Investors are planning for the worst amid compounding financial crises.

With multiple recessionary signs flashing – including persistent inflation, ongoing volatility, and recent bank failures – confidence among investors of all ages in their ability to survive a financial crisis is diminishing.

Our recent Advisor Authority survey, powered by the Nationwide Retirement Institute®, revealed generational differences among investors including their outlooks regarding an impending financial crisis and opportunities for financial professionals to help investors feel more confident and prepared.

Investors believe a financial crisis is imminent, hurting the confidence of many.

Four in ten investors (39%) believe that the U.S. is already in a financial crisis.

Three in ten investors (30%) believe the U.S. is approaching a financial crisis.

Morale among investors is low; less than four in ten investors (36%) feel confident that they will survive the impending financial crisis because they have lived through so many financial crises.

Older generations are re-examining their retirement plans.

More than three in ten Gen X and Boomer investors feel like the current financial crisis is worse than previous crises, causing a rising number to push back and re-examine their retirement plans.

Investors who anticipate retiring later than previously expected:

	2023	2022
Gen X	26%	17%
Baby Boomers	41%	25%

Investors with a retirement strategy in place to protect themselves against outliving their savings:

	2023	2022
Gen X	62%	81%
Baby Boomers	67%	74%

Younger generations are proactively yet cautiously planning.

While younger investors are also preparing for an impending financial crisis, they are feeling more prepared for their ability to retire with strategies in place.

Having a retirement strategy in place to protect themselves against outliving their savings grew more common among younger generations...

	2023	2022
Millennials	78%	65%
Gen Z	60%	59%

But these young investors do have some doubts about their financial futures.

Investors who think they will live through at least three more crises in their lifetime:

Millennials	58%
Gen Z	49%

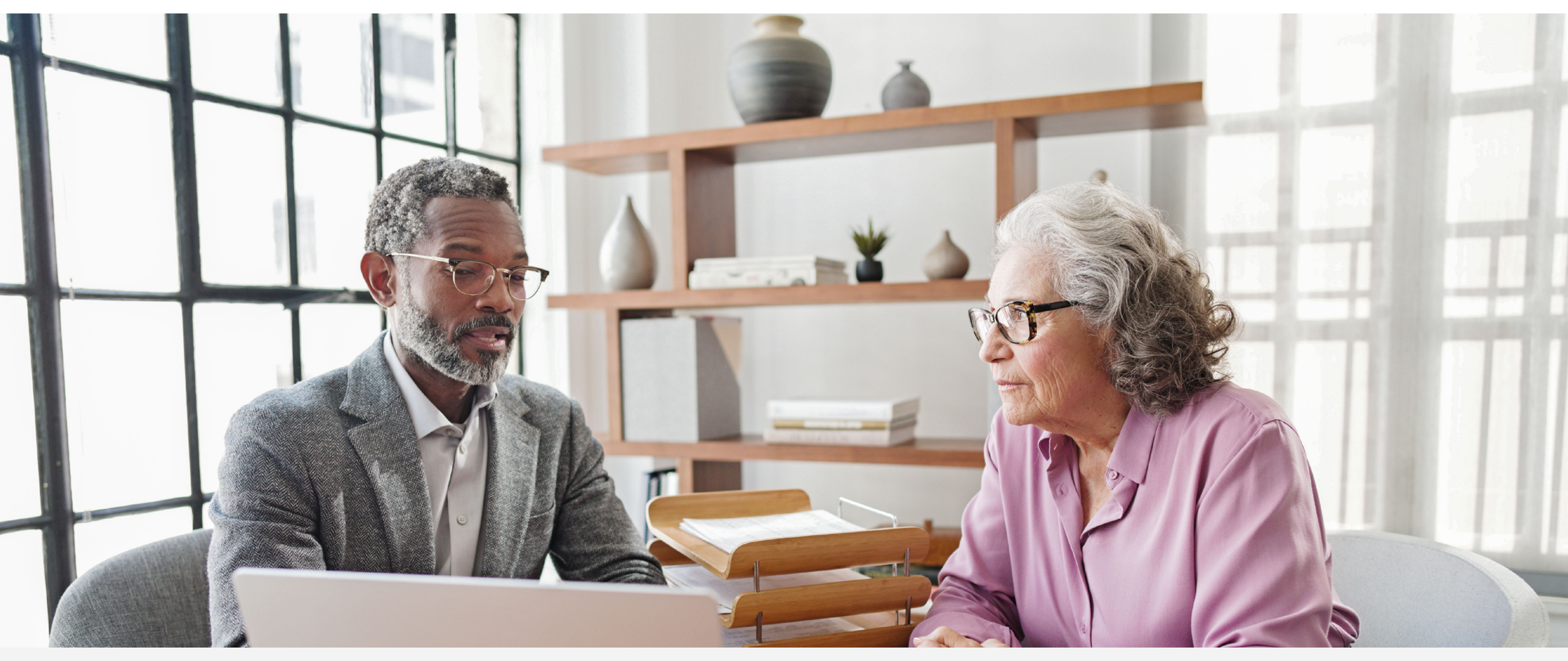
Despite extreme uncertainty, financial professionals help investors feel more confident.

Investors working with a financial professional feel considerably more confident in their ability to protect their finances in the event of a financial crisis than those without a financial professional.

- 40% Feel confident with a financial professional
- 26% Feel confident without a financial professional

Three ways financial professionals are helping create a sense of control and security for their clients during a market crisis...

- Educating clients on market cycles
- Adopting strategies to protect assets against market risk
- Listening to client concerns and needs



Particularly in times of great market and economic uncertainty, having a plan and a trusted financial professional makes a world of difference for anxious investors. Nationwide can provide you with insights and solutions that will help your clients feel more confident about their financial futures.

See how you can help clients of all ages feel more confident about saving for retirement.

Nationwide® is on your side

Survey methodology: The research was conducted online within the U.S. by The Harris Poll on behalf of Nationwide from January 4-13, 2023, among 511 advisors and financial professionals and 789 investors ages 18+ with investable assets (IA) of $10K+. Advisors and financial professionals included 266 RIAs, 146 broker-dealers, 128 wirehouse, and 55 other financial professionals. Among the investors, there were 203 Mass Affluent (IA of $100K-$499K), 167 Emerging High Net Worth (IA of $500K-$999K), 106 High Net Worth (IA of $1M-$4.99M) and 104 Ultra High Net Worth (IA of $5M+), and 209 investors with $10K to less than $100K investable assets (less affluent). Investors included a subset of 224 "pre-retirees" age 55-65 who are not retired.

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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