The Nationwide Retirement Institute® 2026 Healthcare Costs Survey

October 2026

Access more healthcare cost resources at:
Nationwide.com/HealthcareCosts

This information is general in nature and is not intended to provide specific advice. If you have questions regarding your particular situation, you should contact the U.S. Centers for Medicare and Medicaid Services and/or your legal or tax advisors.

NFM-21188AO.5 (09/26)

Nationwide®

The Harris Poll

Table of Contents

	Page #
Background and Objectives	*3*
Research Method	*4*
Report Notes	*5*
Key Findings	*7*
Detailed Findings	*9*
Rising healthcare costs and their hit on financial confidence	*11*
GLP-1s and their financial impacts	*21*
Medicare open enrollment anxiety	*32*
Planning for longer healthspans and lifespans	*44*
Demographics	*53*

Harris Insights & Analytics LLC, A Stagwell Company © 2026

Background and Objectives

- The Public Relations Team at Nationwide aims to create positive consumer and financial media coverage that shows Nationwide understands consumers' financial challenges and helps advisors have meaningful discussions with their clients. The research is intended to help support marketing efforts plus thought leadership and public relations.

- This particular research involves continuing the partnership between Nationwide and The Harris Poll in exploring attitudes and behaviors of consumers regarding healthcare planning and decision-making. The survey questionnaire is based, in part, on using questions from the 2026 Healthcare study.

Harris Insights & Analytics LLC, A Stagwell Company © 2026

Research Method

Audience:
1,933 U.S. adults age 18+

Key Subgroups
467 Gen Z (18-29)
500 Millennials (30-45)
510 Gen X (46-61)
456 Boomers+ (62+)

Additional oversamples
509 Current GLP-1 users
364 Former GLP-1 users

Survey Timing:
July 20 – August 4, 2026

Mode:
20-minute online survey

Weighting:
For those age 30+ data are weighted where necessary by education, age by gender, race/ethnicity, region, household income, household size, marital status, and political affiliation to bring them in line with the actual proportions of the population . Gen Z (18-29) data are weighted by education, age by gender, race/ethnicity, region, household size, and political affiliation.

Harris Insights & Analytics LLC, A Stagwell Company © 2026

Method Statement & Sampling Precision/Error

Method Statement *(to be included in all press materials):*
The research was conducted online in the United States by The Harris Poll on behalf of Nationwide among 1933 US adults aged 18+, including 467 Gen Z (18-29), 500 Millennials (30-45), 510 Gen X (46-61), and 456 Boomers+ (62+), with additional oversamples for a total of 509 current GLP-1 users and 364 former GLP-1 users. The survey was conducted July 20 – August 4, 2026.

For those age 30+ data are weighted where necessary by education, age by gender, race/ethnicity, region, household income, household size, marital status, and political affiliation to bring them in line with the actual proportions of the population . Gen Z (18-28) data are weighted by education, age by gender, race/ethnicity, region, household size, and political affiliation. To ensure the national sample was representative, the data were initially weighted by generation (Gen Z (18-29), Millennials (30-45), Gen X (46-61), and Boomers+ (62+)) and then combined into a total age 18+ group, and for trending purposes to previous waves of the study that did not include Gen Z (18-29), the trended group of age 30+ was combined. Data for GLP-1 current and former users, were weighted as needed by education, age by gender, race/ethnicity, region, household income, size of household, marital status, employment, and political party affiliation.

Sampling Precision/Error
Respondents for this survey were selected from among those who have agreed to participate in our surveys. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within ± 2.2 percentage points using a 95% confidence level. This credible interval will be wider among subsets of the surveyed population of interest.

All sample surveys and polls, whether or not they use probability sampling, are subject to other multiple sources of error which are most often not possible to quantify or estimate, including, but not limited to coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.

Harris Insights & Analytics LLC, A Stagwell Company © 2026

Report Notes

In tables and charts:

- Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses.
- An asterisk (*) in a data chart indicates a percentage greater than zero but less than 1%; a " – " indicates a value of zero.
- Unless otherwise noted, results for the Total (adults 18+) are displayed.
- Results based on small samples (n<100) are too small to report quantitatively for PR and should be interpreted as directional only. These are noted with "*Caution, small base <100, results are directional in nature" and stat testing is not shown.

Throughout this report:

- Base labels, sizes, and question text are included within the notes section of each page for reference.
- Some acronyms are used except when they appear in a chart
  - " "FP" is "financial professional"
- Where appropriate, key highlights or statistically significant differences at the 95% confidence level between subgroups of interest are noted throughout the detailed findings slides. Look for the icons below to denote these call outs. In some instances, subgroup data may be charted for ease of visual comparison. Statistically significant differences between subgroups in charts are noted with letters.

Key generational subgroup finding

Marital Status

Retirement status subgroup finding

Has a Financial Professional subgroup finding

Harris Insights & Analytics LLC, A Stagwell Company © 2026

Key Findings

Key Findings

Rising healthcare costs and their hit on financial confidence

- Americans recognize healthcare costs are a major retirement risk, but many feel financially vulnerable and underprepared to address it (even with health insurance). Healthcare costs are a top retirement fear, particularly unexpected healthcare expenses. Many are changing spending and healthcare behaviors because of affordability pressures, yet relatively few are seeking professional financial guidance, presenting an opportunity for financial professionals to help close the preparedness gap.
  [Please see slides 11-20 for supporting data]

GLP-1s and their financial impacts

- 1 in 10 Americans indicate that they are currently taking the medications. GLP-1 medications are creating a new connection between healthcare planning and retirement planning. Users believe the drugs will improve their health outlook and may extend longevity. Coverage uncertainty, affordability in retirement, and the tradeoff between paying for medication versus saving for retirement create an opportunity for financial professionals as GLP-1 medications are not just a healthcare issue, they are increasingly a retirement-planning issue.
  [Please see slides 22-31 for supporting data]

Medicare open enrollment anxiety

- There is a major Medicare knowledge and confidence gap. Americans are anxious about future healthcare coverage and have limited understanding of Medicare's rules and costs. Americans clearly want help with Medicare education, planning support and guidance on healthcare costs in retirement.
  [Please see slides 33-43 for supporting data]

Planning for longer healthspans and lifespans

- Americans acknowledge the importance of healthcare planning but remain largely unprepared to estimate, fund, and manage healthcare costs throughout retirement. Relatively few are leveraging tools such as HSAs for retirement healthcare needs.
  [Please see slides 45-52 for supporting data]

Harris Insights & Analytics LLC, A Stagwell Company © 2026

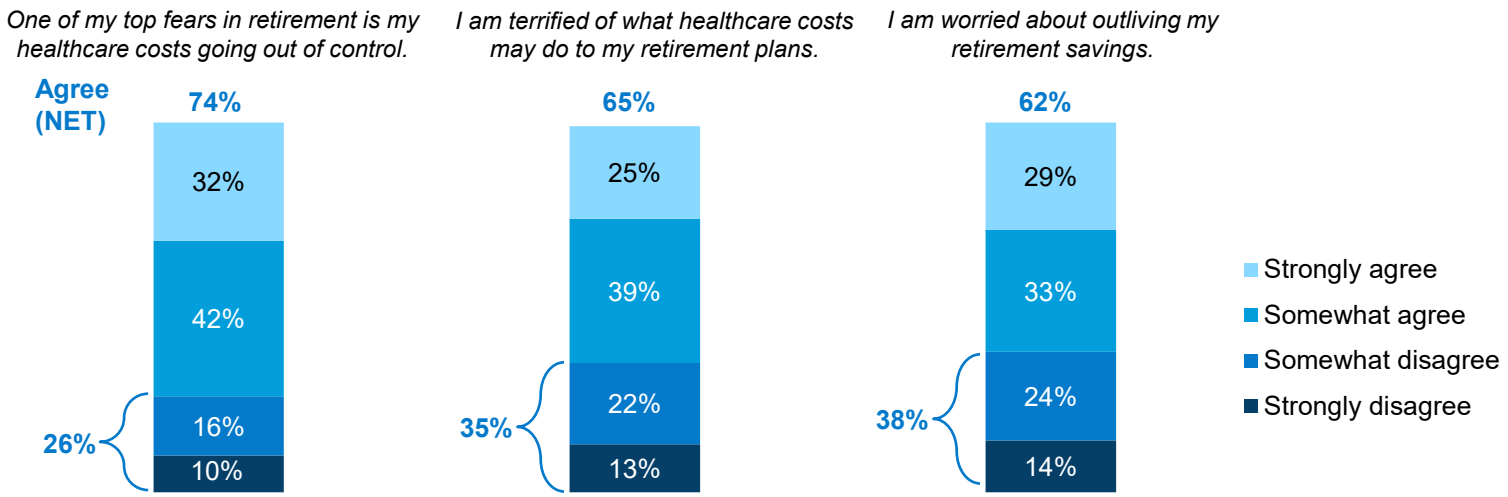
Detailed Findings

Rising healthcare costs and their hit on financial confidence

Nearly three-quarters of US adults agree that a top fear for retirement is their healthcare costs going out of control

2 in 3 saying they are terrified of what healthcare costs may do to their retirement plans and just under two thirds are worried about outliving retirement savings

Concerns About Healthcare Costs in Retirement



More likely to agree:
Non-retirees vs Retirees (75% vs 69%)

More likely to agree:
Non-retirees vs Retirees (68% vs 52%)

More likely to agree:
Non-retirees vs Retirees (65% vs 50%)

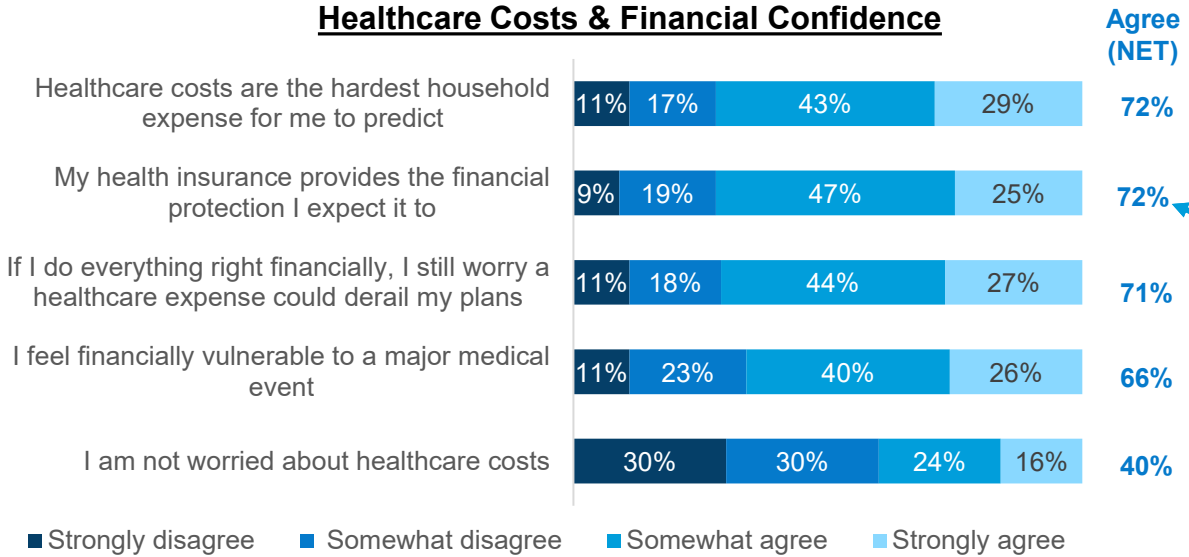
BASE: ALL QUALIFIED RESPONDENTS (Total (n=1,933); Retired (n=354); Not Retired (n=1,579))
Q740 How much do you agree or disagree with the following statements?

Harris Insights & Analytics LLC, A Stagwell Company © 2026

Most US adults say healthcare costs are the hardest expense to predict and feel financially vulnerable to a medical event

7 in 10 worry a healthcare expense could derail plans and two-thirds feel financially vulnerable to a major medical event

Only 4 in 10 say they are not worried about healthcare costs



Those that are married/living with partner (75%) are more likely than those who are not married (69%) to say healthcare costs are the hardest household expense to predict.

Although 72% say their health insurance provides the financial protection expected, 66% feel financially vulnerable to a major medical event

BASE: ALL QUALIFIED RESPONDENTS (Total (n=1,933); Married/living w partner (n=867); Not Married (n=1,066))

QPR2026P How much do you agree or disagree with the following statements?

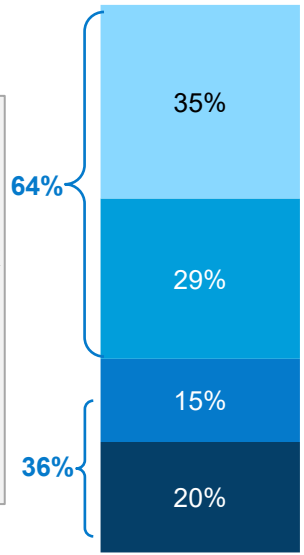
Harris Insights & Analytics LLC, A Stagwell Company © 2026

Over a third could not pay off an unexpected $500 in healthcare out-of-pocket costs, though a similar proportion strongly agree that they could handle the expense

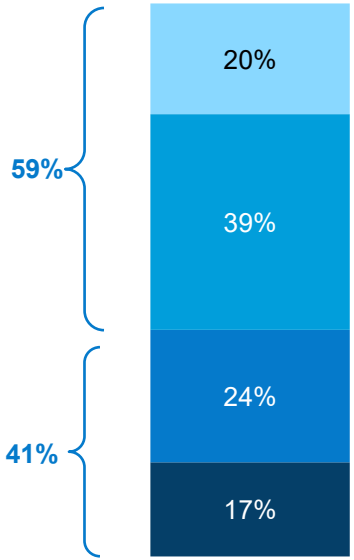
6 in 10 are concerned that healthcare costs will cause a delay in retirement or staying retired

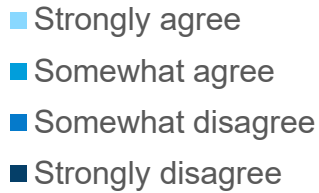
Unexpected Healthcare Expenses

I could pay off an unexpected $500 in healthcare out-of-pocket expenses.



I am concerned that healthcare costs will cause a delay to my plans to retire/stay retired.





More likely to agree (could pay off an unexpected $500 healthcare out-of-pocket healthcare cost):

- 73% Boomers+ vs 56% Gen z, 64% Millennials and 62% Gen X
- 73% Married/living with partner vs 54% not married
- 84% that have an FP vs 53% without an FP

BASE: ALL QUALIFIED RESPONDENTS (Total (n=1,933); Gen Z (18-29) (n=467); Millennial (30-45) (n=500); Gen X (46-60) (n=510); Boomers+ (61+) (n=456); Married/living w partner (n=867); Not Married (n=1,066); Works w/ FP (n=639); Does not work w/ FP (n=1,294))

Q740 How much do you agree or disagree with the following statements?

Harris Insights & Analytics LLC, A Stagwell Company © 2026

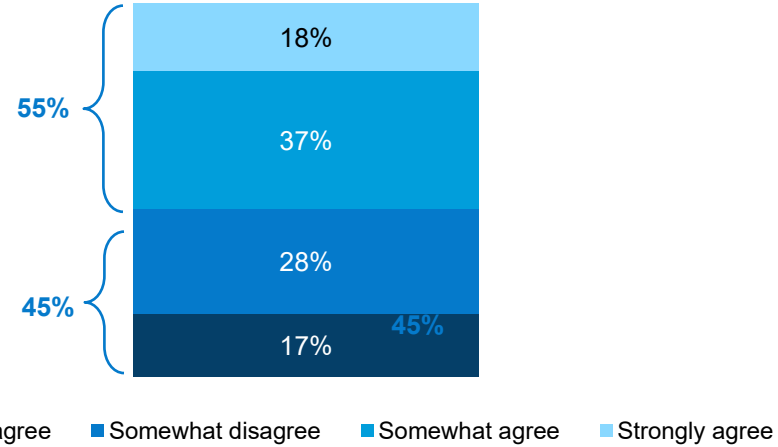
Over half (55%) agree that medical/healthcare expenses have drastically reduced savings for retirement

Millennials have the highest reported retirement savings impact

Medical/Health Expenses

Medical/Health expenses have drastically reduced how much I saved/ will be able to save for retirement.

Millennials (65%) are most likely to report this savings impact vs 54% Gen Z, 55% Gen X and 44% Boomers+.



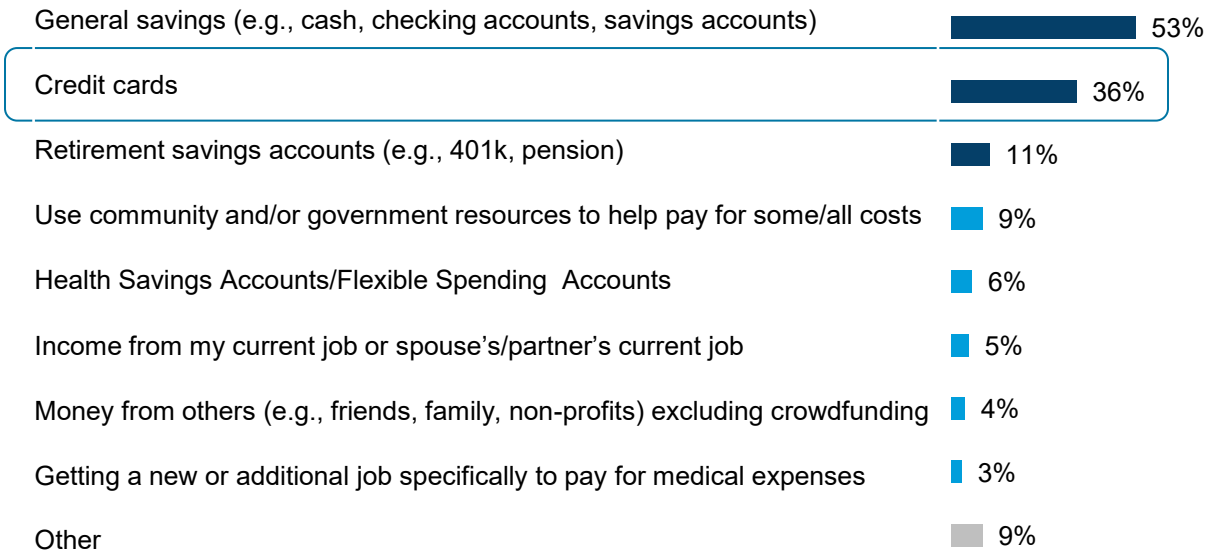
BASE: ALL QUALIFIED RESPONDENTS (Total (n=1,933); Gen Z (18-29) (n=467); Millennial (30-45) (n=500); Gen X (46-61) (n=510); Boomers+ (62+) (n=456))
Q740 How much do you agree or disagree with the following statements?

Retirees typically pay for out-of-pocket medical expenses in retirement with their savings – largely using general savings like cash and checking/savings accounts

Another 36% plan to use credit cards

Ways Planned To Pay for Out-Of-Pocket Medical Expenses in Retirement

(Of those are retired)



Savings (General/Retirement/HSA/FSA) (NET)
61%

Retirees that are married/living with partner are more likely to cite general savings than those retirees that are not married (61% vs 41%)

Items related to the sub-headline

BASE: RETIRED (Total (n=354); Married/living w partner (n=188); Not Married (n=166))
Q2023C How do you plan to pay for out-of-pocket medical expenses in retirement? Please select all that apply.

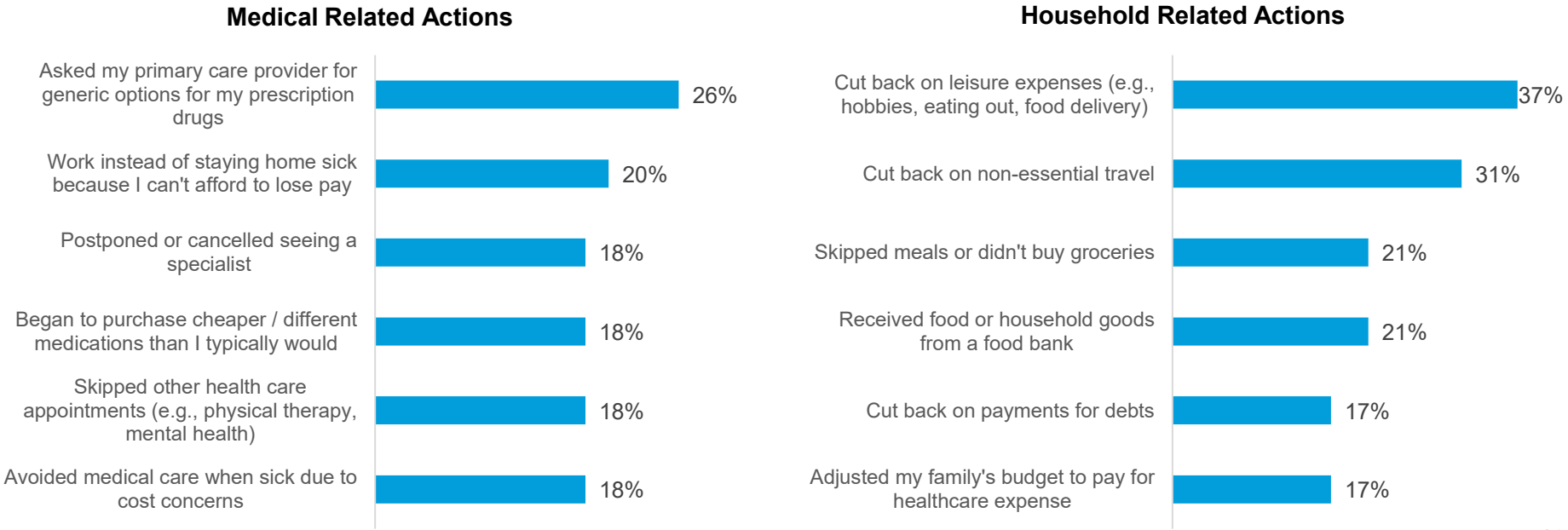
Harris Insights & Analytics LLC, A Stagwell Company © 2026

Healthcare affordability is already changing household behavior as over a quarter of Americans have asked their primary care provider for generic drugs and a concerning 18% are avoiding medical care when sick

Almost two-fifths have cut back on leisure expenses

Non-retirees are more likely than retirees to avoid care (37% vs 11%)

Top Actions Regarding Healthcare Over Past 12 Months Due to Rising Prices

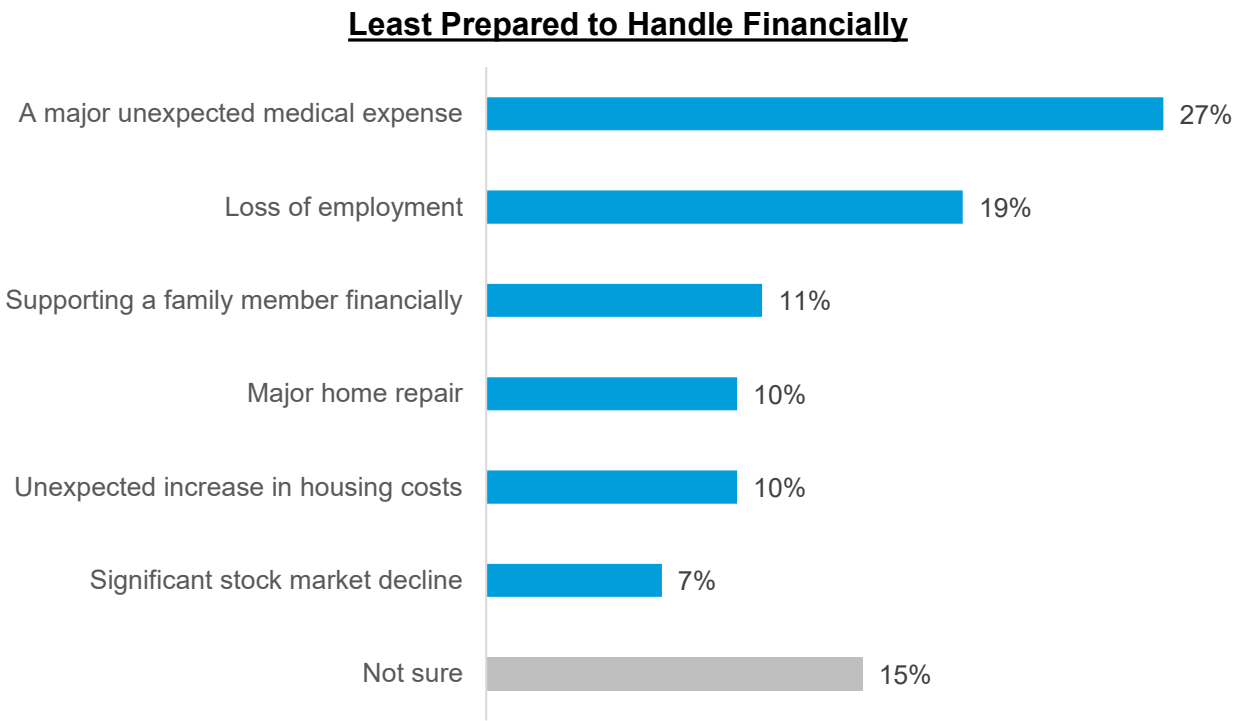


Harris Insights & Analytics LLC, A Stagwell Company © 2026

BASE: ALL QUALIFIED RESPONDENTS (Total (n=1,933); Retired (n=354); Not Retired (n=1,579))

Q2025J Which of the following actions regarding your healthcare have you taken over the past 12 months or are you currently considering because of rising prices? If an action is not applicable to you, please indicate that.

When thinking about tomorrow, Americans identified a major medical expense as the most feared of the six financial hardships evaluated

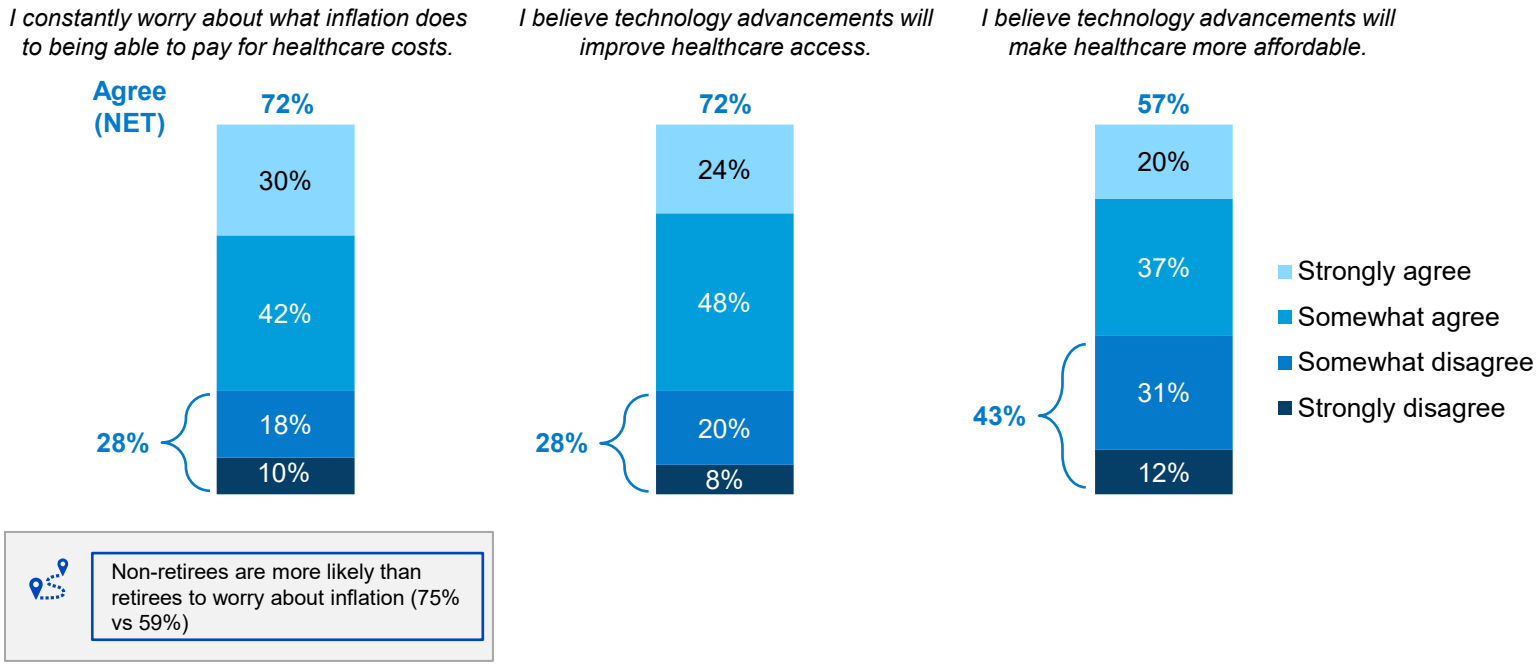


BASE: ALL QUALIFIED RESPONDENTS (Total (n=1,933))
QPR2026R Which of the following do you feel least prepared to handle financially, if it happened tomorrow?

Harris Insights & Analytics LLC, A Stagwell Company © 2026

72% constantly worry about what inflation does to their ability to pay healthcare costs; 72% believe technology will improve healthcare access and 57% believe it will make care more affordable

Beliefs on how Inflation and Technology Impact Healthcare



Non-retirees are more likely than retirees to worry about inflation (75% vs 59%)

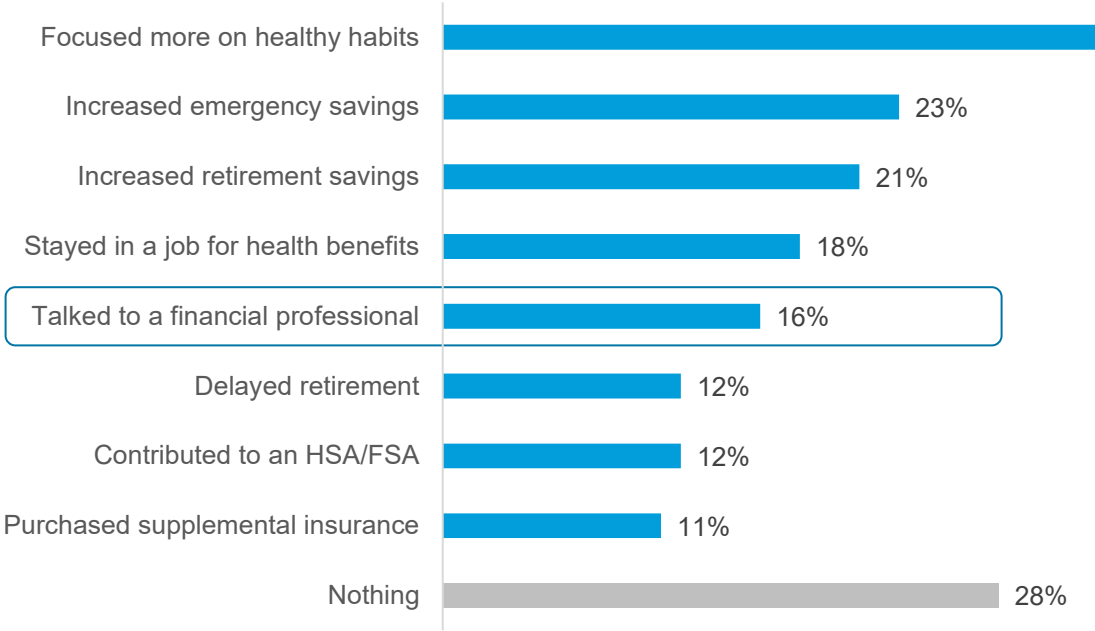
BASE: ALL QUALIFIED RESPONDENTS (Total (n=1,933); Retired (n=354); Not Retired (n=1,579))
Q740 How much do you agree or disagree with the following statements?

Harris Insights & Analytics LLC, A Stagwell Company © 2026

Worried about future healthcare costs, over a third of US adults have focused on healthy habits

16% have talked to a financial professional because of future healthcare cost concerns

Actions Done due to Concerns about Future Healthcare Costs



Those that are married are more likely to focus on health habits (41% vs 30), increase retirement savings (25% vs 16%, or talk to an FP (20% vs 12%)

Those that are *not* married are more likely to report doing nothing (36% vs 22%)

Items related to the sub-headline

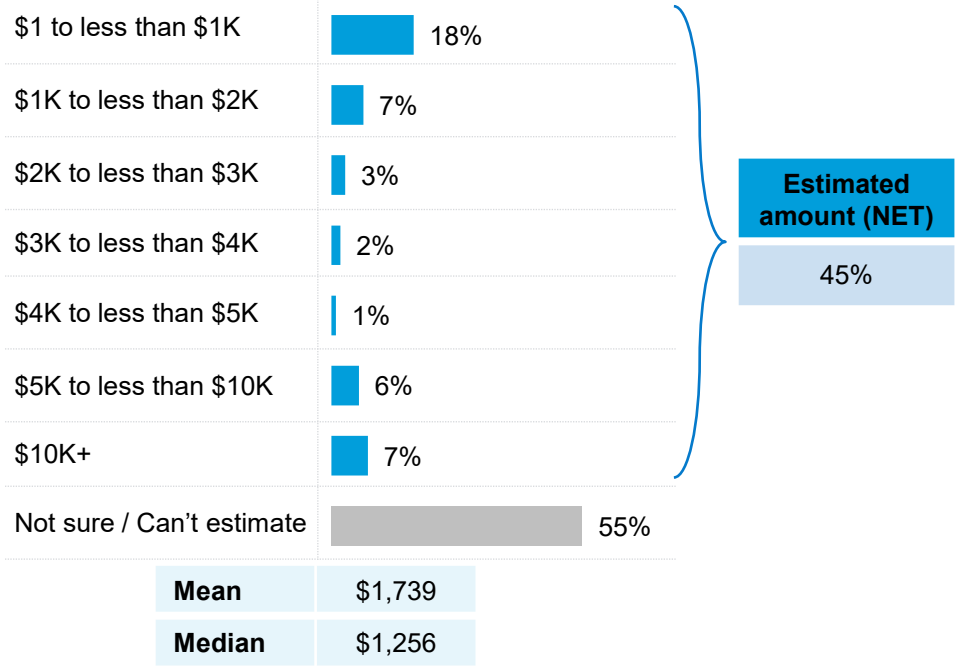
BASE: ALL QUALIFIED RESPONDENTS (Total (n=1,933); Married/living w partner (n=867); Not Married (n=1,066))
QPR2026S Which, if any, of the following have you done because of concerns about future healthcare costs?

Harris Insights & Analytics LLC, A Stagwell Company © 2026

Those with medical debt estimate they have an average of $1,739 in debt, but more than half say they are not sure, or can't estimate, how much medical debt they have

Those who work with a financial professional are more likely to know how much medical debt they have

Those with Medical Debt



Those who work with an FP (60%) are more likely to be able to provide an estimated amount of medical debt than those who do not work with one (37%)

Boomers+ (24%) are more likely to have less than $1,000 in medical debt vs 14% of Millennials

Harris Insights & Analytics LLC, A Stagwell Company © 2026

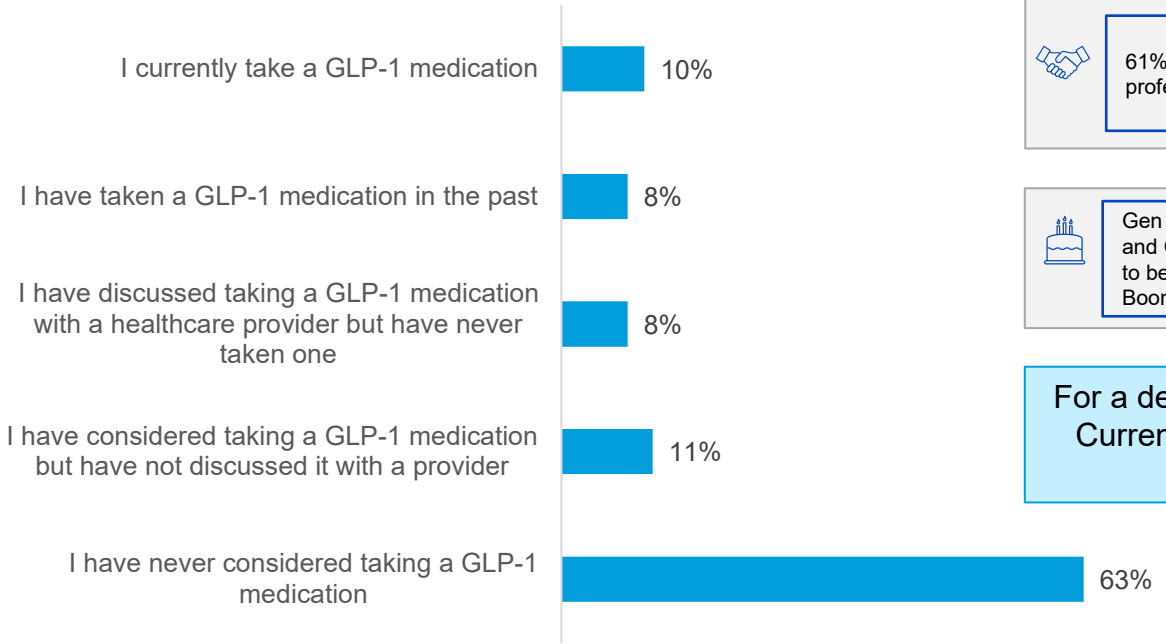
BASE: THOSE WITH MEDICAL DEBT (Total (n=1,105); Works w/ FP (n=366); Does not work w/ FP (n=739); Millennial (30-45) (n=32); Boomers+ (62+) (n=150))
Q1NE2021 How much medical debt do you have? Your best estimate is fine. Please do not include estimates for your spouse, partner, or parents.

GLP-1s and their financial impacts

10% of adults claim that they currently take a GLP-1 Medication and another 8% indicate they have taken one in the past. 6 in 10 also have a professional financial planner.

Most adults (63%) say they've never considered taking a GLP-1 medication

Your Experience with GLP-1 Medications



61% of GLP-1 users also have a professional financial planner

Gen Z (8%), Millennials (13%), and Gen X (14%) are more likely to be taking GLP-1 than Boomers+ (4%)

For a demographic profile of Current GLP-1 users see Slide 55

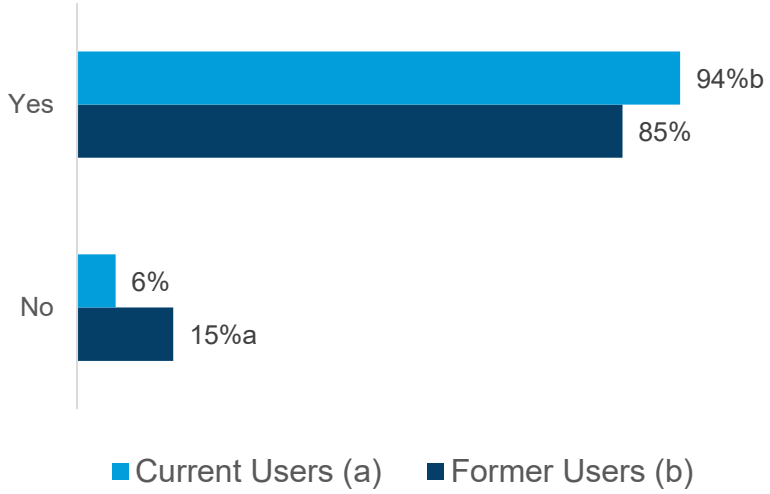
BASE: ALL QUALIFIED RESPONDENTS (Total (n=1, 933); Gen Z (n=467); Millennials (n=500); Gen X (n=510); Boomers+ (n=456))
QPR2026A Which of the following best describes your experience with GLP-1 medications used for weight loss or diabetes management (e.g., Ozempic, Wegovy, Mounjaro, Zepbound)?

Harris Insights & Analytics LLC, A Stagwell Company © 2026

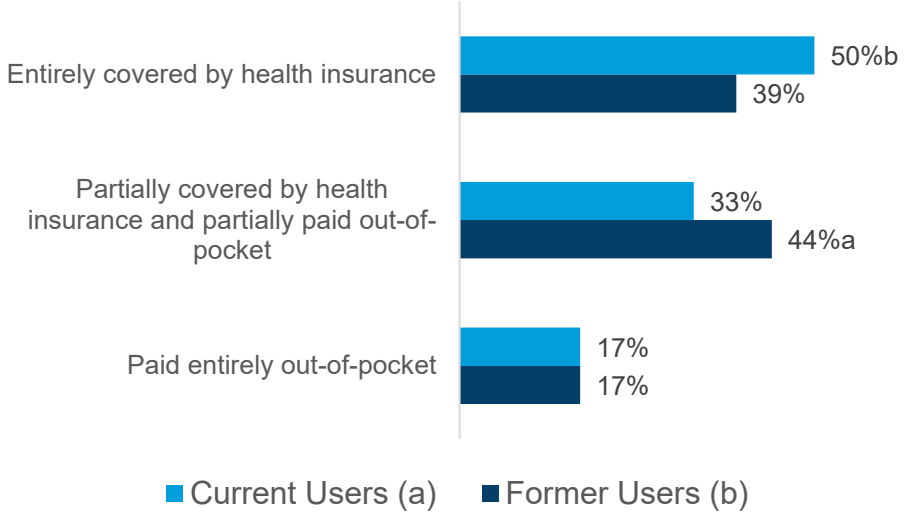
Of those who currently use, nearly all have prescriptions for GLP-1, and for half, insurance covers the medication entirely

Current GLP-1 users are more likely to have been prescribed by a medical professional and are more likely to have the medication covered entirely by insurance

GLP-1 prescribed by a medical professional



Primary Payment for GLP-1

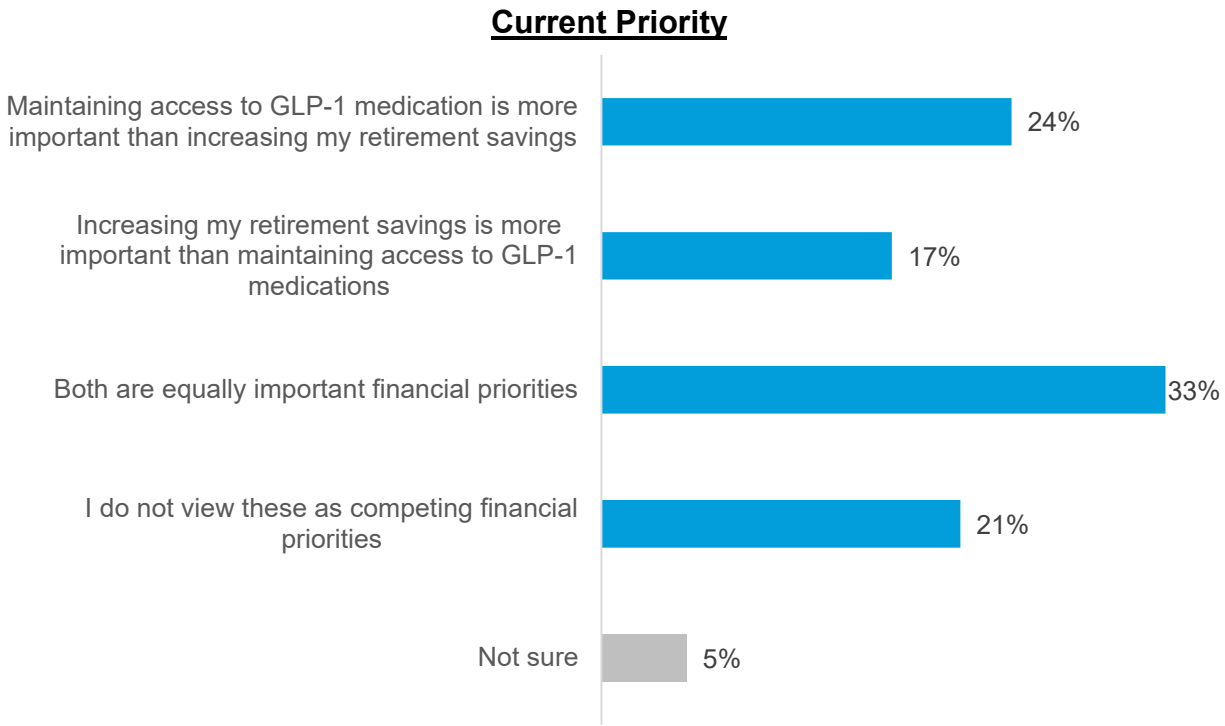


a/b significant at 95% confidence level

Harris Insights & Analytics LLC, A Stagwell Company © 2026

BASE: CURRENT GLP-1 USERS (QPR2026A/1) (n=509)
PR2026B Is/was your GLP-1 medication prescribed by a medical professional?
QPR2026C Which of the following best describes how you primarily paid/pay for your GLP-1 medication?

Nearly a quarter of current GLP-1 users believe that maintaining access to GLP-1 medication is more important than increasing retirement savings, while a third find them both equally important

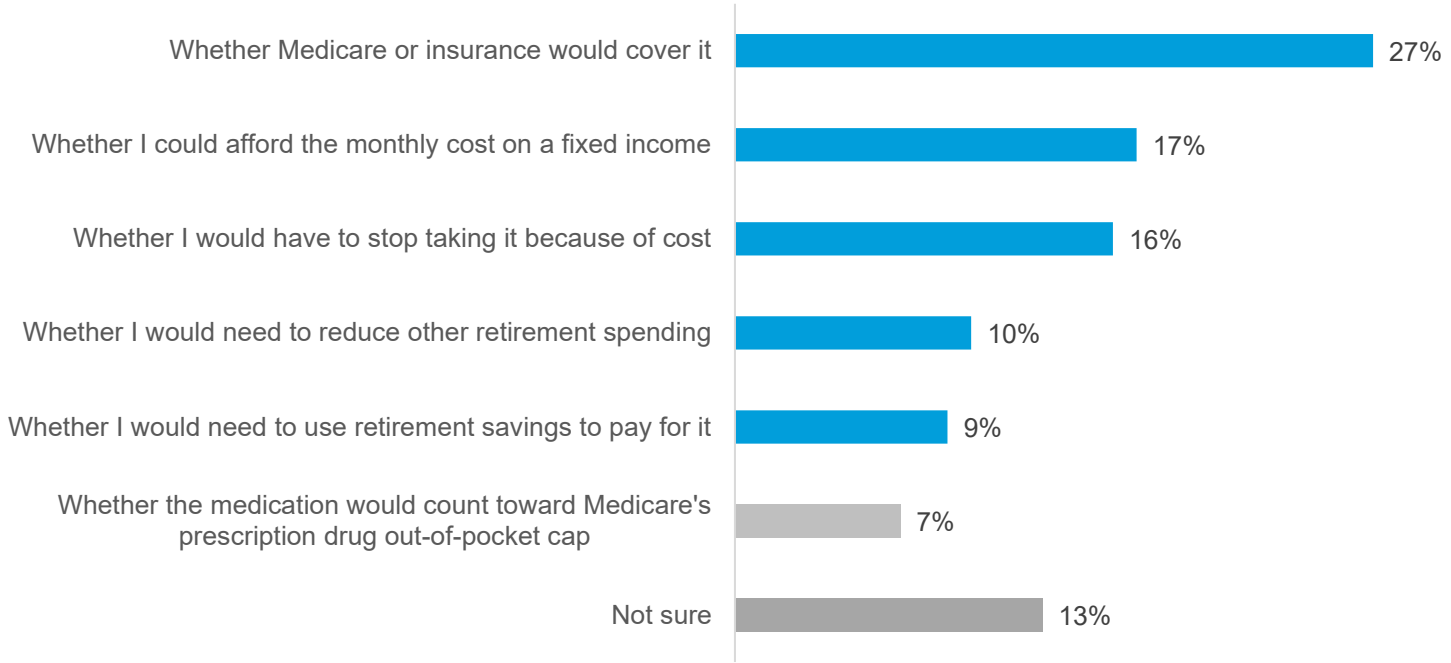


BASE: CURRENT GLP-1 USERS (QPR2026A/1) (n=509)
QPR2026H What statement best describes your current priority?

Harris Insights & Analytics LLC, A Stagwell Company © 2026

Among those concerned about continuing a GLP-1 into retirement, the primary concern is whether the medication will be covered at all

Concerns About Taking a GLP-1 Into Retirement

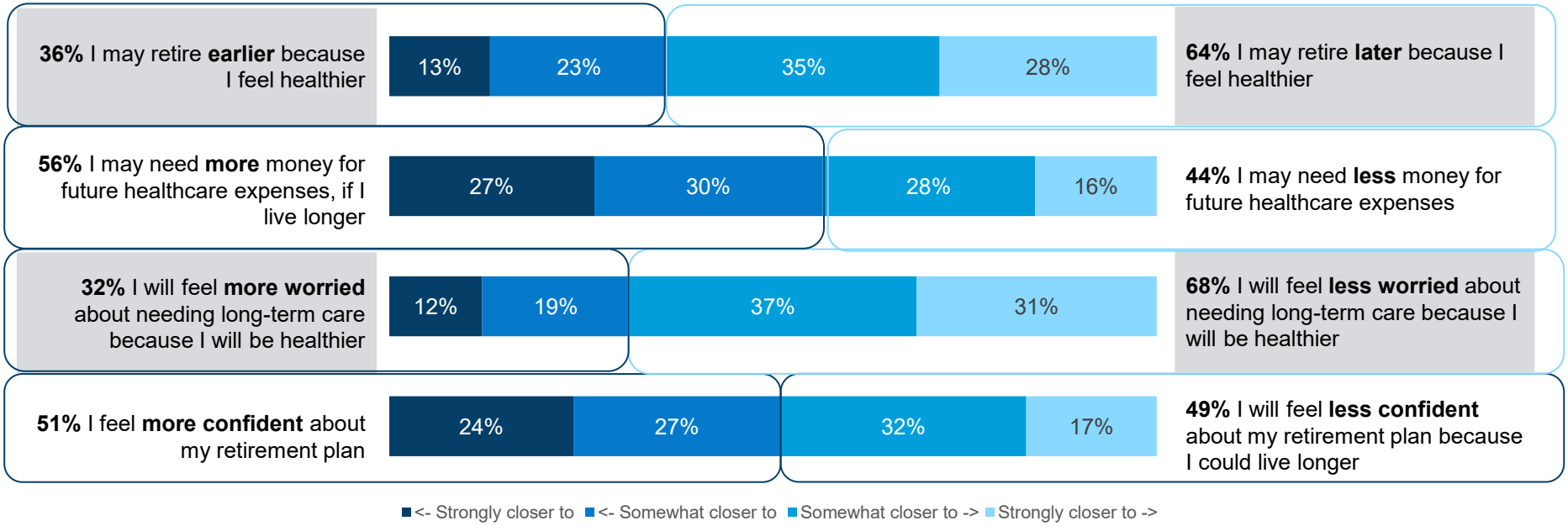


BASE: CURRENT GLP-1 USERS (QPR2026A/1) (n=404) EXCLUDES THOSE THAT DO NOT HAVE ANY CONCERNS
QPR2026L Which of the following concerns you the most about taking a GLP-1 medication into retirement?

Harris Insights & Analytics LLC, A Stagwell Company © 2026

GLP-1 users see tradeoffs between longer lives and retirement readiness

Views After Taking GLP-1

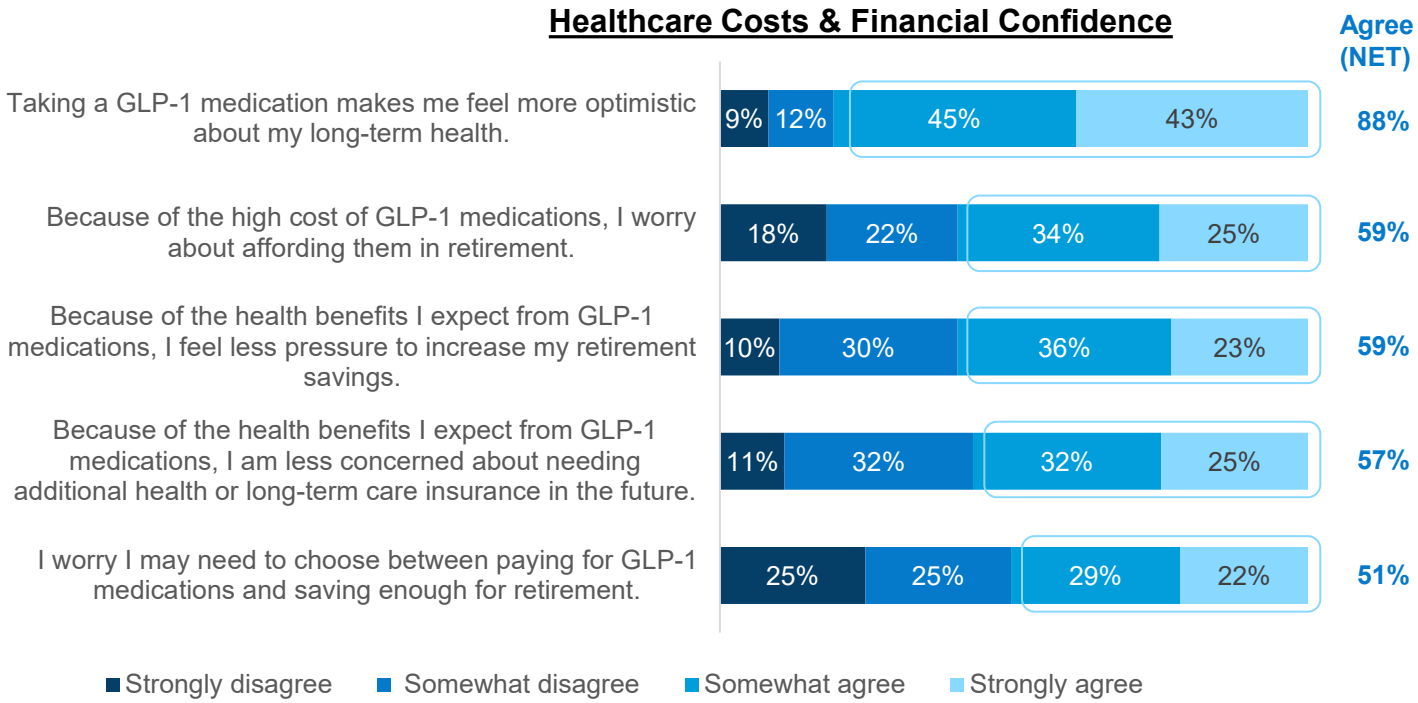


BASE: CURRENT GLP-1 USERS (QPR2026A/1) (n=509)
QPR2026K Which of the following is closer to your views as a result of taking a GLP-1 drug?

Harris Insights & Analytics LLC, A Stagwell Company © 2026

Nearly nine in 10 GLP-1 users feel more optimistic about their long-term health

Many also report feeling less concerned about future healthcare and long-term care needs



Current users are more optimistic than former users: 88% vs 70%; they also report less pressure to increase savings: 59% vs 49%.

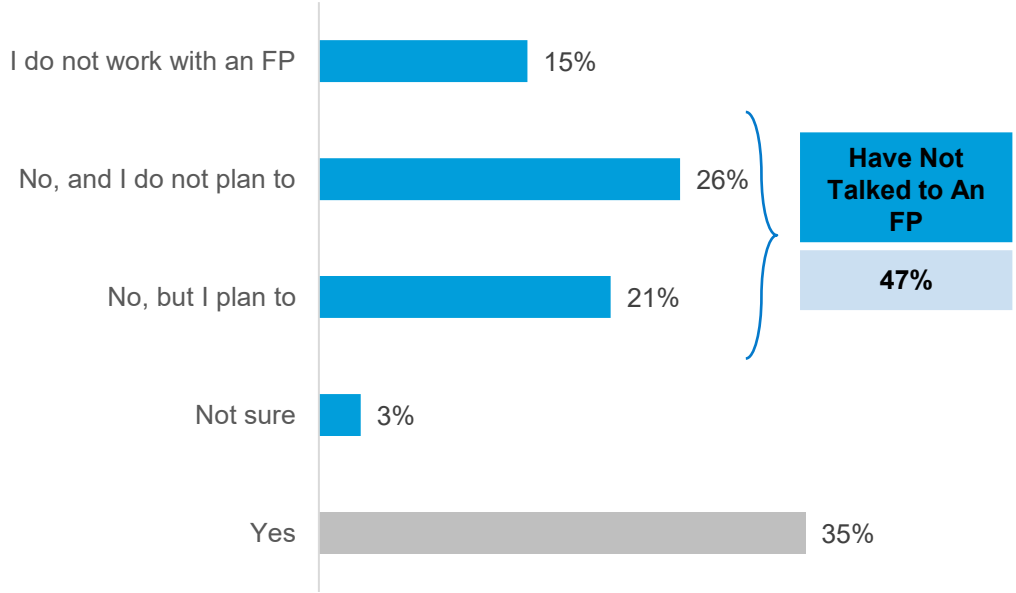
Among current or former GLP-1 users, married/living with partner adults are more optimistic about their long-term health (87% vs 69% not married).

BASE: CURRENT GLP-1 USERS (QPR2026A/1) (n=509)
QPR2026J How much do you agree or disagree with the following statements?

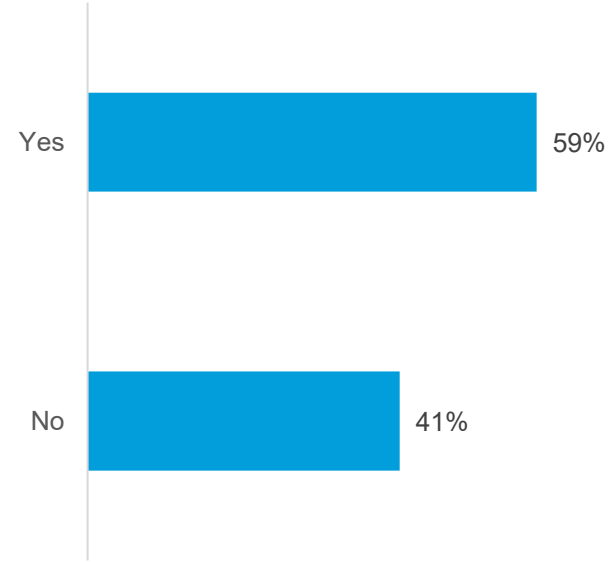
Harris Insights & Analytics LLC, A Stagwell Company © 2026

Almost half of GLP-1 users have not discussed the financial impact of these medications or other major health innovations with a financial professional. Among GLP-1 users that have an FP, almost 6 in 10 expect an FP to advise them on GLP-1 financial implications.

Discuss Financial Impact of GLP-1 with Financial Professional



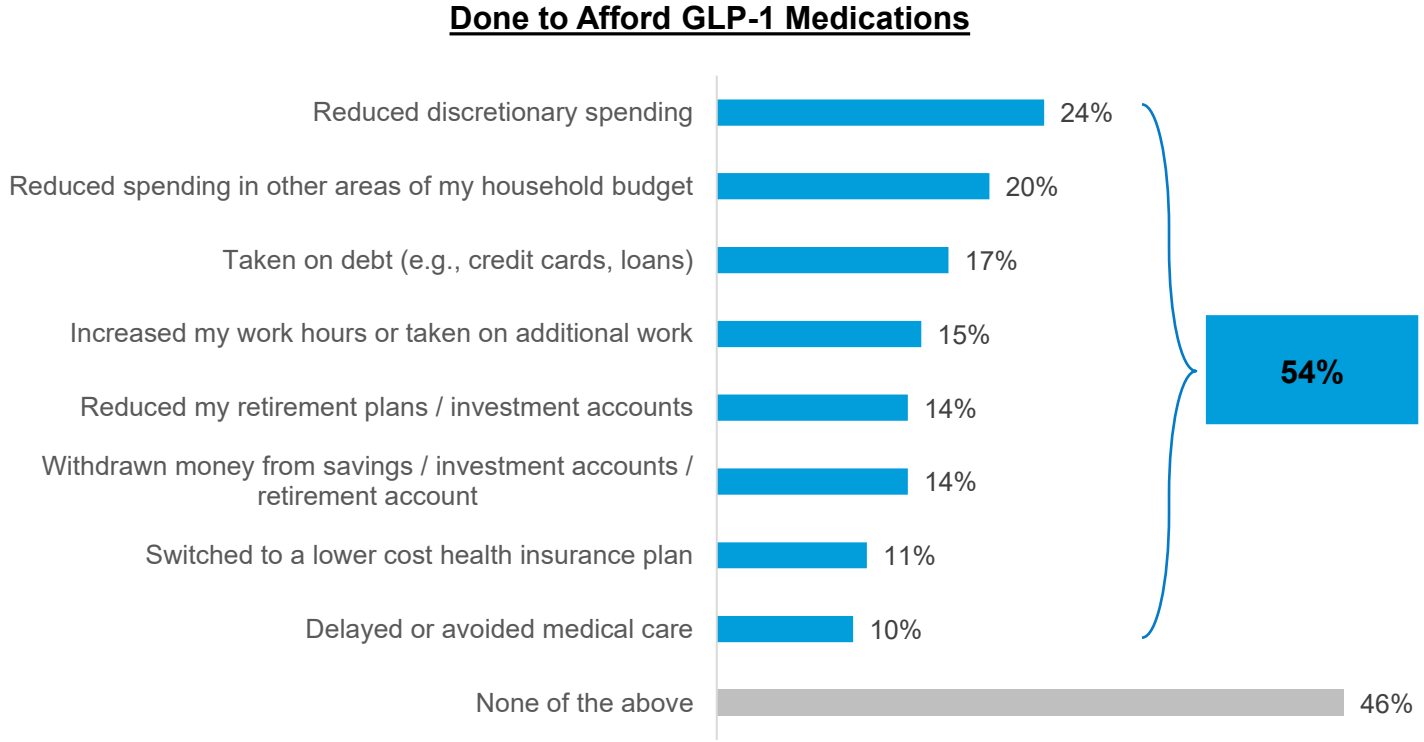
Expect Financial Professional to advise GLP-1 Impact



BASE: Current GLP-1 User (n=509)
QPR2026M Have you ever discussed the financial impact of GLP-1 medications or other major health innovations with a financial professional?
BASE: Works w/ FP and Current GLP-1 User (n=288)
QPR2026Z Do you expect a financial professional to advise you on the financial impact of GLP-1 medication or other health innovations?

Harris Insights & Analytics LLC, A Stagwell Company © 2026

Over half of GLP-1 users have changed their financial behaviors due to the costs of GLP-1 medications



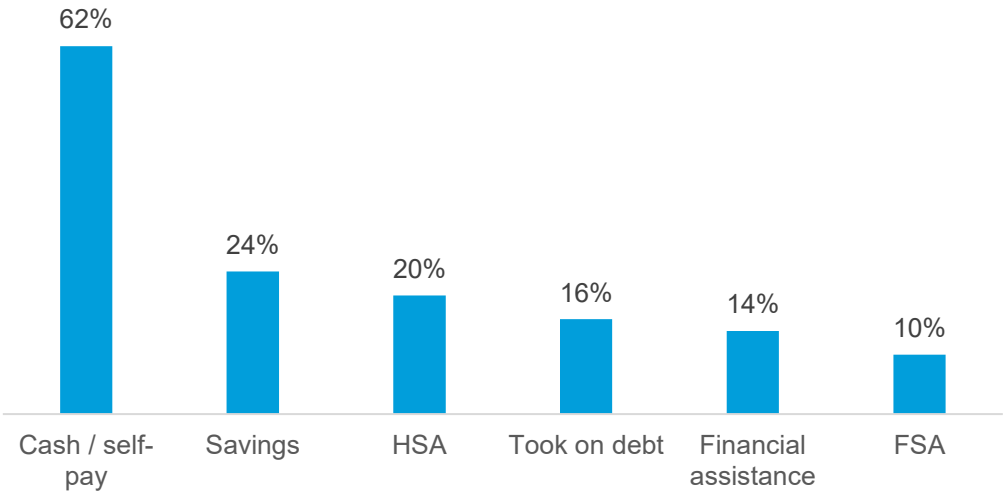
BASE: CURRENT GLP-1 USERS (QPR2026A/1) (n=509)
QPR2026G Have the costs associated with taking a GLP-1 medication caused you to do any of the following? Please select all that apply.

Harris Insights & Analytics LLC, A Stagwell Company © 2026

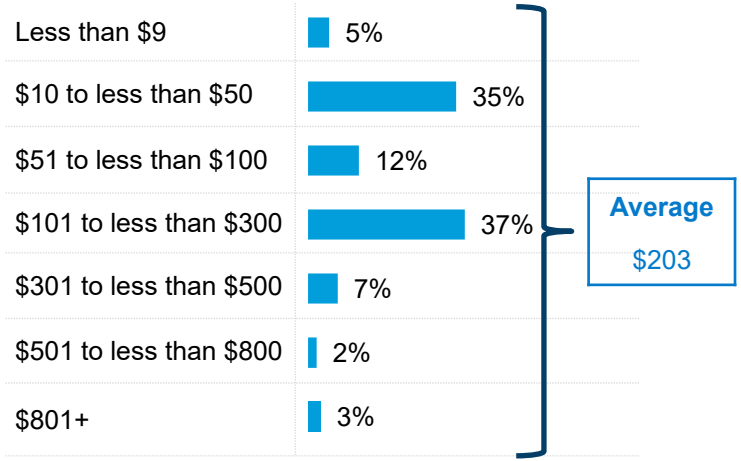
Two out of three current GPL-1 users used cash to cover medication costs

These GLP-1 medication costs averaged $203 monthly

Out-of-Pocket Source for GLP-1



Monthly Out-of-Pocket Pay for GLP-1



Among current or former GLP-1 users, married/living with partner adults are less likely to report medication being entirely covered by insurance (38% vs 51% not married) and more likely to pay entirely out of pocket (20% vs 11%).

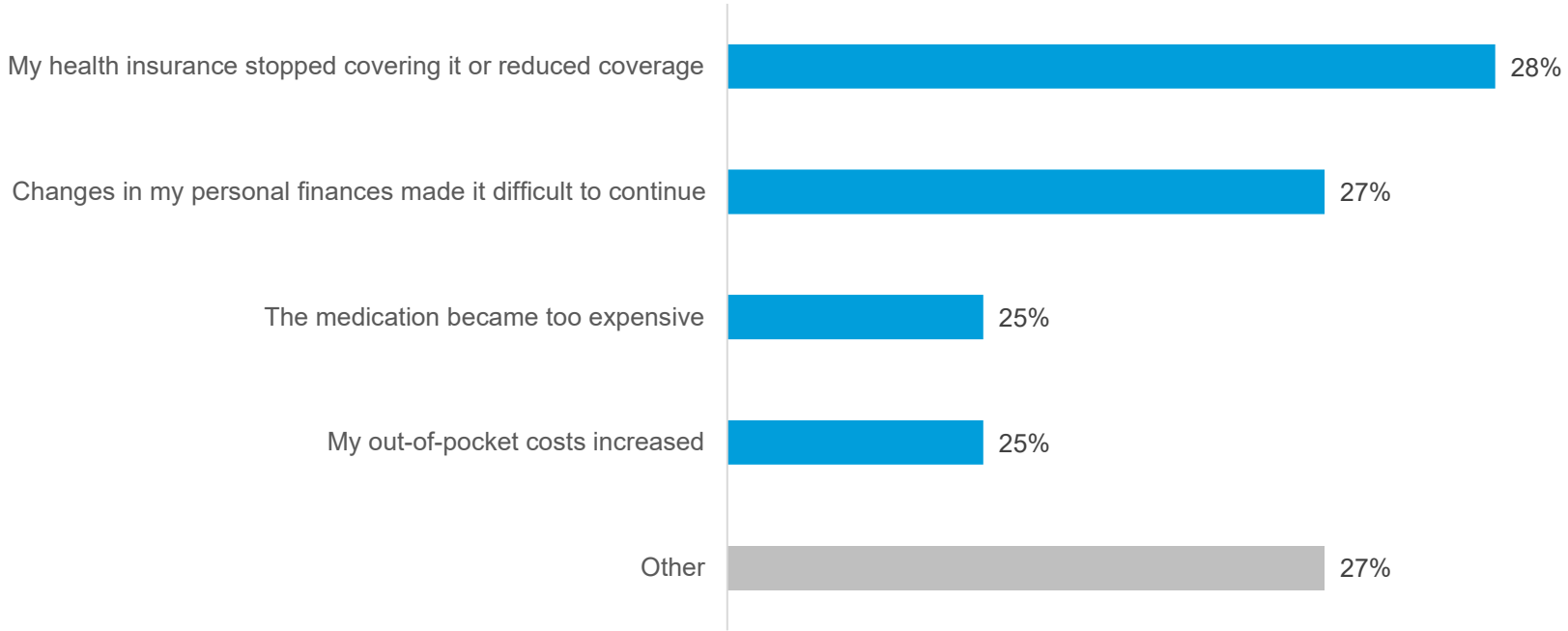
BASE: CURRENT GLP-1 USERS (QPR2026A/1) WHOSE MEDICATION WAS NOT ENTIRELY COVERED BY INSURANCE (QPR2026C 2,3) (n=245)
QPR2026D What out-of-pocket sources do/did you use to pay for your GLP-1 medications?
QPR2026E How much do/did you pay out of pocket each month for GLP-1 medications?

Harris Insights & Analytics LLC, A Stagwell Company © 2026

The main reasons adults stopped taking GLP-1 were increasing costs through changes in insurance coverage or out-of-pocket costs

One in four reports that their personal finances are the cause

Reasons to stop taking GLP-1 Medications



BASE: FORMER GLP-1 USERS (QPR2026A/2) (n=364)
QPR2026N Why did you stop taking your GLP-1 medication? Please select all that apply.

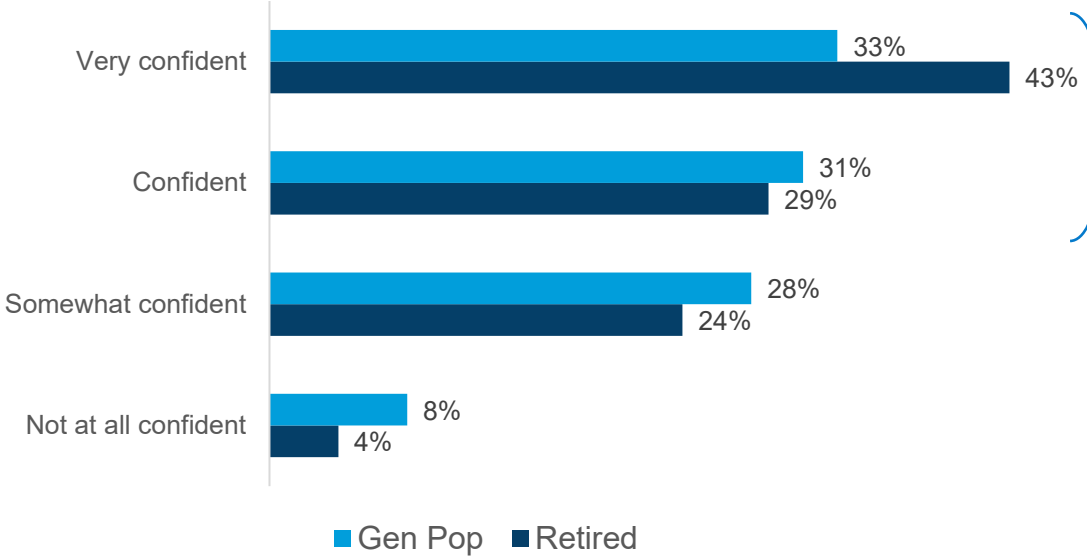
Harris Insights & Analytics LLC, A Stagwell Company © 2026

Open enrollment anxiety Medicare knowledge

Two-thirds of Americans who participated in open enrollment are confident in their health insurance selection, with confidence rising to nearly three-quarters for retirees

Confidence in Health Insurance Selection

(Participated in Open Enrollment)



Very/Confident (net)		Not Participating in Open Enrollment	
Gen Pop	Retired	Gen Pop	Retired
64%	**72%**	**18%**	**20%**

Married/living with partner adults are more confident they selected the right plan (70% vs 57% not married)

Those who work with an FP (75%) are more likely than those who do not (57%) to feel confident

BASE: PARTICIPATED IN OPEN ENROLLMENT (Gen Pop (n=1,585); Retired (n=274); Works w/ FP (n=590); Does not work w/ FP (n=995); Married/living with partner (n=724); Not Married (n=861))

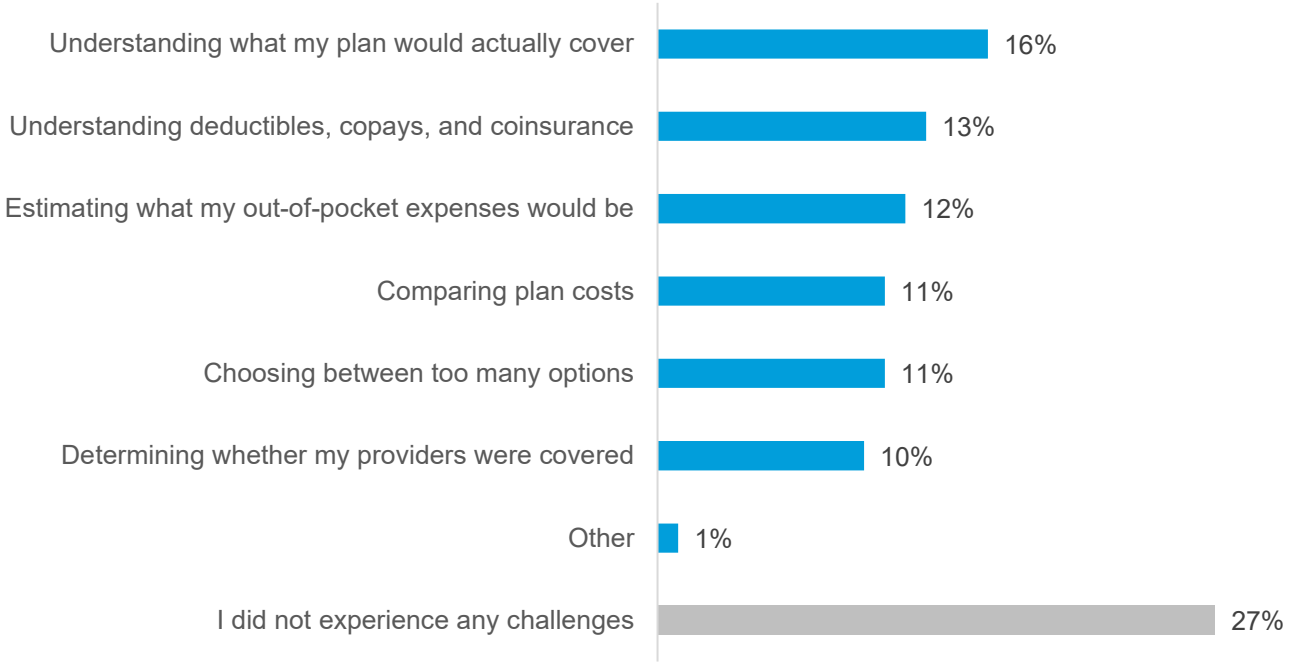
QPR2026T During last year's open enrollment period, how confident were you that you selected the health insurance plan that best fit your needs and budget?

Harris Insights & Analytics LLC, A Stagwell Company © 2026

Understanding what a plan covers is the biggest challenge faced during open enrollment

More US adults report not experiencing any challenges

Biggest Challenge During Open Enrollment



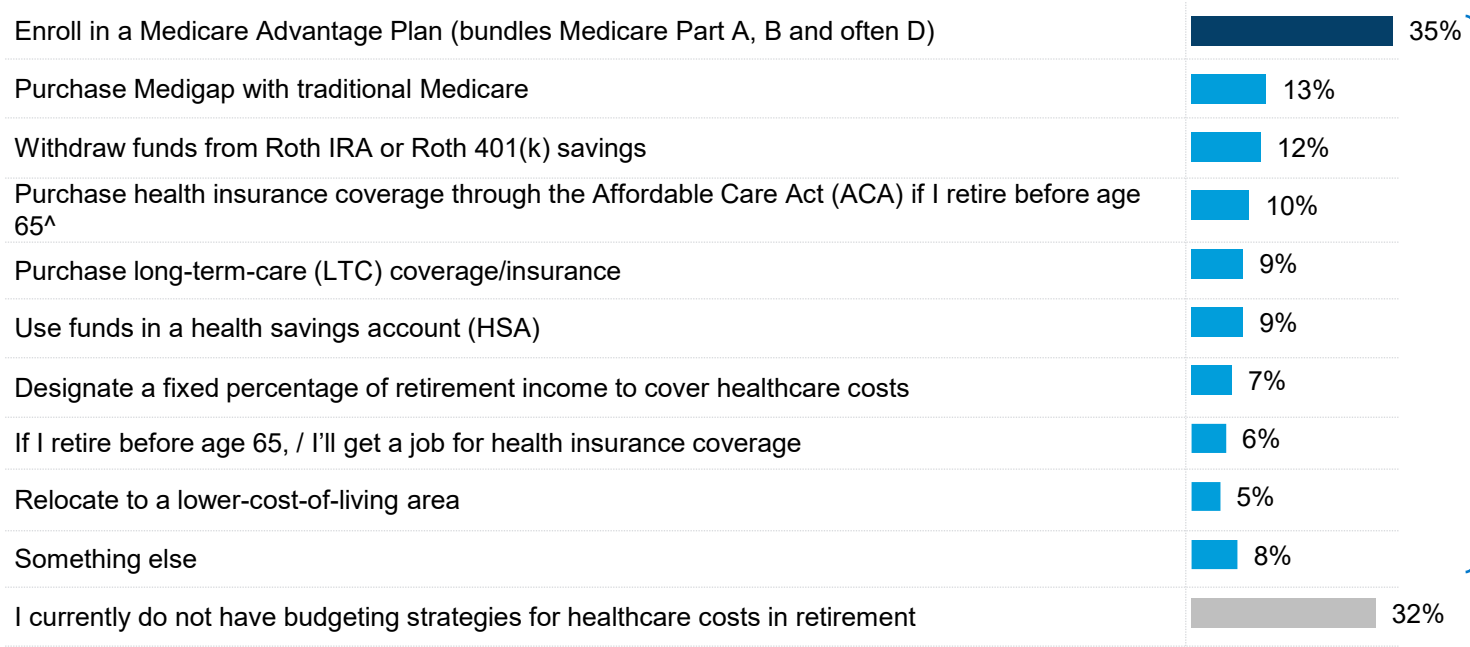
BASE: THOSE WHO PARTICIPATED IN OPEN ENROLLMENT (Total (n=1,585)
QPR2026U Which of the following best describes your biggest challenge during open enrollment?

Harris Insights & Analytics LLC, A Stagwell Company © 2026

Those ages 50+ typically plan to/use a Medicare Advantage Plan to pay for healthcare in retirement

Strategies Used/Plan to Use to Pay for Healthcare Costs in Retirement

(Among those who are age 50+)



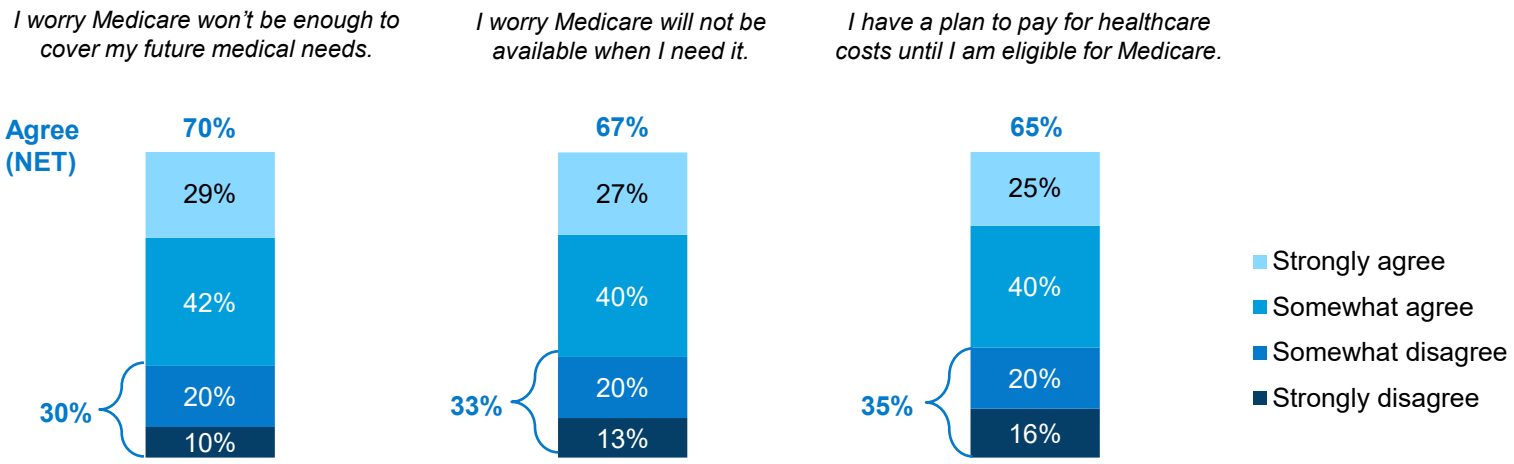
Among adults age 50+, 45% of married/living with partner adults use or plan to use Medicare/Medigap strategies; Medigap specifically is 16% vs 9% not married, and Roth withdrawals are 15% vs 6% not married.

BASE: THOSE WHO ARE AGE 50+ (dmAge/50+) (Total (n=830); Married/living with partner (n=418); Not married (n=412))
Q2025K Which of the following strategies do you [IF RETIRED (Q630/1), SHOW: use /plan to use] [IF NOT RETIRED (Q630/2), SHOW: plan to use] to pay for healthcare costs in retirement? Please select all that apply.

Harris Insights & Analytics LLC, A Stagwell Company © 2026

While just under two-thirds have a plan to pay for healthcare until they are eligible for Medicare, more worry that after they do get on Medicare, it won't cover their medical needs/not be available

Medicare and Healthcare Pre- And Post- Retirement



Non-retirees are more likely than retirees to worry Medicare will not be available (70% vs 54%)

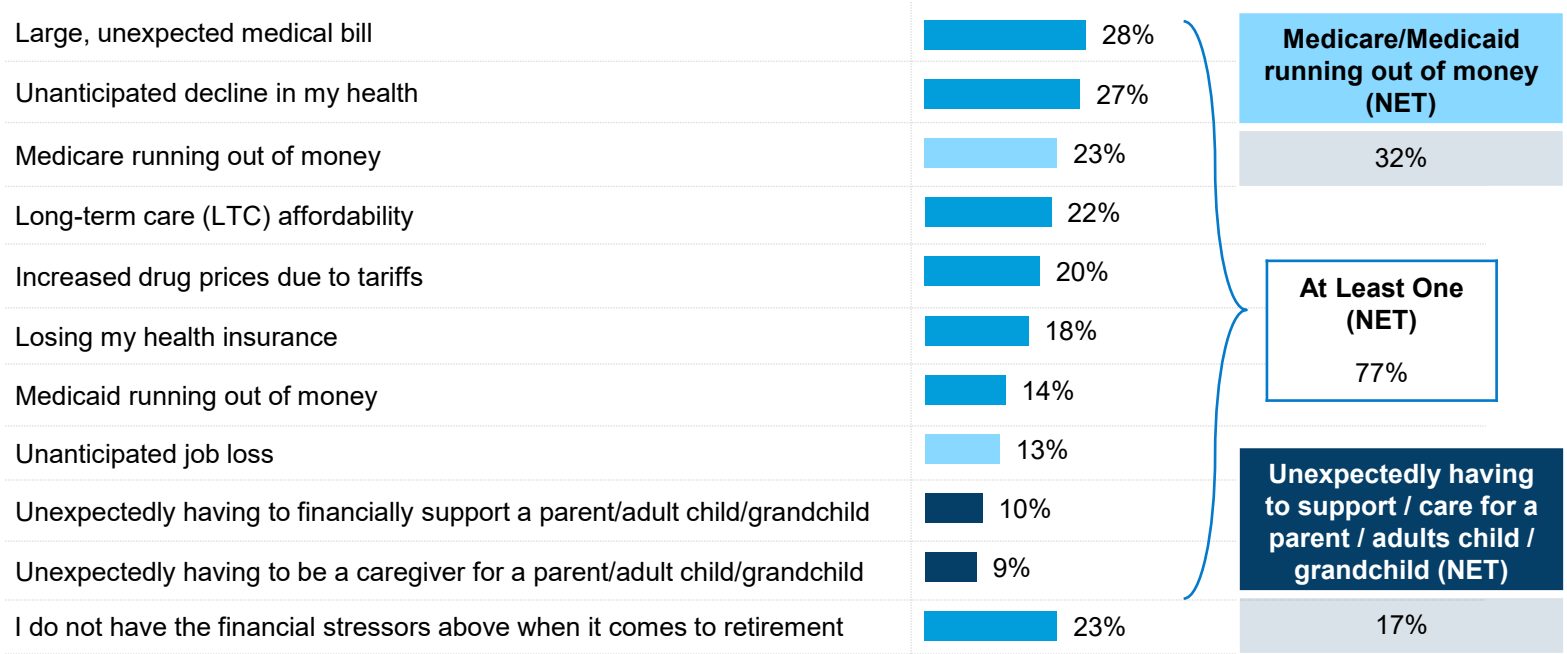
BASE: ALL QUALIFIED RESPONDENTS (Total (n=1,933); Retired (n=354); Not retired (n=1,579))
Q740 How much do you agree or disagree with the following statements?

Harris Insights & Analytics LLC, A Stagwell Company © 2026

Medicare/Medicaid running out of money is the top financial stressor for almost a third of adults when planning for healthcare in retirement followed by large, unexpected medical bills

Retirees most often cite an unanticipated decline in health at 38%; non-retirees most often cite Medicare or Medicaid running out of money at 31%

Biggest Financial Stressors When Planning For Healthcare in / Remainder of Retirement



Married/living with partner adults say a large unexpected medical bill (34% vs 21%) and long-term-care affordability (27% vs 16%) are financial stressors vs those not married

BASE: ALL QUALIFIED RESPONDENTS (Total (n=1,933); Retired (n=354); Not retired (n=1,579); Married/living with partner (n=867); Not married (n=1,066))

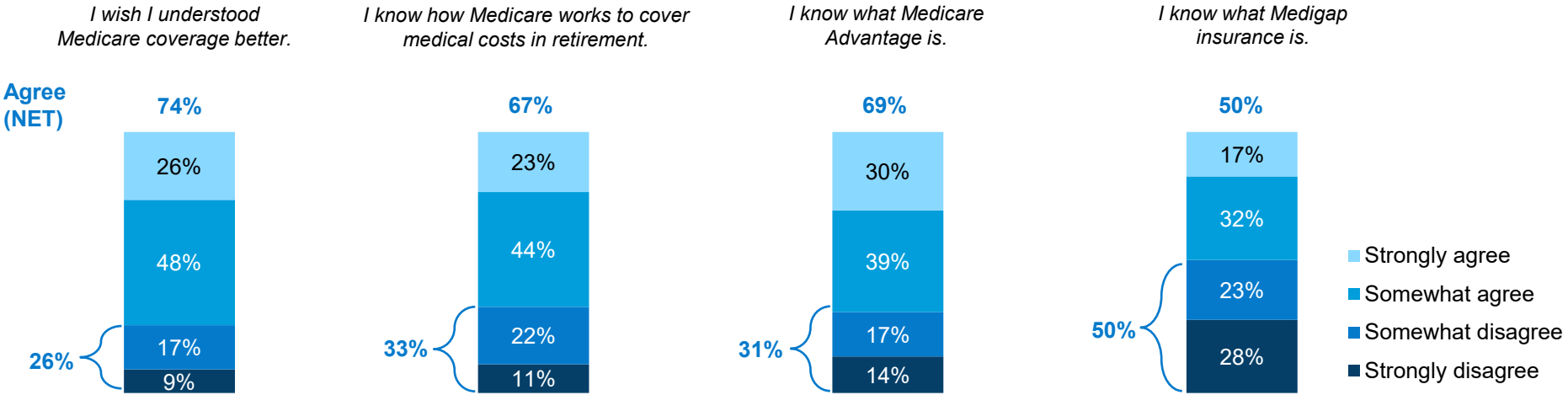
Q2025A Which of the following, if any, are the biggest financial stressors when it comes to planning for healthcare in retirement / in the remainder of your retirement? Please select up to three.

Harris Insights & Analytics LLC, A Stagwell Company © 2026

While nearly 3 in 4 wish they understood Medicare coverage better, about two-thirds think they know how Medicare works to cover medical costs in retirement and know what Medicare Advantage is

Half of adults do not know what Medigap insurance is

Medicare and Medigap Knowledge



Non-retirees are more likely than retirees to wish they understood Medicare coverage better (77% vs 61%)

Those who do not pay to work with an FP are more likely than those who pay to work with one to not know how Medicare covers medical costs in retirement (40% vs 21%).

Married/living with partner adults are more likely to know what Medigap insurance is (54% vs 44% not married).

Those who do not pay to work with an FP are more likely than those who pay to work with one to not know what Medigap insurance is (58% vs 37%)

Harris Insights & Analytics LLC, A Stagwell Company © 2026

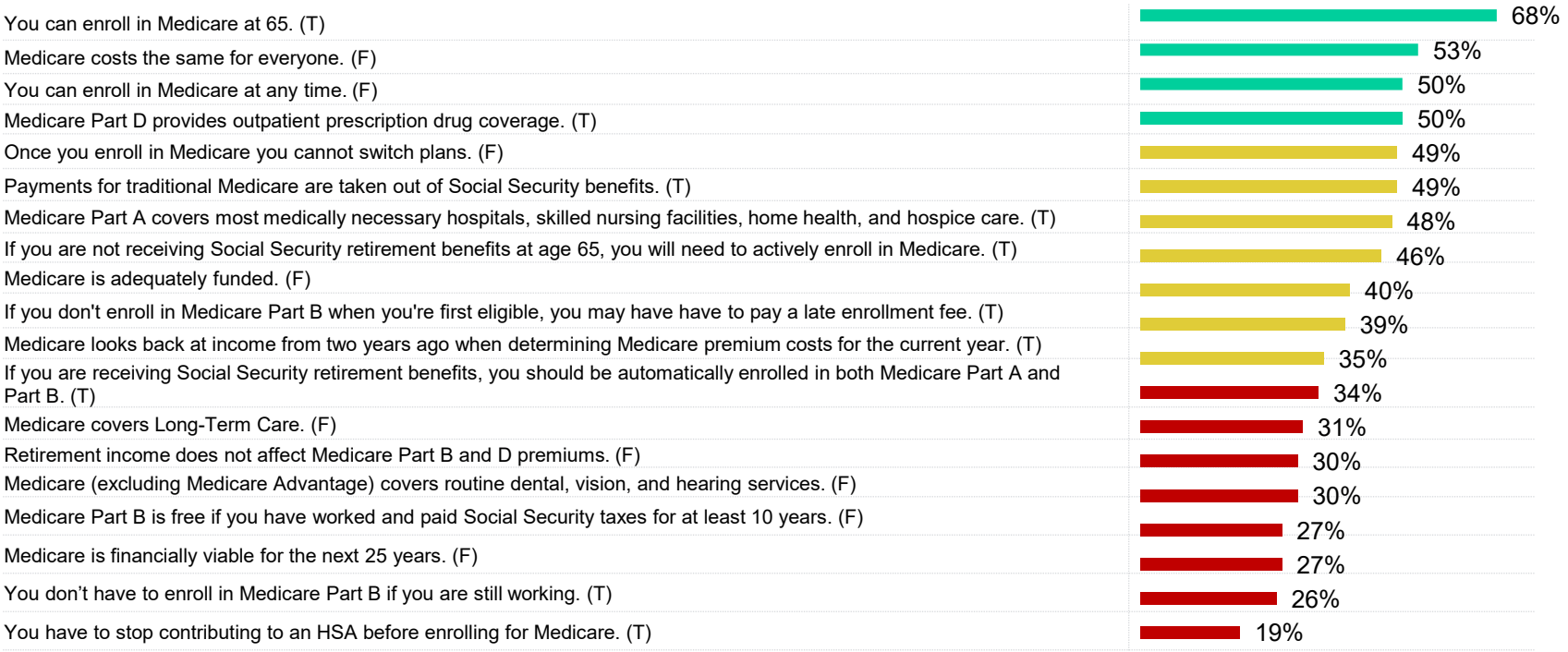
BASE: ALL QUALIFIED (Total (n=1,933); Retired (n=354); Not retired (n=1,579); Works w/ FP (n=639); Does not work w/ FP (n=1,294); Married/living with partner (n=867); Not married (n=1,066))
Q740 How much do you agree or disagree with the following statements?

When asked 19 Medicare-related true/false statements, US adults answered an average of 8 correctly

Two-Thirds of adults are aware that you can enroll in Medicare at 65. However, knowledge levels about various aspects of Medicare, like costs and plan specifics, have much room to grow.

Knowledge Testing Specific Statements About Medicare

% correct



BASE: ALL QUALIFIED RESPONDENTS (Total (n=1,933))

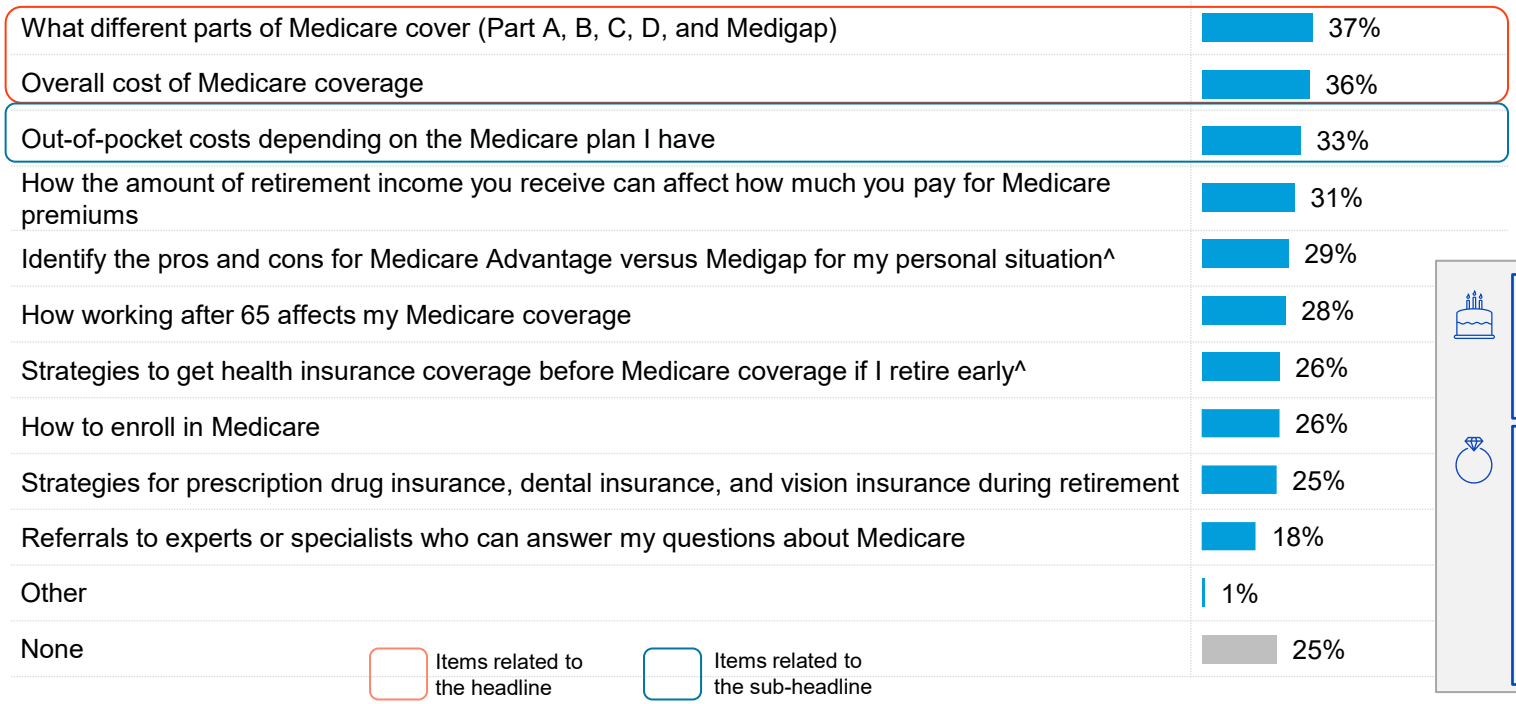
Q2023I Do you believe the following statements about Medicare to be true or false, or are you not sure?

Harris Insights & Analytics LLC, A Stagwell Company © 2026

Most adults want to learn more about Medicare from a financial professional. They are primarily interested in what the overall cost of coverage is and what the different parts of cover.

A third of adults would also want to learn more about the out-of-pocket implications based on different Medicare plans.

Medicare Topics to Learn About From an FP



Any (Net)

74%

Gen Z (79%), Millennials (85%), and Gen X (80%) are more likely than Boomers+ (56%) to want to learn about any Medicare topic from an FP

Married/living with partner adults show stronger demand for Medicare guidance, including how retirement income affects premiums (35% vs 27%) and strategies for coverage before Medicare if retiring early (32% vs 20%).

BASE: ALL QUALIFIED (Total (n=1,933); Gen Z (18-29) (n=467); Millennial (30-45) (n=500); Gen X (46-61) (n=510); Boomers+ (62+) (n=456); Married/living with partner (n=867); Not married (n=1,066))

Q2024G When discussing retirement with a financial professional, which Medicare topics do you want to learn more about? Please select all that apply.

^Among those who are not retired and age <65

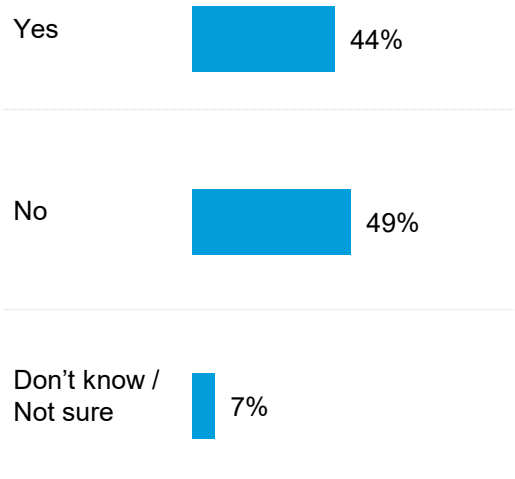
Harris Insights & Analytics LLC, A Stagwell Company © 2026

Just under half of those working with a paid FP say their advisors did not advise them on how/when to file for Medicare

Advice is not consistently delivered or expected, even among paid FP relationships.

FP Provided Advice on How and When to File for Medicare Benefits

(Of those who pay to work with an FP)



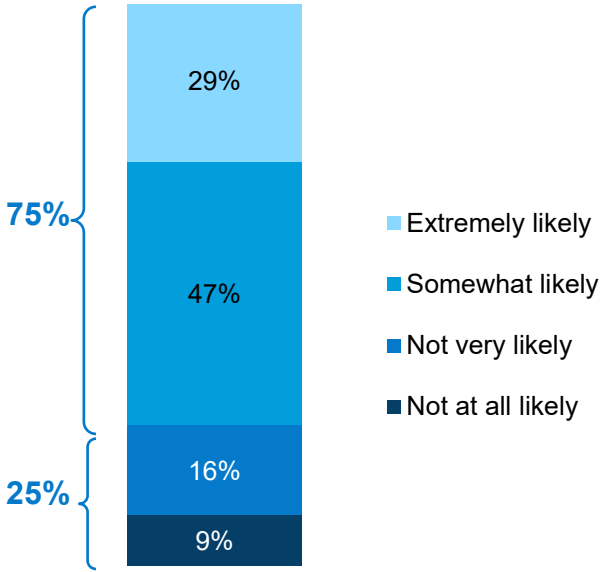
BASE: PAY TO WORK WITH A FINANCIAL PROFESSIONAL (Total (n=639))
Q2023E Has your financial professional provided advice on how and when to file for Medicare benefits?

Harris Insights & Analytics LLC, A Stagwell Company © 2026

Three-quarters of adults with an FP or those without who plan to ask an FP about Medicare benefits say they would switch to a new FP if theirs could not show them how to navigate their Medicare choices

Likelihood to Switch FPs If a FP Could Not Show How to Navigate Their Medicare Choices

(Of those *who pay to work with an FP or plan to ask about Medicare benefits)*

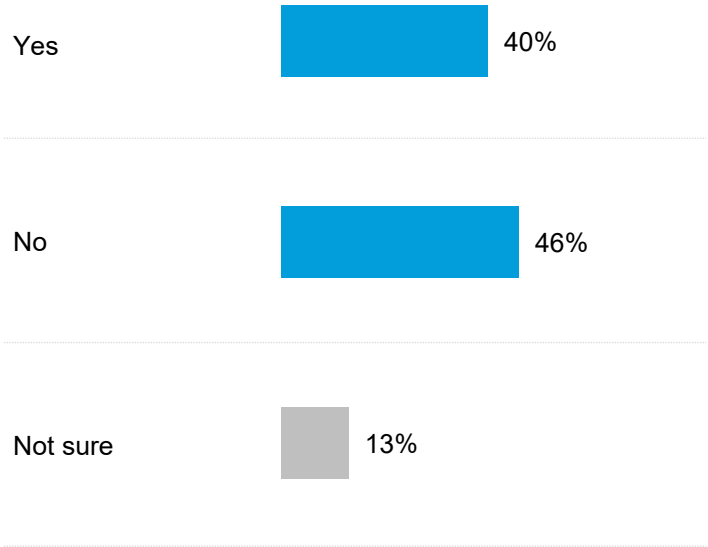


BASE: Pay To Work With A Financial Professional Or Plan To Ask About Medicare Benefits (Total (n=882))

Q2023H If a financial professional could not show you how to navigate your Medicare choices, how likely would you be to switch to one who could?

More US adults are unaware that the amount of income received in retirement can affect how Medicare premiums are paid

Were you aware that retirement income can affect Medicare premiums?



- Men are more likely than women to have been aware (47% vs 35%)
- Married/living with partner adults are more likely to know retirement income can affect Medicare premiums (47% vs 33% not married)
- Retirees are more likely than non-retirees to have been aware (48% vs 38%)
- Those who work with an FP are more likely than those who do not to have been aware (57% vs 31%)

BASE: ALL QUALIFIED RESPONDENTS (Total (n=1,933); Men (n=893); Women (n=1,003); Retired (n=354); Not retired (n=1,579); Works w/ FP (n=639); Does not work w/ FP (n=1,294); Married/living with partner (n=867); Not married (n=1,066))

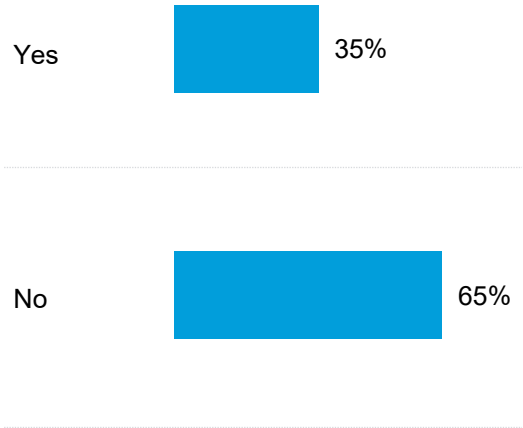
Q2026A1 Before today, were you aware that the amount of income you received in retirement can affect how you pay for Medicare premiums?

Harris Insights & Analytics LLC, A Stagwell Company © 2026

Planning for longer healthspans and lifespans

Just over a third of US adults have been diagnosed with a chronic condition(s) that impacts/would impact their healthcare costs in retirement

Diagnosed with Chronic Condition(s) that Impact/Would Impact Healthcare Cost in Retirement



56% of current GLP-1 users have been diagnosed with a chronic condition(s)

Retirees are more likely than non-retirees to say they have been diagnosed with a chronic condition(s) (43% vs 33%)

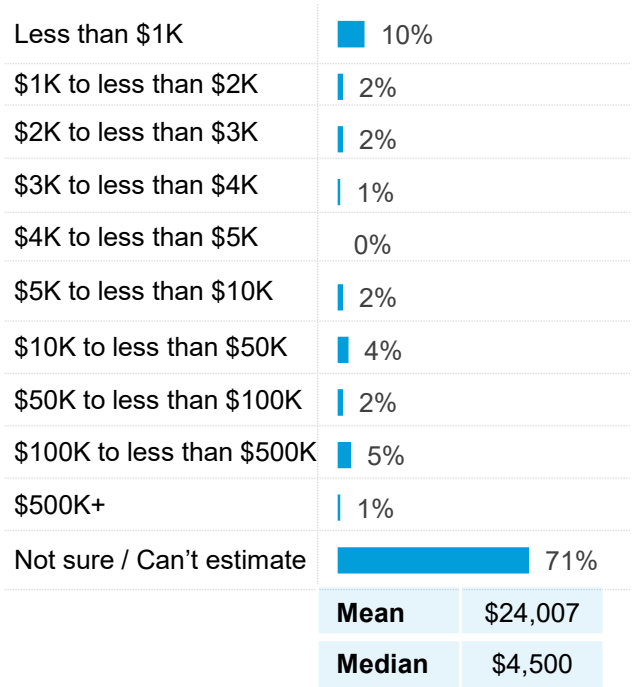
BASE: ALL QUALIFIED RESPONDENTS (Total (n=1,993); Retired (n=354); Not retired (n=1,579))

Q2023A Have you been diagnosed with a chronic condition(s) that impacts/would impact your healthcare costs in retirement? Chronic conditions last 1 year or more and require ongoing medical attention or limit activities of daily living or both.

7 in 10 US adults cannot estimate their total retirement healthcare costs. On average, full retirement healthcare costs are projected at $24,000, while the average annual estimate is $5,300

Financial professionals have the opportunity to help clients quantify and fund future healthcare costs

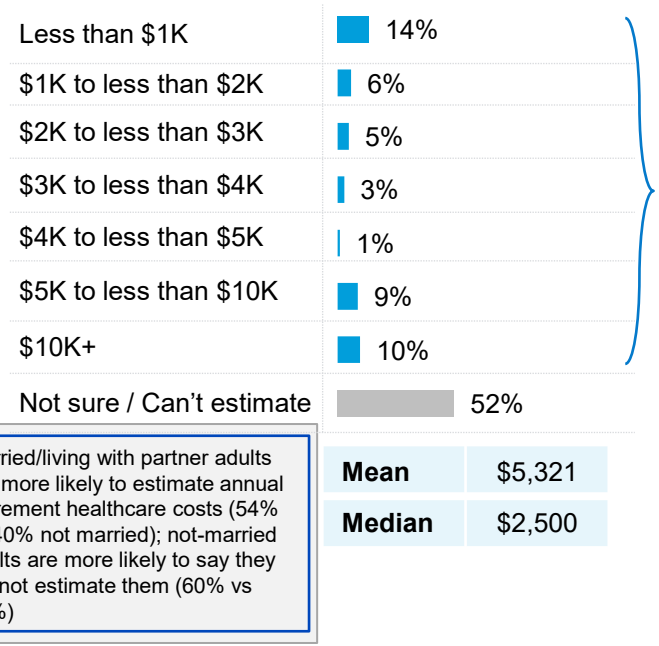
Estimated healthcare costs in all of retirement



Estimated amount (NET)

29%

Estimated annual healthcare costs in retirement



Estimated amount (NET)

48%

Married/living with partner adults are more likely to estimate annual retirement healthcare costs (54% vs 40% not married); not-married adults are more likely to say they cannot estimate them (60% vs 46%)

BASE: ALL QUALIFIED RESPONDENTS (Total (n=1,993); Married/living with partner (n=867); Not married (n=1,066))

Q2022h How much do you expect to pay for healthcare costs in all of retirement? Your best estimate is fine.

Q726 How much would you estimate annual healthcare costs (e.g., premiums, copayments, deductibles) could be / are for yourself in retirement? Please do not include estimates for your spouse, partner, or parents.

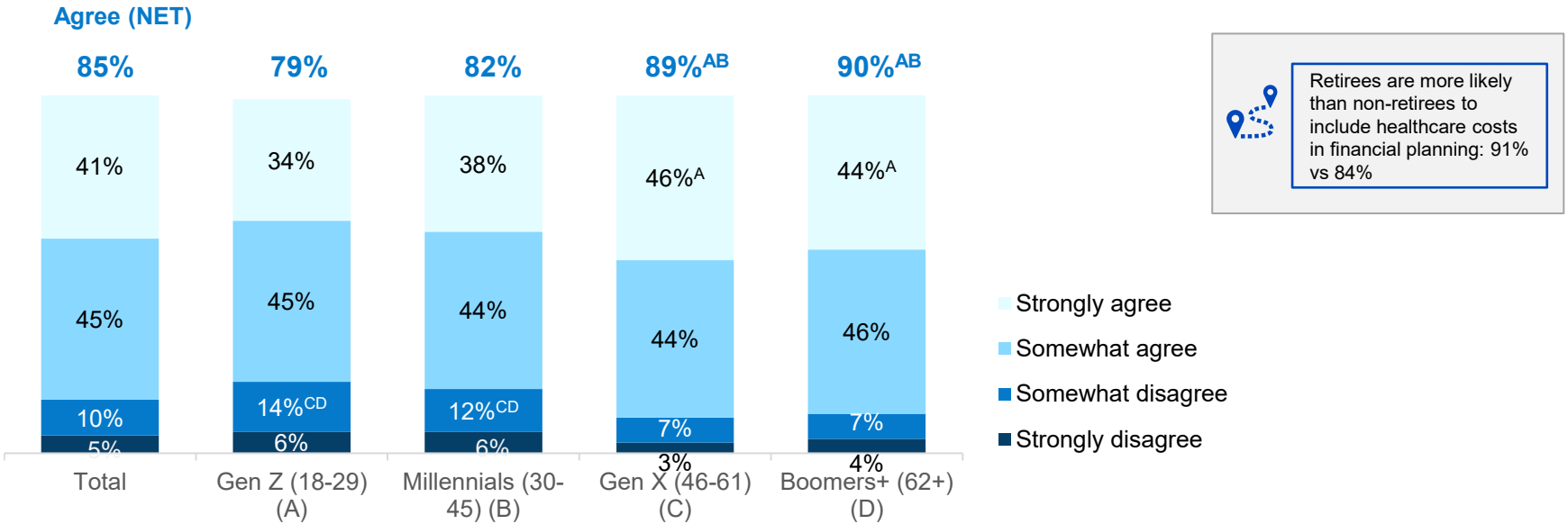
Harris Insights & Analytics LLC, A Stagwell Company © 2026

Healthcare costs are a financial planning priority as most US adults overwhelmingly agree that its management should be factored into financial plans

Gen X (89%) and Boomers+ (90%) are more likely to say that managing healthcare costs should be part of personal financial planning versus Gen Z (79%) and Millennials (82%)

Financial Planning for Healthcare Costs

Managing healthcare costs should be part of personal financial planning.



Retirees are more likely than non-retirees to include healthcare costs in financial planning: 91% vs 84%

Harris Insights & Analytics LLC, A Stagwell Company © 2026

BASE: ALL QUALIFIED RESPONDENTS (Total (n=1,933); Gen Z (18-29) (n=467); Millennials (30-45) (n=500); Gen X (46-61) (n=510); Boomers+ (62+) (n=456); Retired (n=354); Not retired (n=1,579)
Q740 How much do you agree or disagree with the following statements?

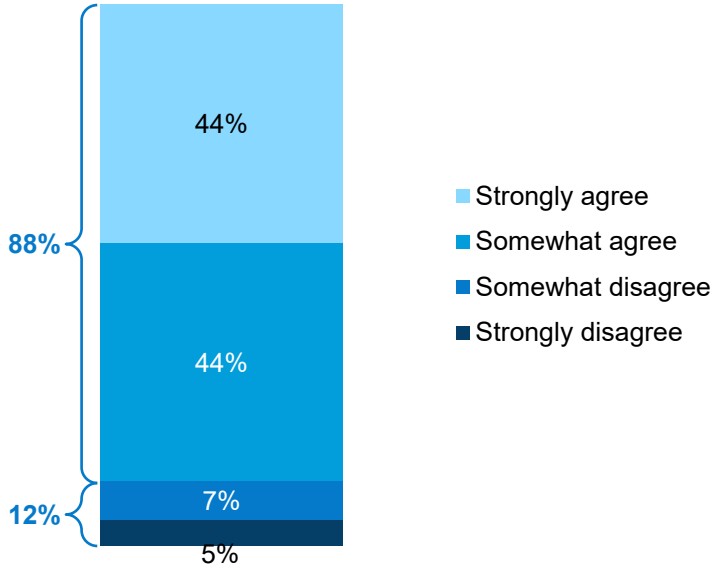
A little under 9 in 10 report that it is important to them that specific healthcare costs are communicated to them ahead of time. Just under half of adults strongly agree.

Communication of Healthcare Costs Ahead of Time

It would be extremely important to me that specific healthcare costs are communicated to me ahead of time.

Gen Z (78%) are the least likely to agree that it is extremely important that specific healthcare costs are communicated ahead of time (vs 88% Millennials, 90% Gen X, and 93% Boomers +)

Married/living with partner adults are more likely to agree than those that are not married (90% vs 85%)



BASE: ALL QUALIFIED RESPONDENTS (Total (n=1,933); Gen Z (18-29) (n=467); Millennial (30-45) (n=500); Gen X (46-61) (n=510); Boomers+ (62+) (n=456); Married/living with partner (n=867); Not married (n=1,066))
Q740 How much do you agree or disagree with the following statements?

Harris Insights & Analytics LLC, A Stagwell Company © 2026

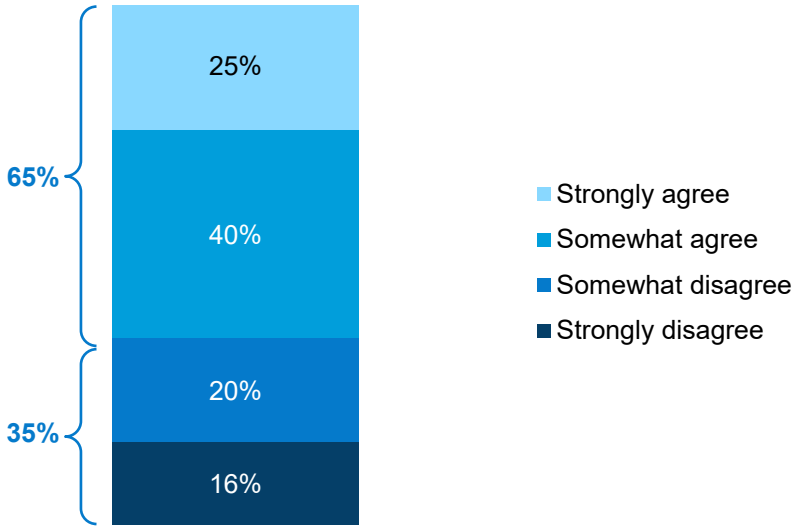
Just over a third of US adults do not have a plan to pay for healthcare costs from the time they stop working until they are eligible for Medicare

Plan to Pay for Healthcare Costs Until Eligible for Medicare

I have a plan to pay for healthcare costs until I am eligible for Medicare.

Married/living with partner adults are more likely to have a plan to pay for healthcare until Medicare eligibility (69% vs 60% not married)

Those who work with an FP are more likely to have a plan than those without an FP (80% vs 56%).



BASE: ALL QUALIFIED RESPONDENTS (Total (n=1,933); Married/living with partner (n=867); Not married (n=1,066); Works w/ FP (n=639); Does not work w/ FP (n=1,294))
Q740 How much do you agree or disagree with the following statements?

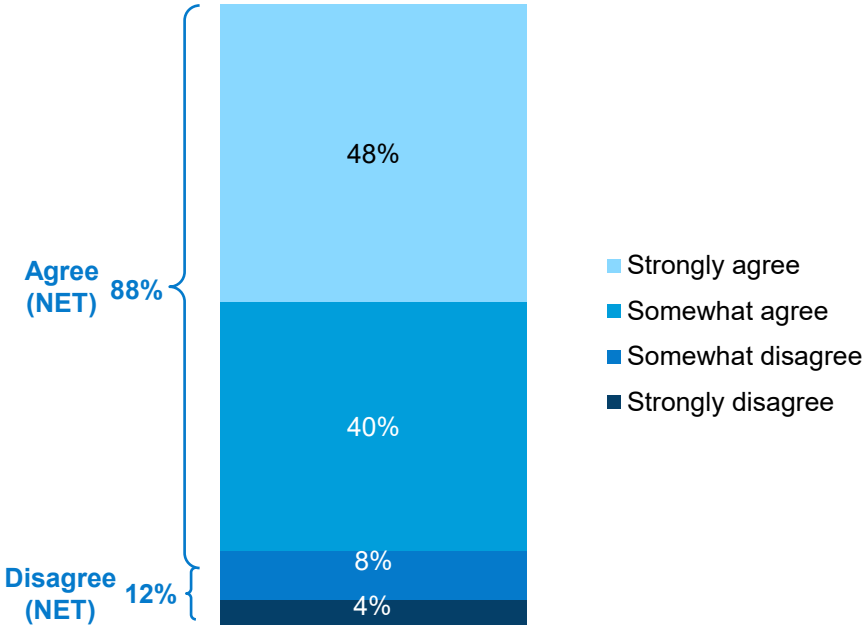
Harris Insights & Analytics LLC, A Stagwell Company © 2026

A very clear majority say staying healthy is essential to building wealth or savings. Just under half strongly agree.

Sentiments on Health and Wealth Building/Savings

Staying healthy is an essential part of building wealth or savings.

- Those with an FP (93%) are more likely than those who do not have a FP (85%) to agree that staying healthy is an essential part of building wealth or savings
- Boomers+ (93%) are more likely to agree than Gen Z (82%) and Millennials (87%)
- Married/living with partner adults are more likely to agree than those that are not married (90% vs 86%)



BASE: ALL QUALIFIED RESPONDENTS (Total (n=1,933); Works w/ FP (n=639); Does not work w/ FP (n=1,294); Gen Z (18-29) (n=467); Millennials (30-45) (n=500); Boomers+ (62+) (n=456); Married/living with partner (n=867); Not married (n=1,066))

Q740 How much do you agree or disagree with the following statements?

Harris Insights & Analytics LLC, A Stagwell Company © 2026

The largest number of those who participate in/contribute to an HSA use/plan to use it to pay for today's healthcare expenses only

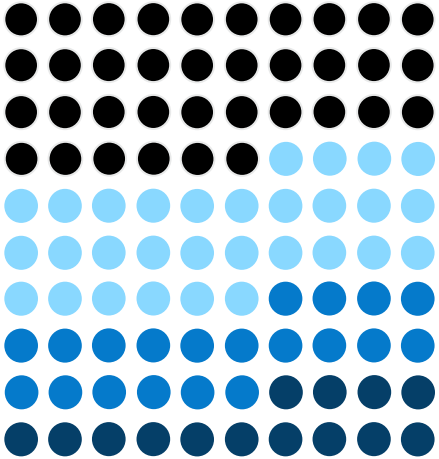
While more than a quarter say they use/plan to use it to pay for today's healthcare expenses *and* future healthcare expenses in retirement

28% US adults have access to an HSA

Married/living with partner adults are more likely to have HSA access (33% vs 23% not married).

Use / Plan to use HSA

(Of those who have access to HSA)



36% To pay for today's healthcare expenses only

30% To pay for today's healthcare expenses outside of HSA and will use HSA for future healthcare expenses in retirement only

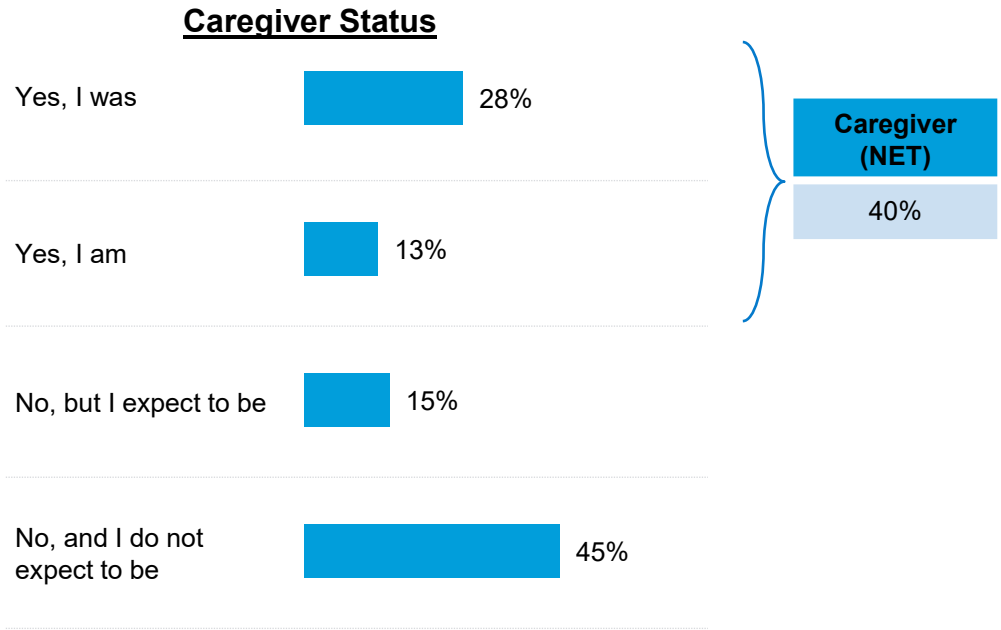
23% To pay for both today's healthcare expenses and whatever remains I will use to pay for future healthcare expenses in retirement

11% To invest HSA fund to pay for healthcare expenses in retirement

BASE: ALL QUALIFIED RESPONDENTS (Total (n=1,933); Married/living with partner (n=867); Not married (n=1,066))
Q2024C Do you have access to a Health Savings Account (HSA)?
BASE: PARTICIPATES IN/CONTRIBUTES TO HSA (Total (n=497))
Q1445 Which of the following best describes how you use or plan to use your HSA?

Harris Insights & Analytics LLC, A Stagwell Company © 2026

2 in 5 US adults are (or were) a caregiver, a role that often comes with considerable financial and planning impacts, such as reducing future Social Security benefits or savings levels



BASE: ALL QUALIFIED RESPONDENTS (Total (n=1,933))
Q628 Have you ever been or are you now a caregiver?

Demographics

Gender

47%	Men
51%	Women

Age

46	Mean

Race

56%	White
12%	Black / African American
20%	Hispanic
7%	Asian (NET)
1%	American Indian or Alaska Native
3%	More than one race
-	Some other race

Household Income

62%	Less than $100,000
9%	$100,000 to $124,999
7%	$125,000 to $149,999
10%	$150,000 to $199,999
5%	$200,000 to $249,999
5%	$250,000 or more

Education

8%	Less than high school (NET)
54%	High school to less than 4-year college degree (NET)
37%	4-year college degree or more (NET)

Urbanicity

33%	Urban
46%	Suburban
21%	Rural

Employment

57%	Employed (NET)
22%	Not employed (NET)
21%	Retired (NET)

Works with a Financial Advisor

37%	Yes
63%	No

Harris Insights & Analytics LLC, A Stagwell Company © 2026

Gender

49%	Men
49%	Women

Age

46	Mean

Race

58%	White
15%	Black / African American
18%	Hispanic
5%	Asian (NET)
1%	American Indian or Alaska Native
3%	More than one race
-	Some other race

Household Income

49%	Less than $100,000
12%	$100,000 to <$124,999
7%	$125,000 to $149,999
13%	$150,000 to $199,999
10%	$200,000 to $249,999
8%	$250,000 or more

Education

7%	Less than high school (NET)
55%	High school to less than 4-year college degree (NET)
38%	4-year college degree or more (NET)

Urbanicity

38%	Urban
43%	Suburban
20%	Rural

Employment

70%	Employed (NET)
12%	Not employed (NET)
18%	Retired (NET)

Works with a Financial Advisor

61%	Yes
39%	No

Harris Insights & Analytics LLC, A Stagwell Company © 2026

Connect to additional survey and planning resources at:
Nationwide.com/HealthcareCosts

NFM-21188AO.5 (09/26)