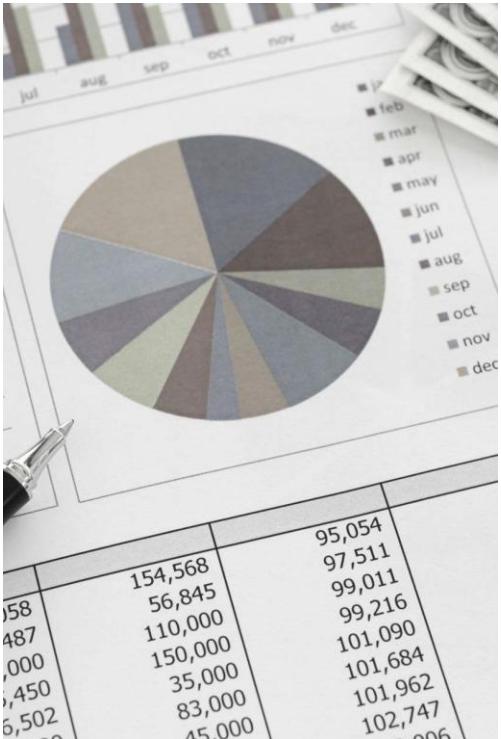


The Retirement X Factor

Gen X Retirement Survey



About The Survey



Purpose: Capture Gen X thoughts, concerns, and priorities as they related to retirement planning and transitioning

450 Members of Gen X: Born between 1965 and 1980

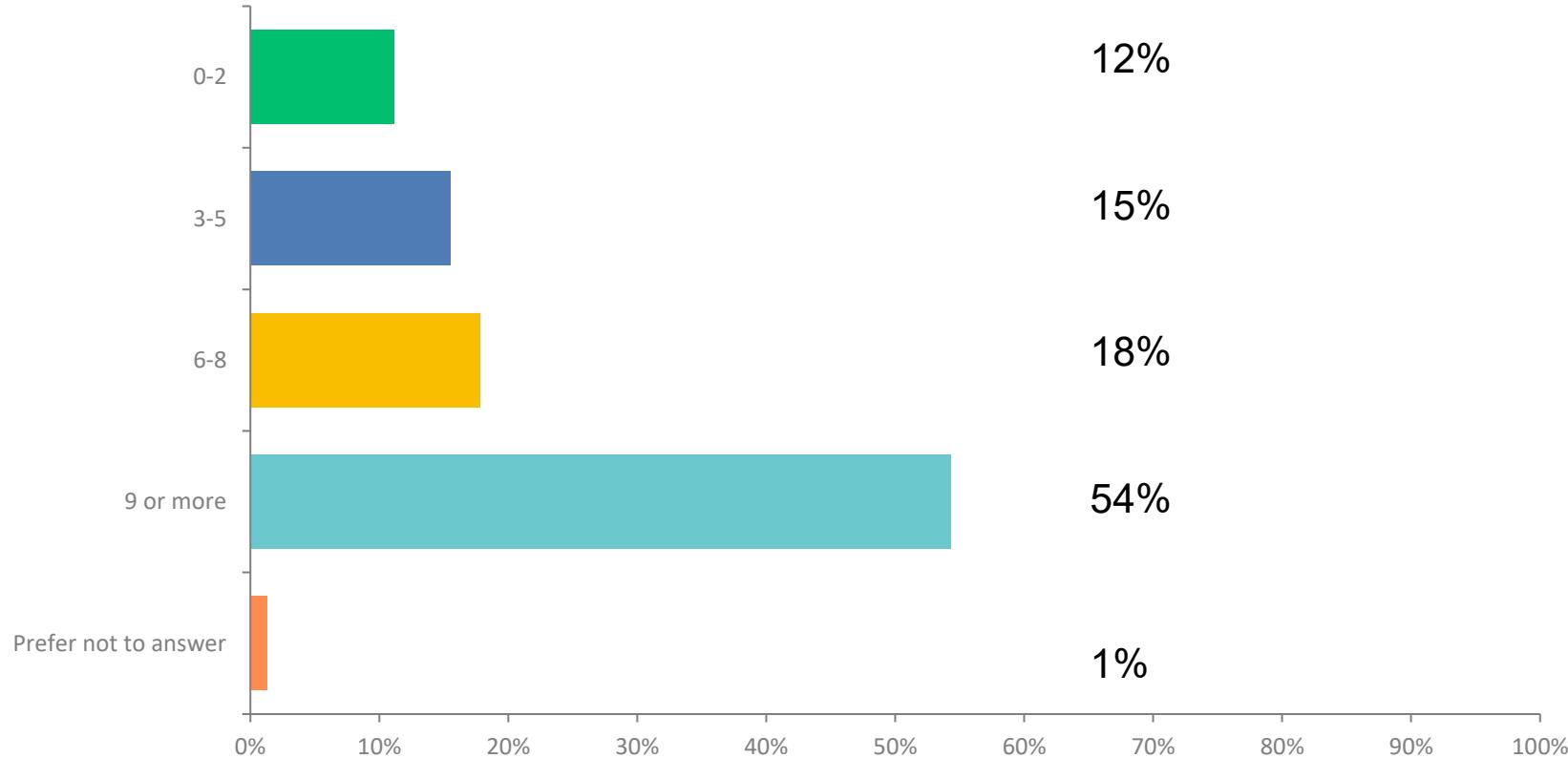
Age (97%) 45-59 (3%) 60

Income (78%) \$25k- \$175K (8%) over \$200K (14%) Other

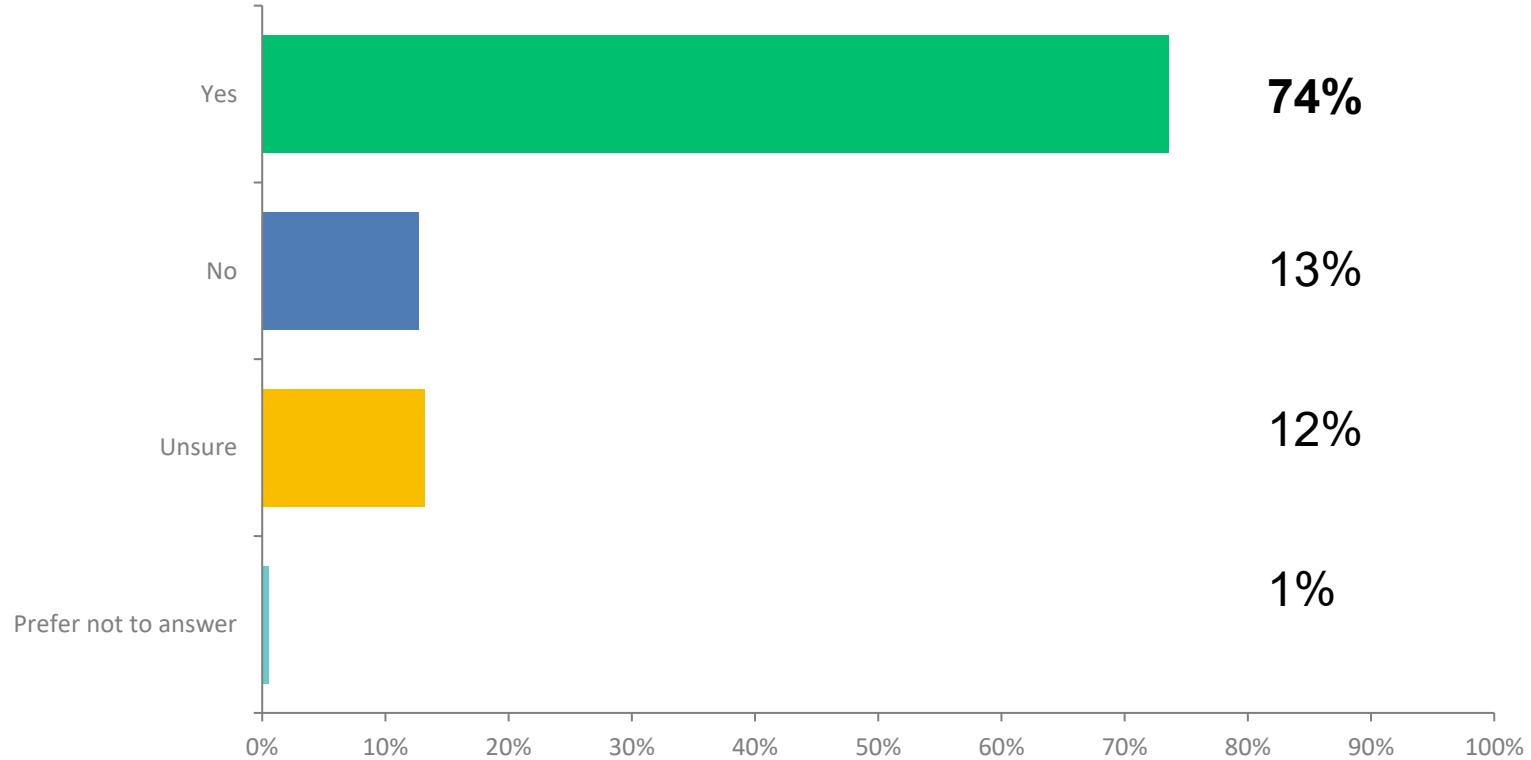
Gender (52%) Female (48%) Male

Job Status (98%) Full time employed

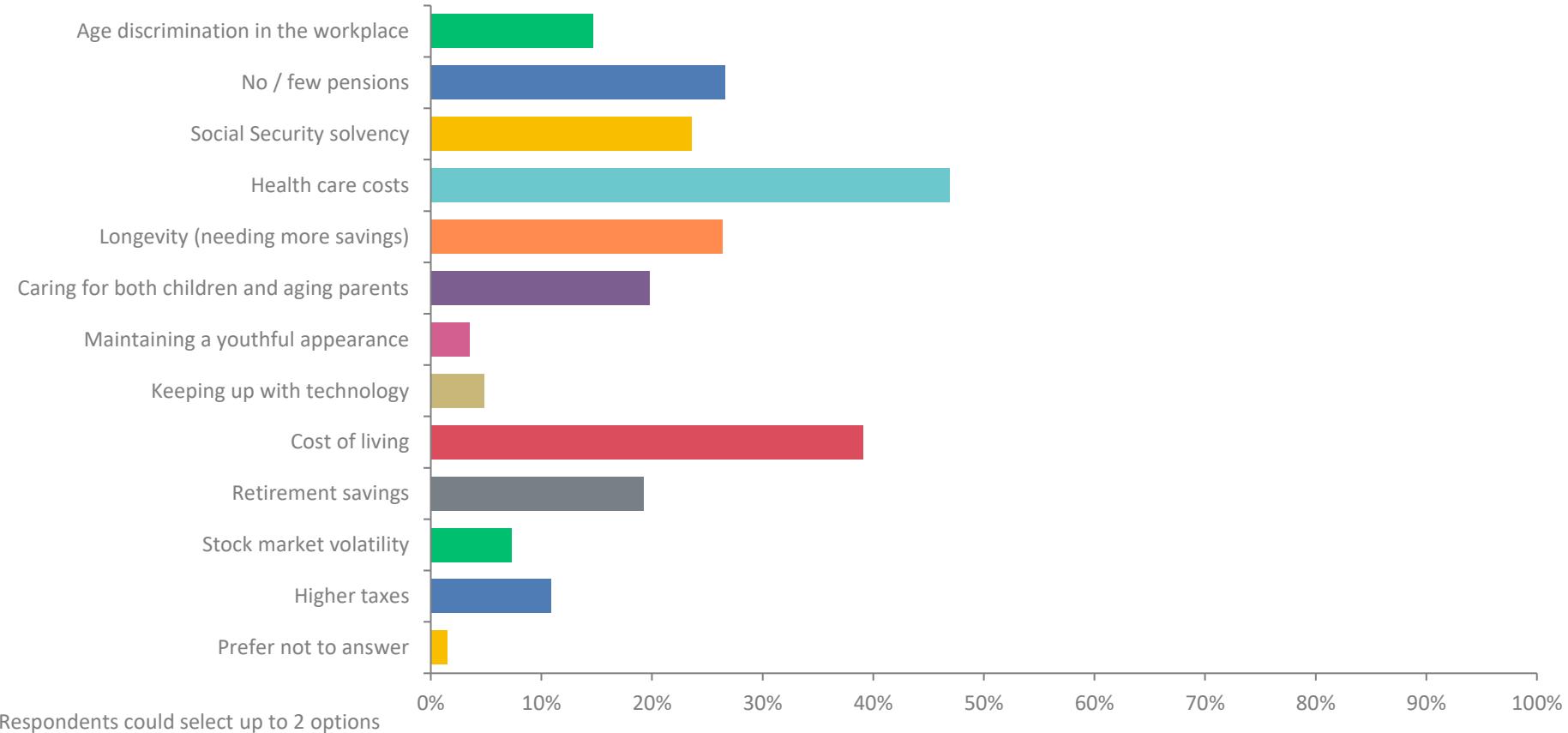
Demographics: Years away from an ideal retirement exit?



Is it more difficult for Gen X to retire than it was for previous generations?



Two most challenging factors facing Gen X when compared to others?



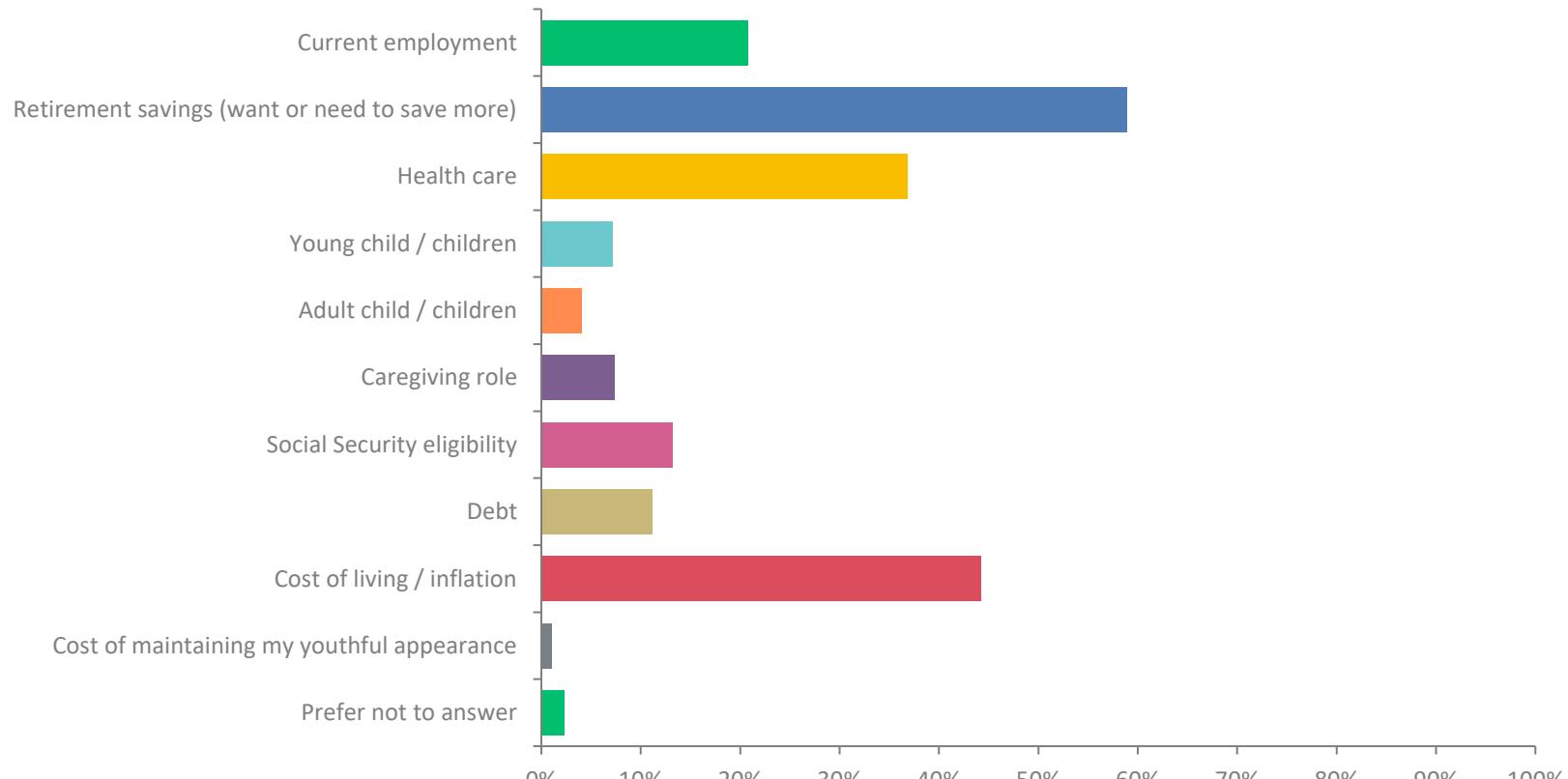
Two most challenging factors facing Gen X when compared to others?



Healthcare costs	47%
Cost of living	39%
No / few pensions	27%
Longevity (needing to save more)	26%
Social Security solvency	23%

Respondents could select up to 2 options

The two biggest factors impacting my retirement decision / plan?



Respondents could select up to 2 options

The two biggest factors impacting my retirement decision / plan?



Retirement savings (want or need to save more) 60%

Cost of living 44%

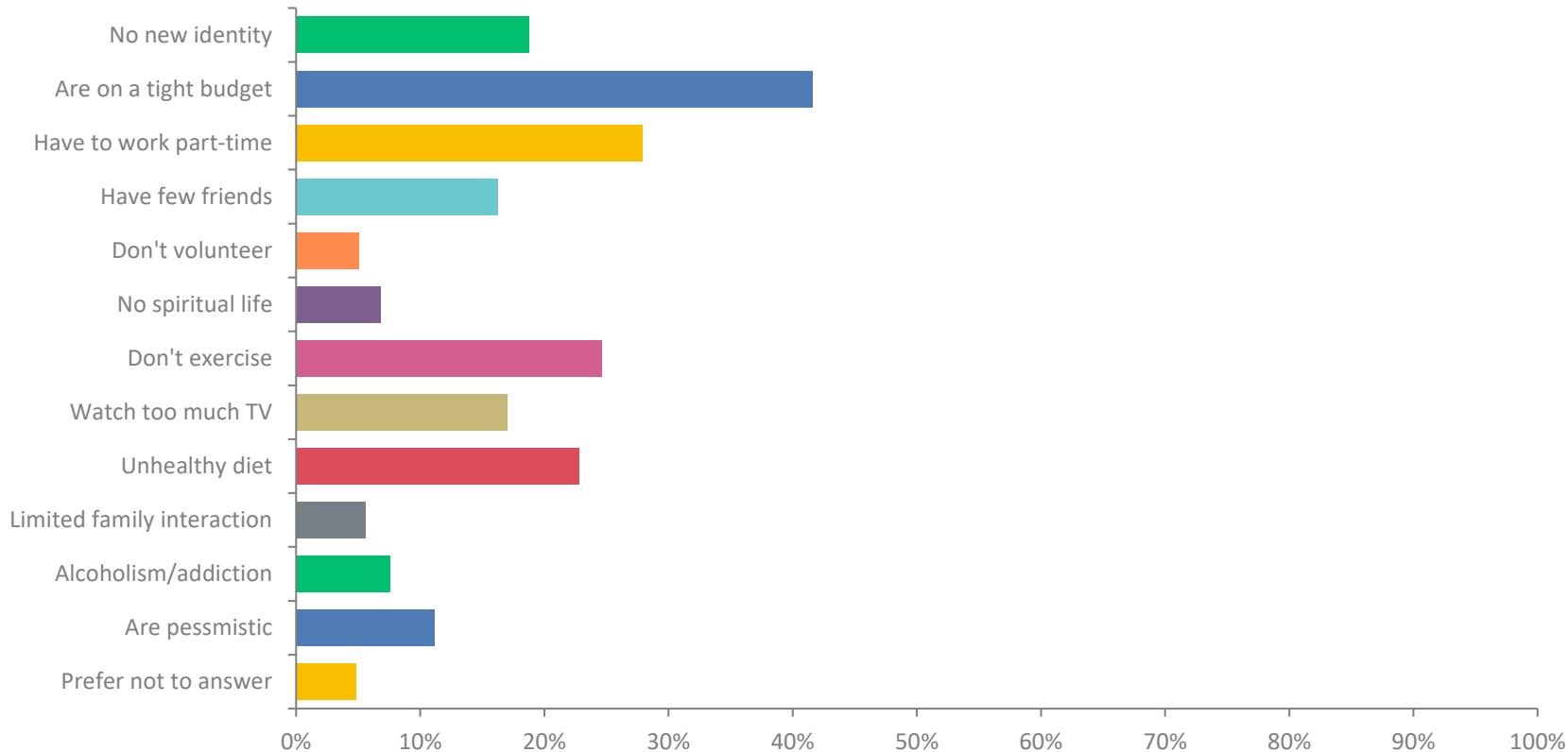
Healthcare 37%

Current employment 21%

Social Security eligibility 13%

Respondents could select up to 2 options

Two of the biggest mistakes you have seen in previous generations



Respondents could select up to 2 options

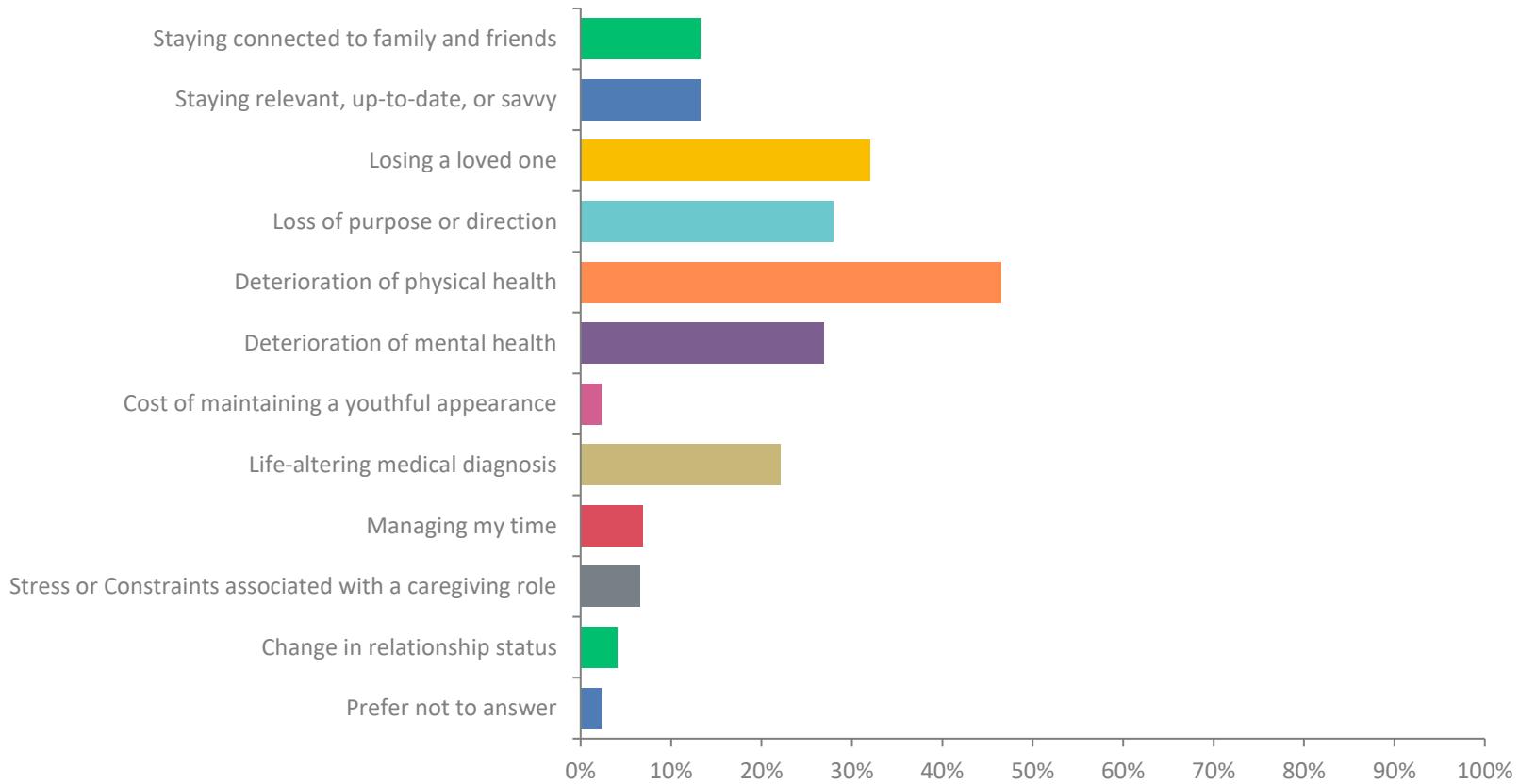
Two of the biggest mistakes you have seen in previous generations?



On a tight budget	42%
Have to work part time	28%
Don't exercise	25%
Unhealthy diet	23%
No new identity	19%
Few friends	16%
Watch too much TV	17%

Respondents could select up to 2 options

What are your two biggest non-financial fears?



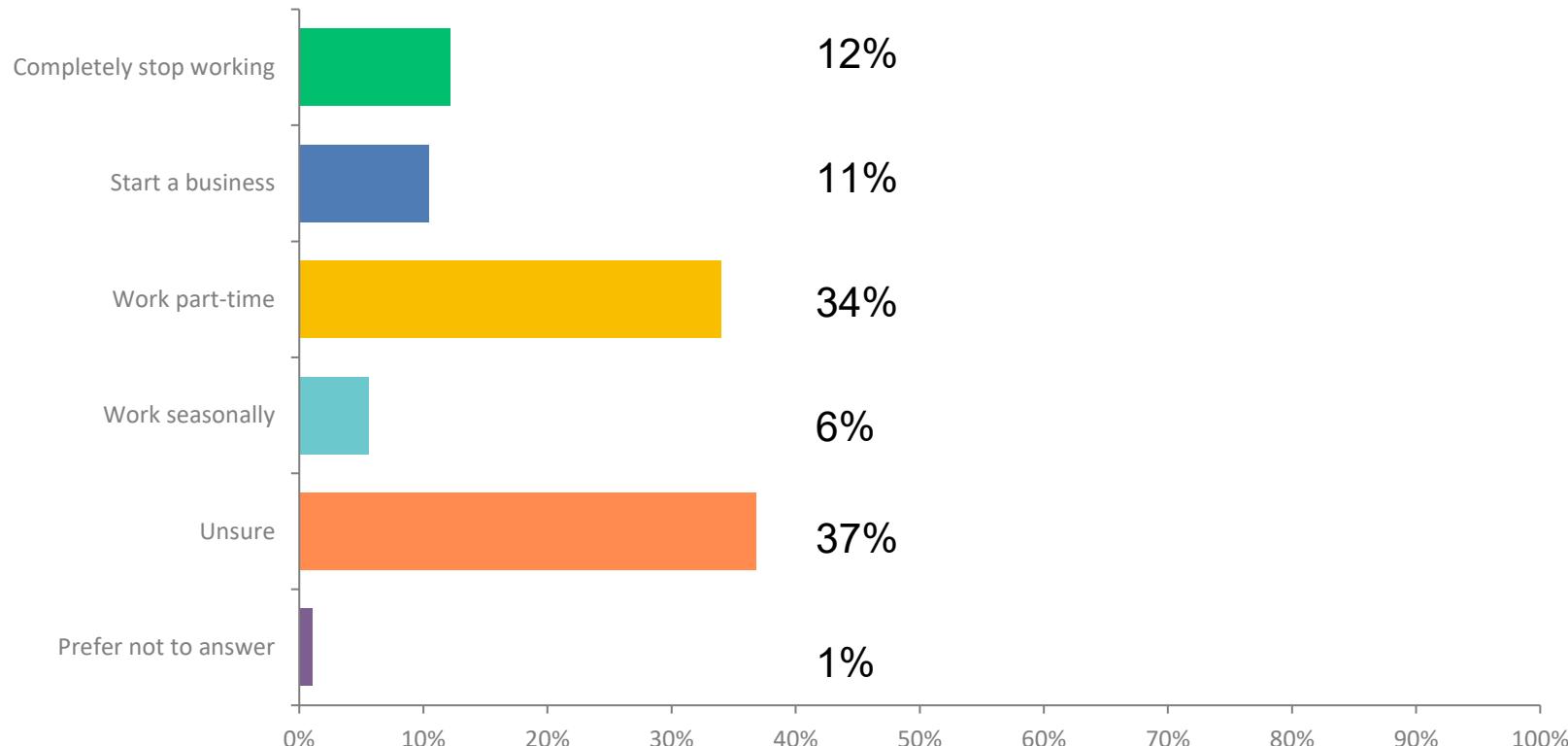
What are your two biggest non-financial fears?



Deterioration of physical health	46%
Losing a loved one	32%
Loss of purpose and direction	28%
Deterioration of mental health	26%
Life-altering medical diagnosis	22%
Tie: Staying connected / Staying relevant	13%

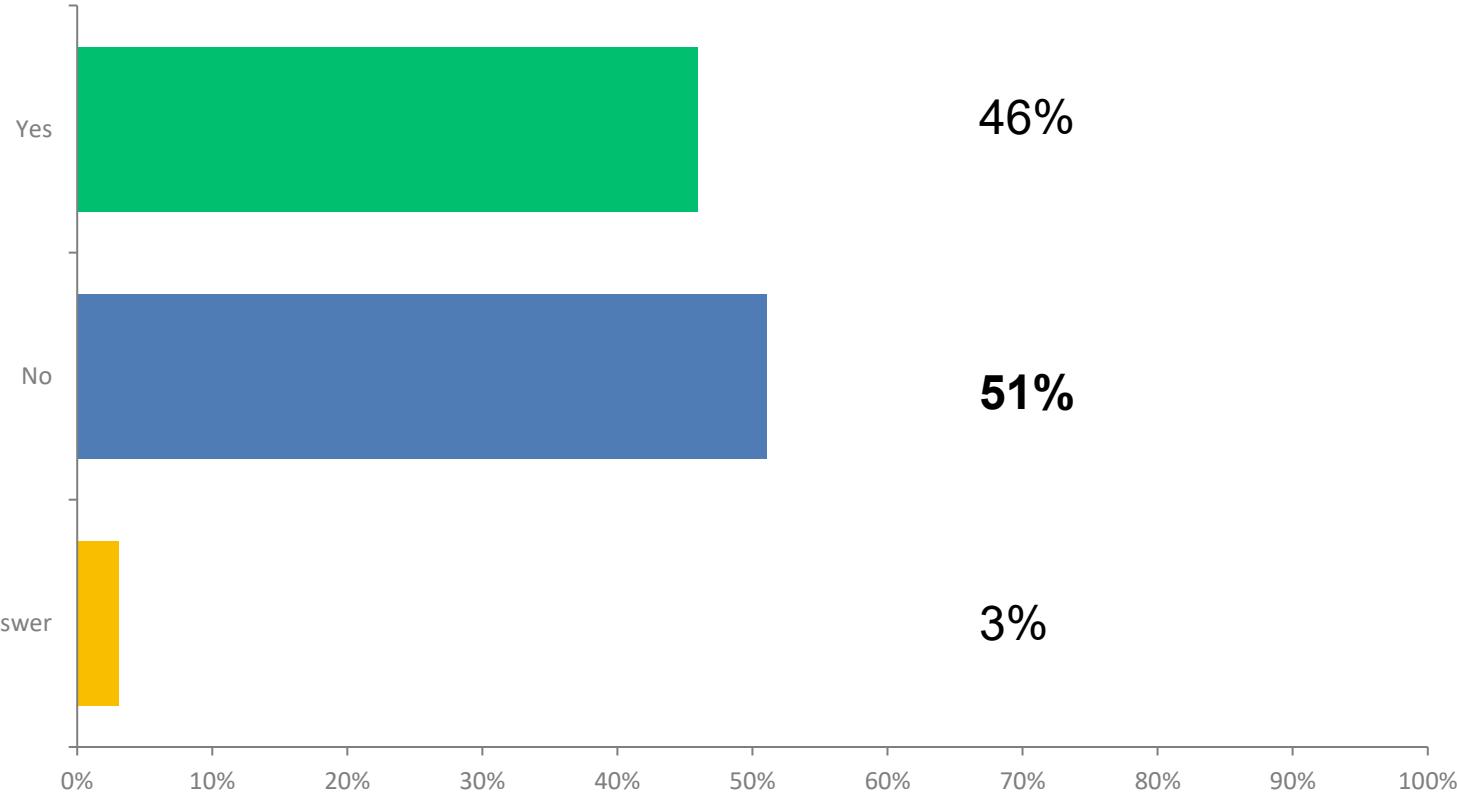
Respondents could select up to 2 options

Once you leave your primary career do you intend to?

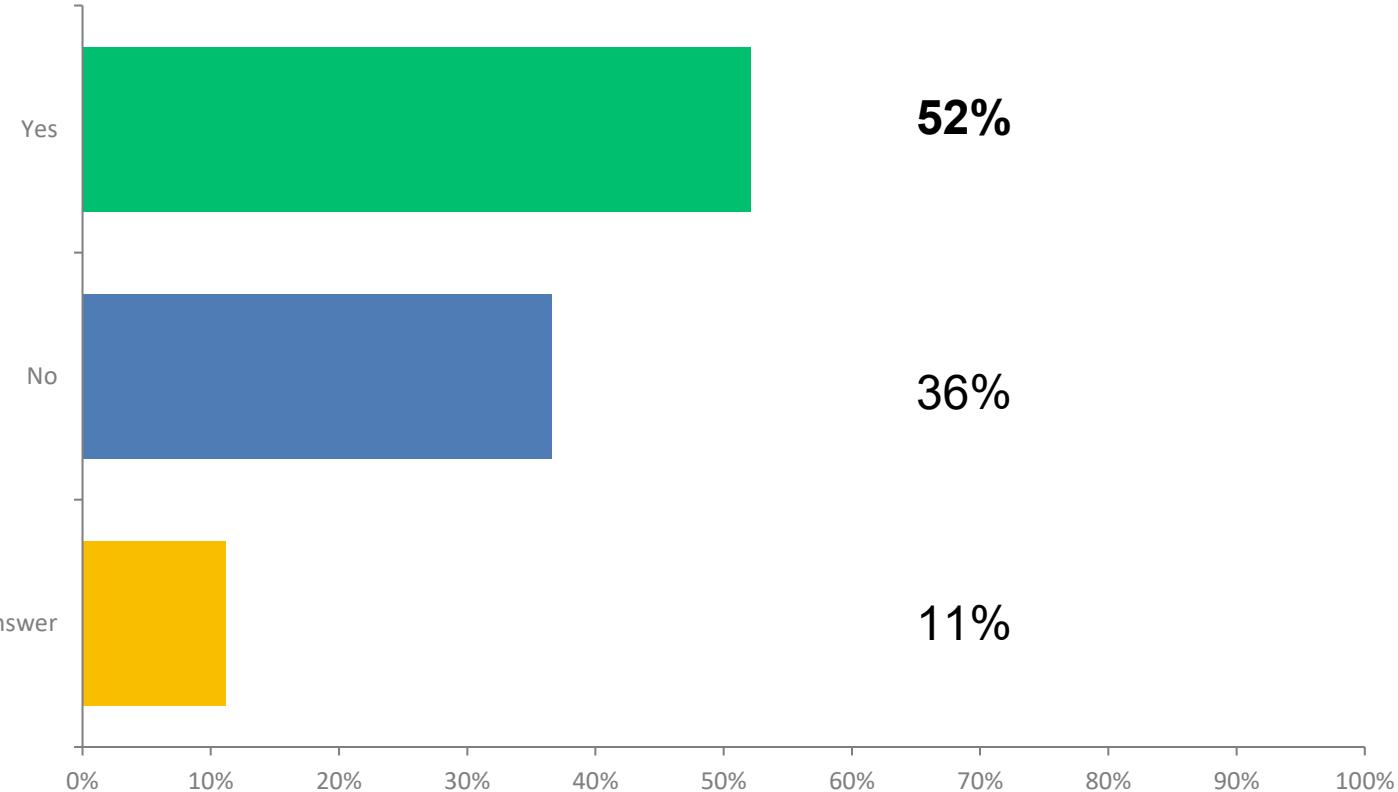


Respondents could select up to 2 options

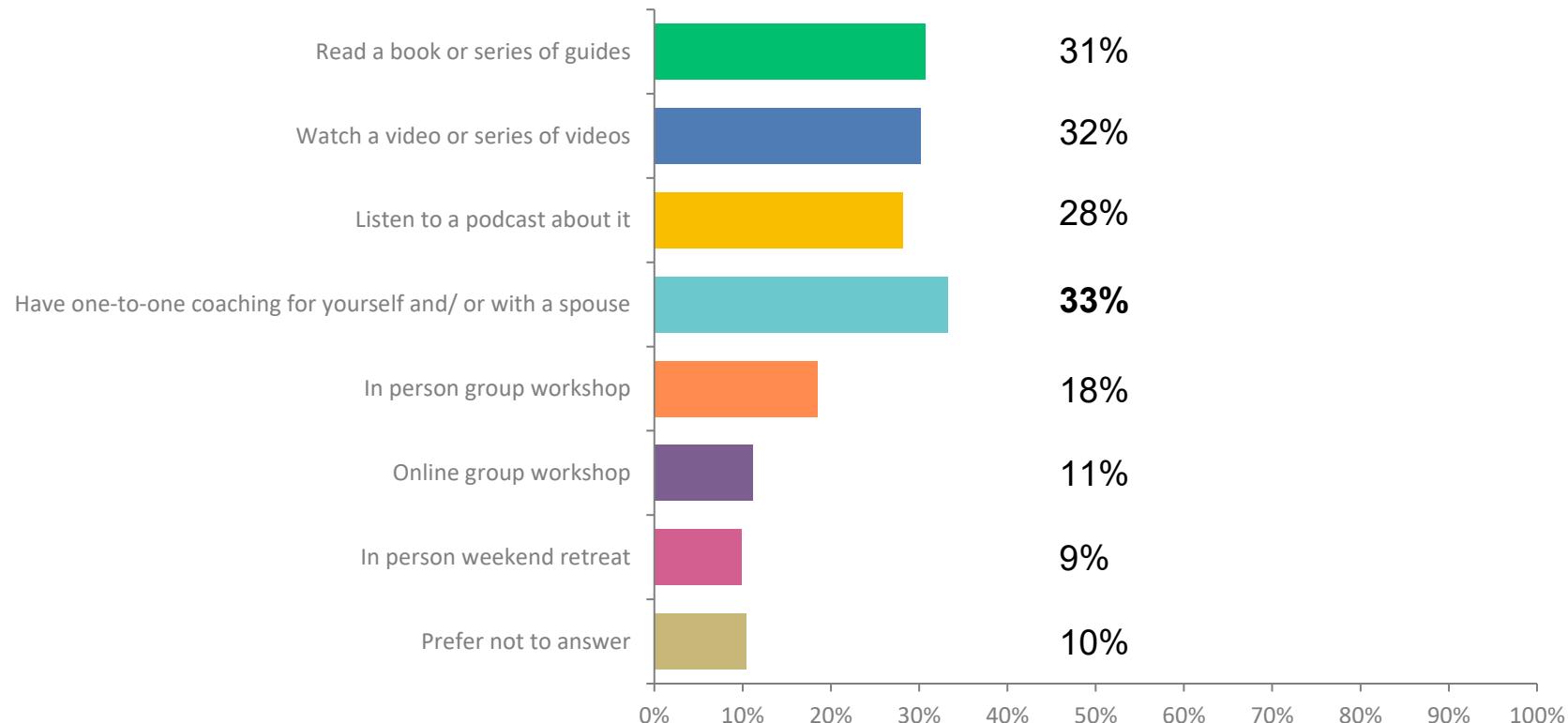
Are you currently working with a financial professional?



Work with a financial advisor to help plan beyond the dollars and cents?

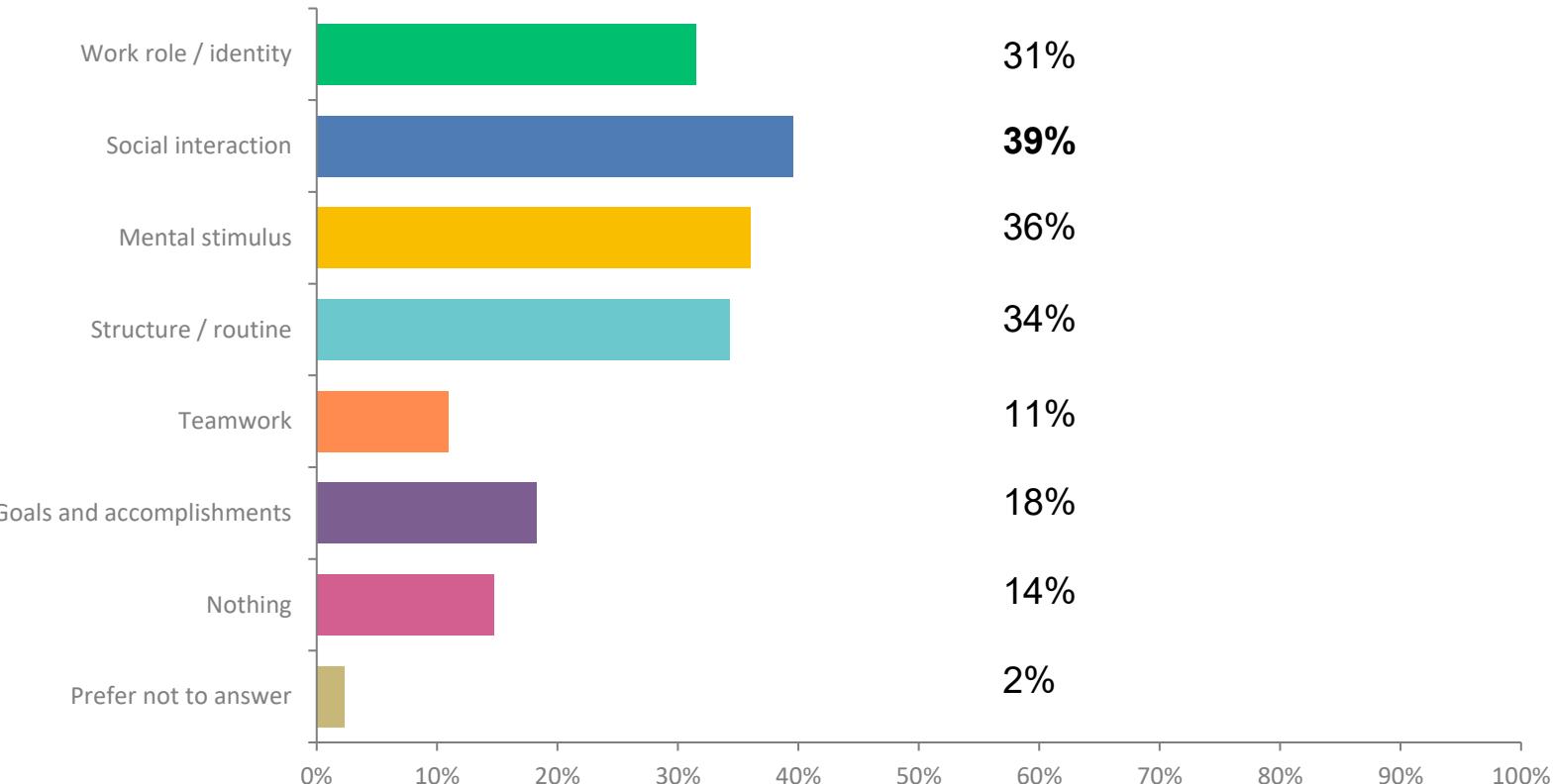


How would you like to learn about planning beyond the dollars and cents?



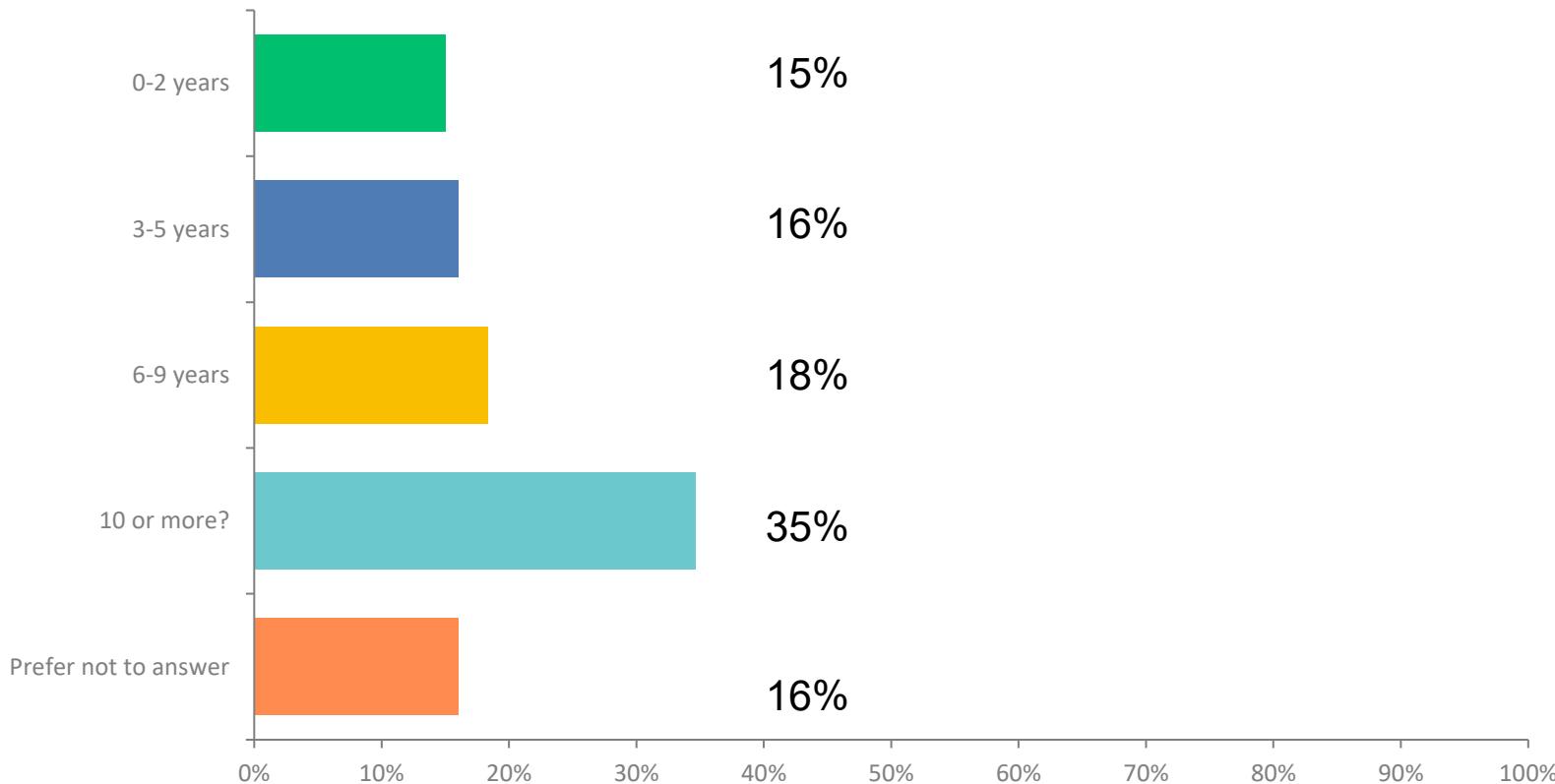
Respondents could select up to 2 options

Non-financial factors you expect to miss from your primary career?

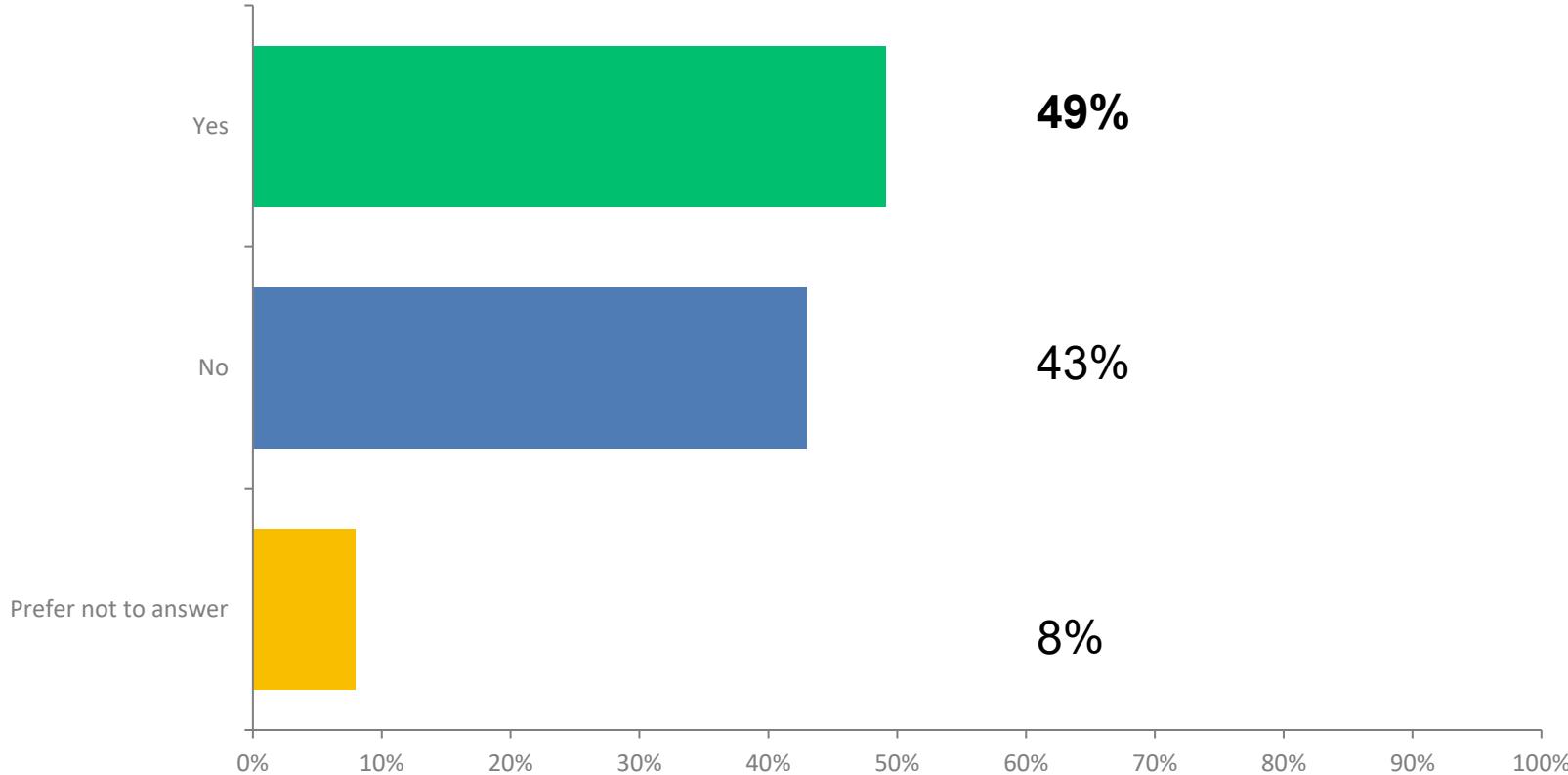


Respondents could select up to 2 options

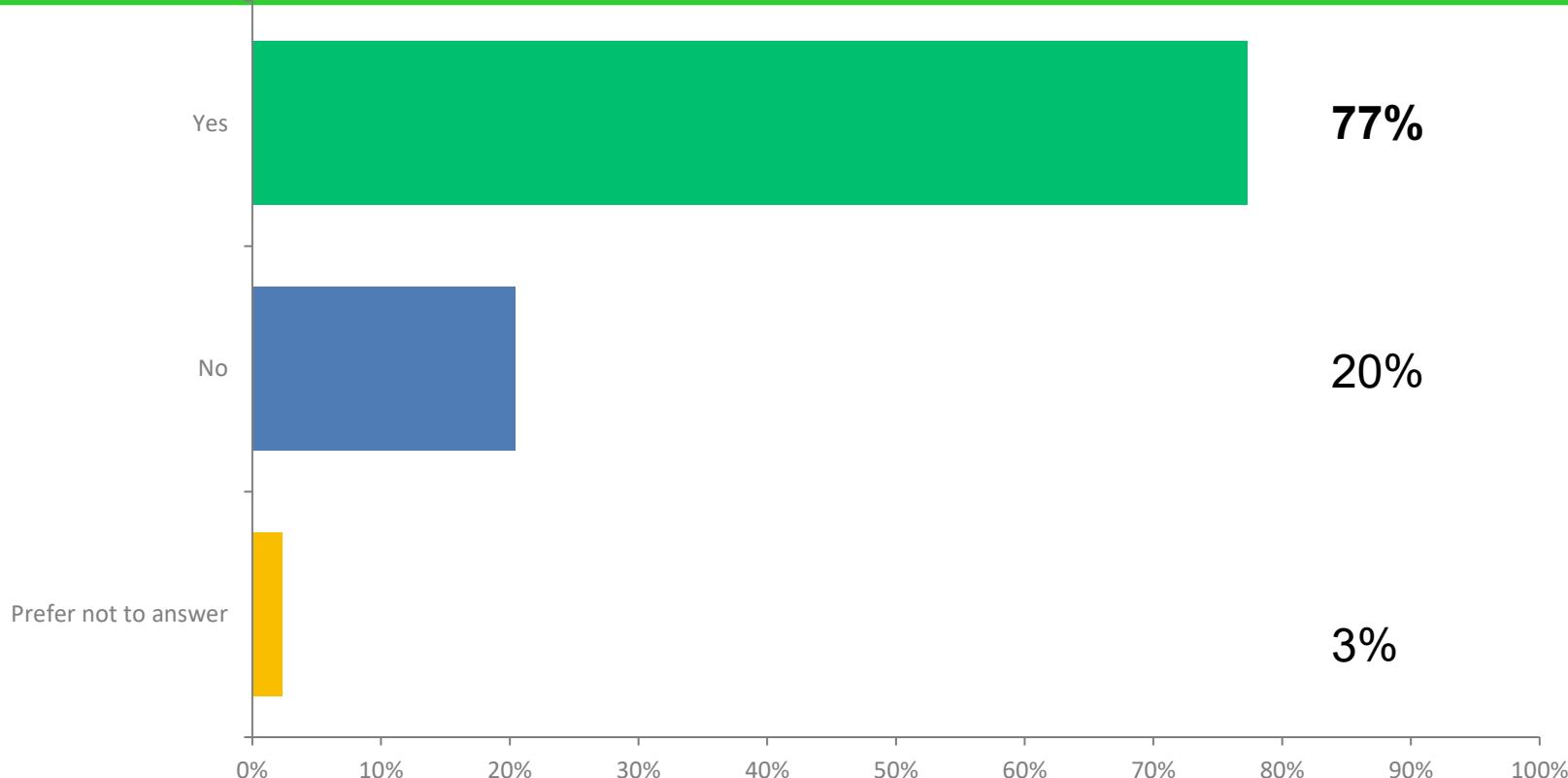
How many years of declining health will you experience in retirement?



Is leaving a financial inheritance important to you?



Have a passion or hobby you plan to reconnect with in retirement?



Two most helpful items for your non-financial planning for retirement?



Exercise routine / classes	37%
Nutrition / weight management	27%
Finding or redefining purpose	24%
Navigating everyday life with spouse	20%
Improving social network	17%
Ideas for part-time work	17%
Improving my spiritual life	14%
Finding the right volunteer opportunity	10%

Key Observations: Headlines



Gen X turns 60

74% of Gen X feel it is more difficult for them to retire than previous generations

47% cite healthcare costs as the biggest issue facing their generation

46% rank physical deterioration as their biggest non-financial fear

39% will miss social interaction the most from work once retired

51% are not working with a financial advisor (10-20% unhappy)

52% prefer an advisor who can help beyond the dollars and cents

33% would prefer to learn about non-financial planning by 1-on-1 coaching

Key Observations: Health care and healthy living



Issues: Health care costs	47%
Longevity (needing to save more)	26%
Deterioration of physical health	46%
Deterioration of mental health	26%
Life-altering medical diagnosis	22%
Biggest mistakes of previous generations	
Don't exercise	25%
Unhealthy diet	23%

Key Observations: Healthcare and healthy living... continued



10 or more years of declining health 35%

Impacting a decision to retire: Healthcare 37%

Learn about:

Exercise routine / classes 37%

Nutrition / weight management 27%

Key Observations: Financial Professionals



51% not working with a financial advisor (10-20% unhappy)

52% would prefer to work with an advisor who can help with non-financial (63%)

49% Want to leave a financial inheritance

37% Unsure about working or not in retirement

33% would prefer one-on-one coaching, followed by video series / book

Empathize but hit on pain points: Challenges

- Healthcare costs
- Cost of living
- No / few pensions
- Longevity (needing to save more)
- Social Security solvency

Specific Fears

- Deterioration of physical health
- Losing a loved one
- Loss of purpose and direction
- Deterioration of mental health
- Life-altering medical diagnosis
- Tie: Staying connected / Staying relevant

Key Observations: Content Development / Niche Marketing



Avoid mistakes of the past (learning things the hard way)

- On a tight budget
- Have to work part time
- Don't exercise
- Unhealthy diet
- No new identity
- Few friends
- Watch too much TV

Tools and Resources to alleviate health concerns

- Normalize the need to work longer
- redefine purpose with part time work – business
- Part-time work with health benefits or healthy advantages
- Companies that offer health benefits to part-timers
- Financial professionals: Health Savings Accounts

Key Observations: Content Development / Niche Marketing



Framing solutions in terms of what they are missing or want or can't do yet

Reconnecting with a hobby / passion (passion into work, biz, healthy living)
Health related biz (part-time work to pay for benefits)

Opportunity Niche's

- Navigating life with a spouse
- Maintaining a youthful appearance (cost effective ways to)
- Starting a business (unsure or afraid of what to do)
- Replacing mental stimulus from work
- Faith based programming
- Sandwich caregiving for mom and dad and adult children
- Launch podcast, book, video series (or retreat)