

# CFP BOARD Segmentation Survey



Confident Savers

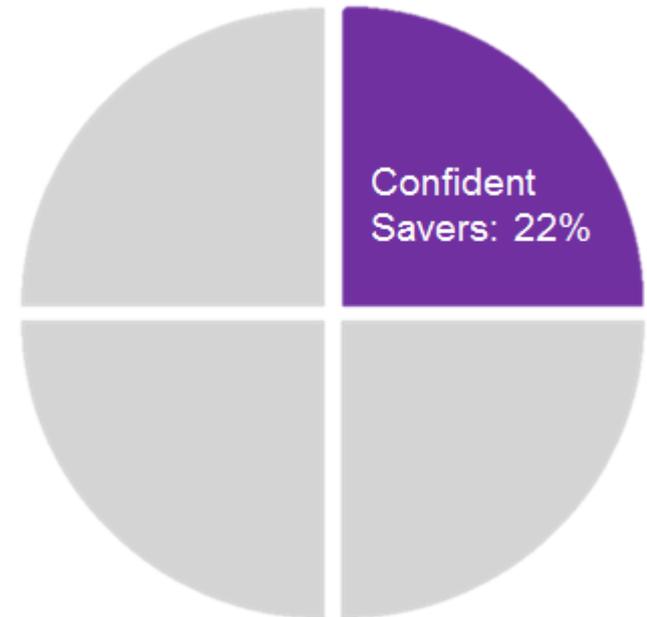
November 2016



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# Profile: Confident Savers

- **Confident Savers** are the oldest segment on average and are the least likely to have children in the home.
- They are the best positioned in their retirement savings, both as a result of their lifelong saving habits and comparatively higher incomes and investable assets.
- Nearly all **Confident Savers** save money on a monthly basis and are not concerned about their ability to save money right now.
- He has not had any major life events recently that have impacted his household's financial future. A **Confident Saver** feels well prepared to make his own investment decisions, sometimes with the help of a professional financial advisor.
- Best of all for the **Confident Saver** , he feels ahead or right on track on his retirement savings goals.



# Segmentation Synopsis

	Who are they?	What debt keeps them up at night?	How much are they saving (savings rate)?	How confident are they in their ability to save?	Concern about saving money now?
<b>Confident Savers</b>	Oldest and least likely to have children in home, higher income	Credit card and mortgage	Almost 9-in-10 always save money each month	Confident they can retire comfortably	Not concerned

- **Confident Savers** have higher than average incomes. Their higher than average income, dedication to saving, and age mean they have had time to accumulate investable assets.
- On average they started saving for retirement at age 28, younger than other segments, and six in 10 started saving for retirement before they turned 30 years old.
- Two-thirds are very or extremely confident that they are saving enough to live comfortably in retirement, and the other one-third are at least somewhat confident.
- **Confident Savers** are the most privileged of all the segments and also are the oldest (the average age is 47).

# Feelings About the Future

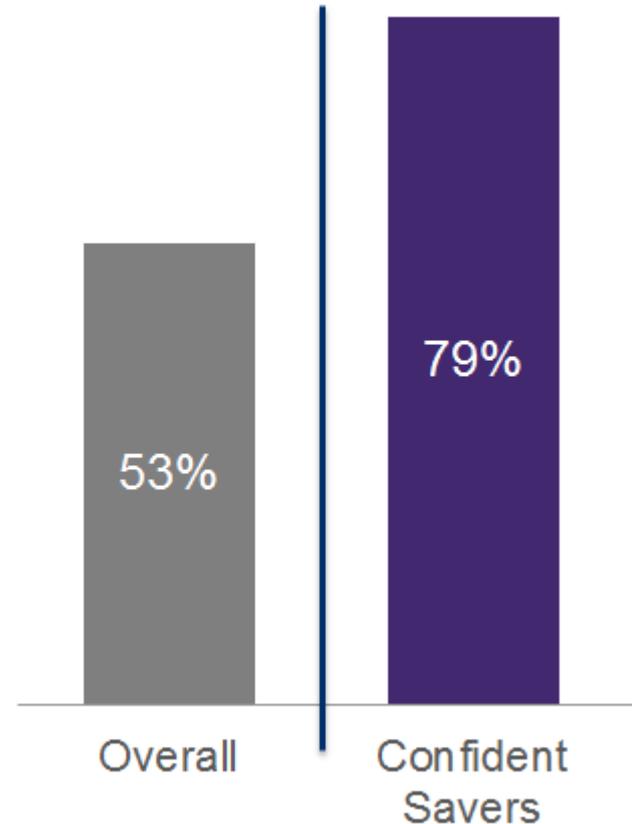


Which of the following best describes how you feel about your financial future? (N=1,000)

Overall	Confident Savers
All segments sorted by most common responses	
Optimistic (36%)	<b>Optimistic (50%)</b>
Uncertain (28%)	<b>Confident (47%)</b>
Concerned (28%)	<b>Secure (35%)</b>
Confident (20%)	<b>Content (29%)</b>
Worried (18%)	<b>Happy (26%)</b>
Anxious (18%)	Uncertain (8%)
Secure (17%)	Anxious (7%)
Content (15%)	Concerned (4%)
Happy (15%)	Worried (3%)
Afraid (6%)	Afraid (-)



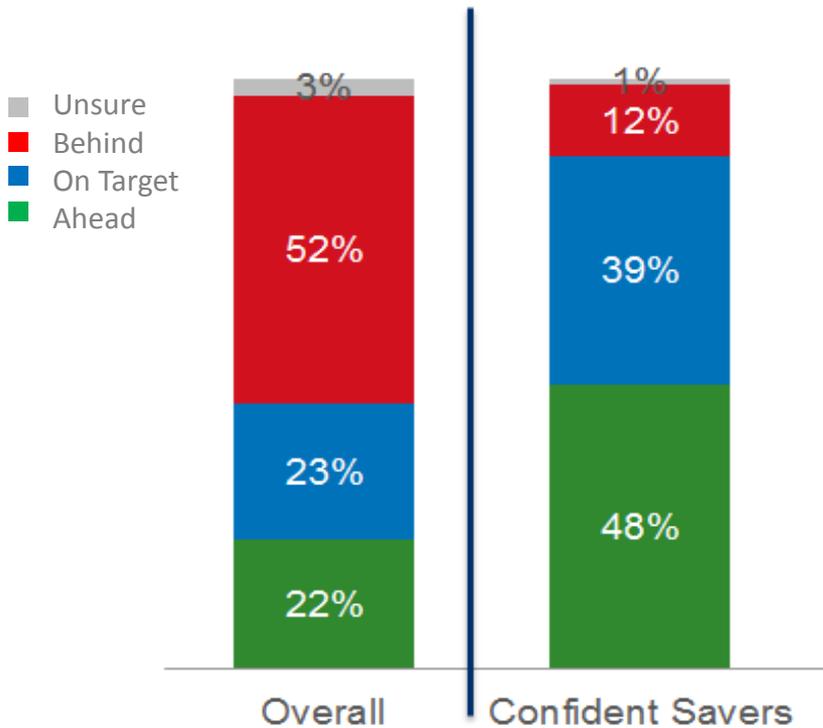
Please indicate how strongly you agree or disagree with the following statements. **I feel like I have a lot of control over my financial future.** (N=1,000)



# On-track for Retirement

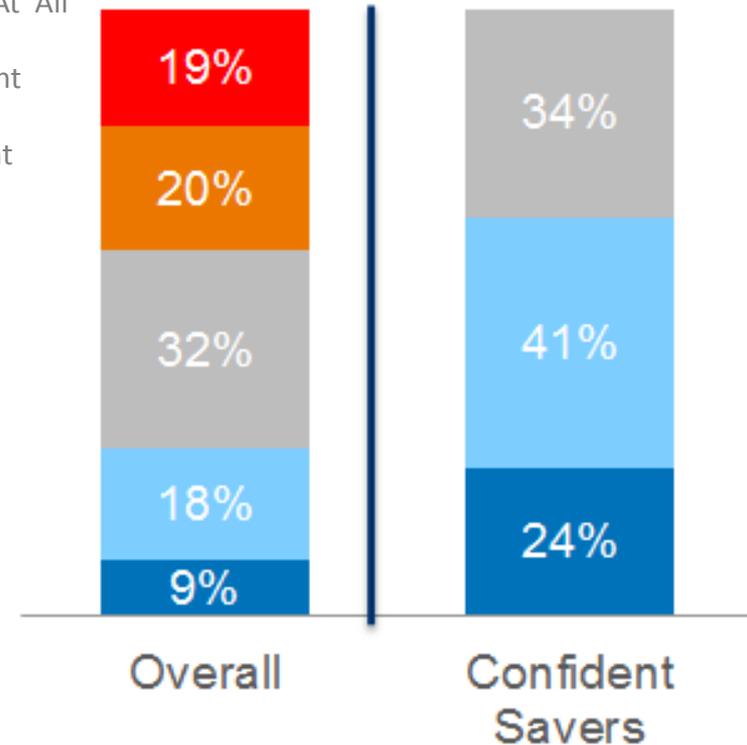


How would you rate yourself in terms of how well you are meeting your own retirement savings goals? (N=1,000)



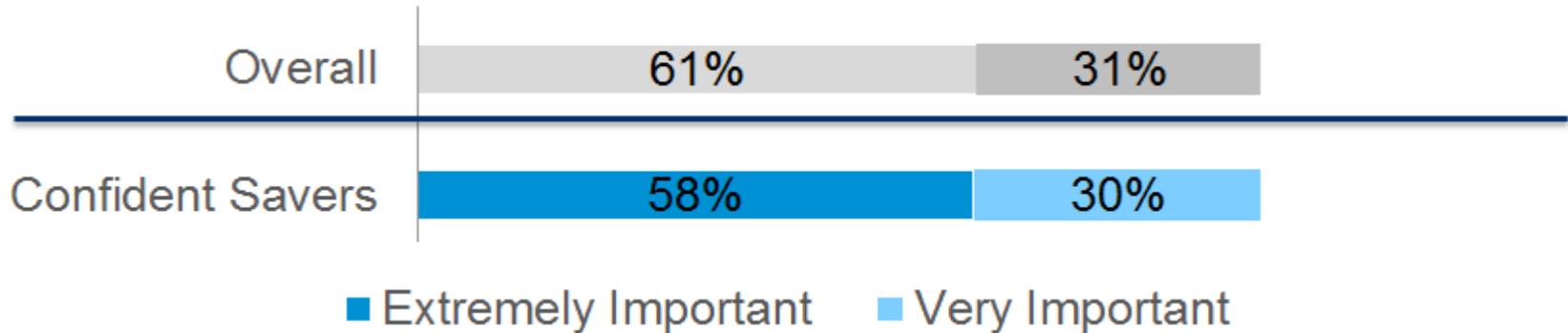
How confident are you that you are saving enough or have saved enough to live comfortably in retirement? (N=1,000)

■ Not Too Confident At All  
■ Not Too Confident  
■ Somewhat Confident  
■ Very Confident  
■ Extremely Confident



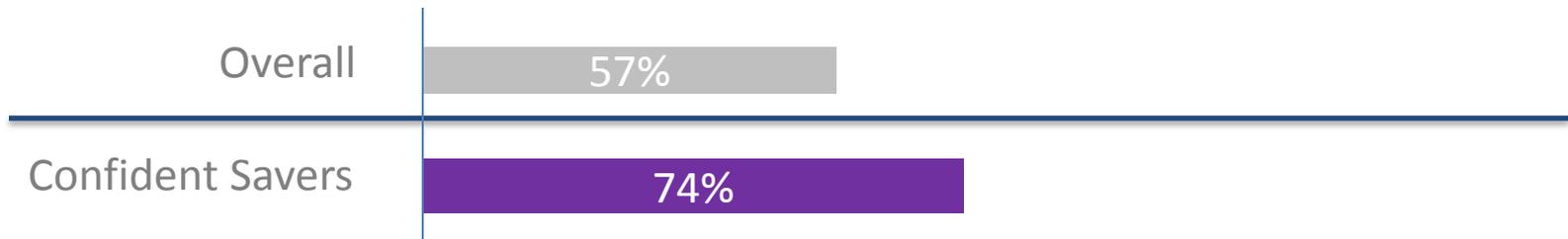
# Importance of Saving Money

? At this point in your life, how important do you think it is to save money?



# Saving Confidence

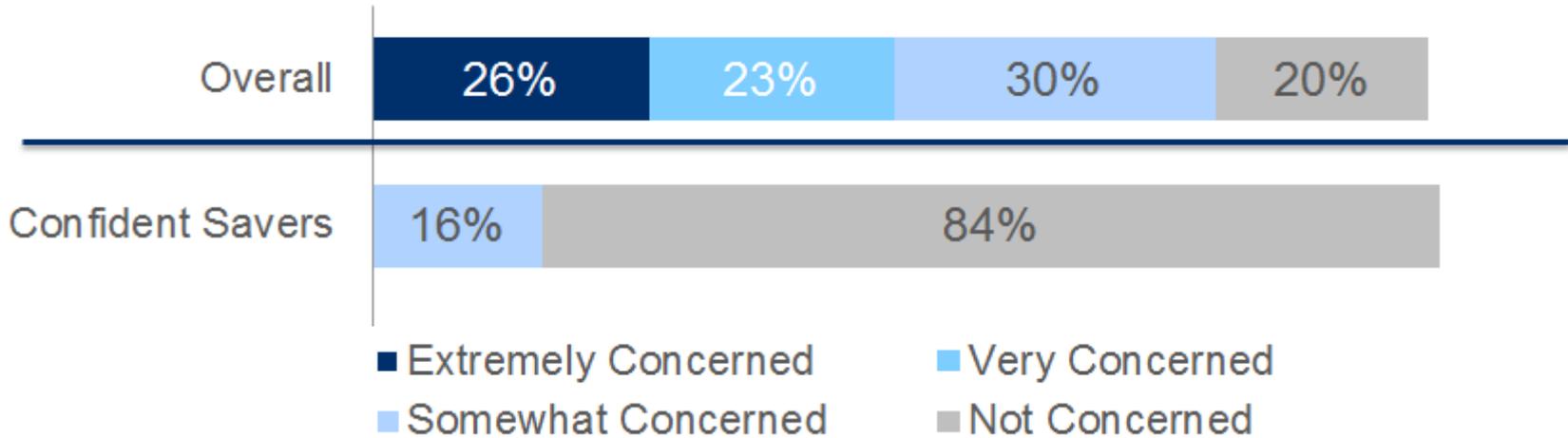
? Please indicate how strongly you agree or disagree with the following statements. **I am confident in my understanding of how best to save money.** (N=1,000)



# Concern About Saving



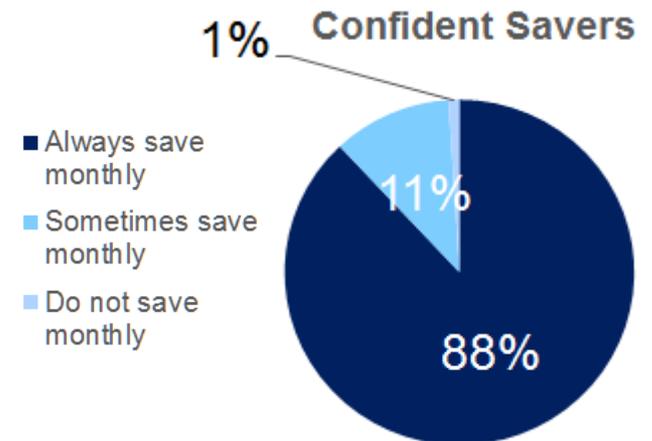
How concerned are you about your ability to save money right now? (N=1,000)



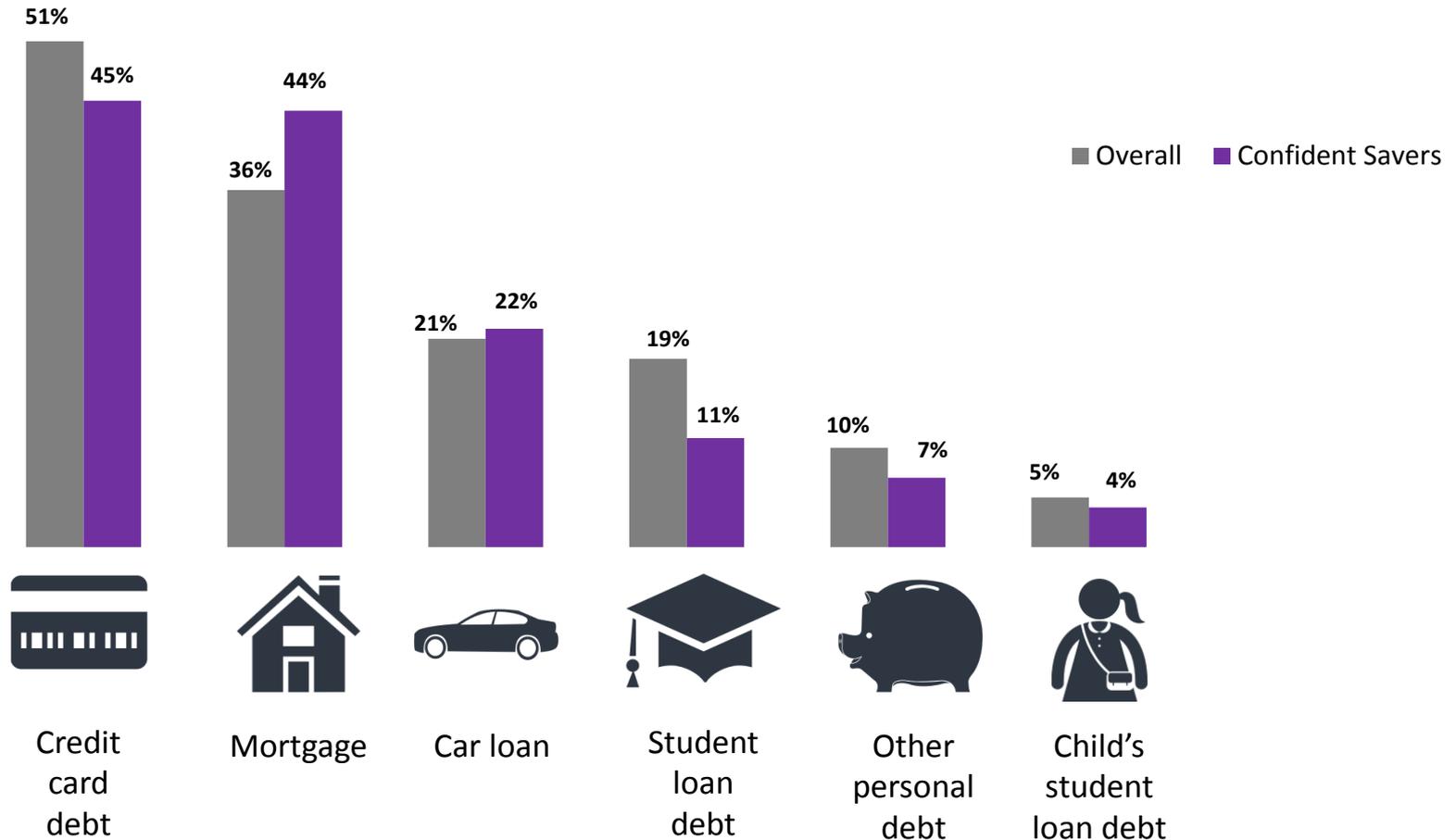
# Saving Habits



Which of the following best describes your saving habits in a typical month? (N=1,000)



# Debt That Keeps Them Up at Night



4. Which of the following types of debt are most important for you to pay off? Please choose up to two responses. (N=1,000)