Pain Points & Actions

Hearts & Wallets IQ™ Database Insight Module Report

Report Overview

The *Pain Points & Actions: Inspirations for Helping Younger Savers and Consumers in Phases of Retirement* report reveals the **most pressing pain points** different groups of consumers face, the **reasons they seek help**, and the **actions** they have **taken and plan to take**.

Written by subject matter experts with operating experience in retail finance, consumer packaged goods and technology development, the ideas and analysis are drawn from the latest fielding of the Hearts & Wallets Investor Quantitative™ Database (IQ™ Database), recognized as the largest single dataset on U.S. retail consumer attitudes, behaviors and buying patterns, with over 40,000 U.S. households.

Select Key Findings

- Life is getting **more difficult** for Accumulators, especially **younger ones**, in the past five years.
- Accumulators are **seeking help more** than ever. **Increasing savings** is their top action.
- **Advice gaps remain large** because advice-seeking isn't keeping pace with difficulties.
- **Pre-Retirees** experienced **a spike of difficulty** in the past two years.

"Hearts & Wallets has brought an understanding of the consumer mindset to the forefront of our business decisions."
– Principal, Client Insights, leading brokerage-dealer

How This Report Helps

Marketing, product and advice/digital design professionals will benefit from the actionable data and insights in this report to:

- Understand which **tasks different groups of consumers struggle with** – and how to engage them on the things they find difficult
- **Inspire younger consumers** with new programs to **give them access to help** since they are the groups that need the most support
- **Ignite action** to **start saving and investing** in response to the desire of younger consumers
- **Differentiate in-retirement solutions** based on the very different needs of the newly retired and those further along the retirement continuum
- Develop solutions for **consumers' top goals** rather than inwardly looking goals
- Bridge the disconnect that **older consumers** have between their goals and current engagement initiatives

About Hearts & Wallets

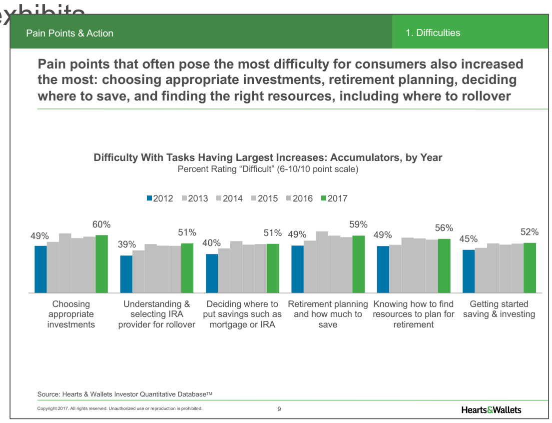
Hearts & Wallets is the resource for retail investor data and insights, combining a consumer marketing framework with financial services operating experience. The company is a catalyst for consumer-driven innovation in retail investing and saving. Hearts & Wallets data and insights are used by leading financial services firms to improve the effectiveness of their marketing communications, solution design and service delivery for retail investors.

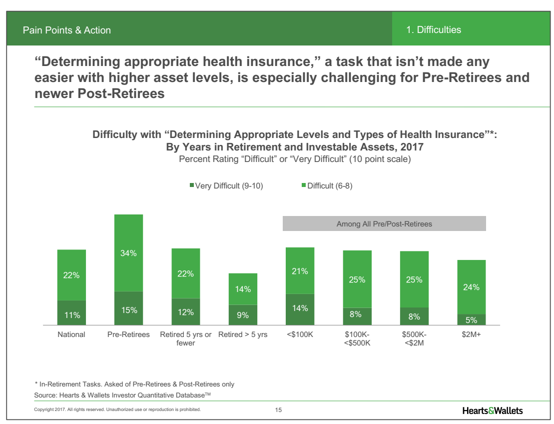
Each report is created by subject matter experts with exceptional academic credentials and years of experience in product management and development, marketing, advice design and delivery who provide insights into the marketplace and the competition that you won't find anywhere else.

Table of Contents/Directory of Exhibits

Sample Report Pages

Publication date of November 8, 2017. This 31-page report features 23 data-intensive exhibits.





About the Hearts & Wallets Investor Quantitative™ Database

The Hearts & Wallets Investor Quantitative™ Database (IQDB) is the comprehensive resource for understanding and analyzing behaviors and attitudes of retail savers and investors. With over 1,000 fields and derived variables, the breadth and depth of topics covered is designed with decades of hands-on experience in the marketing, product, service and research functions it serves. It covers consumers of all age and wealth segments, with over 5,000 annual responses to an online survey fielded mid-year since 2010. Consequently, its large sample size of 40,000 U.S. households permits sizing and profiling of virtually any demographic, behavioral or attitudinal definition for consumer groups. Its national weighting methodology allows for comparisons across years and customer/shareholder bases of leading firms.

Hearts & Wallets IQ™ Database Insight Module Series

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Select the desired report(s) and send a signed copy of this form to info@heartsandwallets.com or fax to 800-930-0966. We will prepare a separate invoice for payment. The standard investment for each Insight Module is $20,000. Packages are available; ask your Account Executive or Relationship Manager.

Order before November 30, 2017 to receive a 10% discount.

- ❑ *Investment Products & Asset Managers: Re-establishing Relevance of Managed Products in an Era of High Cash and On-line Brokerage – published October 24, 2017*
- ❑ *Timely Topic: Active vs. Passive & Impact Investing - published October 24, 2017*
- ❑ *Attitudes & Sentiments: Rise of Emergency Funds, Healthcare and Struggle for Work-life Balance – publication date November 7, 2017*
- ❑ *Pain Points & Actions: Inspirations for Helping Younger Savers and Consumer in Phases of Retirement – publication date November 7, 2017*
- ❑ *Timely Topic: From Retirement Income Planning to Goals-Based Wealth Management – publication date November 14, 2017*

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