

Lincoln Financial Group's Consumer Sentiment Tracker

New Year's Resolutions Data Source Deck

Proprietary Research Findings

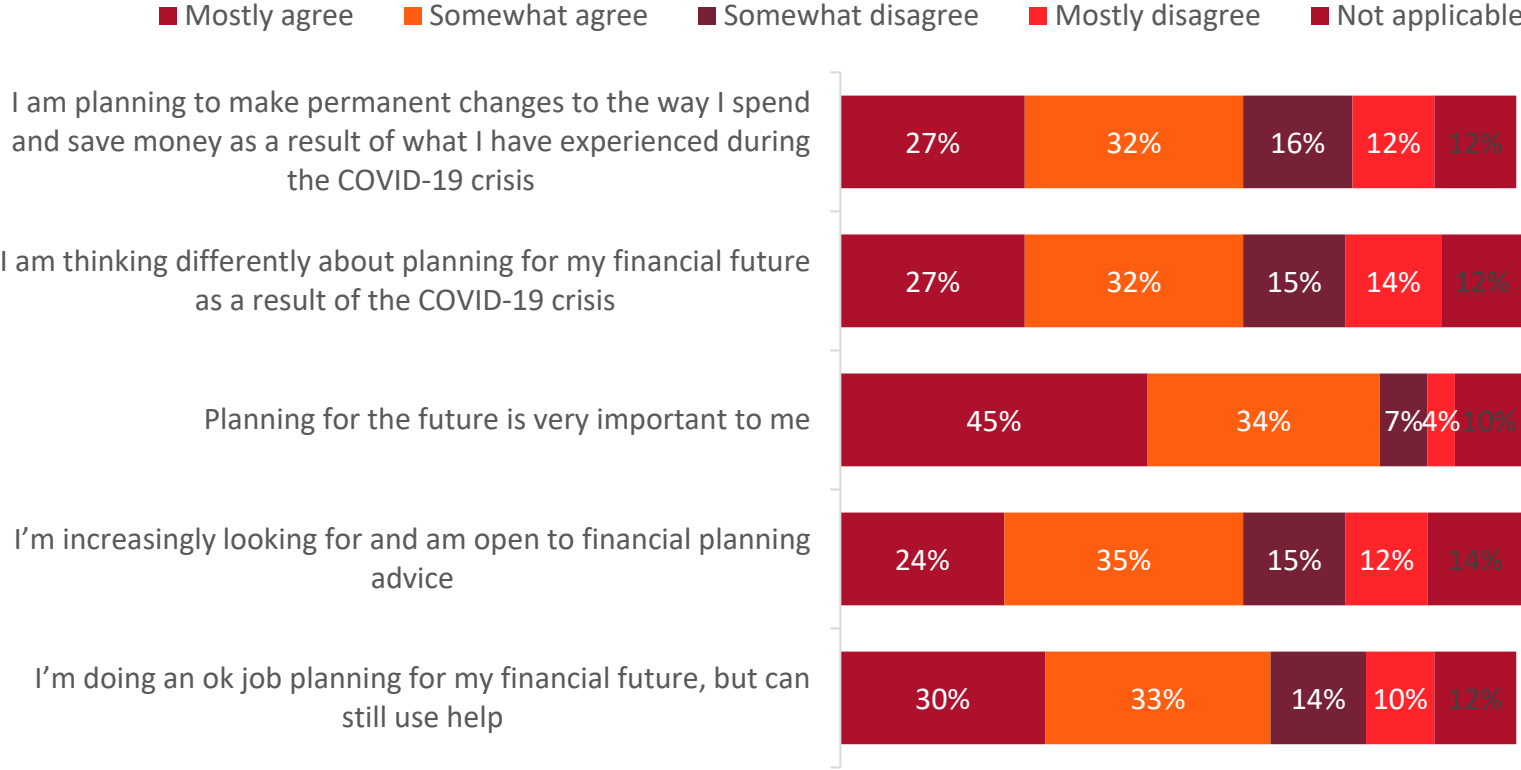
Lincoln Financials' Monthly Consumer Sentiment Tracker

Survey Methodology

The goal of this research is to gauge consumer sentiment on a variety of financial topics. Responses reflected in this document were gathered between June 2021 – October 2021 using the Qualtrics survey platform. Responses were collected from more than 1,000 adults each month. The sample included quotas to be representative of the total U.S. adult population.

59% of consumers are planning to make permanent changes to the way they spend and save due to the pandemic

Consumer attitudes about their financial future financial wellbeing
Among US adults

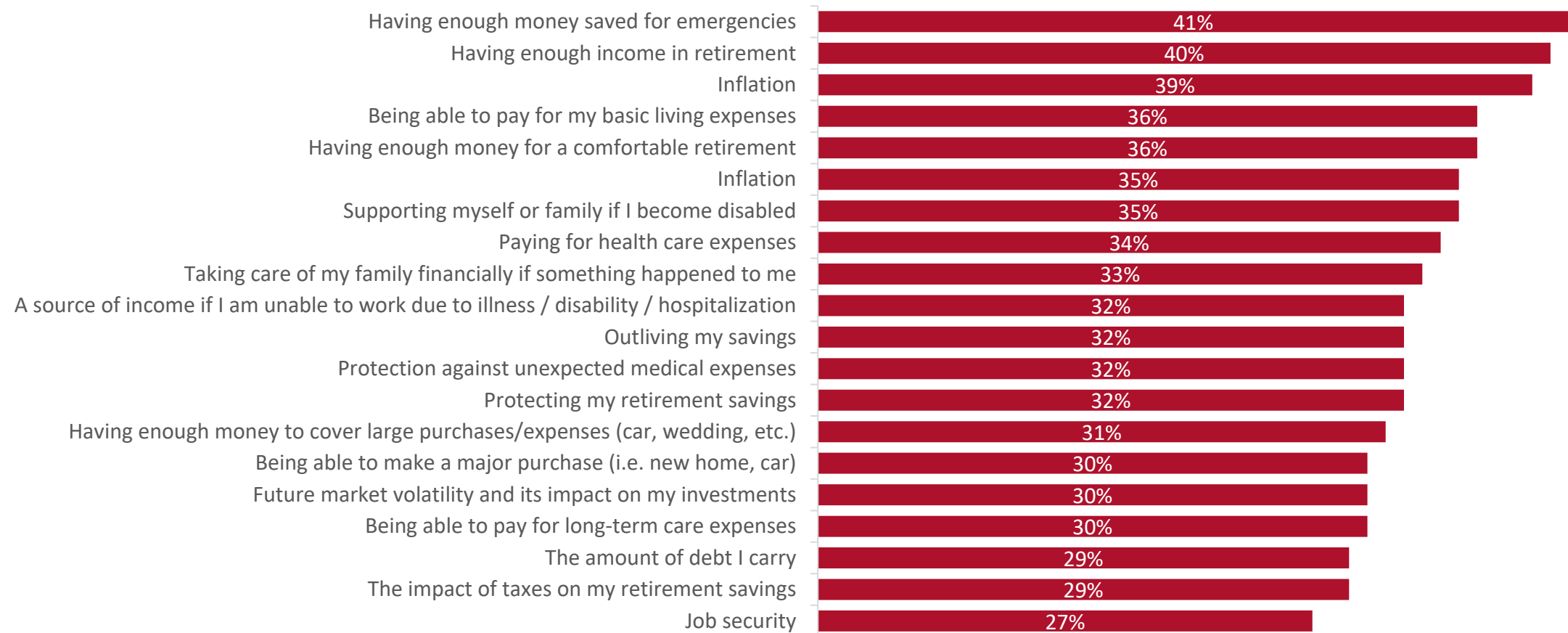


Question text: Here is a list of different statements related to your behaviors, opinions, and mindset when it comes to financial planning. For each, please indicate how much you personally agree or disagree. (n=3952)

Consumers' top three financial concerns include emergency savings, inflation, and having enough for retirement

% of consumers who feel more concerned about each area of financial wellbeing as a result of the current market

Among US adults



For More Information

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