



TIAA-CREF Affluent Investor Barometer  
Executive Summary  
April 29, 2015



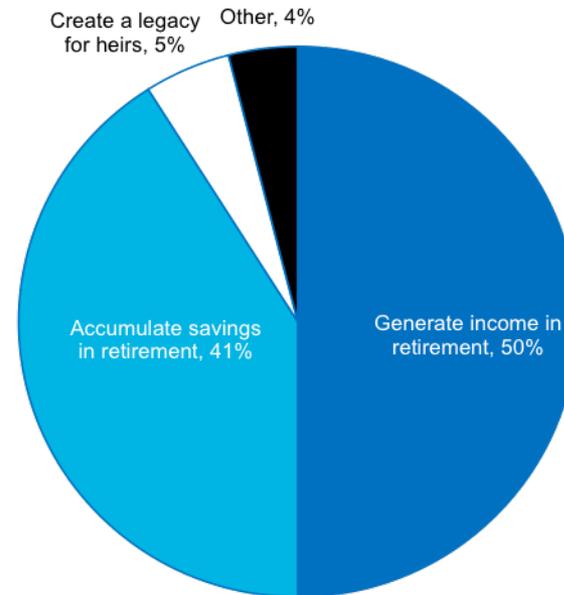
Financial Services

## Affluent Investors More Concerned With Making It Through Retirement Than Leaving a Legacy

Despite their substantial assets, affluent investors still prioritize saving for retirement over other financial goals, according to a new TIAA-CREF survey. Fifty percent of investors with at least \$250,000 in investable assets say their most important investment goal is to generate income in retirement, and 41 percent say their top goal is to accumulate savings for retirement. Creating a legacy for their heirs is the most important goal for only 5 percent of respondents, and 54 percent say creating a legacy is not important. Even among higher-net-worth investors (investors with \$1 million or more in investable assets), only 10 percent say leaving a legacy is their top concern.

These findings come from the TIAA-CREF 2015 Affluent Investor Barometer, which was conducted by an independent research firm and polled a random, nationwide sample of 1,242 adults who are financial decision makers for their household and have at least \$250,000 in investable assets. The survey aimed to assess respondents' attitudes, preferences and behaviors related to financial planning and investing.

### What is the most important goal for your investments?



## Majority of affluent investors believe the economy is strong

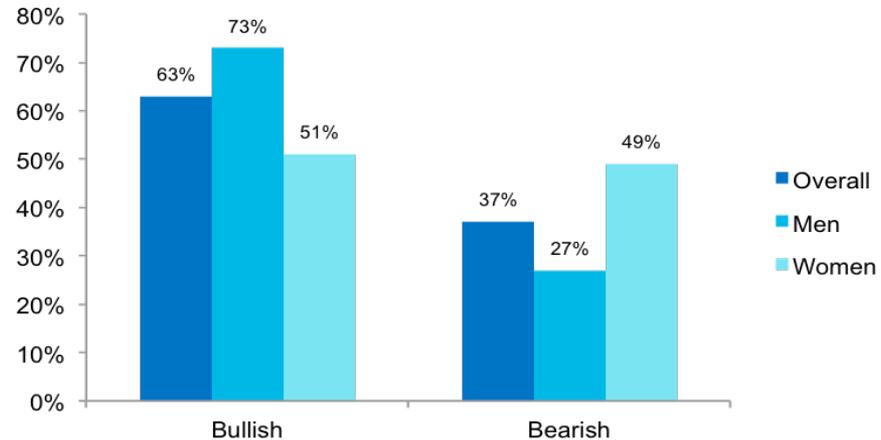
Sixty-three percent report they are bullish on the economy, though men are far more optimistic than women (73 percent versus 51 percent). The investors with the greatest assets also have a more positive outlook.

This group is not without concerns, however. When asked what would be most likely to make them feel less confident about the economy:

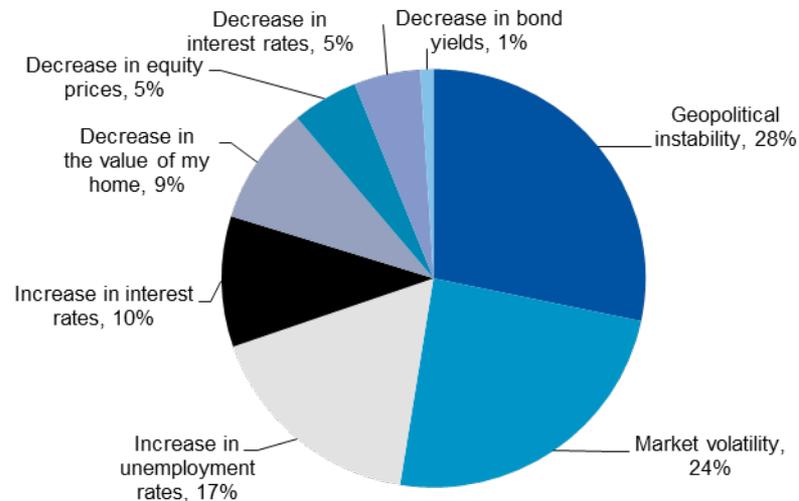
- 28 percent say geopolitical instability
- 24 percent say market volatility
- 17 percent cite an increase in unemployment rates

Men worry more about geopolitical instability, while women are more concerned about market volatility. Investors with \$5 million or more in investable assets are far more concerned about a decrease in equity prices (17 percent versus 5 percent of all respondents).

Would you describe yourself as bullish or bearish on the economy?



Which of the following would be the most likely to make you feel less confident in the economy?

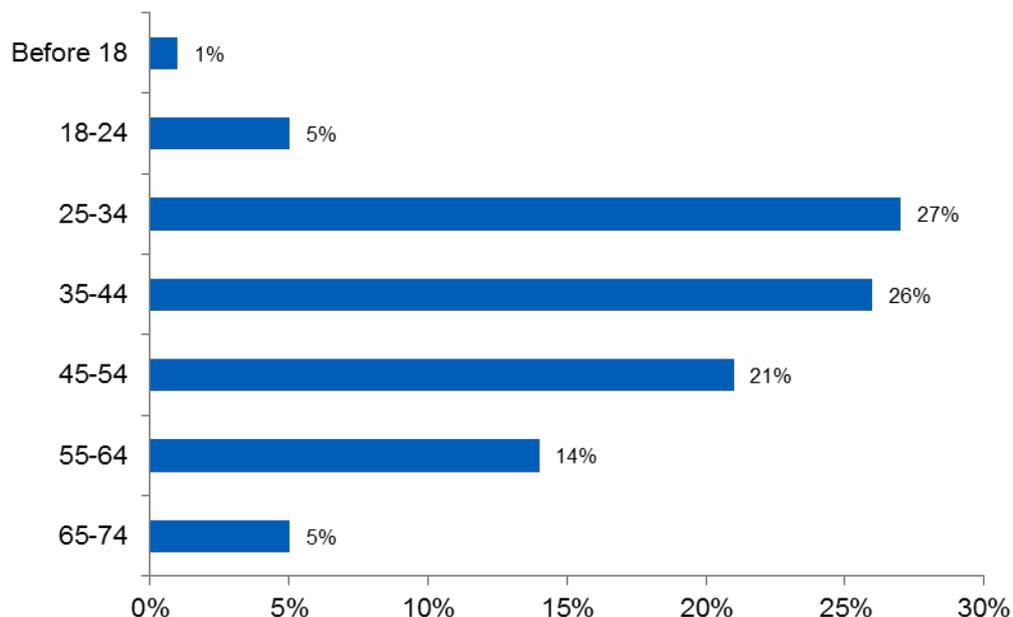


## Many investors get help managing their investments early in their adult years

Many affluent investors recognize the importance of financial advisors: Sixty percent say they use a financial advisor, compared to 39 percent of the general population who say they rely on an advisor.\*

They also recognize the value that financial advice can offer throughout their lifetime, and first meet with advisors well in advance of retirement. In fact, 60 percent of affluent investors who have met with a financial advisor first did so before the age of 45. Only 14 percent say they waited until they approached retirement (age 55 to 64) to begin consulting with an advisor.

At what age did you first meet with a financial advisor? \*\*



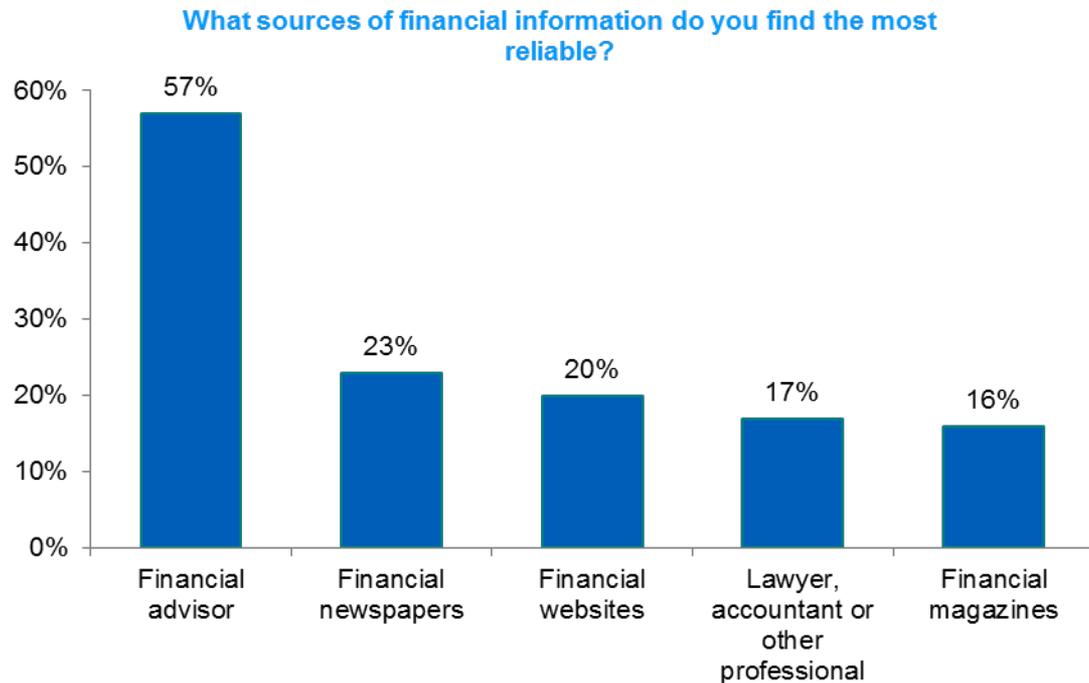
\*Finding from the 2014 TIAA-CREF Advice Survey. The survey was conducted by KRC Research by phone among a national random sample of 1,000 adults, age 18 years and older, between July 28 and August 7, using a combination of landline and cell phone interviews. The margin of error for the entire sample is plus or minus 3.1 percentage points.

\*\*Among those respondents who have met with a financial advisor

## Affluent investors point to advisors as most reliable source of financial information

Affluent investors prefer the personal touch of a financial advisor to more static sources of financial information. Fifty-seven percent cite their financial advisor as their most reliable source – significantly more than financial newspapers (23 percent) and financial websites (20 percent).

Many of these investors look to their advisors for reassurance when financial markets are in flux: 53 percent of respondents with an advisor say they took no action during recent market volatility because their portfolio was positioned to ride it out, compared to 41 percent of respondents without an advisor. Additionally, 23 percent of respondents with an advisor say getting one was the smartest financial move they had ever made.

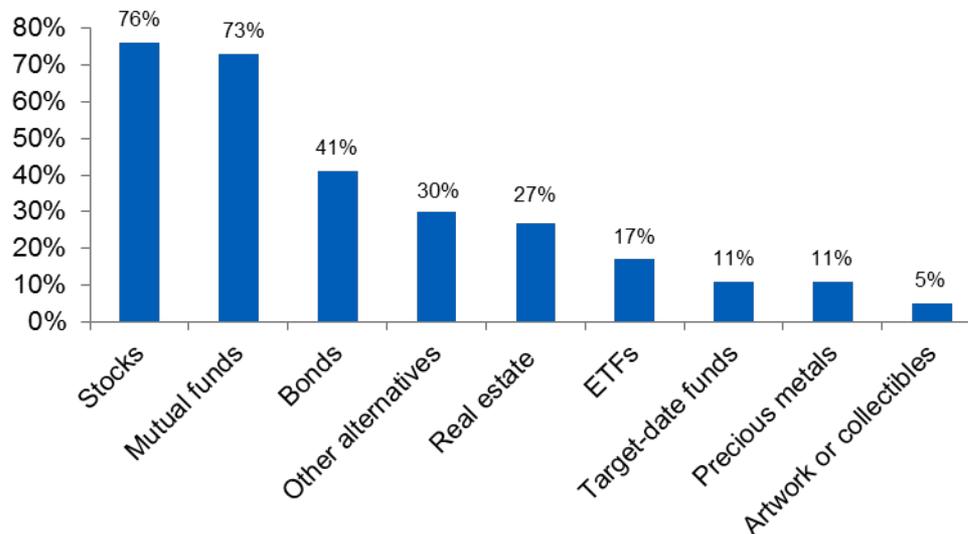


## What are the key strategies and habits of affluent investors?

Stocks (76 percent) and mutual funds (73 percent) are the most common investments within these individuals' investment vehicles, followed by bonds (41 percent).

When it comes to choosing and balancing their assets, affluent investors who use advisors overwhelmingly say they are helpful in determining which investment vehicles are appropriate for their goals (97 percent) and recommending how to divide investments among asset classes (97 percent). Ninety-one percent say those advisors are helpful in evaluating the tax implications of investment decisions.

Within the investment vehicles you have assets in, which of the following investment options have you selected?



## TIAA-CREF's Individual Advisory Services

TIAA-CREF's 700 IAS advisors work with investors in both a Registered Investment Advisor (RIA) and broker-dealer capacity. TIAA-CREF's capabilities are designed to help individual clients build financial well-being, and the company offers retirement plan advice at no additional cost to clients. TIAA-CREF financial advisors provide personalized financial planning and advice through multiple channels to meet client needs, including:

•**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.

•**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 access to financial advisors via phone and at 125 offices across the country.

### Explore further

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

The survey was conducted by KRC Research among a national sample of 1,242 adults, age 18 years and older and living in the U.S., who are financial decision makers for their household and have at least \$250,000 in investable assets. The survey was conducted online from March 13 to March 26, 2015.

#### Disclosures

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