

Investors are adjusting their finances ahead of a potential recession.



With the majority of investors expecting a severe recession within the next six months, many are re-evaluating their personal finances. In fact, nearly six in ten already have a plan in place to adjust their personal finances should recession fears be realized.

Our recent Nationwide Retirement Institute® survey revealed investors' top financial concerns and priorities ahead of a potential recession.

Most investors expect a severe recession in the next six months.

More than two-thirds of the investors surveyed said they believe the U.S. will enter a recession in the next six months.



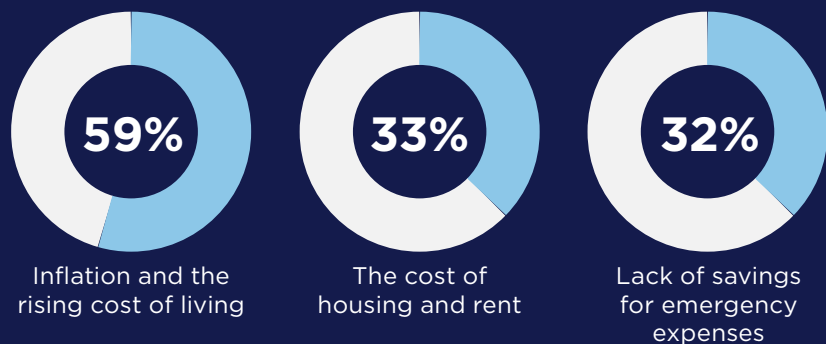
When compared to the Great Recession of 2007, investors think the next recession will be:



Stagnant and declining retirement savings are among investors' top concerns.

More than half of the investors surveyed said they're concerned about their retirement savings losing value and their ability to continue saving during an economic downturn or recession.

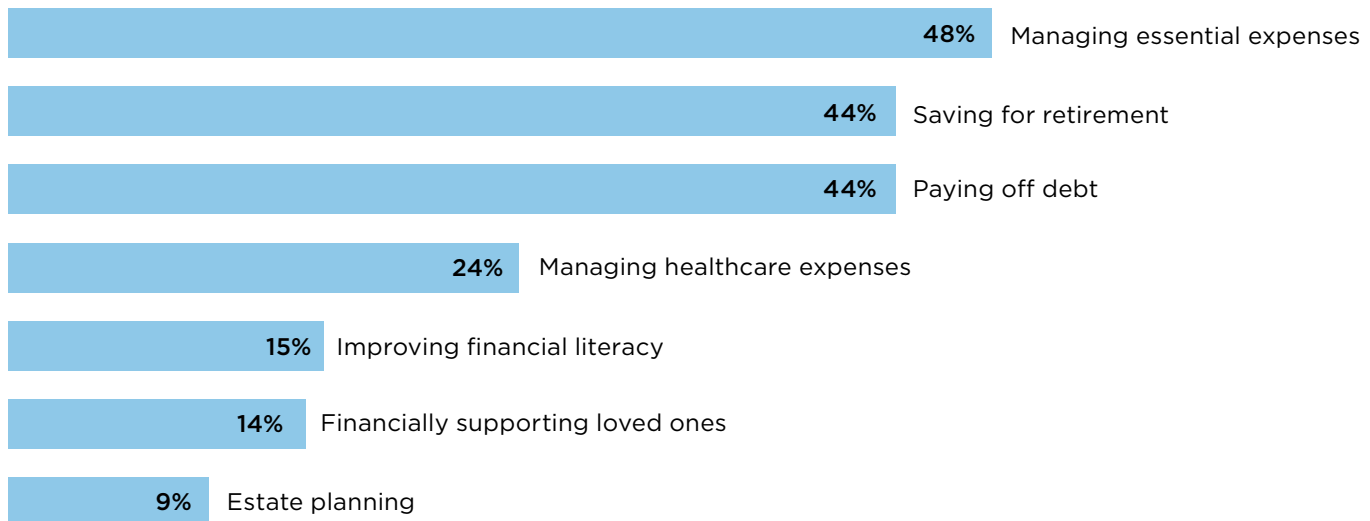
Other top financial concerns include:



Amid economic uncertainty, many investors seek advice and support.

When it comes to personal finances, nearly five in ten investors said they turn to their friends and family for advice and support. This is closely followed by financial advisors and planners (30%). Financial professionals can promote the value of professional financial guidance and gain clients' trust by offering resources and support that are aligned with their goals.

Investors' top financial goals include:



Financial professionals can boost client confidence with educational resources.

Whether or not the U.S. enters a recession over the next six months, financial professionals are in a great position to help clients stick to their long-term plans and realize their top financial goals. With educational resources and personalized support from Nationwide, you can help your clients to feel more confident about their ability to meet their top financial goals.



Nationwide resources and insights can help financial professionals be more proficient and valuable to their clients.



Nationwide partnered with Edelman Data & Intelligence to conduct a 15-minute online survey among a sample of 2,000 nationally representative adult consumers between March 30 and April 13, 2023. As a member in good standing with The Insights Association as well as ESOMAR Edelman Data and Intelligence conducts all research in accordance with local, national and international laws as well as in line with all Market Research Standards and Guidelines.

The information in this report is provided by Nationwide Economics and is general in nature and not intended as investment or economic advice, or a recommendation to buy or sell any security or adopt any investment strategy. Additionally, it does not take into account any specific investment objectives, tax and financial condition or particular needs of any specific person.

The economic and market forecasts reflect our opinion as of the date of this report and are subject to change without notice. These forecasts show a broad range of possible outcomes. Because they are subject to high levels of uncertainty, they will not reflect actual performance. We obtained certain information from sources deemed reliable, but we do not guarantee its accuracy, completeness or fairness.

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