

2018 State of the American Family Study

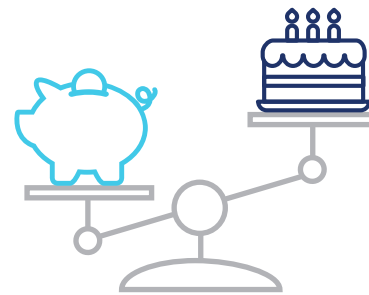
# Insights from Military Families

In 2018, Massachusetts Mutual Life Insurance Company (MassMutual) commissioned a national survey of all types of American families to better understand their approach to finances. Military families, or families in which one adult is an active service member or veteran, showed significantly **higher** levels of **involvement** and **confidence** than non-military families, in both short and long term financial decision making.

● Military families ● Non-military families

## Military Families:

are more confident about retirement:



are significantly LESS WORRIED about OUTLIVING THEIR RETIREMENT SAVINGS  
25% vs. 39%

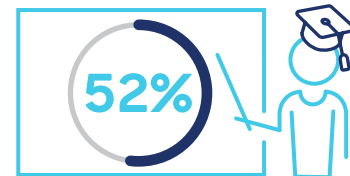
are confident in both

**SHORT TERM FINANCIAL DECISIONS**  
like paying bills & budgeting  
**88%**

– and –



**LONG TERM FINANCIAL DECISIONS**  
like insurance planning  
**67%**



are actively involved in EDUCATING THEIR CHILDREN on finances



**36%** are CONFIDENT SELECTING INVESTMENT OPTIONS to meet their goals

– and –

**40%** tend to DO THEIR OWN RESEARCH and MAKE THEIR OWN DECISIONS about insurance/investment products

**76%** consider A STABLE SOURCE OF INCOME in the event of the unexpected A TOP FINANCIAL PRIORITY



own more protection products



**42% vs. 33%**  
PERMANENT LIFE INSURANCE



**51% vs. 42%**  
TERM LIFE INSURANCE



**29% vs. 27%**  
DISABILITY INCOME INSURANCE

To connect with a MassMutual financial professional near you, visit [massmutual.com](http://massmutual.com) today. Together, you can take the right steps to being prepared and confident in your family's financial plan.

## Methodology

The State of the American Family survey was conducted for MassMutual by Isobar between January 19th and February 7th, 2018 via a 20-minute online questionnaire. The survey comprised 3,235 total interviews with Americans. The vast majority of these interviews (2,730) were conducted with men and women aged 25-64, with household incomes equal to or greater than \$50,000 and with dependents under age 26 for whom they are financially responsible. Respondents had to contribute at least 40% to decisions regarding financial matters in their household to qualify. Results were weighted to the March 2017 Annual Social and Economic Supplement (ASEC) of the Current Population Survey for age, income, gender, ethnicity, region, and weighted to the 2016 American Community Survey Public Use Microdata Sample for same sex married/partnered couples, to be representative of American families in this age and income bracket. This study includes trending data for the previous survey wave conducted in 2013. The sampling margin of error for the 2018 study is +/- 1.88 percentage points at the 95% confidence level when looking at the results for the 2,730 interviews at a total level.



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