

Helping families plan for better days ahead



With prices rising and fear of a potential recession looming, many families are worried about making ends meet and preparing for an uncertain future. Financial professionals are in a position to help their clients feel calm and secure, but first it's important to understand where they're at today and what's important to them for tomorrow.

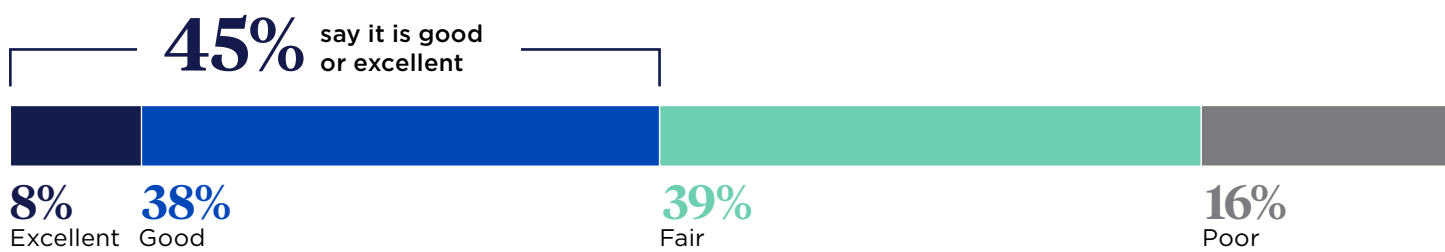
A recent Nationwide Retirement Institute® poll of 1,500 American families with children under age 18 uncovered valuable insights that can help financial professionals address their present-day concerns.

A bleak view of present-day finances.

Just under one-half of U.S. families (45%) have a positive perception of their current financial situation.



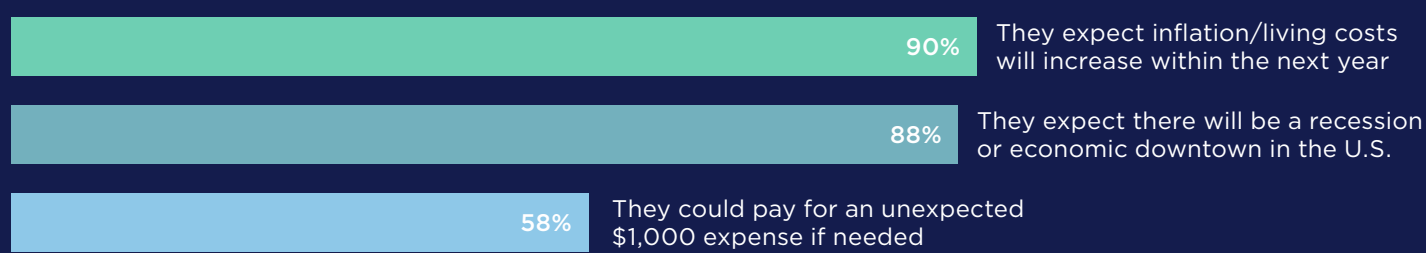
Family Financial Situation: U.S. Parents (Shown % Select)



Uncertainty clouds families' financial outlook.

The growing threats of inflation and a recession are among their biggest concerns about the future.

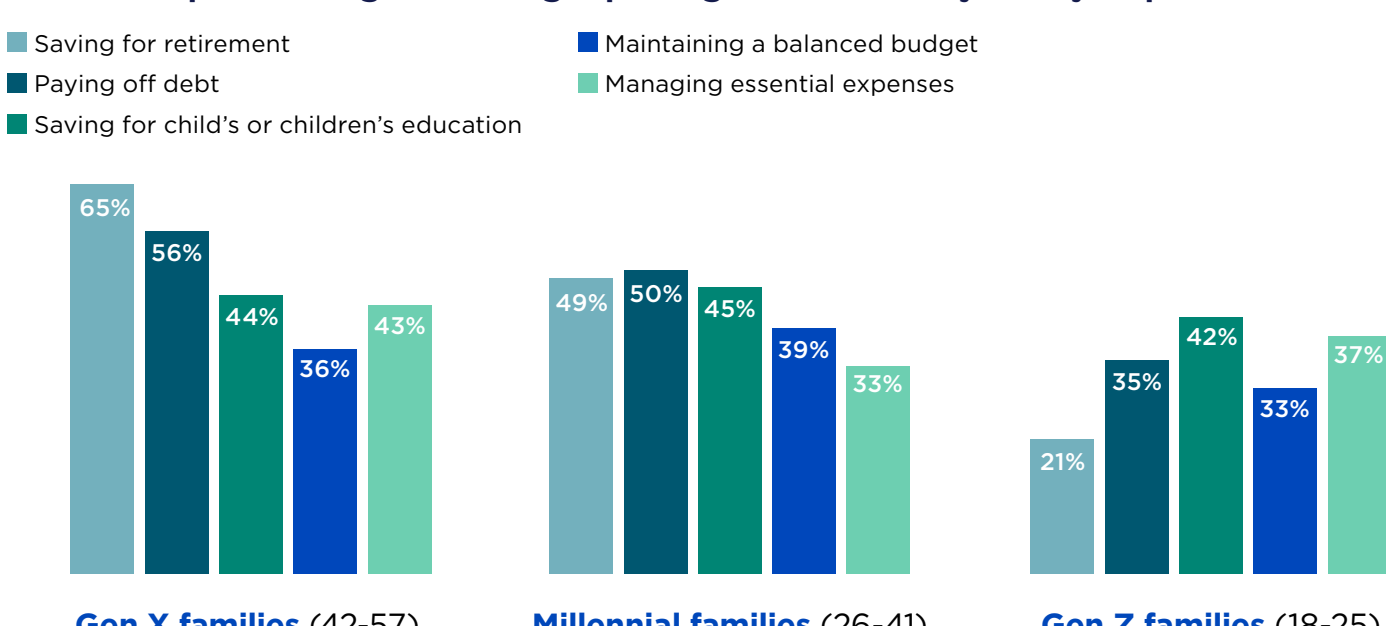
Most U.S. families somewhat or strongly agree that....



Most families seek future financial security.

Saving more and paying off debt stand out as key financial priorities for most U.S. families, with the exception of the younger Gen Z generation.

Families' top financial goals among top five goals selected by survey respondents:



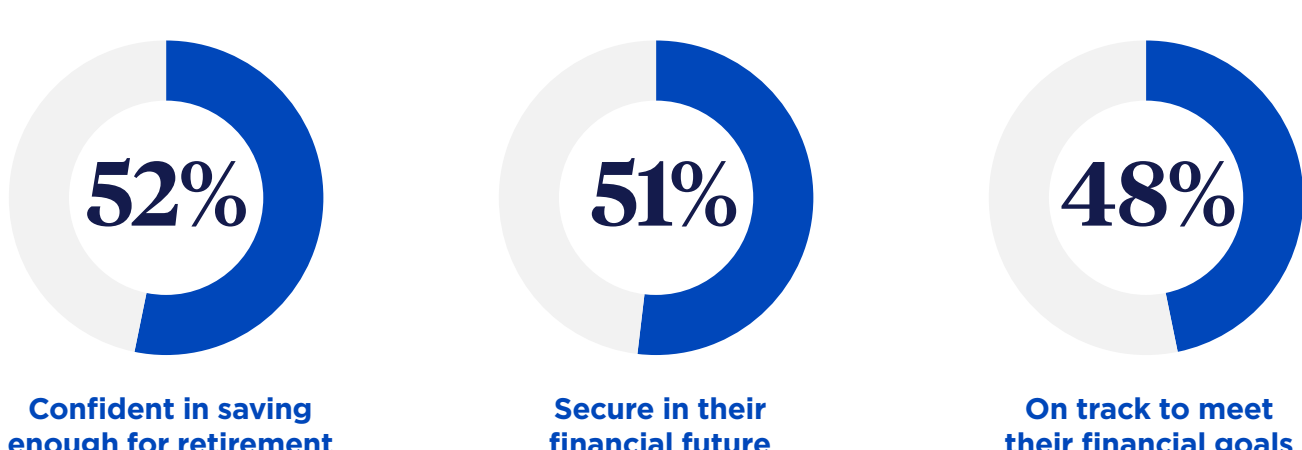
Gen Z families ranked buying a home (41%) and building credit (40%) as higher financial goals than saving for retirement or paying off debt.

There's confidence to build on.

While families across generations are stressed about the economy and their finances, there's also a good deal of optimism. Financial professionals can tap this optimism to help families organize their financial lives for their most important priorities.

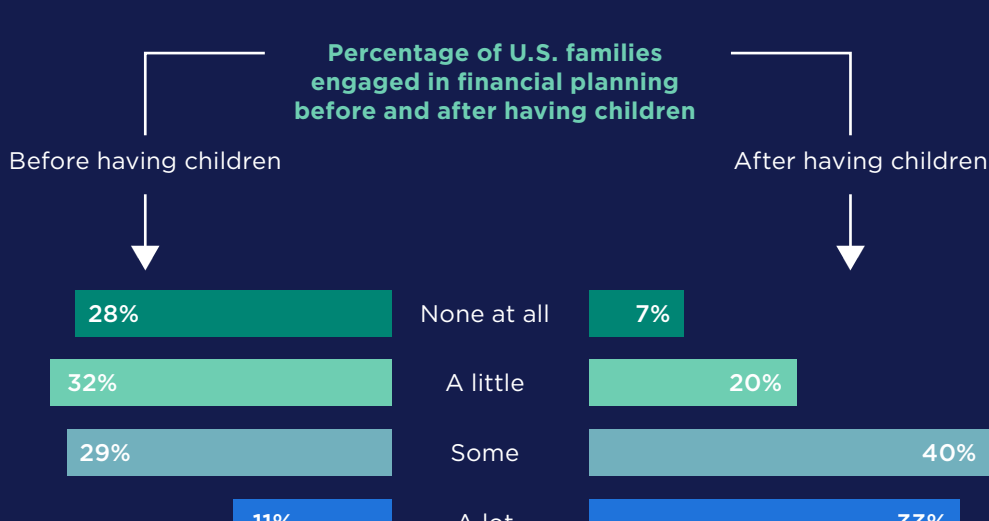


Roughly half of U.S. families somewhat or strongly agree that they feel...



Having children hastens financial planning.

Financial planning becomes more of a priority after kids enter the household. But families can start planning sooner - with help from financial professionals!



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Methodology: The 2022 Family Finances Flash Poll was conducted online within the U.S. by Edelman Data & Intelligence (Dxi) on behalf of Nationwide between July 11 and July 21, 2022 among 1,000 U.S. parents of Children Under Age 18 and 150 Gen Z Parents of Children Under Age 7.

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