

The Little-Known Secret to Living Confidently

Working Americans Are Pretty Stressed Overall



79% feel stressed and concerned



1 in 5 feel overwhelmed



Over 2/3 feel they're not good at living within their means



More than 1 in 3 Americans consider delaying retirement

Wouldn't it be great to worry less and learn what the most financially and emotionally confident Americans have in common?

Financial and Emotional Confidence (FEC)



But how does it work?

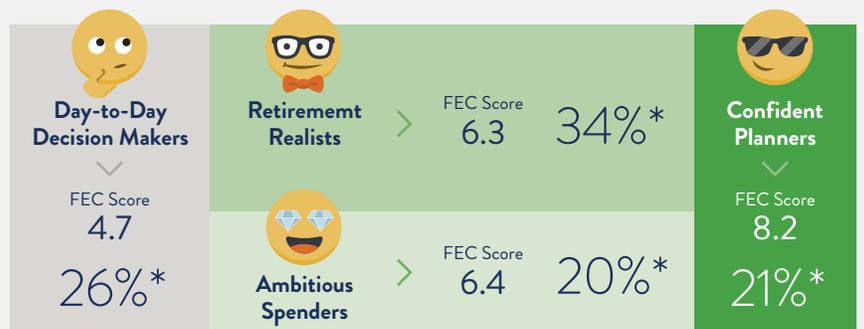
The FEC score standardizes the overall financial and emotional well-being among working Americans by assigning an objective score to rank them from concerned to confident.

On a scale of 0 to 10 the average American FEC score

6.3

And how do Americans fare?

When we drilled down, we found four different personality types who range in their level of financial and emotional confidence.



0 ----- FEC Score ----- 10

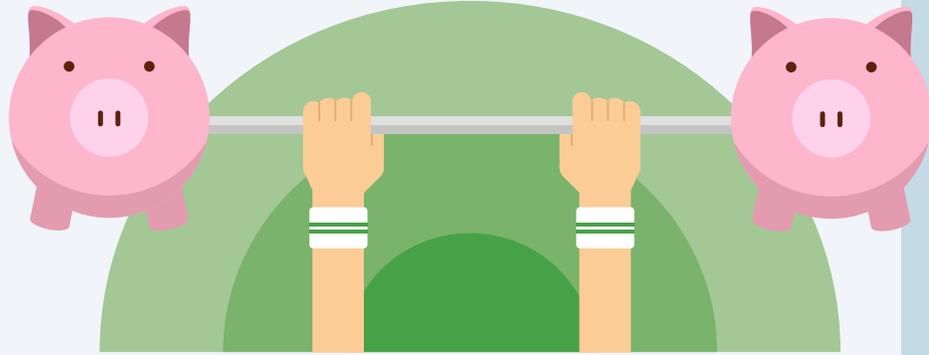
* Percentage of Americans

Who scores the highest?

Confident Planners 🧐

They are only 21% of the population. Their financial and emotional confidence is over 30% higher than the average American.

It's not just their bank account that drives confidence...



Confident planners have a five key behaviors in common:

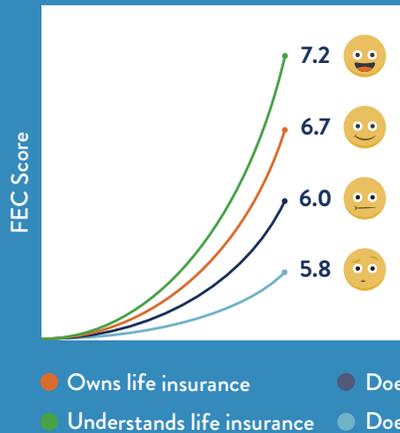
1. Live within their means
2. Have a written financial plan
3. Work with an advisor they trust
4. Assert a solid understanding of financial concepts and products
5. Own more growth and protection products than any other segment



How can you become more financially and emotionally confident?

Learning More About Insurance May be a Good Next Step

81%
of the most financially confident Americans own whole life insurance



Did you know?

People who **own and understand** life insurance have a higher financial and emotional confidence.

Become more financially and emotionally confident.

Work with a trusted advisor to increase your understanding and ownership of the right financial products.

WWW.LIVINGCONFIDENTLY.COM