

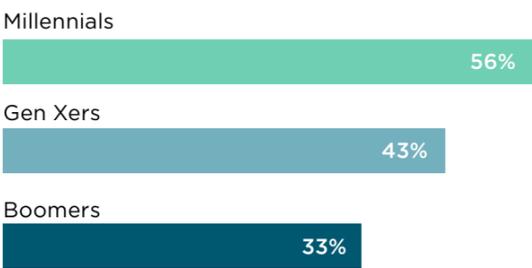
Millennials get active about their financial futures.



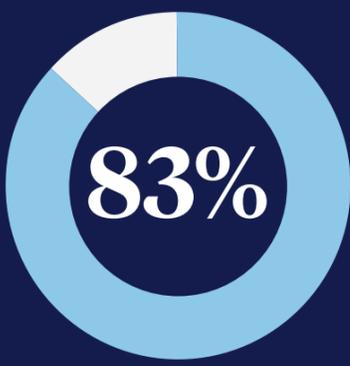
As adults, the Millennial generation has lived through pivotal events such as the Global Financial Crisis (starting in 2008) and the COVID-19 pandemic (starting in 2020). Despite the financial disruption these crises caused, Millennials have learned valuable lessons that are helping them build confidence and prepare for future risks.

The seventh annual *Advisor Authority* study powered by the Nationwide Retirement Institute® found that Millennial investors are actively planning toward their long-term goals to put them on track to a more comfortable financial future.

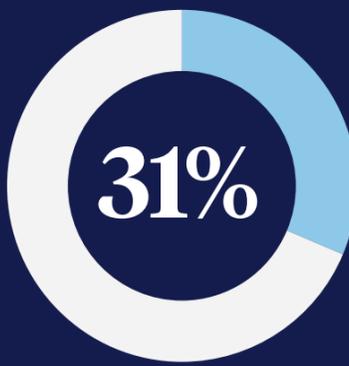
Millennials are **more confident than older generations in their ability to protect their finances and investments in the event of another crisis.**



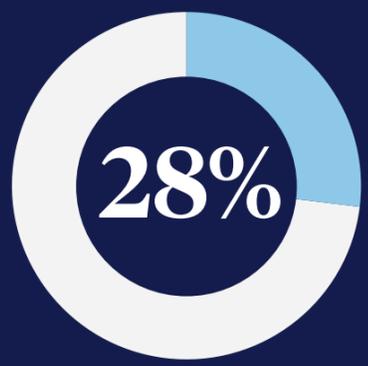
Many Millennials seemed to have **adopted healthy financial planning habits in the wake of recent financial crises:**



Put risk-protection strategies in place



Established and followed a budget



Started an emergency fund

Because of their experience living through previous financial crises, **three-fifths of Millennials (60%) feel confident in their ability to prepare for and live in retirement.**

78%

Of Millennials have strategies in place to help protect from the risk of outliving their savings.

66%

Of Millennials are currently working with a financial professional or advisor.



How financial professionals can develop strong relationships with Millennial clients.

For the one-third of Millennials investors not currently working with a financial professional, there are opportunities to **help them avoid emotional decisions in reaction to financial crises** and make plans to meet their near- and long-term financial goals.

Help current and prospective Millennial clients build confidence and a greater sense of financial security. Insights from Nationwide on relevant financial topics can help you offer planning solutions and develop closer relationships with your clients.



Sign up to receive insights by email @ blog.nationwidefinancial.com



About Advisor Authority: Methodology

The seventh annual Advisory Authority Survey was conducted online through The Harris Poll on behalf of Nationwide from July 22 – August 17, 2021 among 1,632 advisors and financial professionals and 839 investors, ages 18+. Among the 839 investors, there were 25 Gen Z (ages 19-25), 140 Millennial (ages 26-41), 151 Generation X (ages 42-57), 282 Baby Boomers (ages 58-76), 51 Matures (age 77+). Investors are weighted where necessary by age by gender, race/ethnicity, region, education, income, marital status, household size, investable assets and propensity to be online to bring them in line with their actual proportions in the population. Respondents for this survey were selected from among those who have agreed to participate in Harris Poll surveys. Because the sample is based on those who were invited to participate in Harris Poll online research, no estimates of theoretical sampling error can be calculated.

This material is not a recommendation to buy or sell a financial product or to adopt an investment strategy. Investors should discuss their specific situation with their financial professional.

This information is general in nature and is not intended to be tax, legal, accounting or other professional advice. The information provided is based on current laws, which are subject to change at any time, and has not been endorsed by any government agency.

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