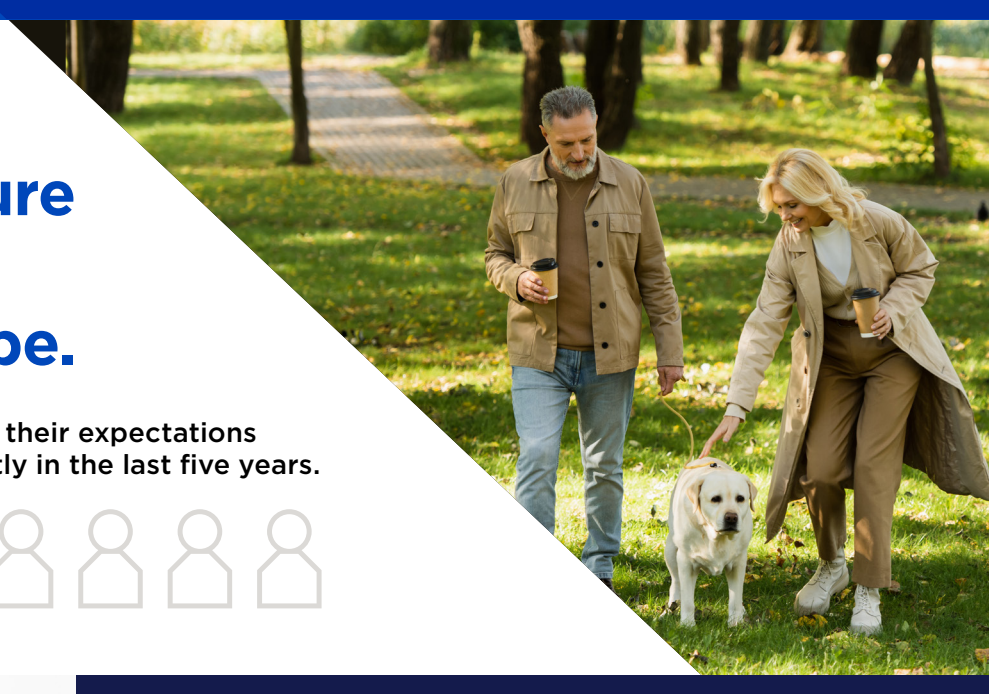
Help your clients redefine retirement planning to meet rising economic challenges.

Nationwide®

Inflation and interest rates are having wide-ranging impacts, affecting not only how people spend money today but also how they save for the future. According to the ninth annual Advisor Authority survey, powered by the Nationwide Retirement Institute®, investors are more likely to spend less and shift their retirement outlook because of the current economic challenges they face.



For many people, their financial future isn't what they thought it would be.

More than six in ten investors (61%) say their expectations for retirement have changed significantly in the last five years.

Economic uncertainty is changing the way many investors view and plan for retirement.

49% of investors say their dreams for retirement have been delayed, altered or cancelled because of economic conditions seen in the last five years.

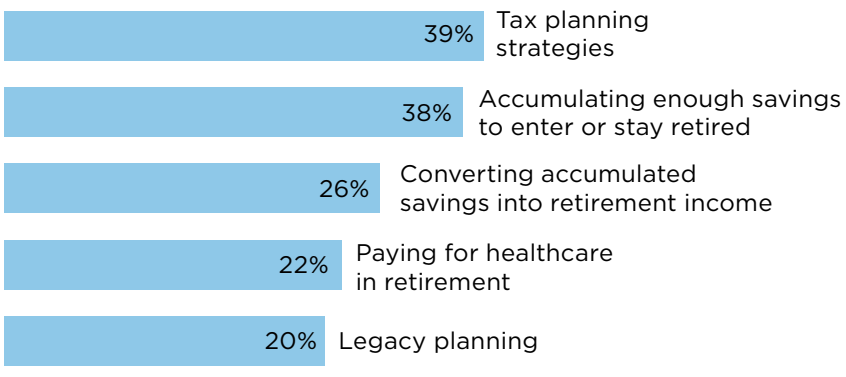
With many people worried about how they'll pay their monthly bills in retirement, both retired and non-retired investors aged 55+ are cutting back on discretionary spending today, including:

- **47%** Luxury goods
- **44%** Leisure activities
- **44%** Entertainment
- **38%** Vacations and travel

Financial professionals can help clients get on track to their retirement goals.

Nearly half of financial professionals **(48%)** say the rising cost of living has influenced their clients to rethink or redefine their retirement planning strategies.

Investors are turning to their paid financial professionals most frequently for guidance on these retirement planning topics:



Help make retirement dreams more of a reality for clients.

With insights and solutions from Nationwide, you have the resources you need to help your clients develop a financial plan around their goal of a comfortable, secure retirement.

See all the different ways Nationwide can help.

Nationwide® is on your side

Methodology: The research was conducted online within the U.S. by The Harris Poll on behalf of Nationwide from January 8-23, 2024, among 518 advisors and financial professionals and 2,346 investors ages 18+ with investable assets (IA) of $10K+. Advisors and financial professionals included 257 RIAs, 178 broker-dealers, 130 wirehouse and 42 other financial professionals. Among the investors, there were 601 Mass Affluent (IA of $100K-$499K), 518 Emerging High Net Worth (IA of $500K-$999K), 410 High Net Worth (IA of $1M-$4.99M) and 217 Ultra High Net Worth (IA of $5M+), as well as 600 investors with $10K to less than $100K investable assets ("Less affluent"). Investors included a subset of 391 "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.

Investing involves market risk, including possible loss of principal, and there is no guarantee that investment objectives will be achieved. Diversification does not assure a profit or protect against loss in a down market.

Nationwide and its representatives do not give legal or tax advice. An attorney or tax advisor should be consulted for answers to specific questions.

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