

Horace Mann Educator Advisory Panel Survey*

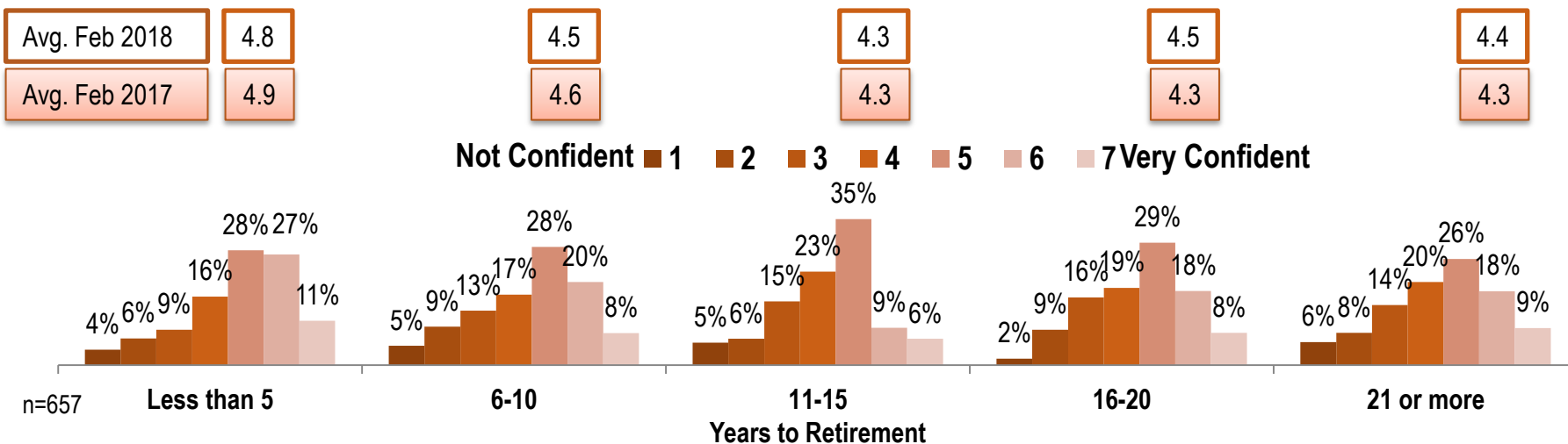
Horace Mann Business Intelligence
February 2018

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*The Horace Mann Educator Advisory Panel has been in place since 2004 and consists of educators from across the country. Educators that sign up for the advisory panel are asked to complete 4 to 5 online surveys each year. Survey topics include a mix of educational-related topics and topics related to insurance and retirement. Currently, around 1,700 educators belong to the panel and are mostly Public K-12 teachers. Less than 15% of the panel members are Horace Mann customers.

Retirement Readiness

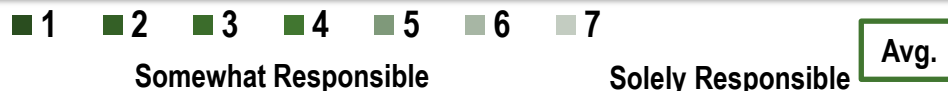
On a 7 point scale with 1 being not confident and 7 being very confident, how confident are you that you'll retire comfortably?



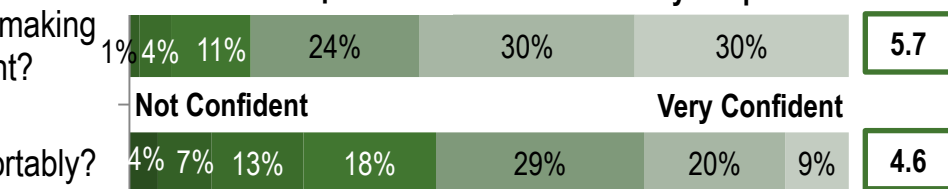
Educators are fairly certain they'll be responsible for their retirement but less confident they're doing enough to prepare for it.

Other retirement issues ...

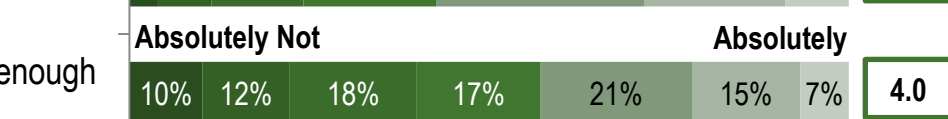
To what degree do you feel personally responsible for making sure that you will have enough money in retirement?



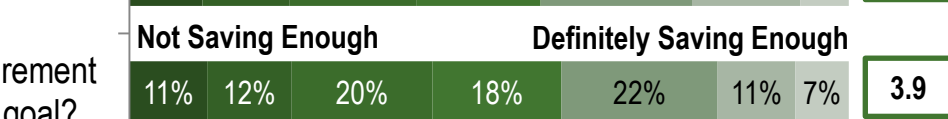
How confident are you that you'll retire comfortably?



As an educator, do you think you'll be able to save enough money to retire when you want?



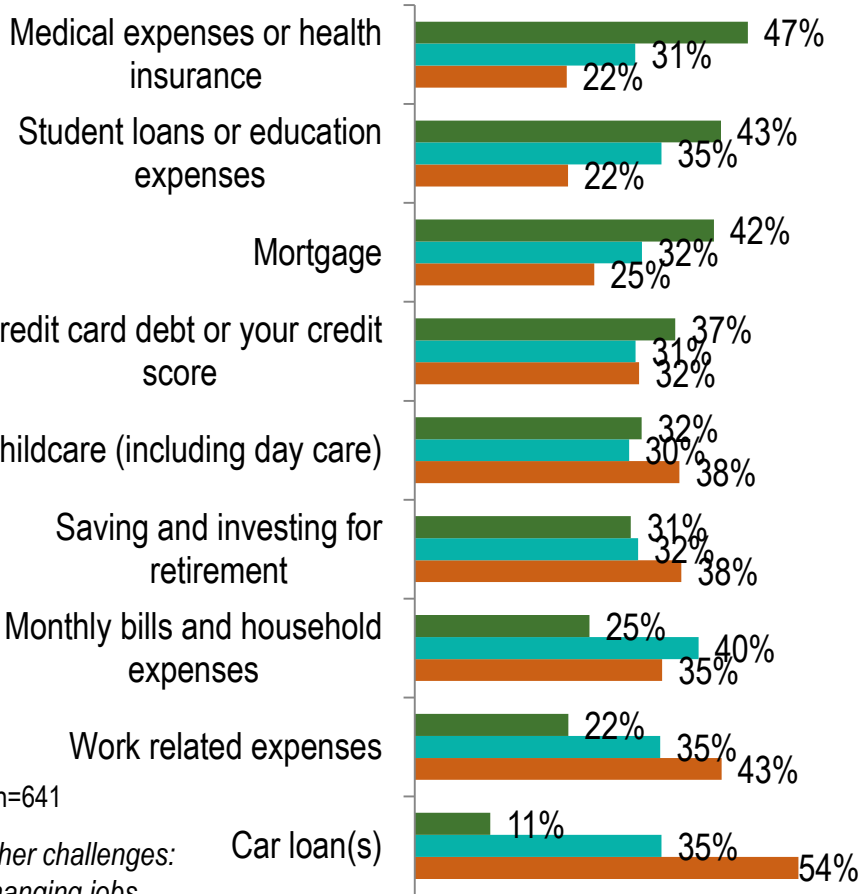
Think about how much you are putting aside for your retirement today. Are you saving enough to meet your retirement goal?



Greatest Financial Challenges

What do you see as the three biggest financial challenges facing you today?

■ Top Challenge ■ 2nd Challenge ■ 3rd Challenge

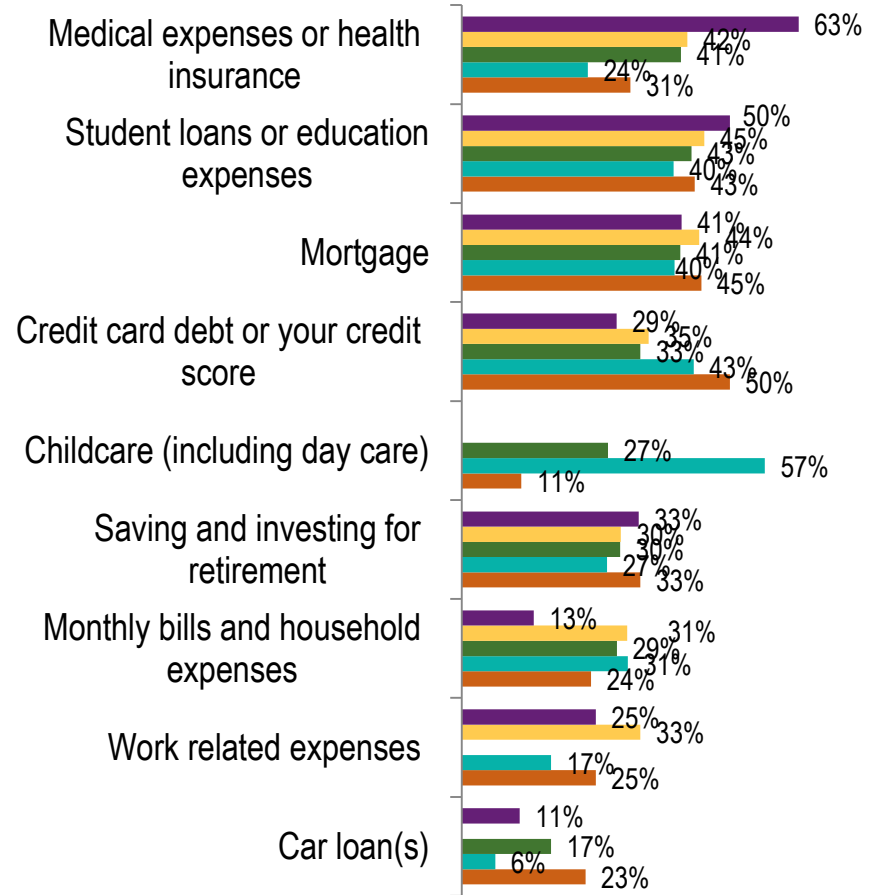


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Other challenges:
 Changing jobs
 Assisting adult children
 Property taxes
 Saving for vacation

Years to Retirement / Top Financial Challenge

■ Less than 5 ■ 6-10 ■ 11-15 ■ 16-20 ■ 21 or More

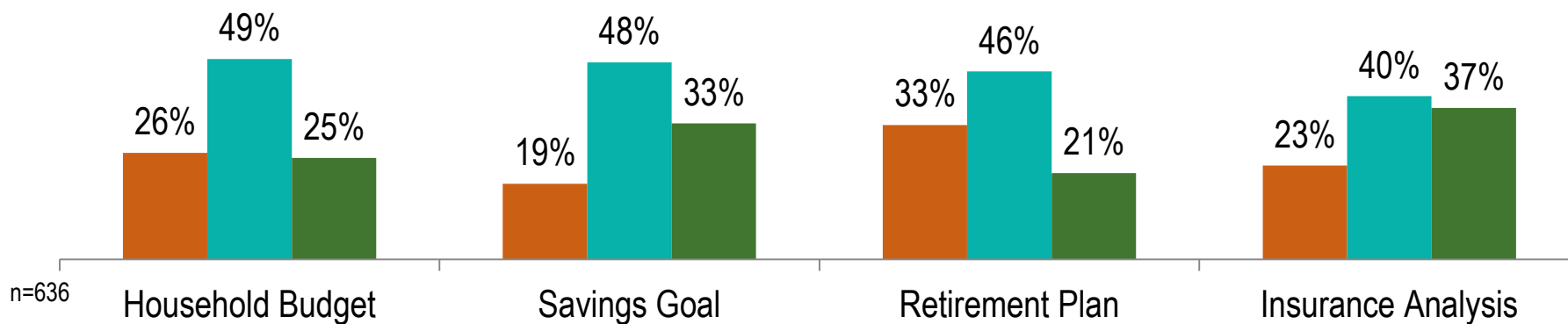


For those nearing retirement, medical expenses are a major concern. Common living expenses like child care and credit card debt are key challenges for younger educators.

Having a Financial Plan

Do you have a documented household financial plan that includes the following components?

- Yes, I/we have a documented plan and keep track of progress
- Yes, a general idea but my plan isn't documented
- No, my household doesn't have a plan



I/we have a documented plan and keep track of progress

Years to Retirement

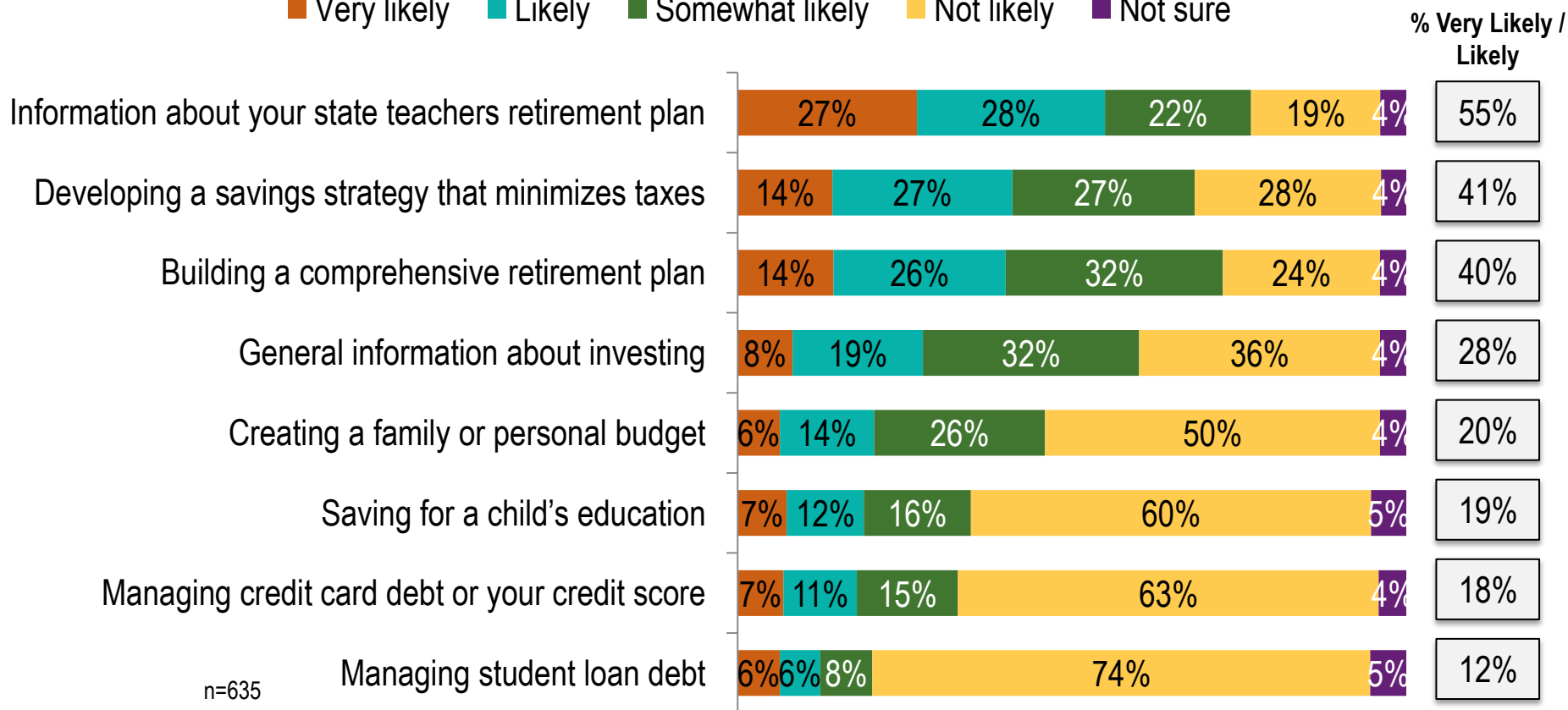
| Financial Plan | Less than 5 | 6-10 | 11-15 | 16-20 | 21 or More |
|--------------------|-------------|------|-------|-------|------------|
| Household Budget | 30% | 25% | 23% | 28% | 22% |
| Savings Goal | 22% | 19% | 14% | 20% | 14% |
| Retirement Plan | 43% | 30% | 24% | 32% | 31% |
| Insurance Analysis | 28% | 19% | 20% | 24% | 20% |

Educators starting their careers and those in mid-career are least likely to have a financial plan.

Financial Workshops

How likely would it be for you to attend a free workshop on one of the following topics?

Very likely Likely Somewhat likely Not likely Not sure



Other topics mentioned:

- Finding health insurance / Health insurance options in retirement
- Creating a balanced portfolio
- Retirement planning for private/parochial school teachers
- Tax qualified savings plans
- Debt management
- Fraud / Identity theft recovery
- Continuing education funding sources
- Retirement calculator
- Long term care insurance / Whole life insurance
- Wills and trusts

Financial Workshops

% Very Likely or Likely to Attend

| Workshop Topic | Years to Retirement | | | | |
|---|---------------------|------|-------|-------|------------|
| | Less than 5 | 6-10 | 11-15 | 16-20 | 21 or More |
| Saving for a child's education | 5% | 15% | 26% | 31% | 27% |
| Managing student loan debt | 5% | 15% | 16% | 17% | 11% |
| Developing a savings strategy that minimizes taxes | 13% | 23% | 24% | 25% | 21% |
| Managing credit card debt or your credit score | 13% | 25% | 20% | 18% | 14% |
| Creating a family or personal budget | 26% | 28% | 25% | 33% | 27% |
| General information about investing | 36% | 44% | 43% | 40% | 38% |
| Building a comprehensive retirement plan | 43% | 41% | 43% | 39% | 38% |
| Information about your state teachers retirement plan | 61% | 60% | 51% | 53% | 45% |

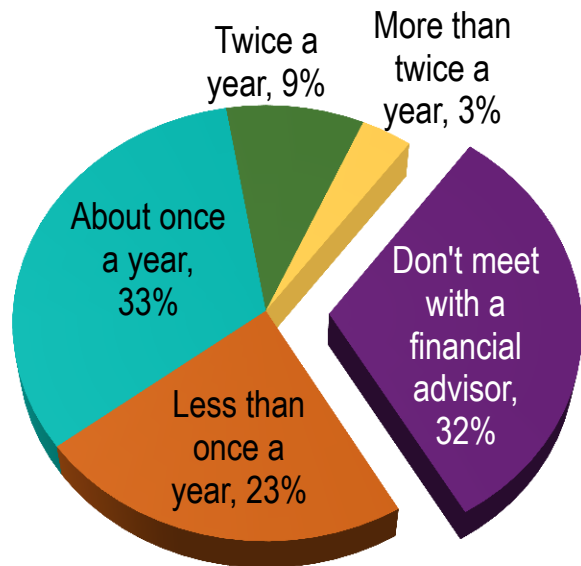
The appeal of workshop topics varies by age and life stage. Information about STRS is appealing to many, and applicable to everyone, but it's most appealing to those closest to retirement.

Managing student loan debt isn't a broadly popular topic but may be popular to those with burdensome student loans. As seen on page 3, 43% of educators consider student loans and education expenses (either for themselves or their children) to be a top financial challenge.

Working with a Financial Advisor

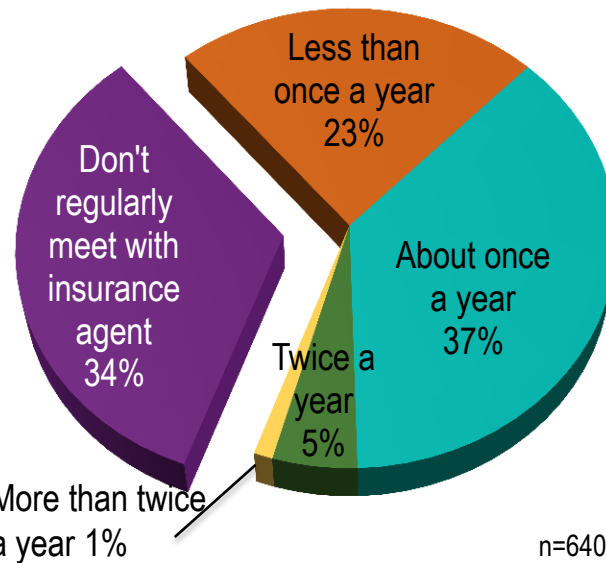
About how often do you meet with an insurance advisor or insurance agent to discuss retirement planning and financial goals?

About how often do you meet with your insurance agent to review your policies and coverage needs?



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About 1 in 3 educators don't meet with a financial advisor or an insurance agent. That percentage goes down slightly to 1 in 4 for those nearing retirement.



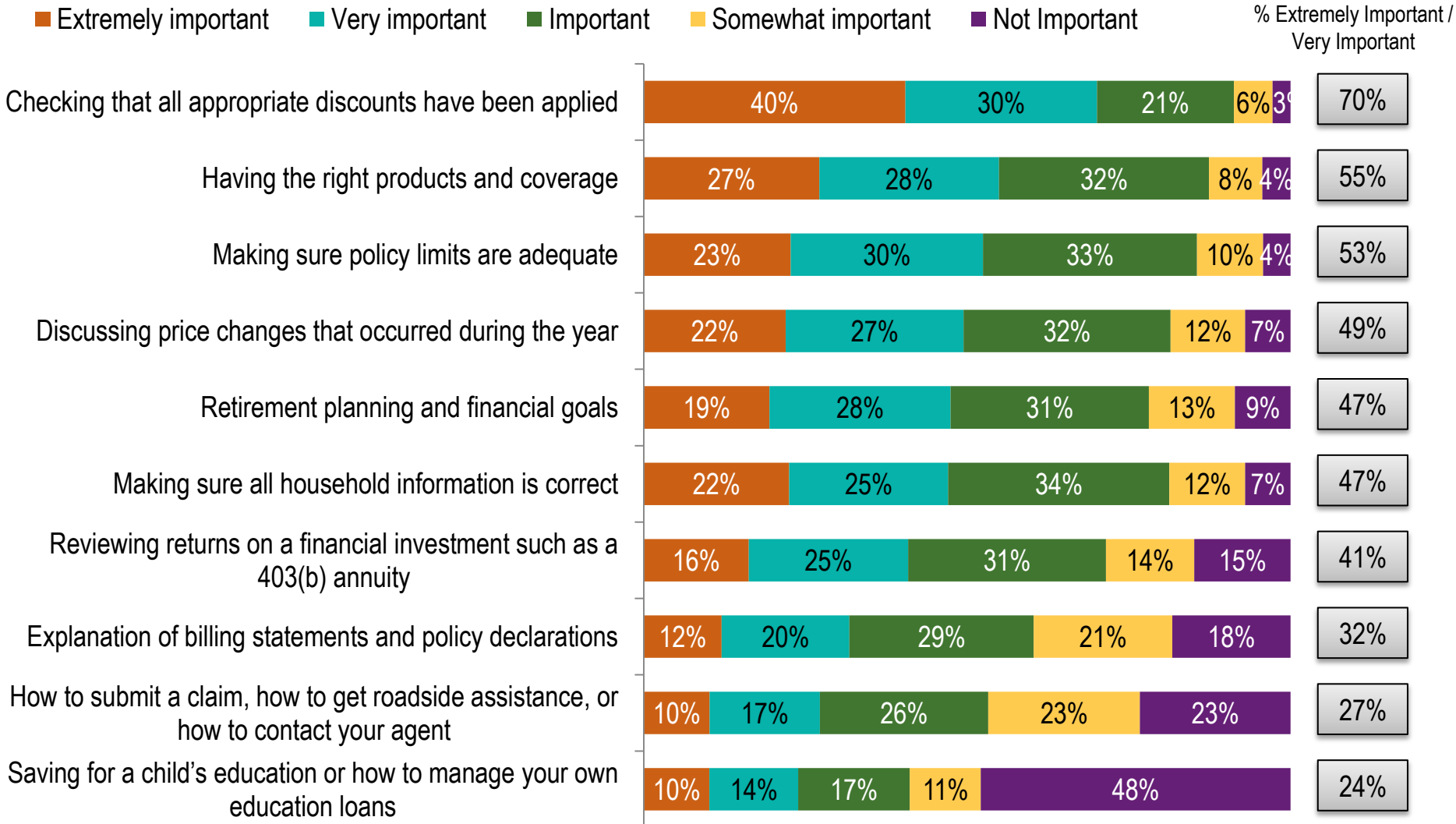
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| Financial Planning | Years to Retirement | | | | |
|-------------------------|---------------------|------|-------|-------|-----|
| | LT 5 | 6-10 | 11-15 | 16-20 | 21+ |
| Less than once a year | 22% | 22% | 21% | 23% | 28% |
| About once a year | 37% | 32% | 30% | 35% | 26% |
| Twice a year | 12% | 12% | 9% | 7% | 3% |
| More than twice a year | 5% | 3% | 1% | 2% | 6% |
| Don't meet with advisor | 24% | 30% | 40% | 34% | 36% |

| Insurance Reviews | Years to Retirement | | | | |
|------------------------|---------------------|------|-------|-------|-----|
| | LT 5 | 6-10 | 11-15 | 16-20 | 21+ |
| Less than once a year | 26% | 24% | 22% | 20% | 22% |
| About once a year | 40% | 35% | 36% | 40% | 33% |
| Twice a year | 7% | 5% | 1% | 7% | 2% |
| More than twice a year | 2% | 1% | | | 2% |
| Don't meet with agent | 25% | 36% | 41% | 32% | 40% |

Insurance Review Discussion Topics

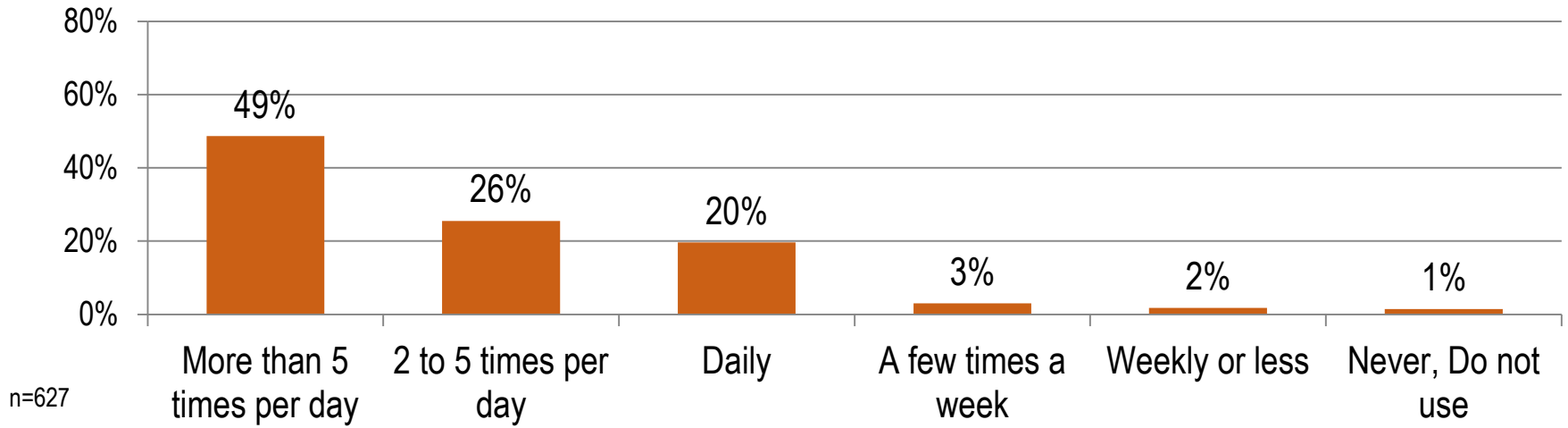
How important would each of these topics be to you in an annual insurance review with your agent?



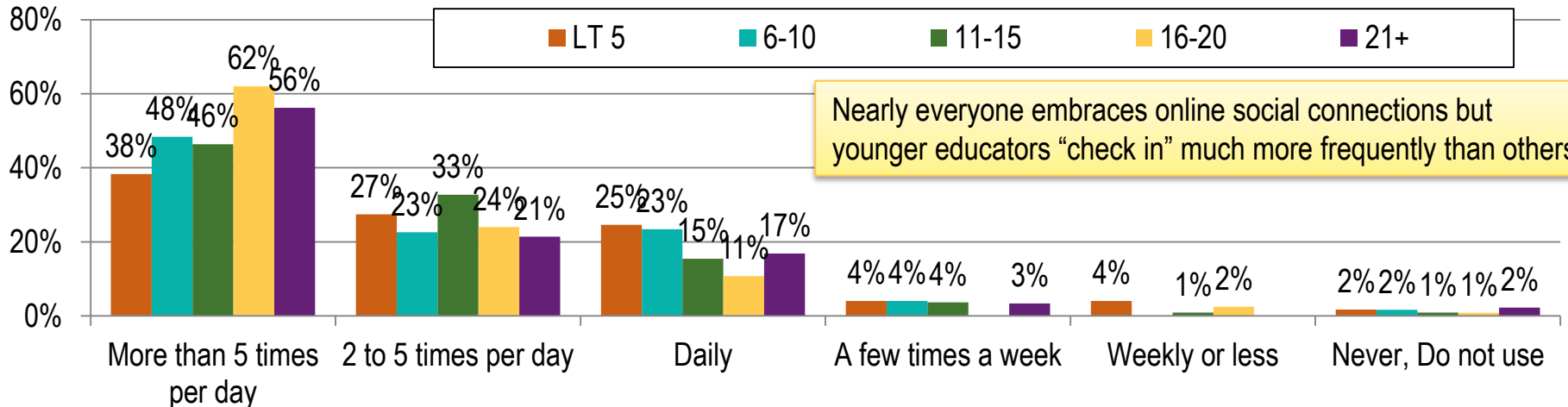
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Technology – Checking Email, Texts, and Social Media

How often do you check email, text messages, or social media sites such as Facebook or Twitter?



Years to Retirement

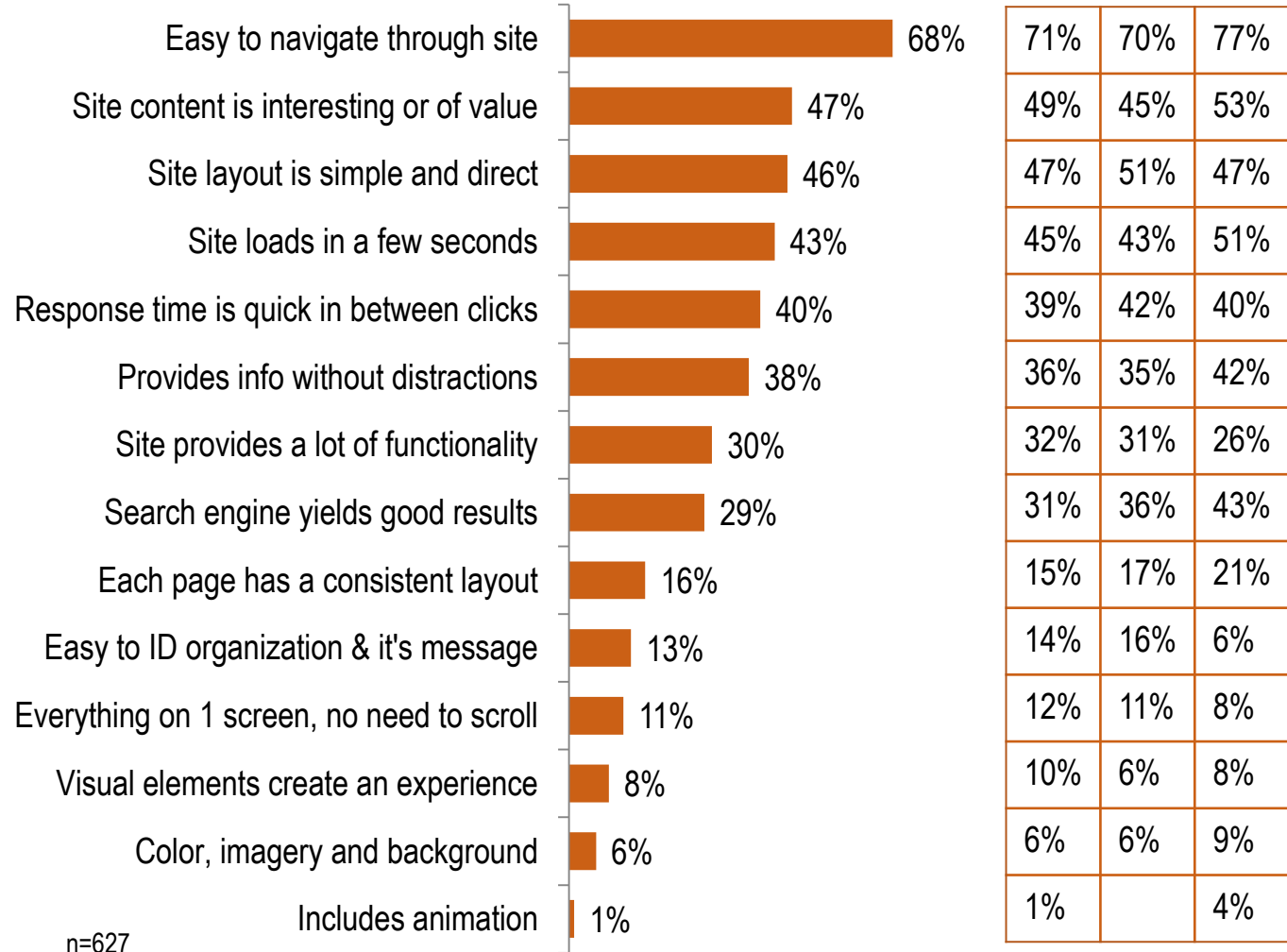


Technology – Favorite Websites and Why they're Appealing

Thinking about your favorite web sites or mobile apps, what are the key characteristics that make them more appealing to you than other sites? (Limited to 5 selections)

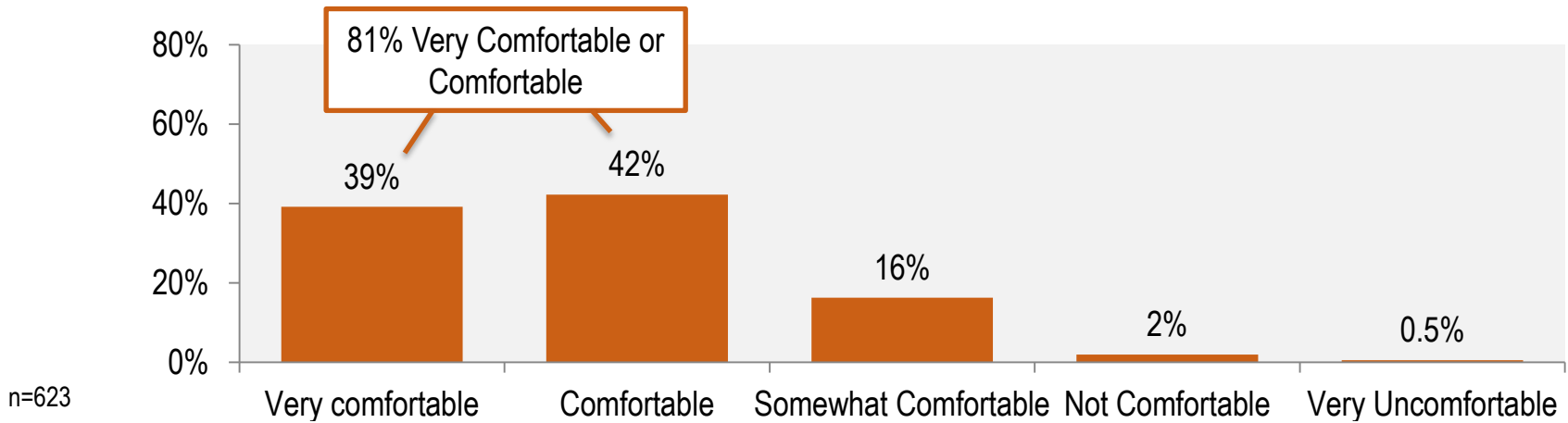
Favorite Websites (most frequently mentioned)

- Facebook
- Google / Gmail
- Amazon
- Yahoo / Yahoo mail
- Instagram
- Twitter
- Pinterest
- Outlook
- Hotmail
- Teachers Pay Teachers
- CNN
- AOL
- ESPN
- MSN
- Youtube



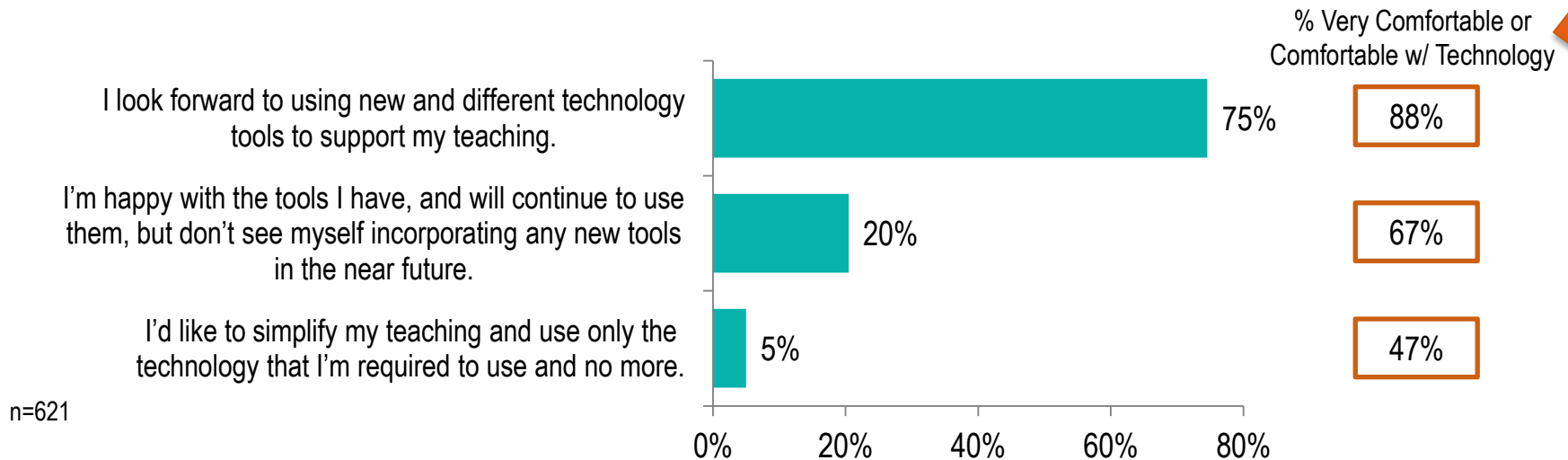
Technology – Using Technology in the Classroom

What would you say your comfort level is with various classroom technology tools that are available to you?



Teachers don't have equal enthusiasm for technology. 25% hesitate to incorporate new technology in their classroom, preferring instead to simplify their teaching. Being less comfortable with technology overall is associated with lower usage.

Which statement most closely describes your use of technology in the classroom?



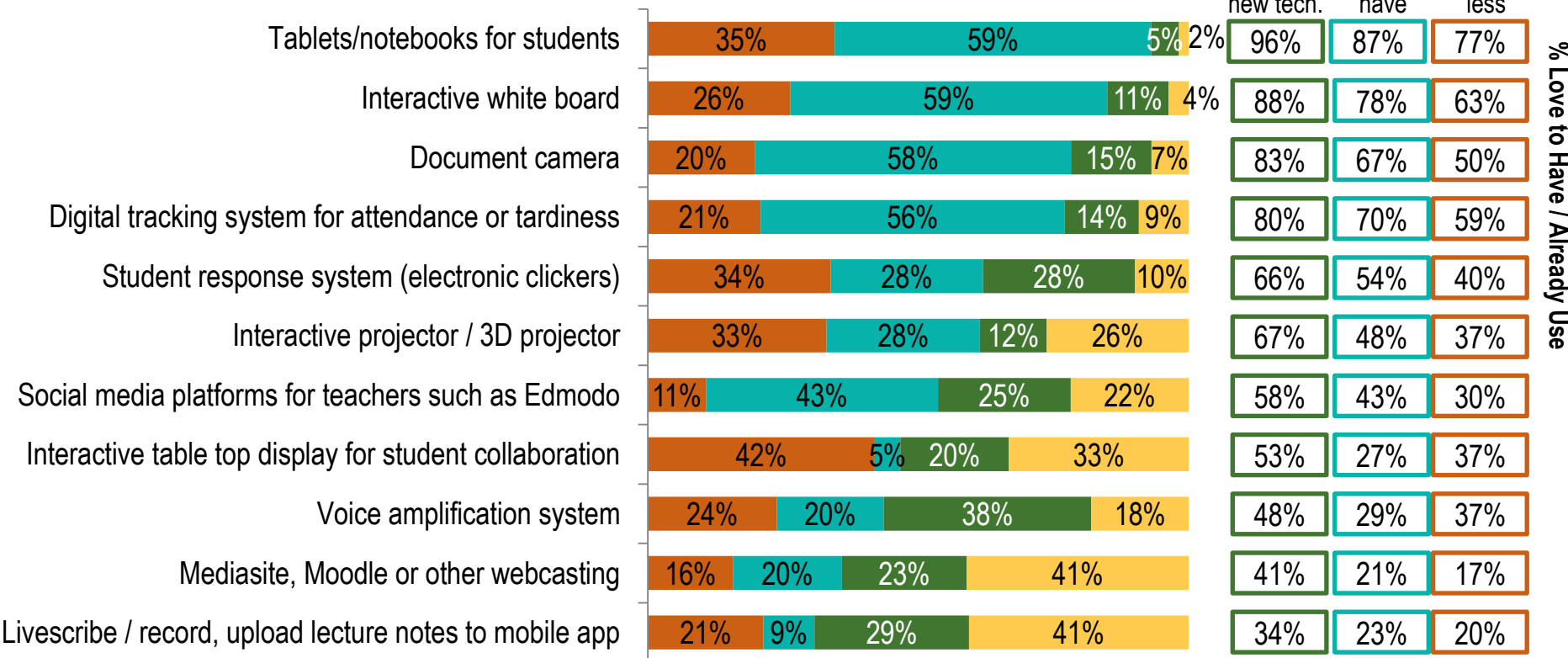
Technology – Tools Teachers Would Love to Have

When evaluating technology for use in your classroom, which of the following items would you love to have, which items do you already use, and which items wouldn't be, or aren't, very useful to you?

■ Love to have
 ■ Already use
 ■ Not useful
 ■ Not sure / not familiar with this

Current Technology Usage

Look forward to new tech. Like what I have Want to use less



n=622

Other technology mentioned:

- Chromebooks
- ESGI
- Discovery Education
- Google classroom
- Raz kids
- Better technology infrastructure
- Magnetic whiteboards
- 3D printer
- Virtual reality / Augmented reality
- Seesaw
- Teacher tube
- Weebly website builder