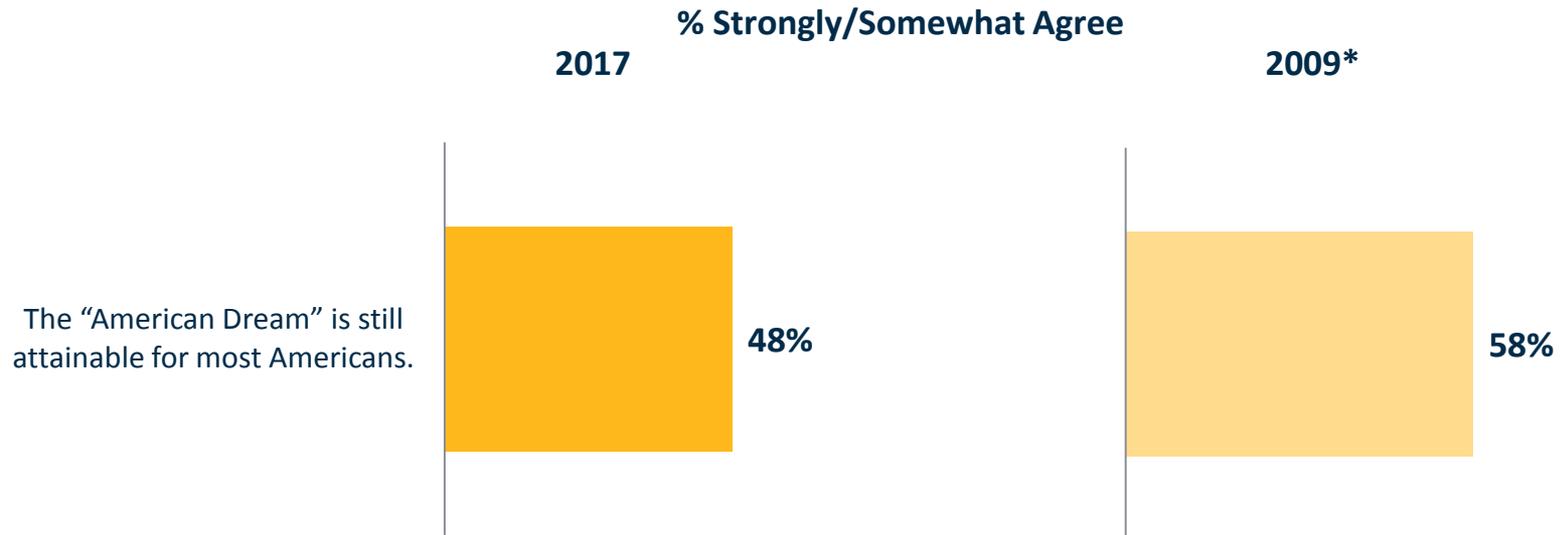
**BASE: ALL QUALIFIED RESPONDENTS - Gen Pop: (n=2117)**

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

# Attainability of the American Dream

*(Among 25-65 year olds)*

The “American Dream” is viewed as less attainable for U.S. adults today compared to 2009.

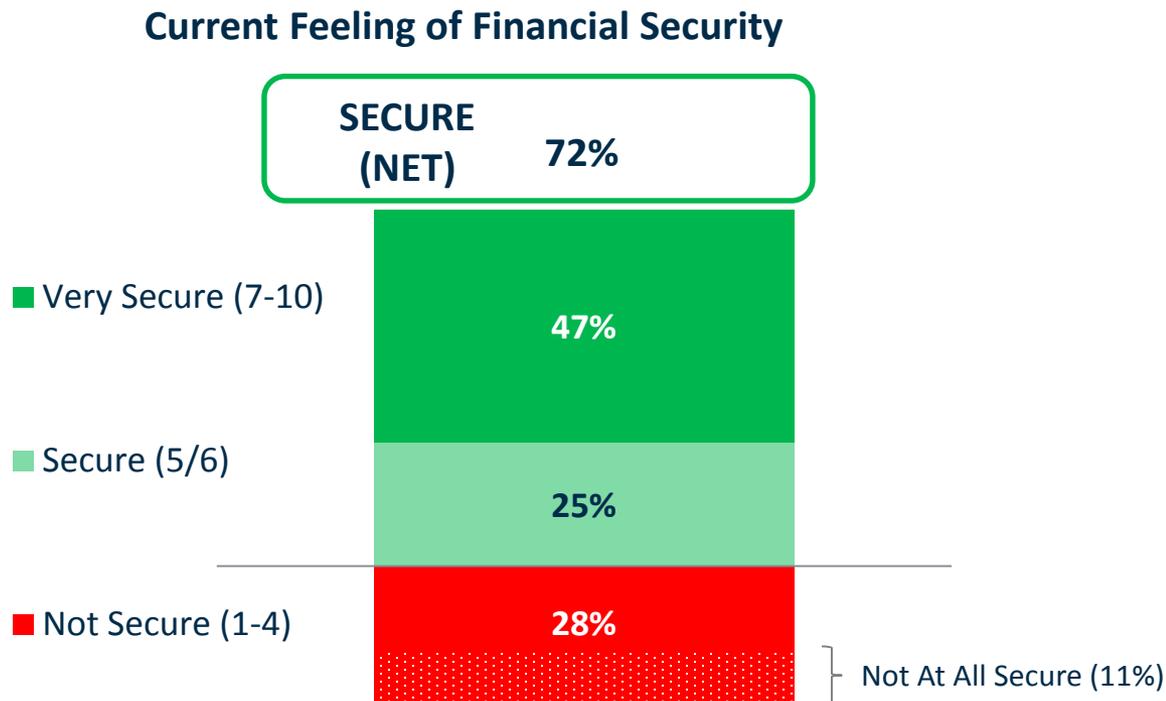


**BASE: ALL QUALIFIED RESPONDENTS – 2017 Gen Pop: (n=1493); 2009 Gen Pop: (n=1000)**  
Q1115. How much do you agree or disagree with each of the following statements?

\* Data from 2009 survey

# Personal Evaluation of Financial Security

While roughly three-quarters of U.S. adults feel financially secure, more than 1 in 4 feel some financial insecurity, and more than 1 in 10 feel “not at all secure.”



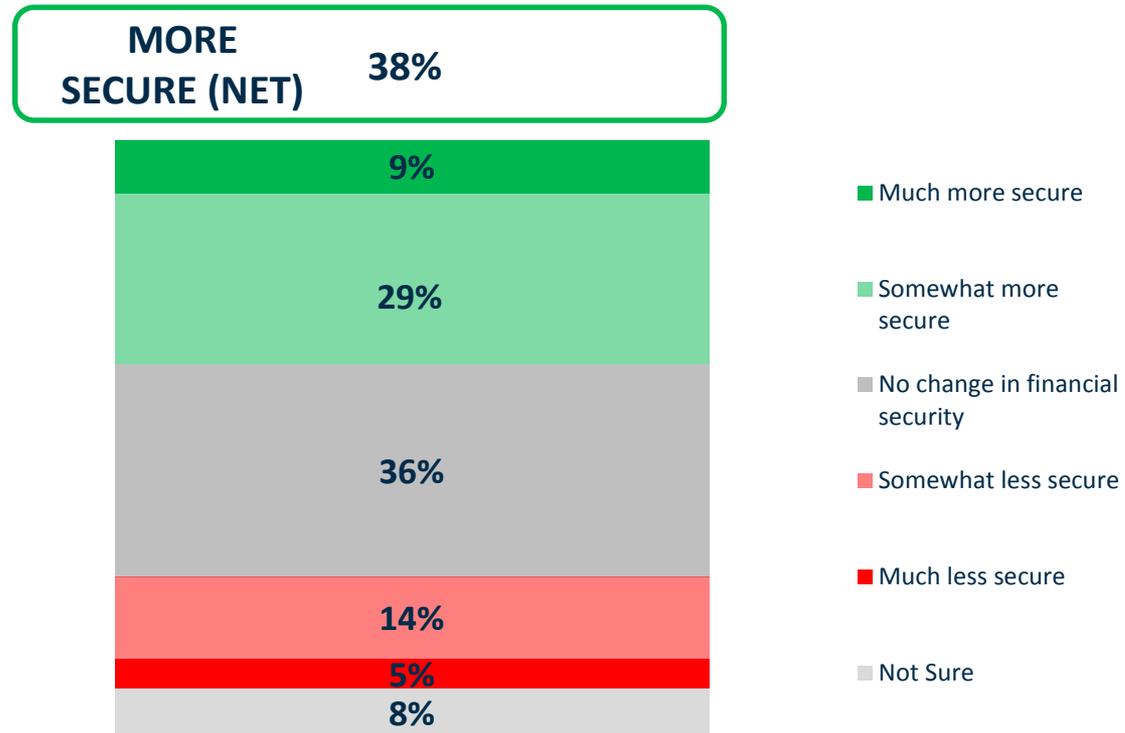
**BASE: ALL QUALIFIED RESPONDENTS - Gen Pop: (n=2117)**

**Q1075.** If financial security is defined as “a feeling of confidence that you will achieve the financial goals you have for yourself or your family through the actions you are currently taking,” how financially secure do you feel right now? Use a 1 to 10 scale where 1 means “not at all financially secure” and 10 means “completely financially secure.”

# Financial Security in Upcoming Year

More than a third of adult Americans expect their financial security to increase in the next year, which is double the number (19%) who expect to feel less secure.

## Expectations for Financial Security in Upcoming Year



BASE: ALL QUALIFIED RESPONDENTS - Gen Pop: (n=2117)

QAR7. How much do you expect your own financial security to change over the next 12 months? Will you be . . . ?