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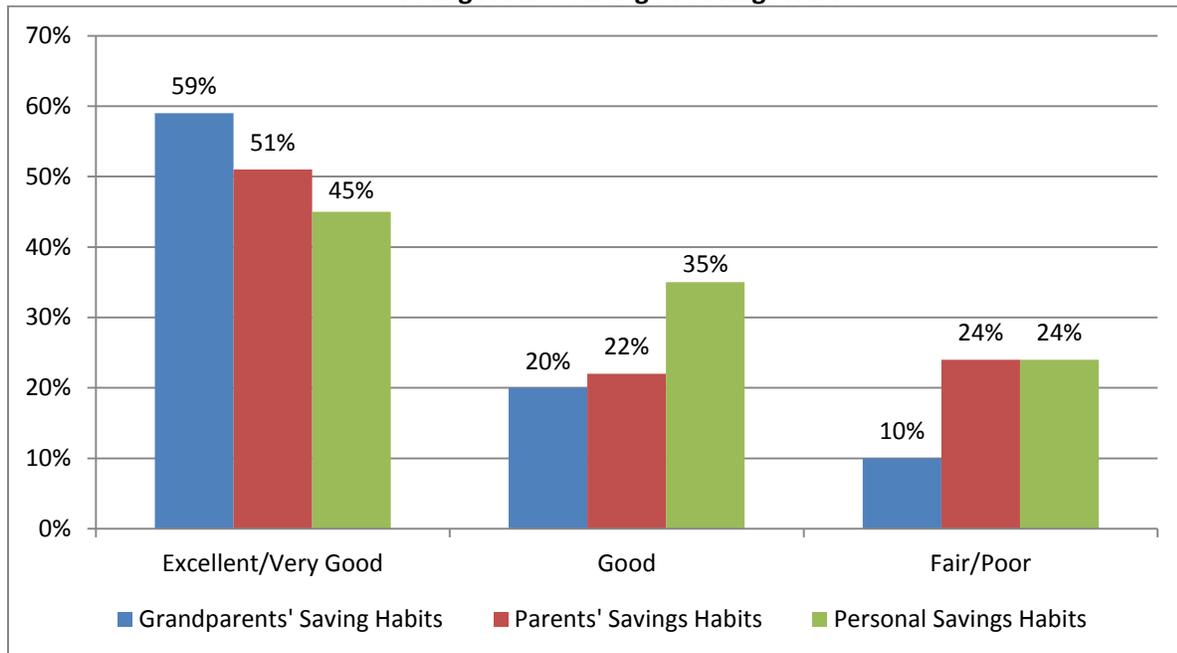
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TIAA-CREF Generational Savings Study: Financial Savings Habits and Perceptions across Generations

Young Adults' Point of View

The vast majority of young adults (97 percent) ages 18 to 24 are concerned about saving money for the future and reported behaviors support this. Nearly three-fourths save money most or every time they receive or earn money, while just less than three in 10 save every time they receive or earn money. Young adults think grandparents are the best savers, followed by their parents.

Young Adults' Rating of Savings Habits

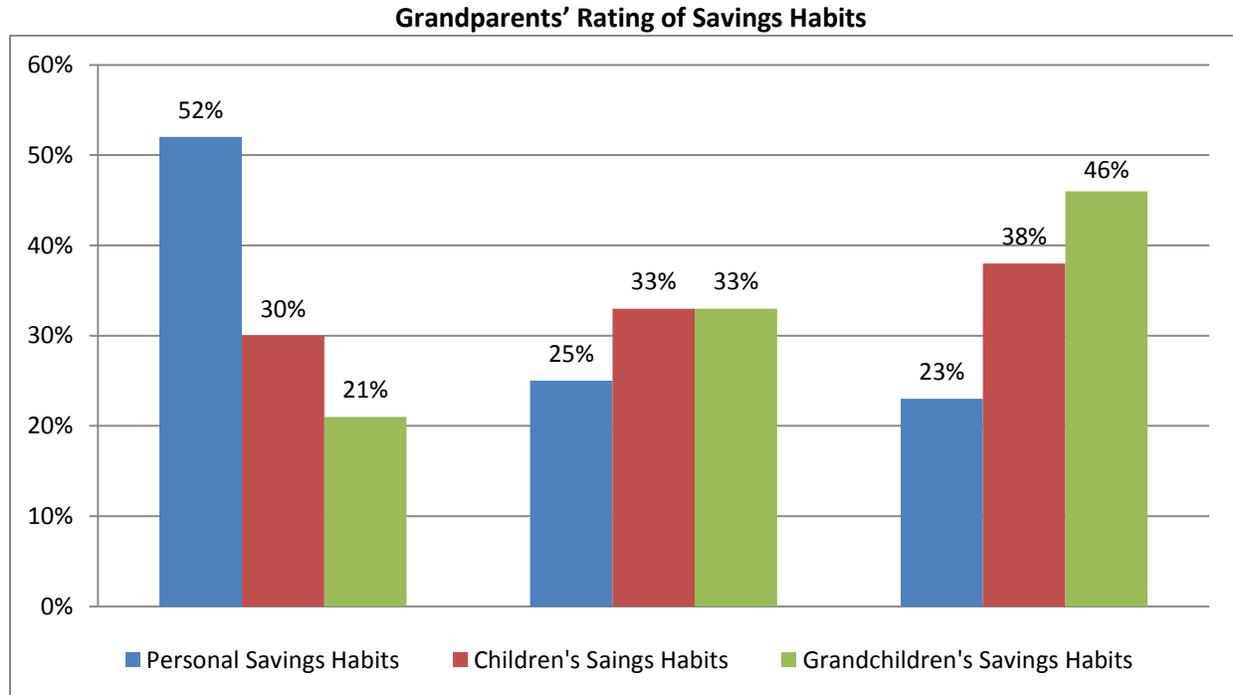


- Fifty-nine percent of young adults say their grandparents are excellent or very good savers.
- Fifty-one percent of young adults say their parents are excellent or very good savers.
- Forty-five percent of young adults rate themselves as excellent or very good savers.

Fifty-one percent of young adults surveyed rate their grandparents' financial status as excellent or very good, and 43 percent rate their parents' financial status as excellent or very good. But, only 27 percent rate their own financial status the same way.

Grandparents' Point of View

Grandparents ages 50 and older think they are better savers than their kids and grandkids, with half saying their grandchildren are poor savers. While grandchildren agree their grandparents are better savers, far fewer are critical of their own savings habits and those of their parents.



- Fifty-three percent of grandparents ages 50 and older rate themselves as excellent or very good savers.
- Thirty percent say their children are excellent or very good savers, and 38 percent say they are poor savers.
- Twenty-one percent say their grandchildren are excellent or very good savers, and 46 percent say they are poor savers.

Seventy-eight percent of grandparents are concerned about their grandchildren saving enough money for the future. However, 61 percent of grandparents say their grandchildren are equally or more focused on saving than they were at their grandchildren's ages.

Survey Methodology

The nationwide dual-approach survey was fielded online among 1,000 grandparents ages 50 and older with at least one grandchild ages 18 to 24. The survey was fielded by [KRC Research](#) from April 23 to 28, 2014. Data was weighted by key demographic variables to ensure the sample reflects the national population distribution. A second nationwide survey was fielded online by KRC Research among 1,003 adults ages 18 to 24, from April 23 to 29, 2014.

Respondents for this survey were selected from among those who have volunteered to participate in online surveys and polls. Because the sample is based on those who initially self-selected for participation, no estimates of sampling error can be calculated. All sample surveys and polls may be

subject to multiple sources of error, including, but not limited to sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options.

About TIAA-CREF

TIAA-CREF (www.tiaa-cref.org) is a national financial services organization with \$613 billion in assets under management (as of 6/30/2014) and is the leading provider of retirement services in the academic, research, medical and cultural fields.

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