

2018 Super Saver Survey Results



Key Themes

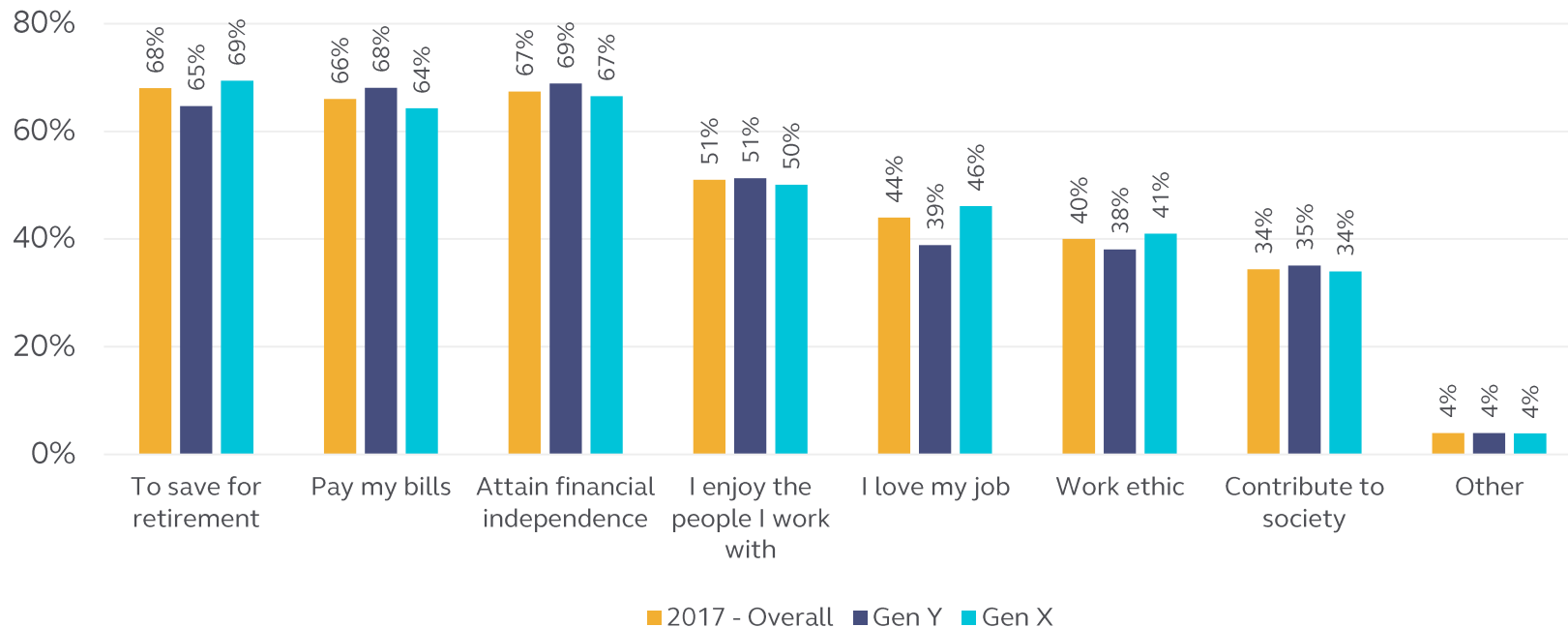
- **Family** – Family is important to Super Savers. Parents are the biggest influence on their savings habits. For a third of respondents their parents financial situation drives their own savings habits. Some Super Savers today share their financial knowledge with their children and parents.
- **Personal finances in school** – Seven out of 10 respondents learned very little about personal finances in school.
- **Super Savers who still splurge** – Super Savers acknowledge they make several sacrifices to save large amounts for retirement. Super Savers also still have a few items they splurge on such as travel, entertainment services such as Netflix or Hulu, and entertainment expenses.

Key findings – super savers

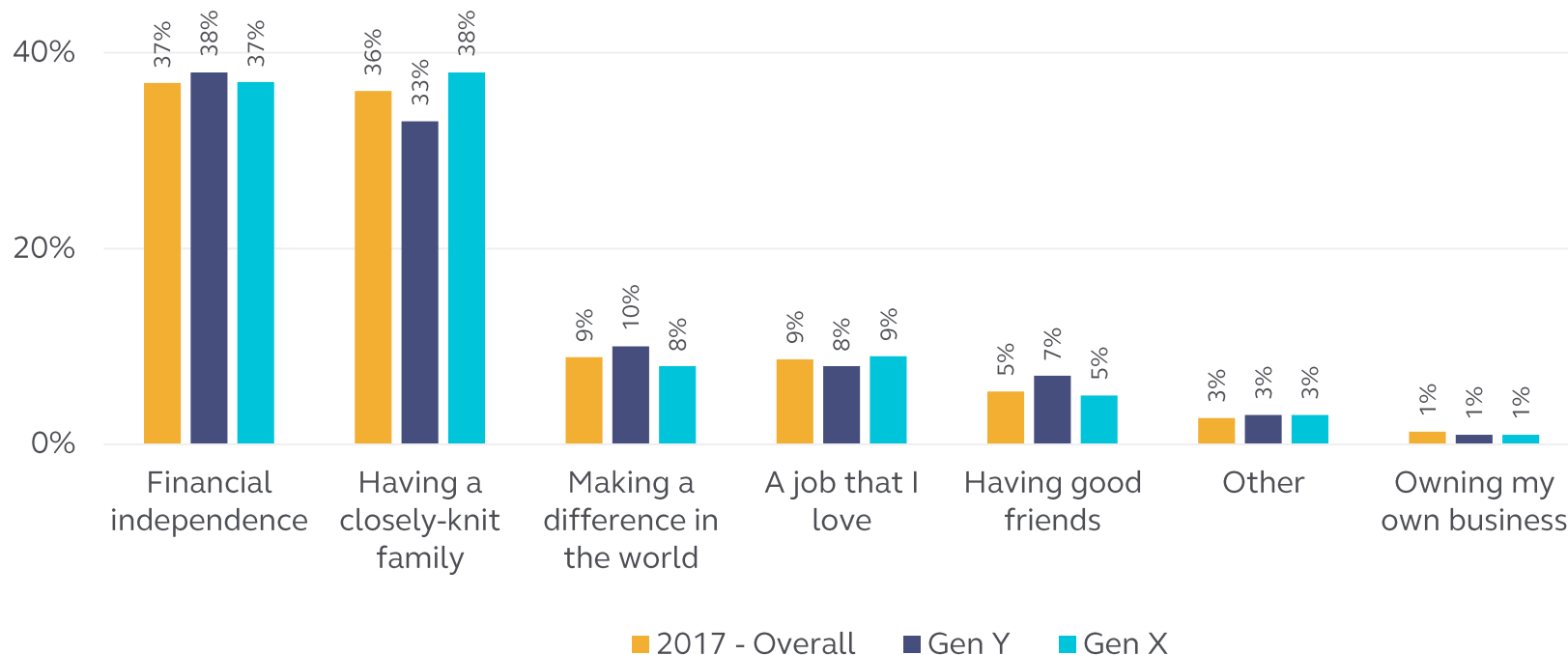
- The top **three motivations for savings habits** include: desire for a good lifestyle in retirement (65%), having the income to do so (59%) and the desire to have disposable income in retirement to pursue passions (47%).
- **Sacrifices respondents have made to save at these levels vary by generation.** For Gen Y the top sacrifices they have made include: high level of work-related stress (44%), limited travel (38%), driving older vehicles (38%), no housecleaner (35%) and owning a modest home (31%). Gen X top sacrifices include: high levels of work-related stress (44%), limited travel (41%), driving older vehicles (40%), owning a modest home (35%) and working more and taking time away from family (33%).
- **Gen Y and Gen Z participants admit to splurging** on travel (51%), subscription entertainment services (44%) and entertainment expenses (31%).
- Four out of 10 believe that their **parents have the greatest influence** on their savings habits.
- Seven out of 10 **learned very little or nothing regarding personal finances in school.**
- Gen Y (55%) and Gen X (59%) respondents are **saving over \$20,000 for retirement in 2017.**
- Only two out of 10 respondents believe their **retirement savings habits categorizes them as a supersaver.**
- Around 6 out of 10 supersavers (Gen Y – 60% and Gen X – 65%) are **teaching others how to become a supersaver.**

Super savers

Why they work

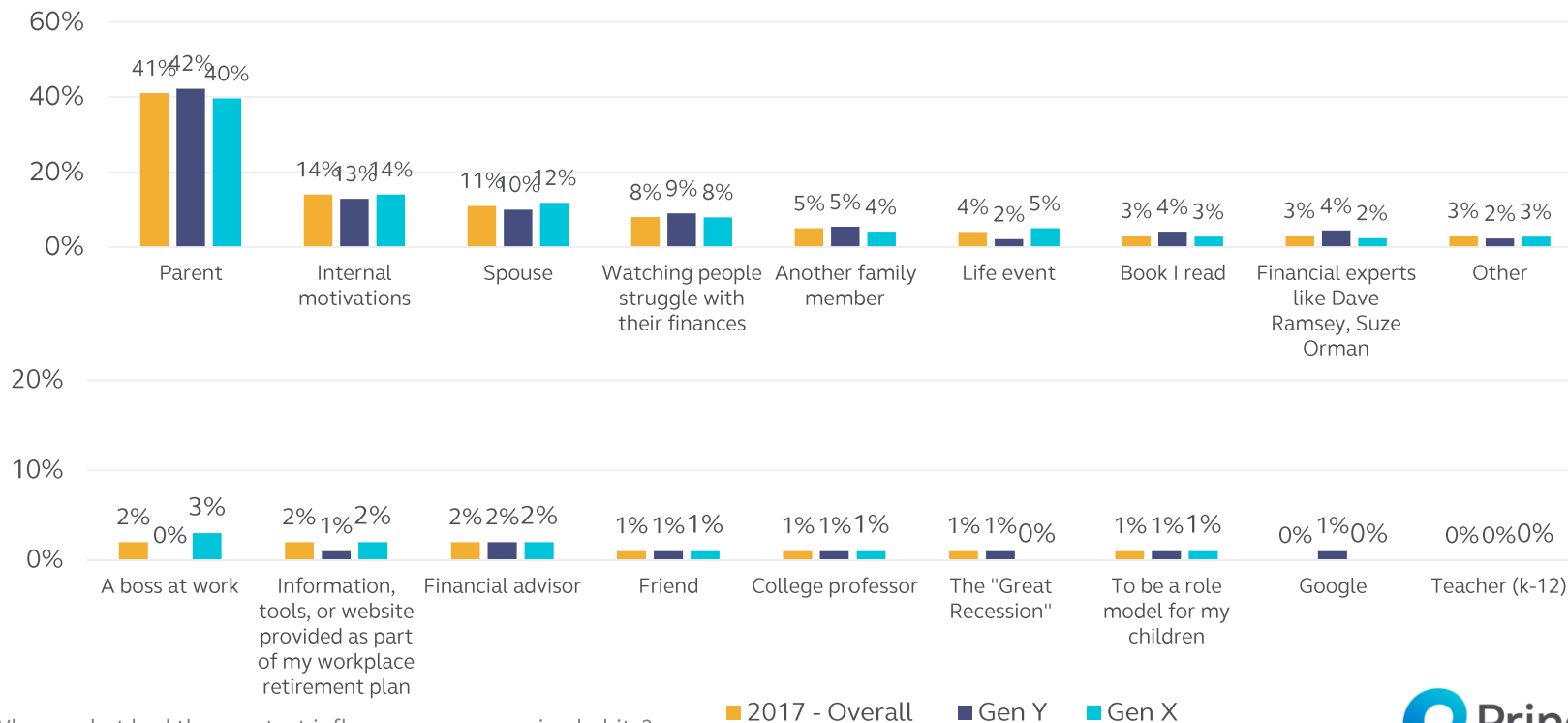


What's most important



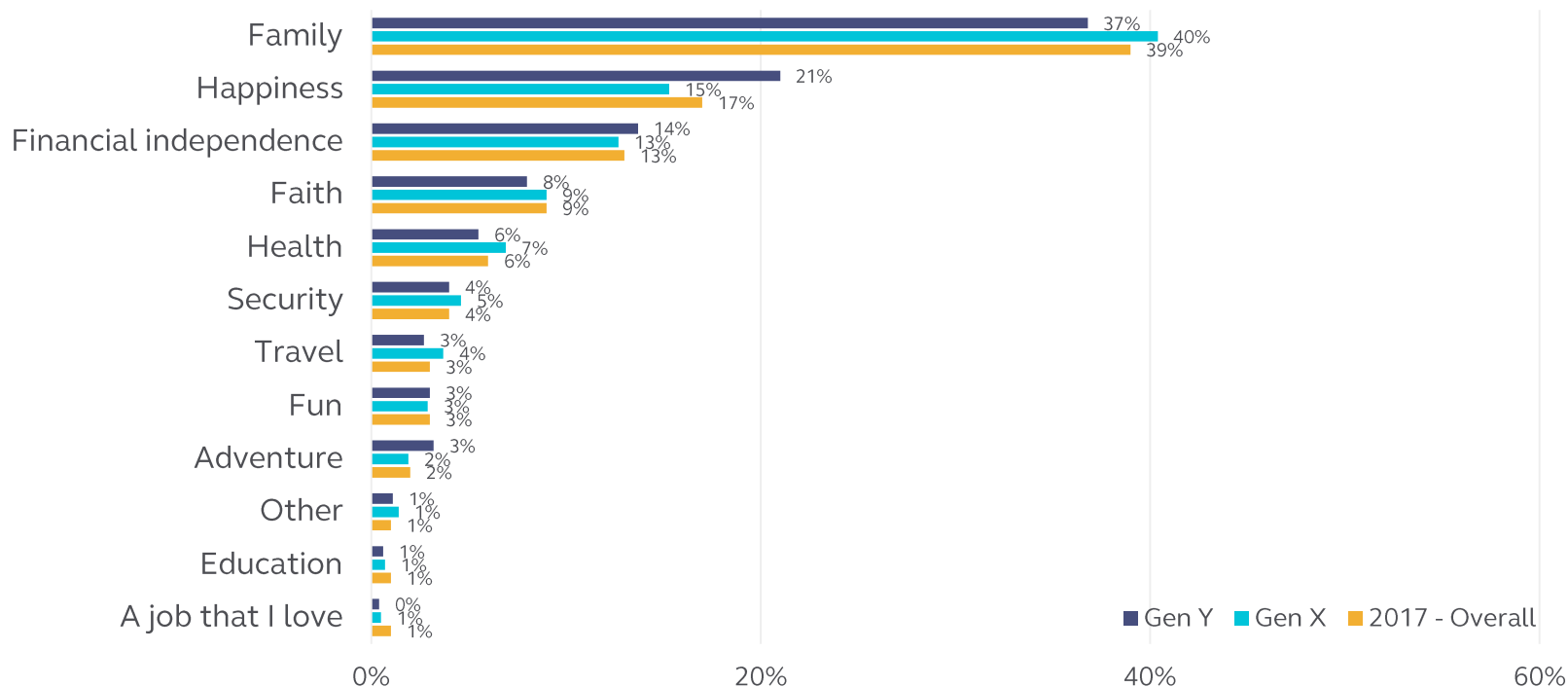
Super savers

Influence on saving habits



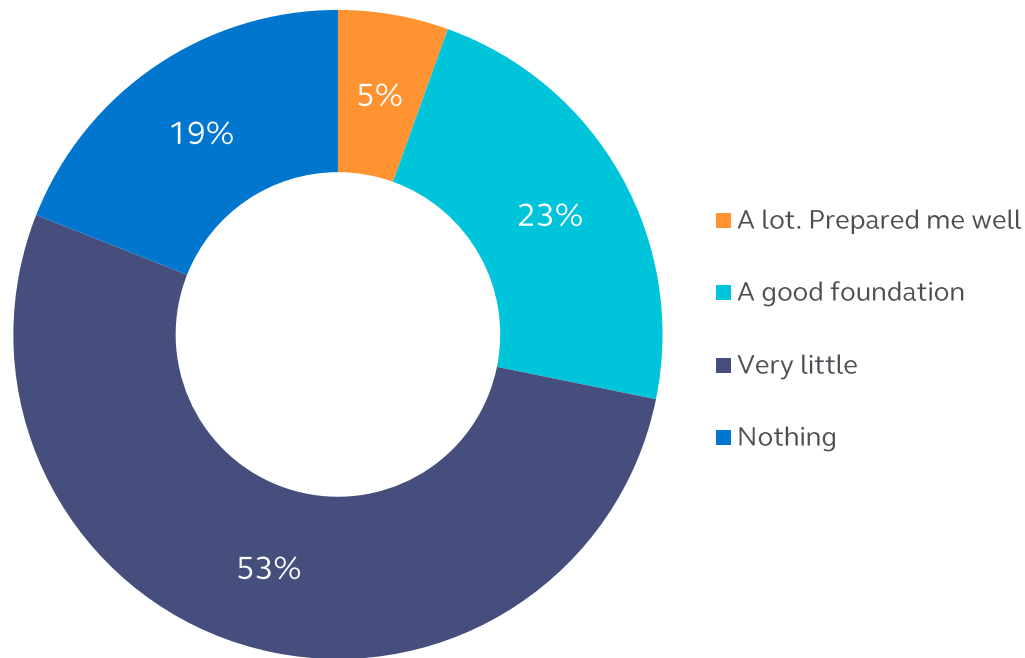
Super savers

Most important in life

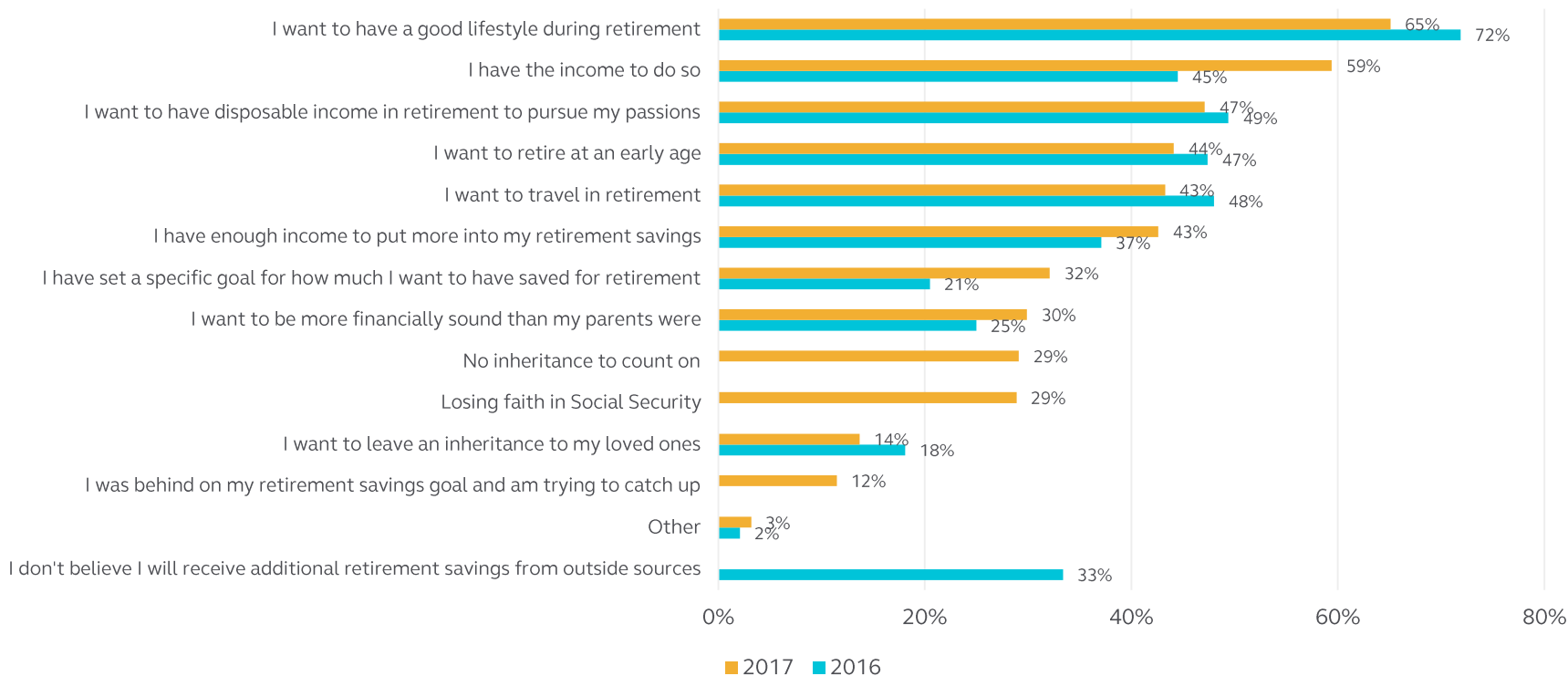


Super savers

Over half of the respondents learned very little about personal finances in school.



Motivation for saving trend*

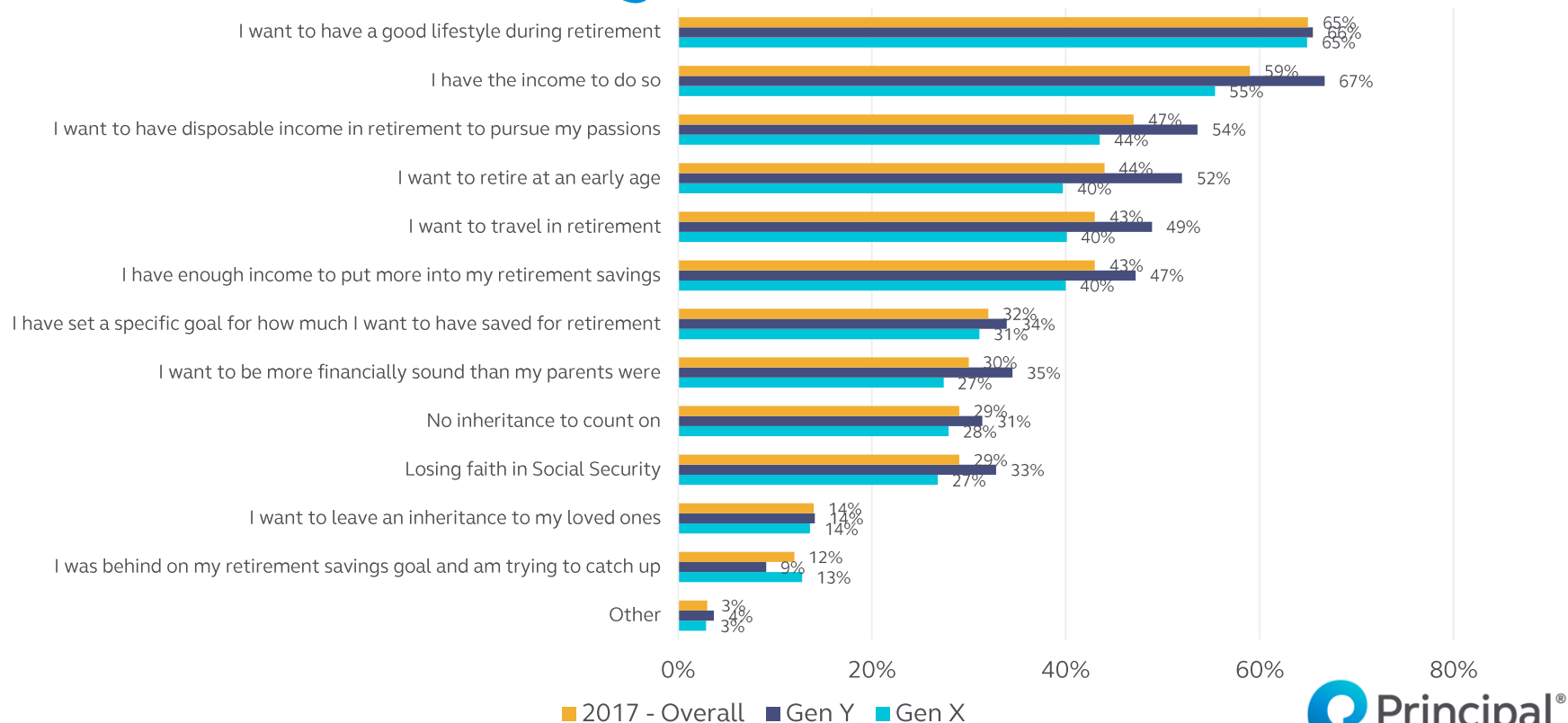


*Based on surveys in 2016 and 2017. Which of the following describes your motivation for saving for retirement this year? Select all that apply.

Base: 1,456

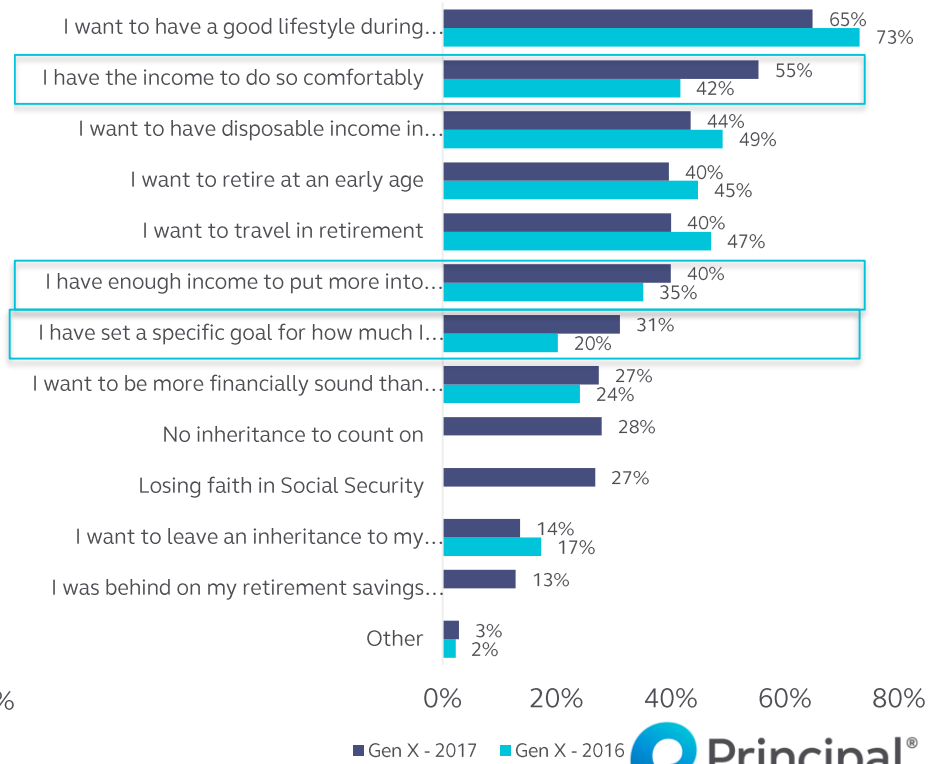
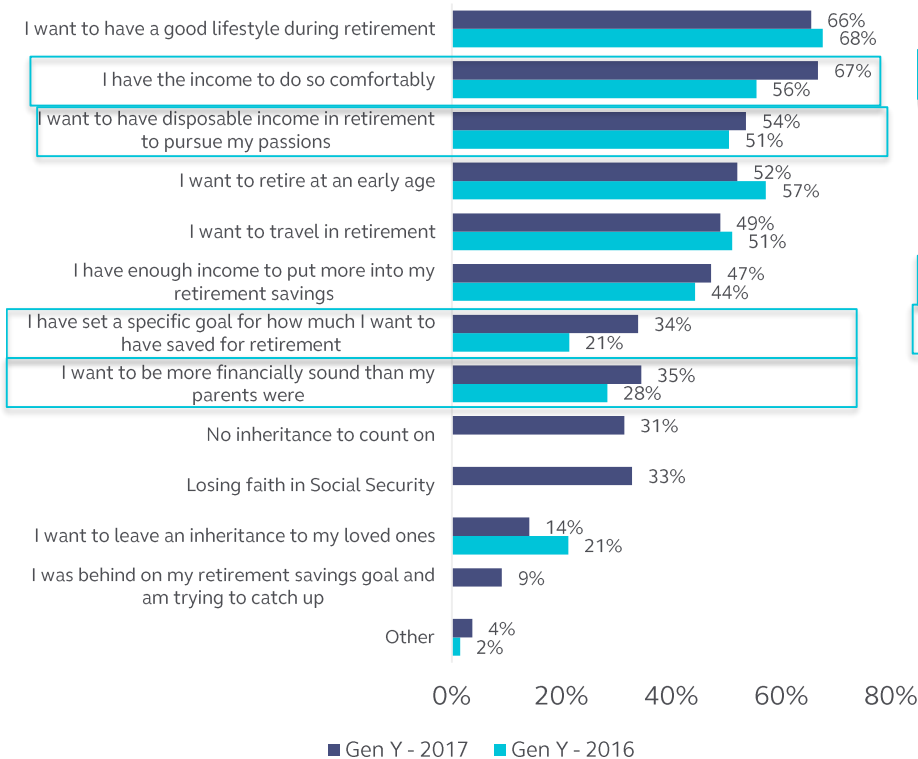
Super savers

Motivation for saving



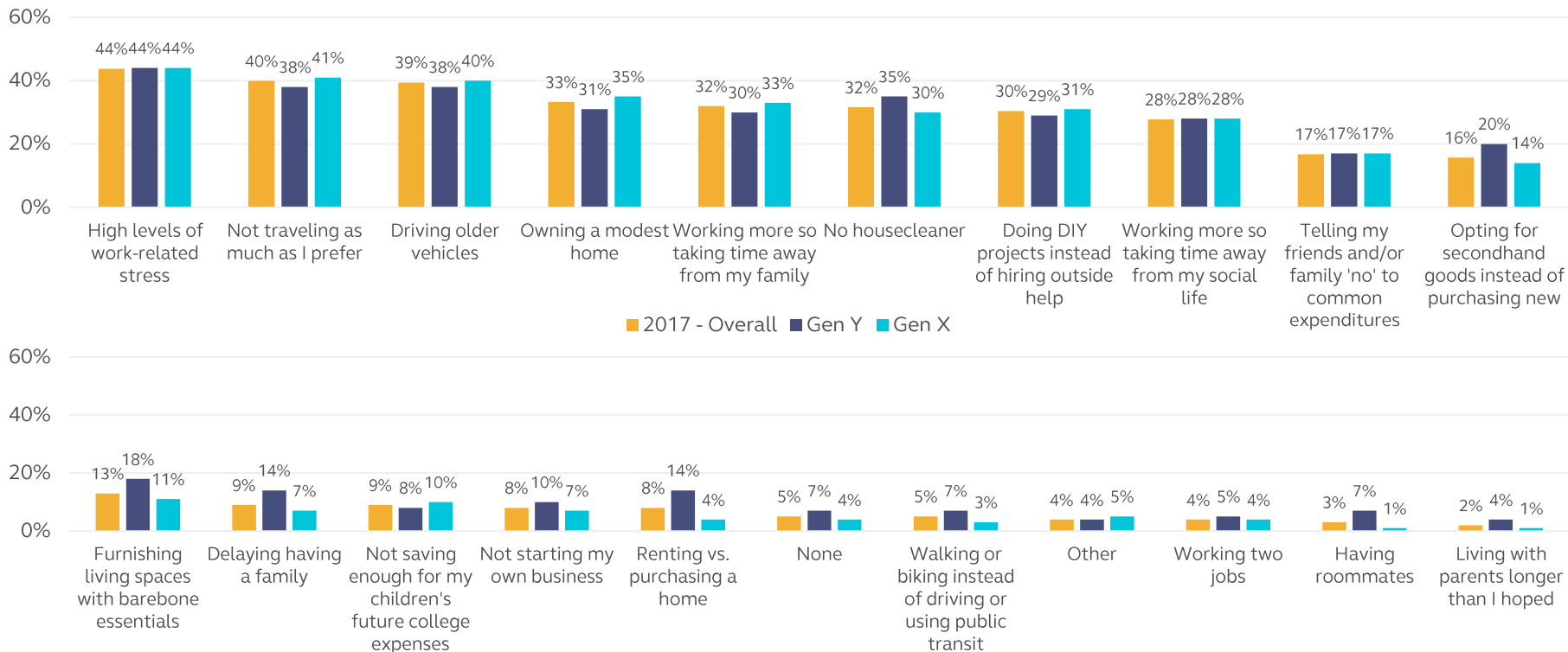
Super savers

Motivation for saving



Super savers

Sacrifices to save

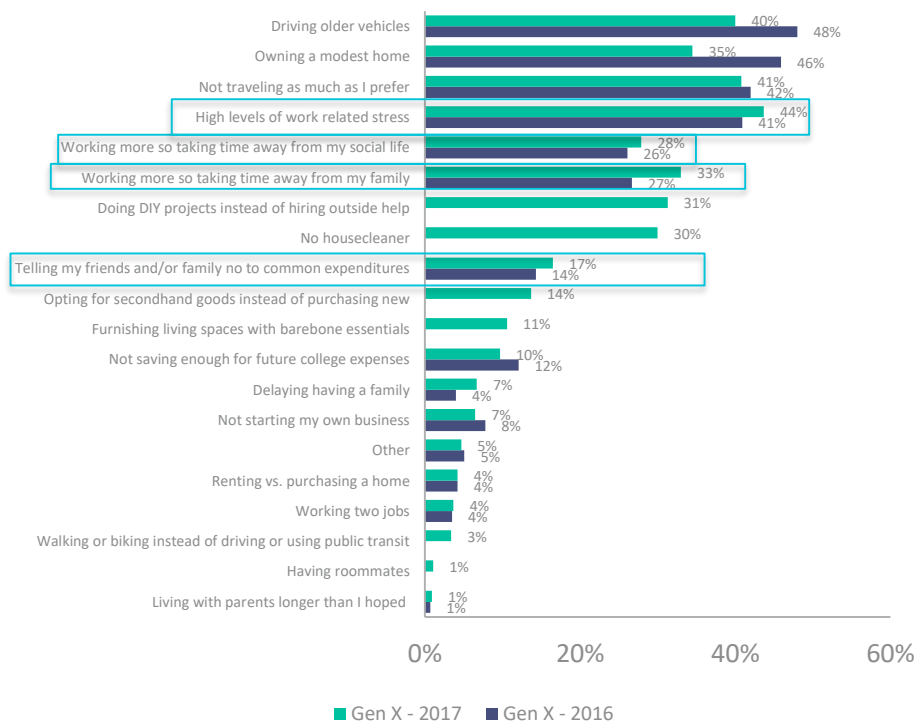


What sacrifices have you made in order to save for retirement? Select all that apply.

Base: 1,449

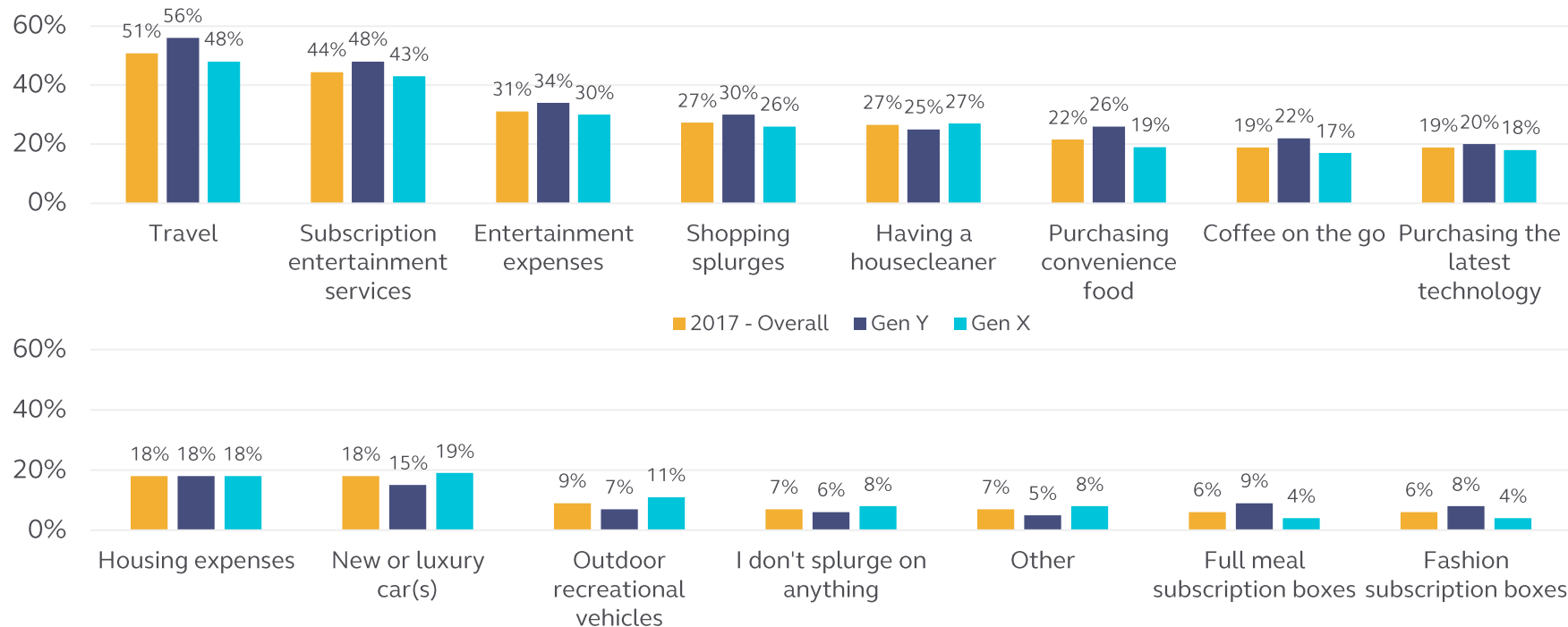
Super savers

Sacrifices to save – 2016 vs. 2017



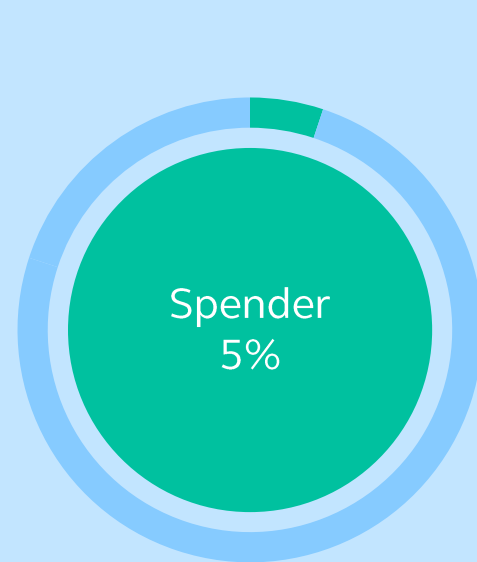
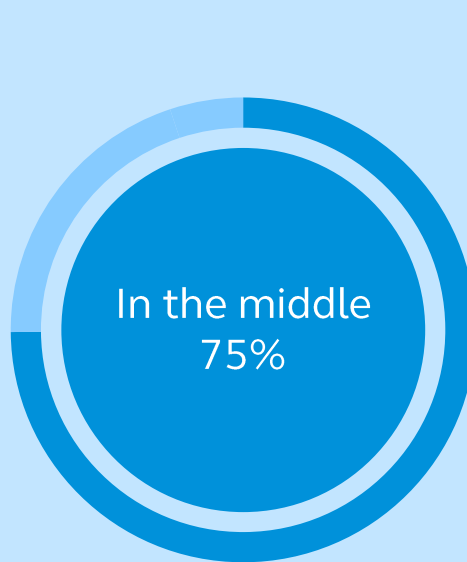
Super savers

Splurges



Super savers

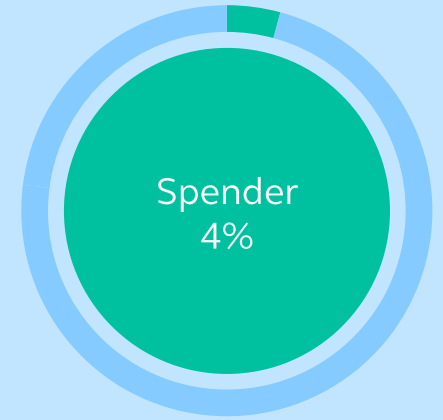
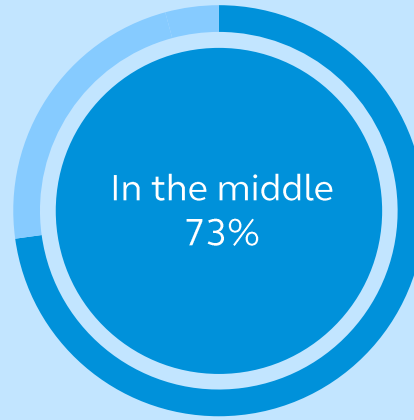
Spending and saving habits



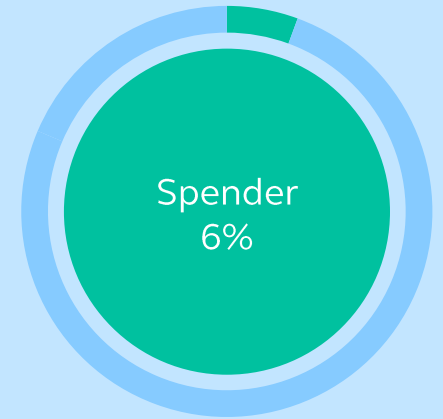
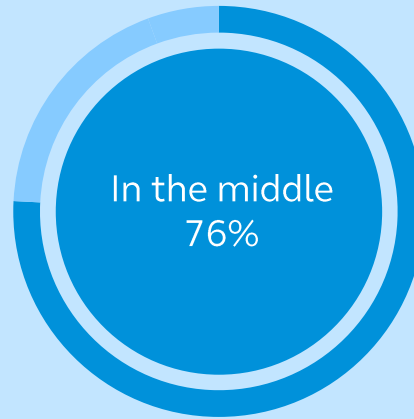
2017 - Overall

Super savers

Gen Y



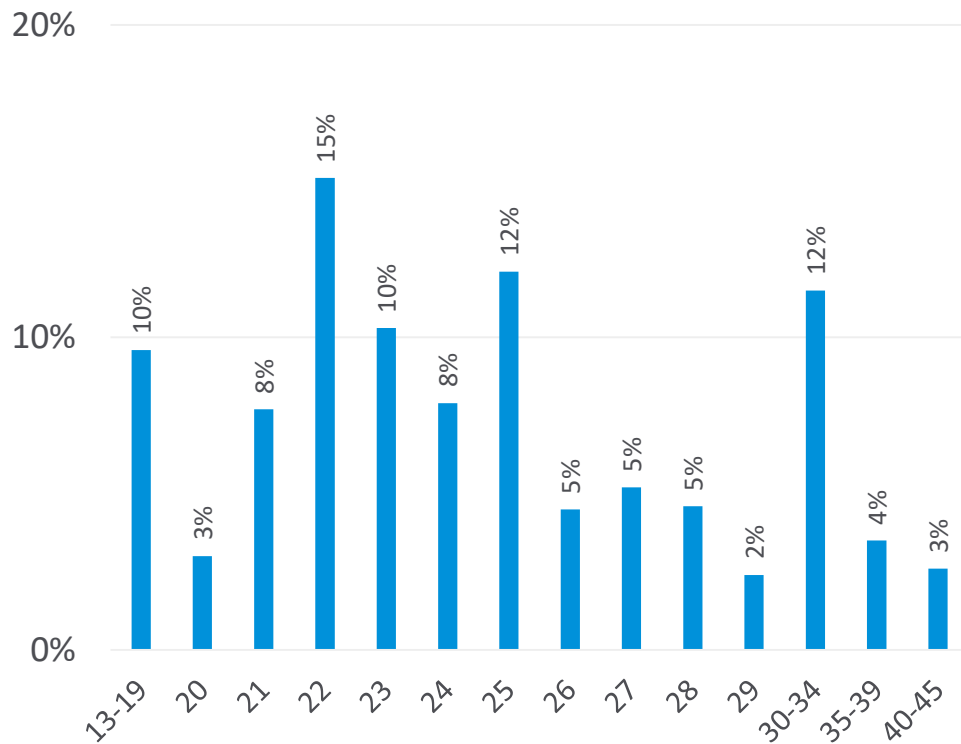
Gen X



2017 - Overall

Super savers

53% of respondents started saving for retirement when they were in their early to mid 20's.



2017 - Overall

What age did you start saving for retirement?

Base: 1,353

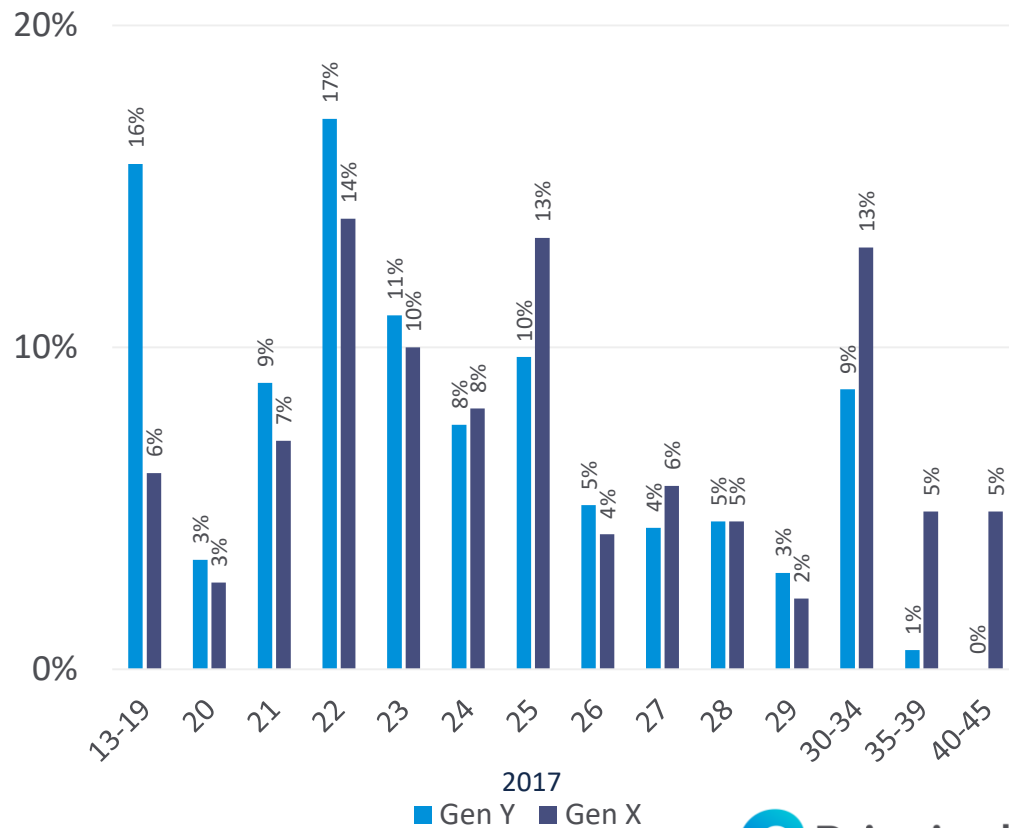


Super savers

Gen Y respondents started saving for retirement **earlier** in their lives than Gen X respondents.

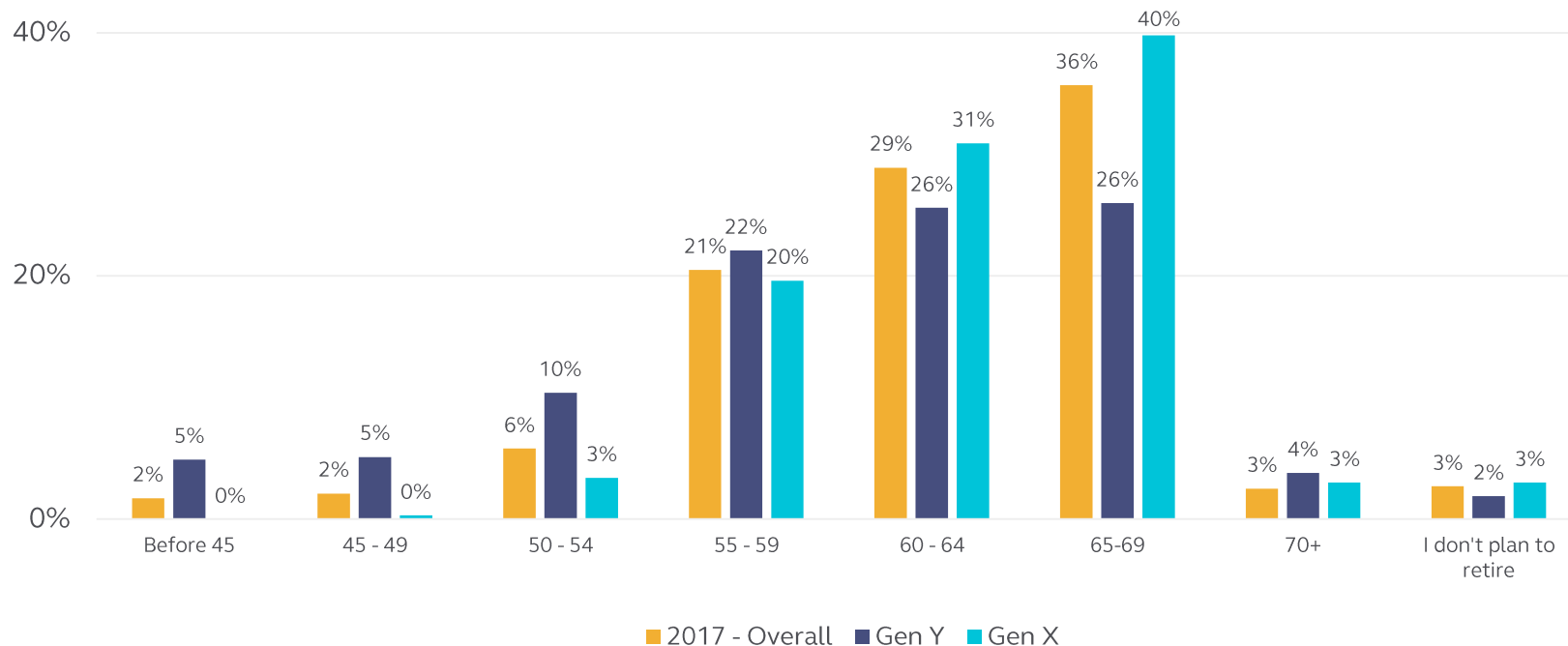
Average age:
Gen Y: 23.4
Gen X: 25.7

Median age:
Gen Y: 23.0
Gen X: 25.0

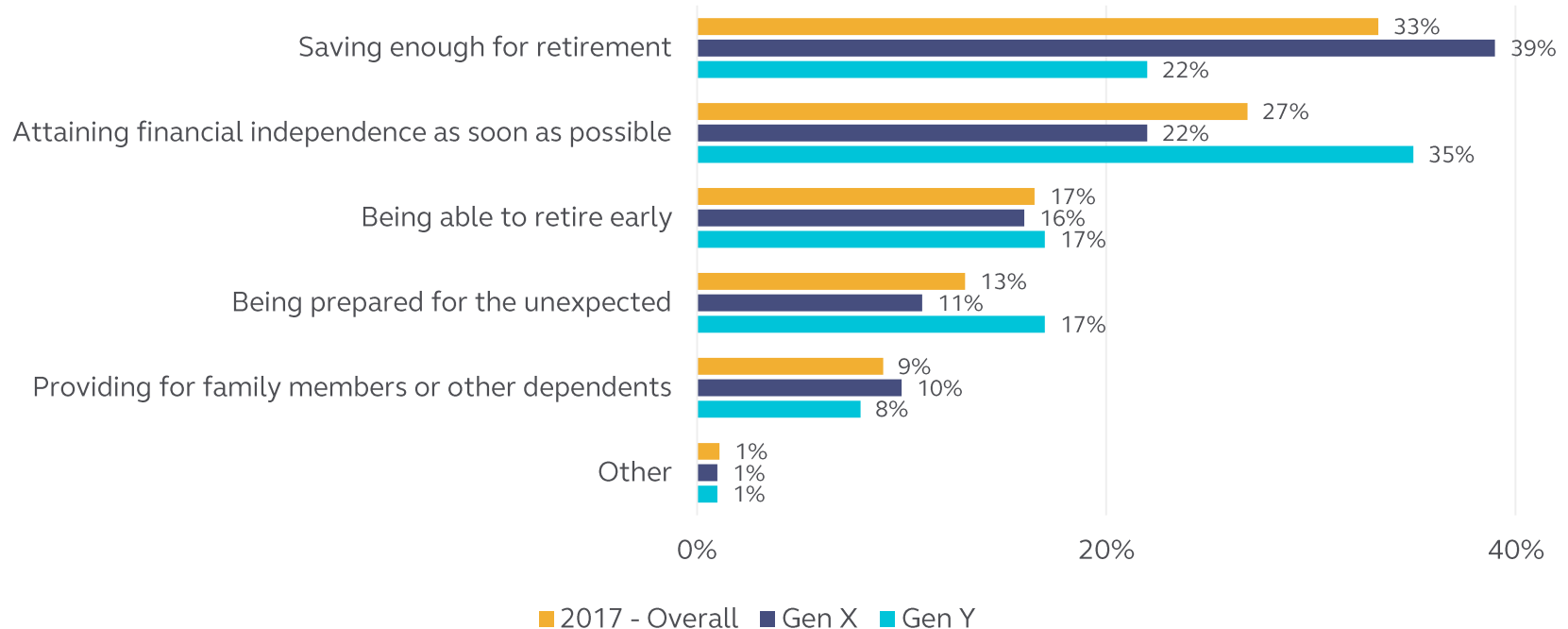


Super savers

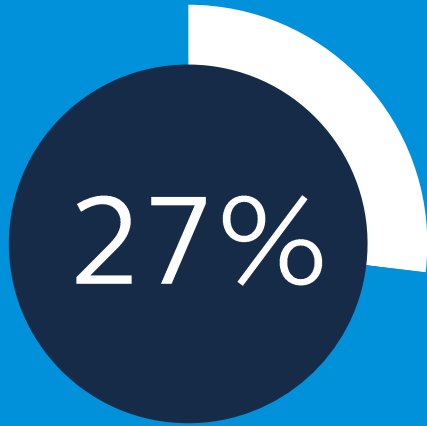
Age planning to retire



Drivers of saving

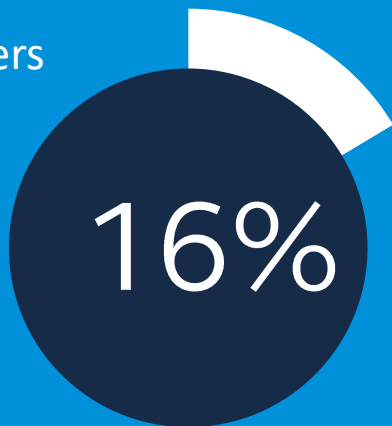


Super savers

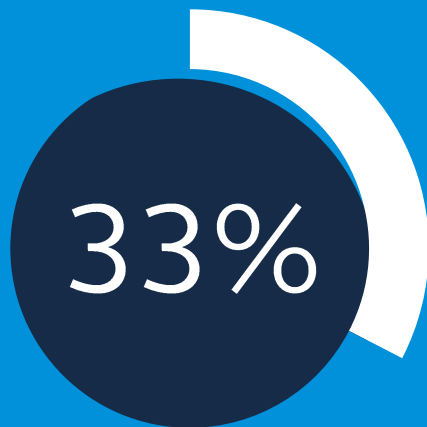


of survey participants include their estimated Social Security benefits in their retirement planning

Super savers



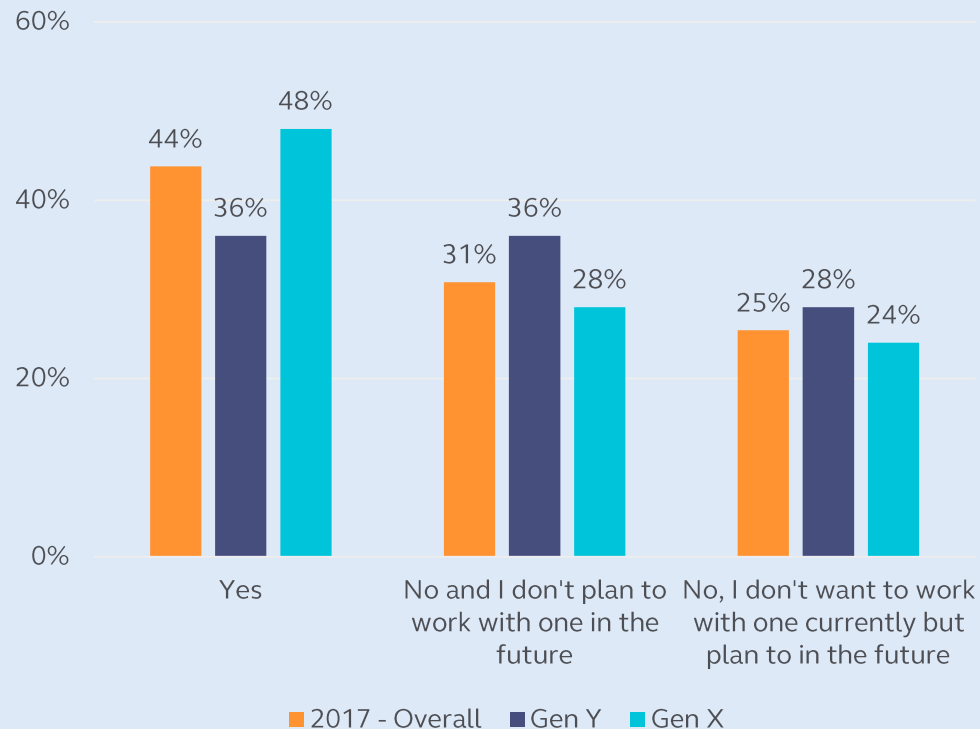
of **Gen Y** survey participants include their estimated Social Security benefits in their retirement planning



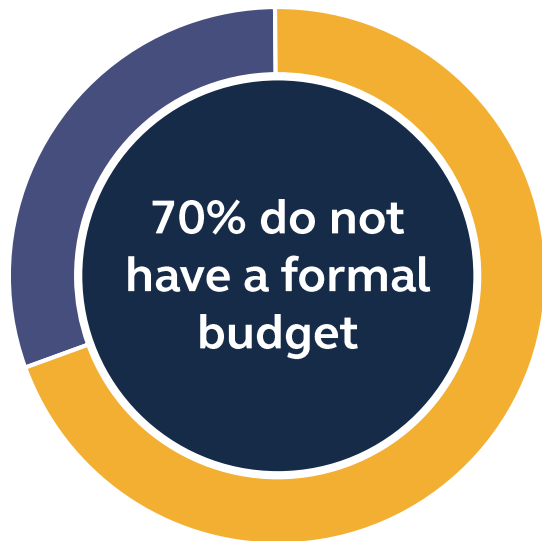
of **Gen X** survey participants include their estimated Social Security benefits in their retirement planning

Super savers

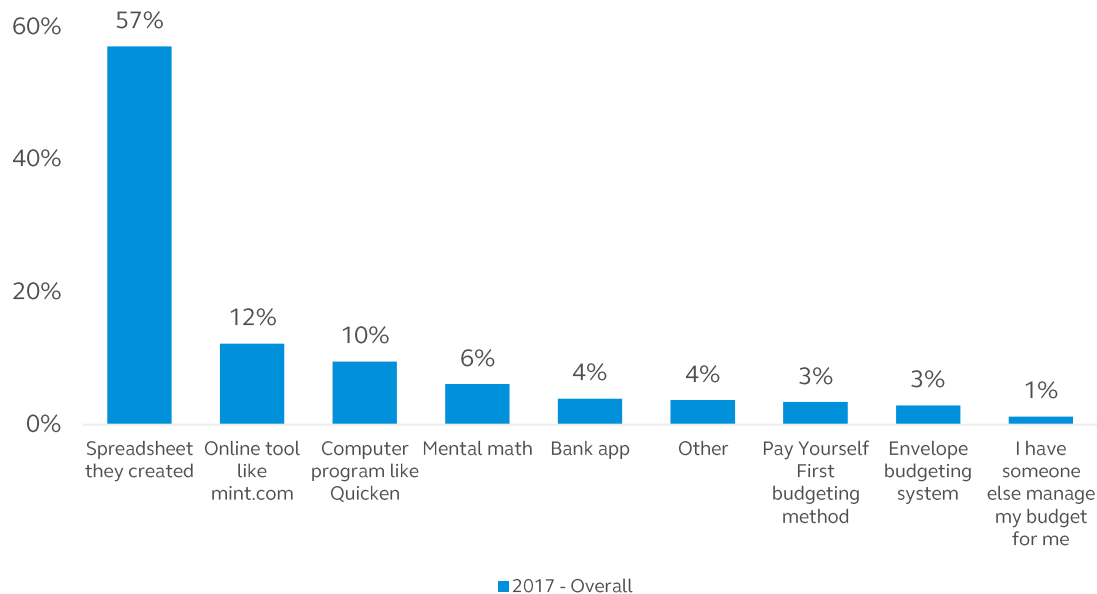
Works with an advisor



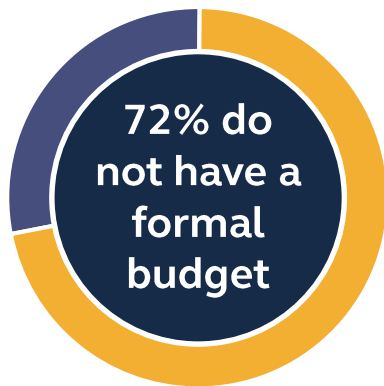
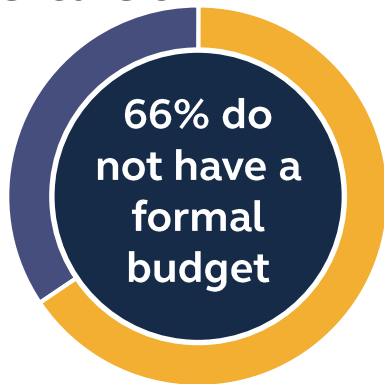
Super savers



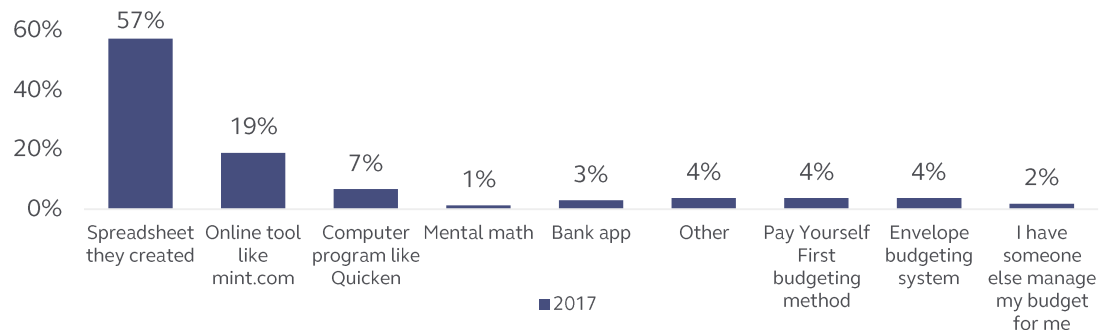
How they manage their budget



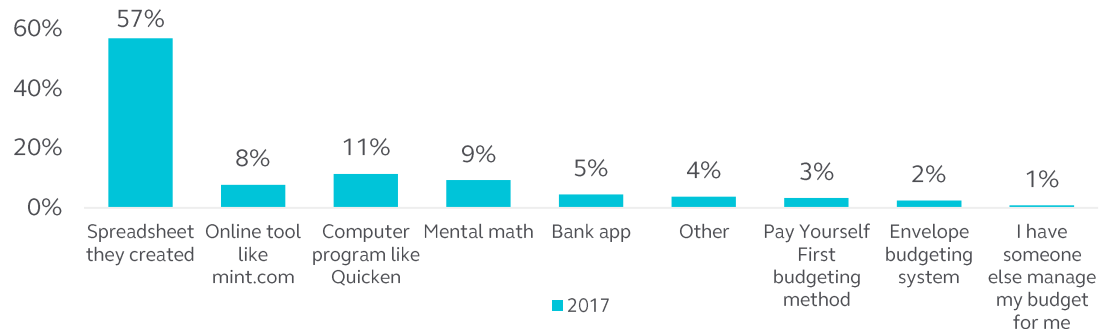
Super savers



How Gen Y manages their budget

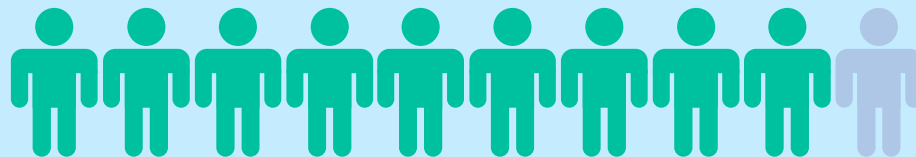


How Gen X manages their budget



Super savers

Nine out of ten respondents have an emergency fund.

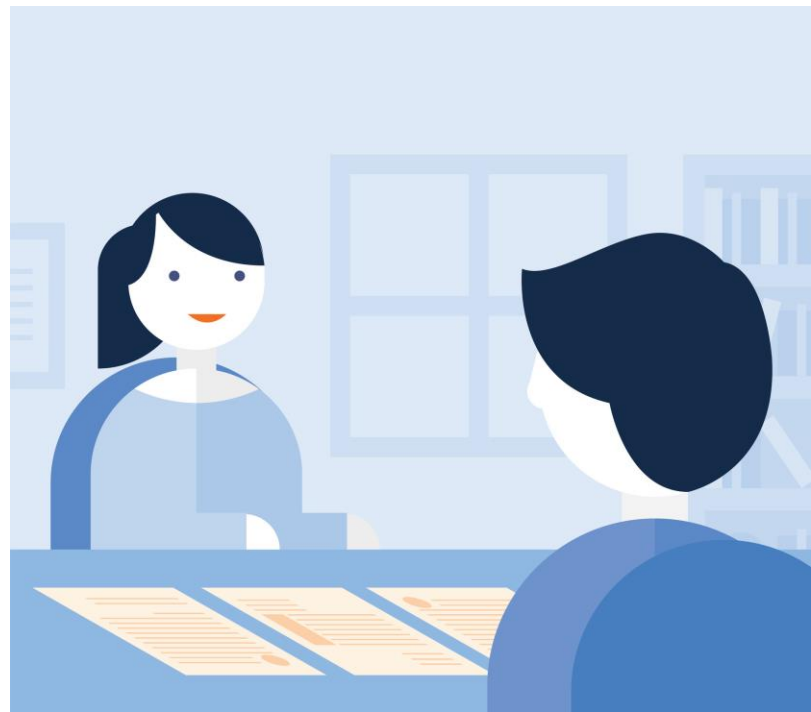
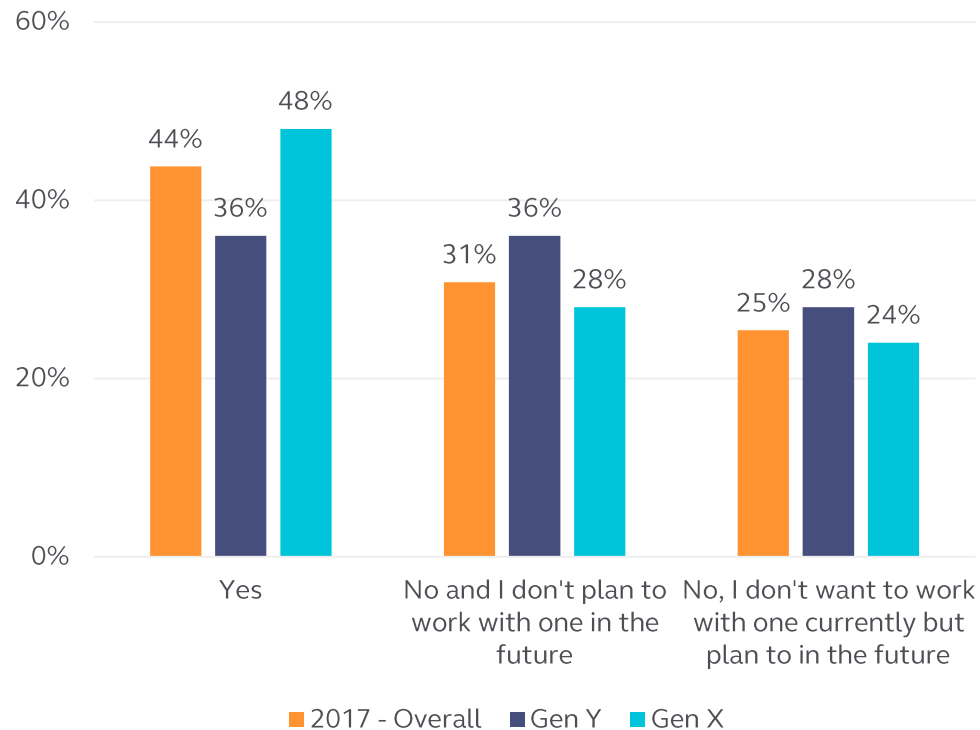


How long will the emergency fund last?



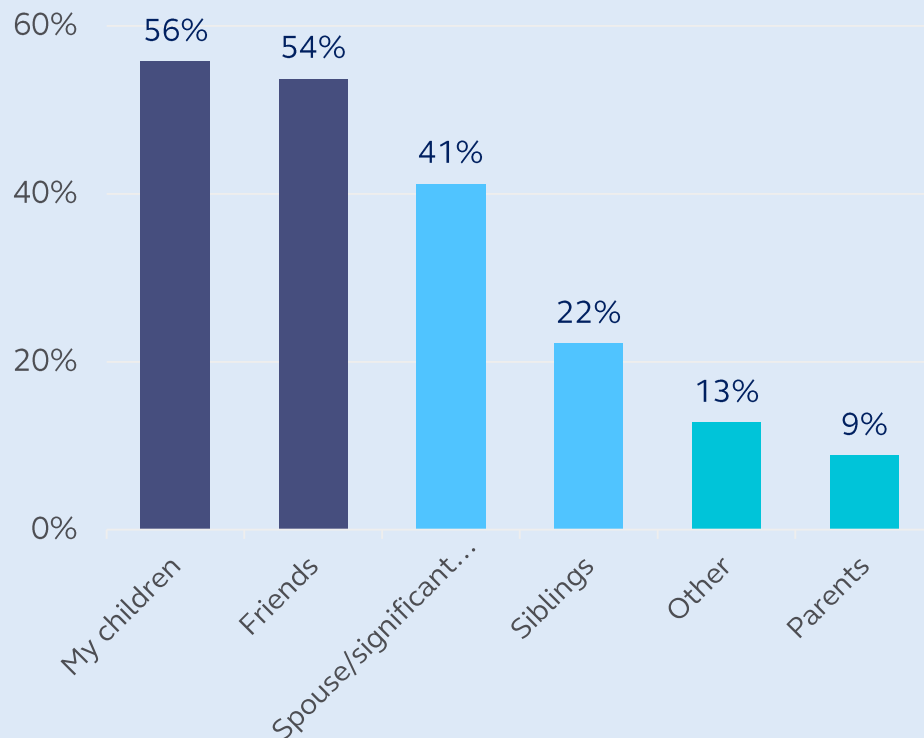
Super savers

Works with an advisor



Super savers

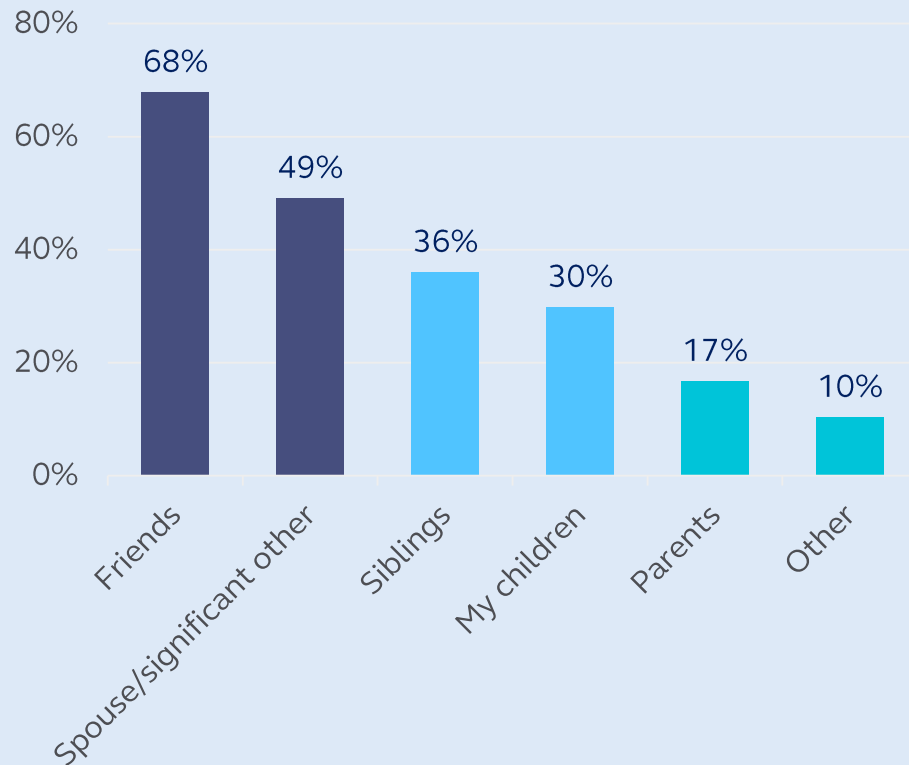
64 percent of respondents teach or encourage others how to become 'supersaver'



2017: Do you teach/encourage others how to become 'supersaver'? Base: 1,336
Who are you teaching how to become a 'supersaver'? Base: 845

Super savers

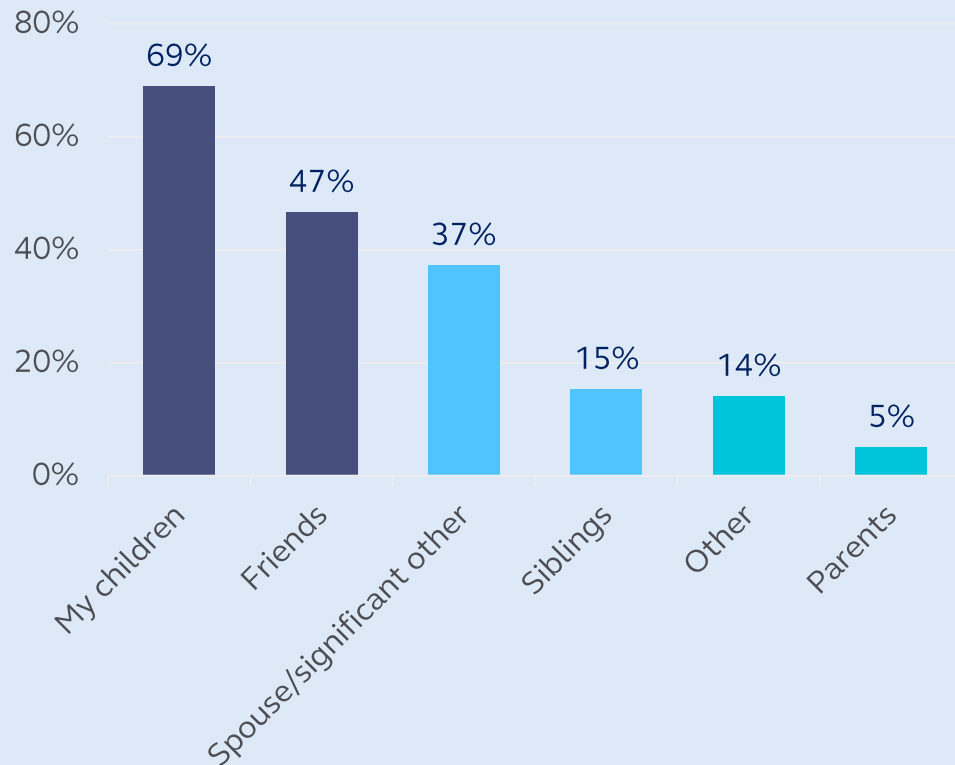
60 percent of Gen Y respondents teach or encourage others how to become 'supersaver'



2017: Do you teach/encourage others how to become 'supersaver'?
Who are you teaching how to become a 'supersaver'?

Super savers

65 percent of Gen X respondents teach or encourage others how to become 'supersaver'

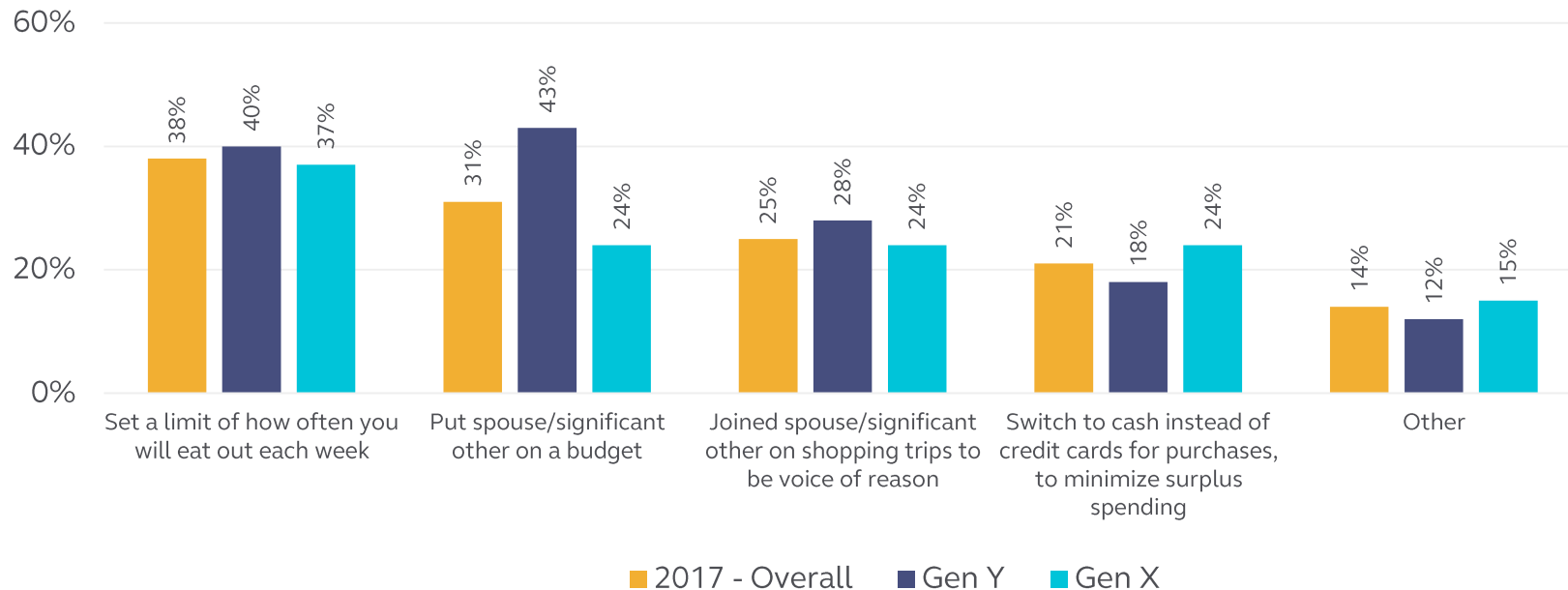


2017: Do you teach/encourage others how to become 'supersaver'?
Who are you teaching how to become a 'supersaver'?

Super savers

What they've done in teaching others how to become 'supersaver'

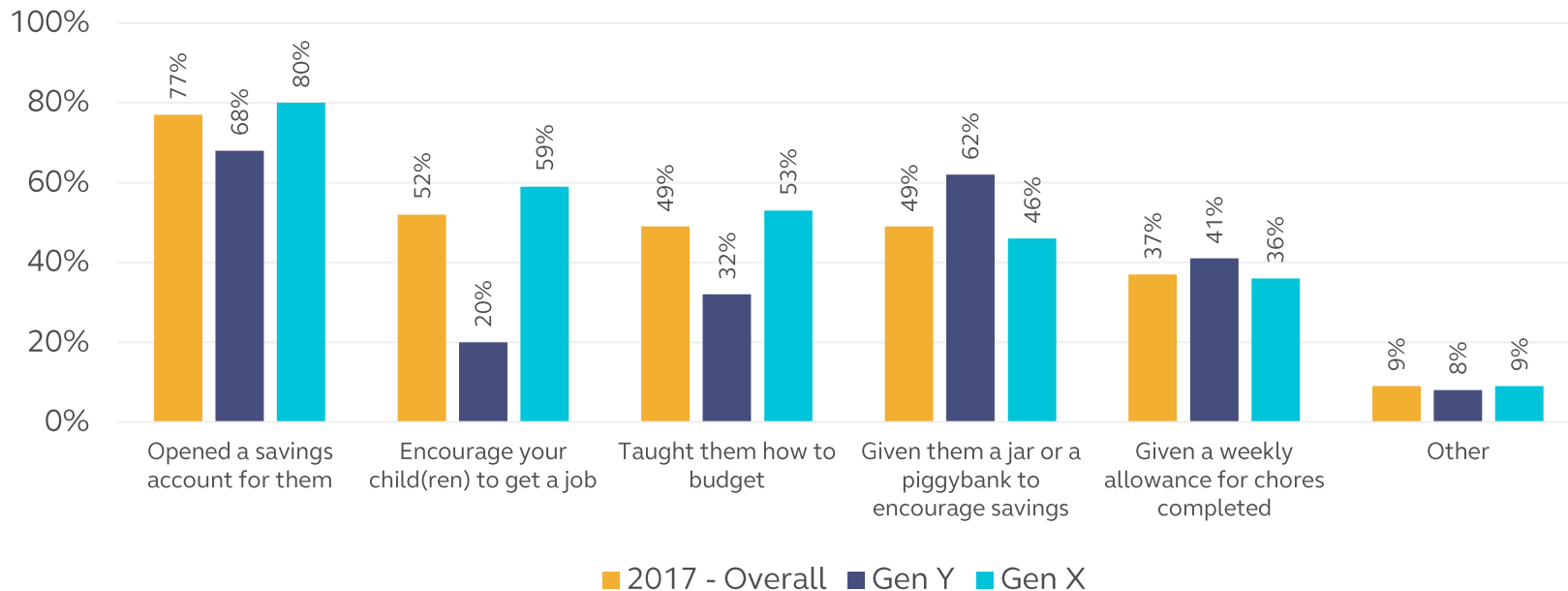
Spouse/significant other



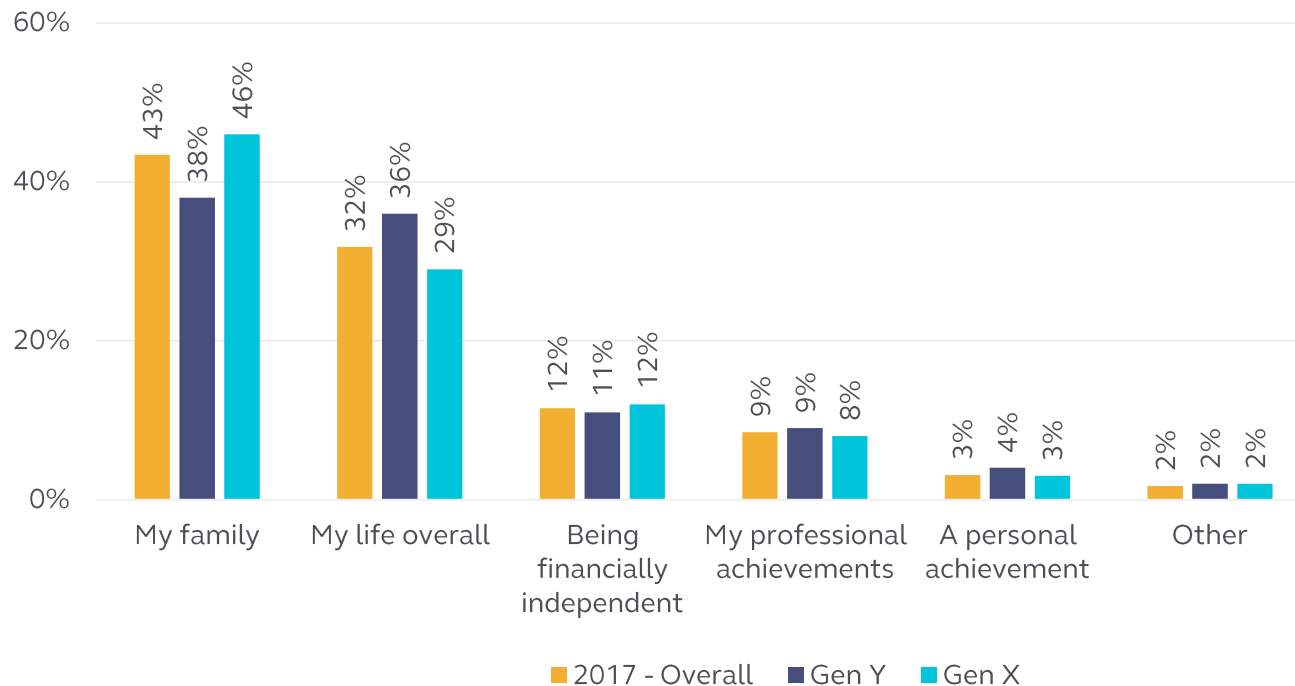
Super savers

What they've done in teaching others how to become 'supersaver'

Their children



What are respondents most proud of?



Survey Methodology

The Super Saver survey was conducted by Principal between October 19 and November 10, 2017.

A survey was sent to Millennial and Gen X participants who work for a company that has selected Principal as the recordkeeper for their retirement plan and have reached the IRA max for retirement contributions or who have saved 90% of the IRS max allowed.

The survey was sent to 29,084 participants via email. 1,498 participants responded to the survey.

For this research study Gen Y/Millennials are individuals born in 1978 – 1995. Gen X are individuals born in 1965 – 1977.

Important information

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