

# Help clients stay financially strong as economic pressures persist.



A recent Nationwide Retirement Institute® survey of 2,000 U.S. adults (age 18+) found widespread pessimism about current economic conditions, from the U.S. economy overall to their own personal financial outlook.

If there's a silver lining to this gloomy view, it's that many people are now tuned in to their personal financial situations. That presents a good opportunity for financial professionals to show the value of objective guidance and sound planning to clients in need of a boost in their financial confidence.

## Persistent economic stress has taken a financial toll on most Americans.

Around **8 in 10** respondents (78%) rate the condition of the U.S. economy overall as poor or fair.



**2/3** (66%) expect their personal financial situation to stay the same or get worse over the next 6 months.



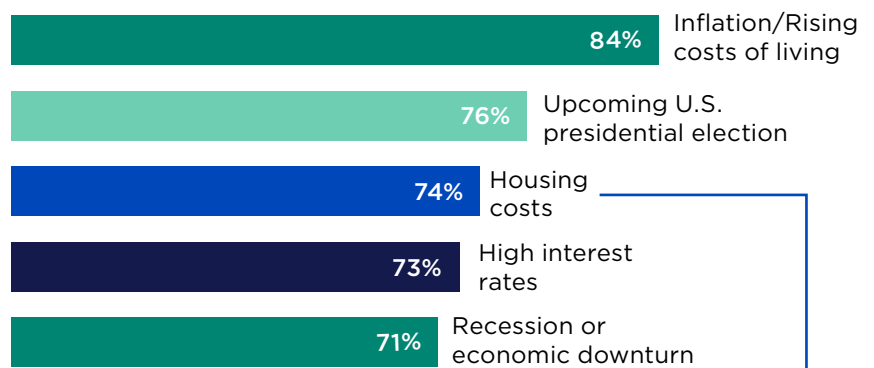
## Inflation remains the top concern—but it's not the only concern.

While the rising costs of living have gotten most of the headlines, consumers also report feeling strained by other financial challenges, both in the present and the future.



### Top concerns of respondents about their own personal finances:

(Percentage who answered moderately or very concerned)



Shelter costs (rent and housing) are proving to be one of the “stickiest” factors in the persistent rise in inflation. They’re also having an adverse impact in other areas of consumers’ financial lives.

**33%** say saving for retirement has become more difficult because of increased housing costs.

## Be the voice of financial confidence in the midst of economic pressures.

With so many people feeling concerned about their finances right now, they’re ready for sound guidance about their financial decisions and reassurance about their financial future.

As a financial professional, you can help clients stay strong and resilient in the face of hard economic times, with insights that inspire confidence and a financial plan that fits their unique needs.



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**Methodology:** Nationwide commissioned Edelman Data & Intelligence (DXI) to conduct a nationally representative online survey of 2,000 US consumer adults aged 18 and older from May 1-15, 2024. The survey was weighted to be representative of the U.S. population by age, gender, region and ethnicity. 69% of respondents claimed household income of \$75,000 or less.

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.

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