

The *Lincoln RetirementSM Institute*, an organization within Lincoln Financial Group, was created to conduct research, organize the intellectual capital of the company and work with external thinkers on retirement subjects relevant to the baby boomer generation. Founded in June 2004, the *Lincoln RetirementSM Institute* leads the industry in making great strides to convey the important retirement realities that will positively impact the financial security of baby boomers and those already in the midst of their retirement years.

The *Lincoln RetirementSM Institute* is led by a collaborative, cross-functional group of highly experienced professionals with vision and expertise on a variety of retirement-related subjects and industry trends.

Please visit www.LincolnFinancial.com for additional survey findings and research, interactive tools, calculators and real-life scenarios, fresh content and pertinent information.

Leadership Team



Duane Bernt
Chairman, Lincoln Retirement Institute

Duane Bernt plays a leadership role in creating and conducting targeted consumer research to develop innovative solutions that meet the needs of baby boomers. A 15-year veteran of the industry, Bernt spearheads new business opportunities and strategic partnership development for the Institute. Bernt's expertise in consumer research methodology helps drive the Institute's goal of enhancing the retirement planning experience for all consumers.



Bobby Greenberg
Director, Lincoln Retirement Institute

Bobby Greenberg is an active advocate for consumers with expertise in consumer behavior, brand marketing and strategic insight. Greenberg has a strong background in providing innovative market research techniques and a keen awareness of challenges impacting baby boomers in today's financial services marketplace.



David Kittredge
Director, Lincoln Retirement Institute

With more than 20 years of experience, David Kittredge is a senior industry expert who specializes in the design of market products, services and solutions to meet the retirement needs of the aging baby boomer generation. Kittredge plays a key role within the Institute in identifying evolving trends and issues relevant to retirement-bound consumers. Kittredge has extensive business development expertise, resulting in additional avenues to help consumers gain knowledge and take charge of their financial futures.



Matt Wroblewski
Director of Research, Lincoln Retirement Institute

Matt Wroblewski is a research expert who specializes in strategic marketing efforts that focus on understanding consumer knowledge and behaviors through data analysis to support the Institute's initiatives and decision making. Wroblewski possesses a high level of strategic insight and planning ability, helping to design, execute and analyze Institute surveys to measure their effectiveness and potential influence on baby boomers.

2008: “Long-Term Care: On the Road to Retirement” Survey

- Fifty-nine percent of boomers think others should prepare for retirement by purchasing insurance for the possibility of needing long-term care, yet only 35 percent say they are using insurance as one of their own preparations.
- Eighty-nine percent of survey respondents say they have incorporated day-to-day healthcare expenses (such as health insurance and prescription drugs) into their financial plans, while only 63 percent have thought through how they would cover the costs of nursing home care.
- Two out of three boomers say that the cost of long-term care could force them to sell their homes, a scenario that may have additional ramifications in today’s economy.
- When asked what *they* are doing to prepare themselves for potential long-term care needs, boomers are typically overly optimistic and more likely to say they are focused on such unreliable measures as maintaining a healthy lifestyle (54 percent), investing to get the highest possible return (40 percent) and saving additional money to cover long-term care (39 percent) instead of heeding their own advice to other boomers and purchasing insurance.

2007: “A Conversation with Your *Futureself*SM” Survey

- A significant majority of respondents (66%) would question an older version of themselves about their financial planning strategies, asking “Did I save enough for retirement?” (38%) and “Did I make the right investment choices?” (28%).
- Significant life events often served as the motivation to start retirement planning in earnest. Almost 30% said the death or serious illness of a loved one made them think more carefully about the importance of saving for the future. Other catalysts included the birth of a child or grandchild (12%), children moving out (15%), changing jobs (11%) and the reality of aging.
- Regardless of income level, 49% percent of those surveyed reported that they have not splurged on big items such as exotic trips, luxury cars, expensive jewelry or plastic surgery in the past 10 years.
- Sixty percent of baby boomers and retirees are confident they will have enough money to finance their retirement – nearly 70% said they will rely on themselves and go back to work if they run out of money in retirement.

2006: “It’s a Bird, It’s a Plane...It’s Super-Retiree” Survey

- The majority of affluent baby boomers ages 42-60 (60%) consider themselves “superheroes” in terms of their retirement planning prowess.
- Less than half of affluent boomers surveyed (43%) believe that personal savings and Social Security will allow them to live very comfortably in retirement.
- Despite the rising costs of healthcare and nursing home stays, 66% of affluent boomers surveyed report not having long-term care insurance.

2005: “Successful Sixties” Survey

- Eighty-nine percent of successful 60s agree that their primary financial goal is getting adequate income from investments.
- Nearly half (46%) spend more time thinking about their next vacation than managing their finances so their assets will last a life time.
- Many report providing substantial financial support to a parent or child; among those with at least one living parent or in-law, 94% are either the sole financial supporter or heavy contributor to their elders. In addition, 84% who are parents said they provide significant financial support to their grown children.

2004: “Successful Seventies” Survey

- Successful 70s are an overwhelmingly married group – 84% are still married, and typically have 3-4 children (43%) and 7 grandchildren (26%).
- Survey respondents were concerned about their children’s retirement years – One-fourth felt that the next generation will be worse off in retirement, and 83% have offered retirement advice to their children.
- One quarter (24%) of successful 70s report still working; the main reason is for intellectual stimulation.

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