



TIAA-CREF Advice Matters Survey Executive Summary

October 20, 2015



Financial Services

Americans Delay Seeking Financial Advice Because They Don't Think They Have Saved Enough

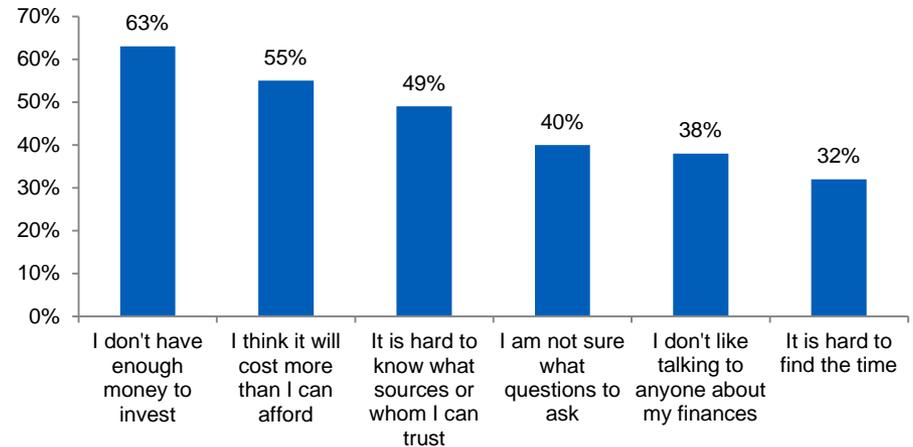
Survey Finds 45 Percent Think They Need At Least \$50,000 in Savings to Warrant Financial Advice

Nearly half (45 percent) of Americans believe they need a sizable nest egg of at least \$50,000 to justify working with a financial advisor, according to a new TIAA-CREF survey. Of those who have never received professional financial advice, 63 percent listed "I don't have enough money to invest" as a reason.

However, with nearly three out of four respondents saying they would like to receive financial advice in the future, many Americans may be ready to debunk the myth that financial advice is just for the affluent.

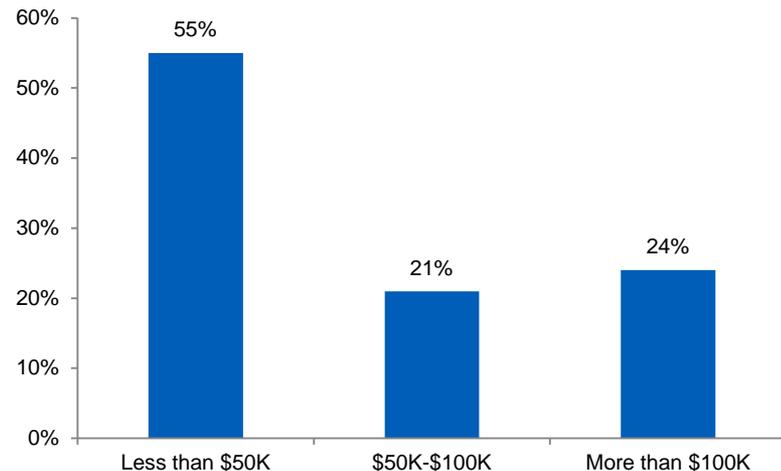
TIAA-CREF's fourth annual Advice Matters survey was conducted by an independent research firm and polled 2,000 adults nationwide to assess their attitudes, preferences and behaviors about receiving financial advice.

What are the reasons you haven't worked with a professional financial advisor?*



**Among those who have not received professional financial advice*

How much savings do you think you need to have to justify meeting with a professional financial advisor?



Advice turns the focus to retirement income

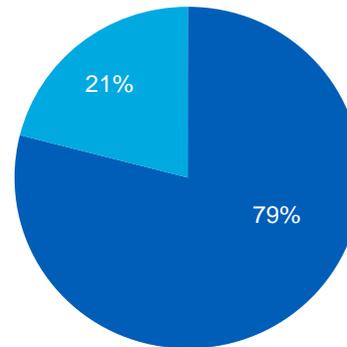
Working with a financial advisor may help Americans focus on retirement income – generating a stream of money they’ll need each month to maintain their lifestyle during retirement. Those who have discussed retirement with an advisor are much more likely to “run the numbers” and calculate how much income they will need in retirement – 79 percent versus only 32 percent who have not met with an advisor.

In fact, among respondents who have met with an advisor, nearly all have talked about a plan for turning their savings into monthly income upon retirement, and 58 percent have put that plan into action.

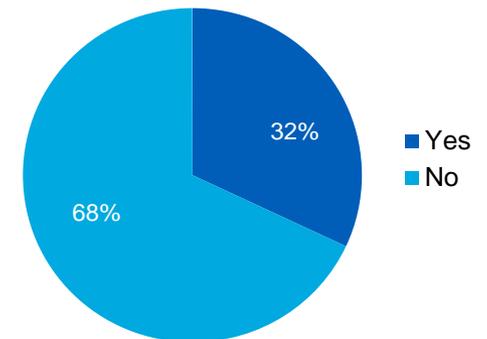
Most experts recommend that individuals target 70 percent to 100 percent of their pre-retirement income to maintain their standard of living in retirement. However, more than half (55 percent) of respondents think they will need 75 percent or less of their current income in retirement, which could put these individuals at risk of outliving their savings.

Have you calculated how much money you will need to live comfortably in retirement?

Respondents who have met with a financial advisor



Respondents who have not met with a financial advisor

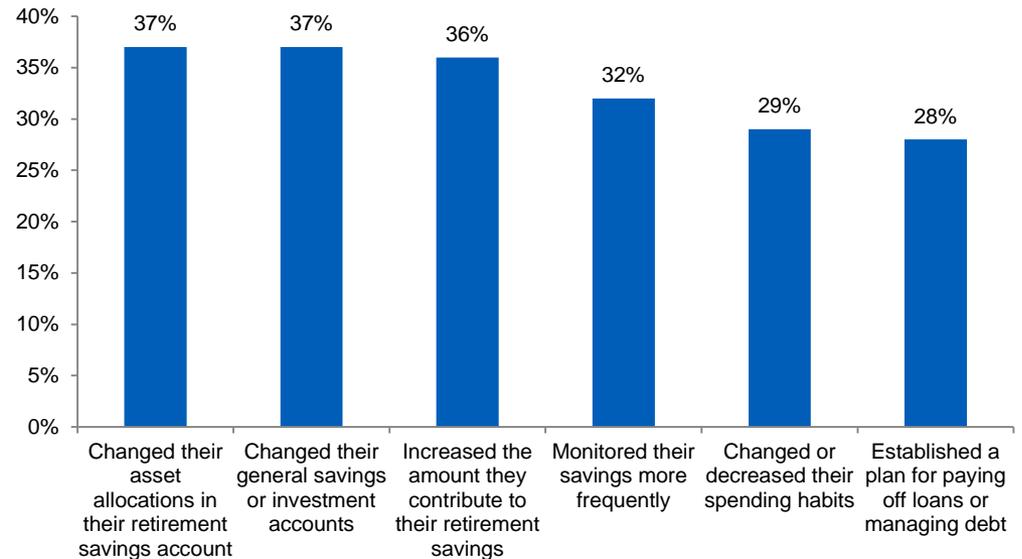


Financial advice can boost retirement confidence and lead to positive actions

The prospect of a boost in retirement confidence may motivate more Americans to seek financial advice, regardless of how much they have saved. The survey found that respondents who have met with an advisor are significantly more confident in their retirement savings plan than those who have not (78 percent versus 43 percent).

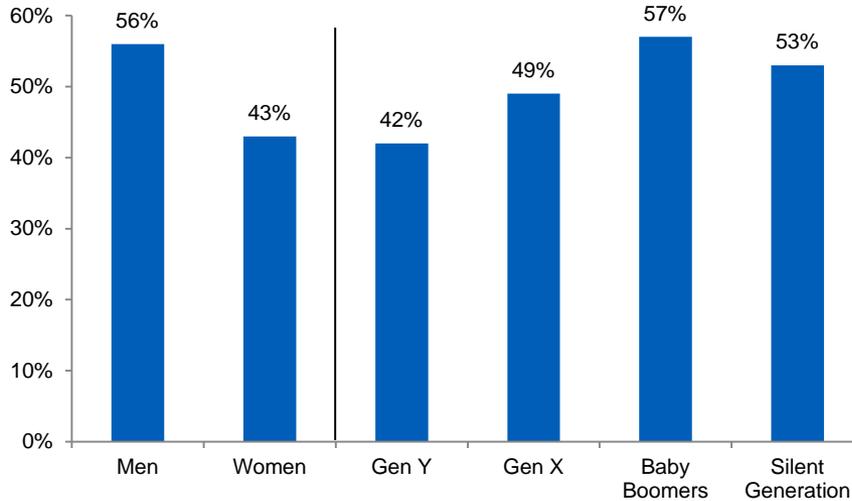
Financial advice often encourages individuals to take steps to improve their financial future. Approximately one-third of respondents who have received professional financial advice report they subsequently changed their asset allocation in their retirement plan (37 percent), increased the amount set aside in savings (36 percent), monitored their savings more frequently (32 percent), decreased spending (29 percent) and established a plan for paying off loans or managing debt (28 percent).

What did Americans do with advice once they got it?*



**Among those who have received professional financial advice*

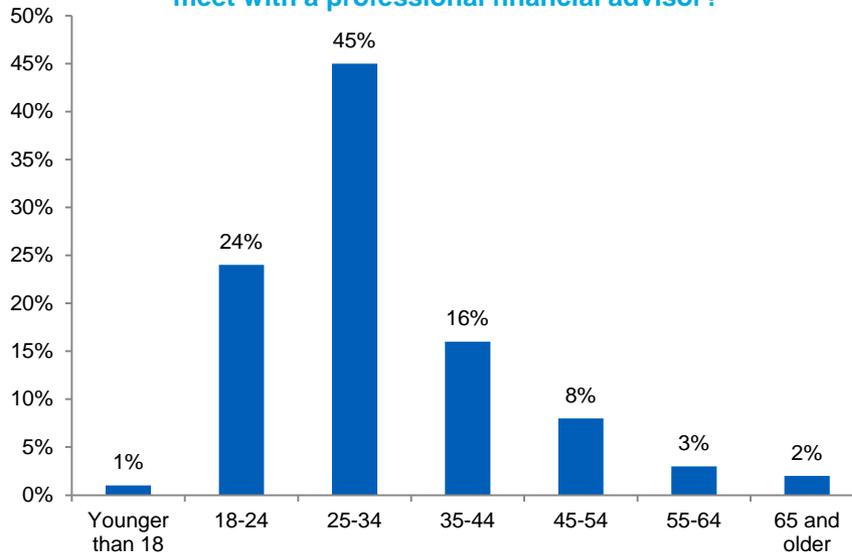
Have you ever received professional financial advice?



Men are more likely to have received advice; Gen Y is most interested in receiving advice in the future

Significantly more men (56 percent) than women (43 percent) say they have received financial advice. While 41 percent of women who have not received professional financial advice say the primary reason why they haven't worked with a financial advisor is that they don't have enough money to invest, only 30 percent of men report the same.

At what age do you think you should first meet with a professional financial advisor?



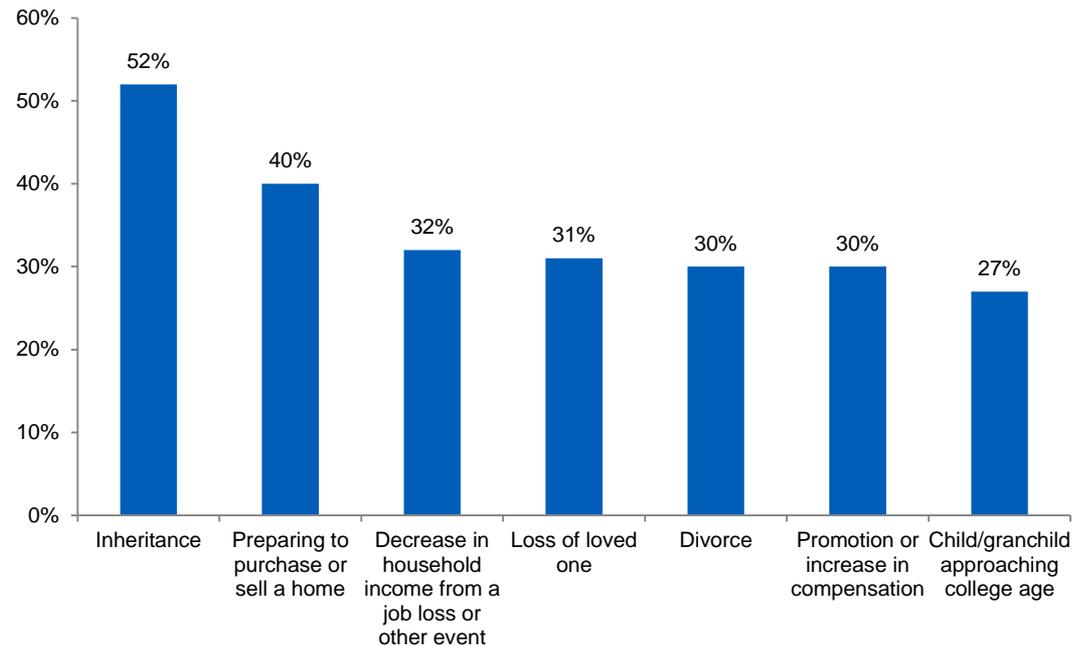
The survey found that a strong majority of respondents (70 percent) believe people should meet with a financial advisor before age 35. Unfortunately, the reality doesn't quite live up to the theory, with only 42 percent of Gen Y having received professional financial advice. However, this trend could change as more of Gen Y enters the workforce and starts to earn more.

When do Americans seek financial advice and how do they like to get it?

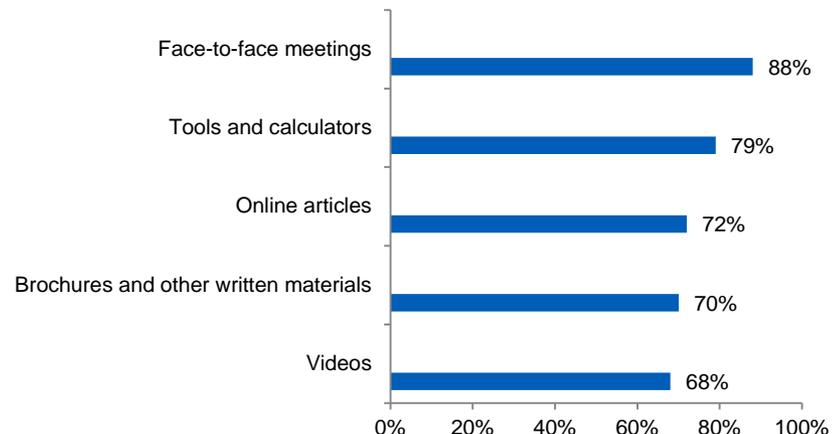
The survey pinpointed several important financial situations in which Americans are most interested in financial advice. Fifty-two percent of respondents say receiving an inheritance would prompt them to seek advice, and 40 percent point to a home purchase or sale as a trigger.

While face-to-face meetings are still the first choice for receiving financial advice – 88 percent report they find these meetings to be valuable – Americans also find online and print resources to be useful. Seventy-nine percent say tools and calculators are valuable, along with online articles (72 percent), brochures and other written materials (70 percent) and videos (68 percent).

Which of these events would prompt you to seek out advice in the future?



How valuable do you see each of the following ways you could receive financial advice or guidance?*



*Percentage of respondents who answered "very valuable" or "somewhat valuable"

Improving access to advice

In response to individuals' diverse needs and preferences for receiving information, TIAA-CREF has expanded its portfolio of advice and financial education resources to give clients more options for receiving help.

- **Enhanced Online Advice and Guidance Center:** TIAA-CREF's Advice and Guidance Center has expanded to feature articles and resources based on commonly searched financial topics, including retirement, and a variety of other important life events. The enhanced site also delivers TIAA-CREF clients individualized content to ensure the information they receive is relevant to them.
- **For Women:** To give women the tools they need to help them become financially secure and successful, TIAA-CREF continues to expand its Woman-to-Woman Financial Empowerment Series, which includes workshops that are developed by women, for women. Each workshop is interactive, allowing attendees to learn from the financial advisor, as well as the other women in the room.

- **TIAA-CREF "Financial Essentials" Financial Education Program:** This series of in-person workshops and webinars addresses a variety of topics from investing, saving and budgeting to planning and living in retirement. Workshops tackle the real issues individuals face, like planning for healthcare costs in retirement and learning how to effectively use online tools to help manage their finances.
- **In-Person Advice Services:** TIAA-CREF offers in-person financial services at more than 100 offices across the country and also provides access to licensed and trained phone representatives who can answer questions.

Explore Further

For more information on the survey and TIAA-CREF's advice and planning resources, visit tiaa-cref.org. For more information on TIAA-CREF's advice and guidance offerings, visit our [Advice and Guidance Center](#).

The research was conducted by KRC Research from Aug. 3 to 10, 2015, via an online survey of 2,000 U.S. adults age 18 and older. The survey was not conducted among TIAA-CREF participants, and the survey questions and responses did not reference or concern any TIAA-CREF product, service or client experience.

TIAA-CREF provides advice to eligible participants depending on their institution's plan rules.

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