

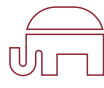
# Financial Planning

A Non-Partisan Issue

Democrats and Republicans might be polarized in their feelings about the election, but both parties are in agreement when it comes to planning for their financial futures.\*



## A Shared Lack of Confidence



26%

Planning for Retirement

25%

27%

Planning for my Family's Future

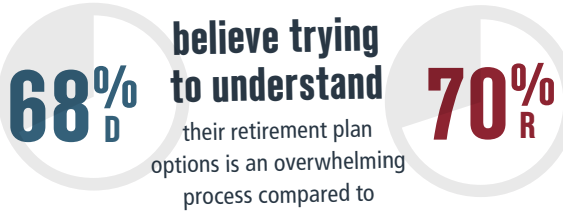
33%

38%

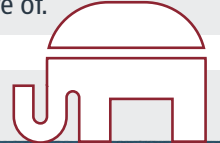
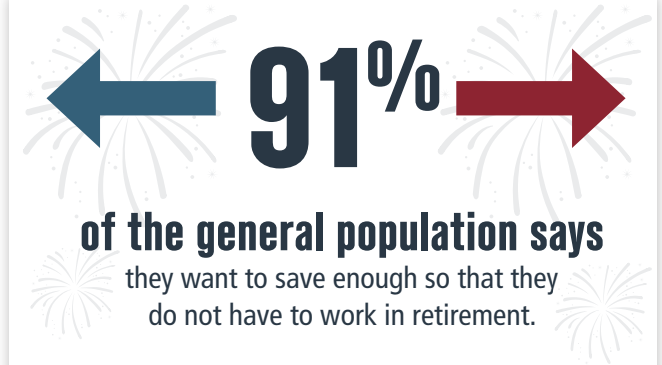
Financial Planning / Budgeting

39%

## Common Barriers to the Process Exist



## Highly focused on securing outcomes



## Take Charge!

Through financial education and awareness, Americans of all political parties can overcome common financial planning challenges and achieve positive outcomes.



You're In Charge®

\*All data sourced to 2016 M.O.O.D. of America Study

Lincoln Financial Group is the marketing name for Lincoln National Corporation and its affiliates, including broker-dealer/distributor Lincoln Financial Distributors, Inc., Radnor, PA and insurance company affiliates The Lincoln National Life Insurance Company, Fort Wayne, IN, and Lincoln Life & Annuity Company of New York, Syracuse, NY. Affiliates are separately responsible for their own financial and contractual obligations.

LCN-1556327-072716

LFG-MOOD-APH007\_Z01