



### Report Overview

The Retirement & Funding Insight Module reports on consumer’s visions and realities leading up to and in retirement. The study tracks investor’s work plans and retirement lifestyle realities, anticipated and actual income replacement rates and sources of income. Also included in the Hearts & Wallets Retirement Reachability Ratio™ which is a measure of retirement preparedness extending beyond employer sponsored retirement accounts. Money Movement is drawn from the IQ Database – the broadest and deepest single dataset of consumer financial behaviors and attitudes with over 35,000 U.S. households.

### Select Key Findings

- More households “want to stop working/retire at a certain age” (35%, up from 25% in 2010).
- 70% of today’s Post-Retirees stopped full-time work by age 62, whereas today’s Late Careers won’t reach 70% retired until age 70.
- The top 3 most common sources of income expected by yet-to- retire households are Social Security, withdrawals from retirement accounts, and employment.

### How This Research Helps

- Learn about consumer’s retirement vision and realities.
- Track the data that underscores the importance of multi-goal planning for retirement.
- Incorporate these findings into advice and guidance experiences for households planning for retirement.





### Table of Contents

Section	Exhibit	Page
Executive Summary	Insight Module report series Key Findings	4-5
1. Work Plans & Realities	Vision for Work/Life Balance As Senior Citizen: National by Year; by Investable Assets & Lifestage; by Pension Status Actual/Anticipated Age of Stopping Full-time Work: National by Year Actual/Anticipated Age of Stopping Full-time Work: by Lifestage, by Investable Assets, by Pension Status	6-12
2. Income Replacement Rate	Anticipated Income Replacement Rate: by Lifestage and by Investable Assets Actual Income Replacement Rate: Post-Retirees: by Investable Assets and by Year	13-16
3. Sources of Income	Anticipated Income Sources in Retirement: by Lifestage, by Investable Assets, by Pension Status Anticipated Incidence & Percentage of Income from Each Source, by Year Actual Sources of Income: Post-Retirees, by Year, by Investable Assets, by Pension Status Actual Incidence & Percentage of Income from Each Source: Post-Retirees, by Year Percentage of Affluent (\$100K+) Households Who Are Pensioners: by Age	17-26
4. Preparedness Measures	Employer-Sponsored Retirement Plan Statistics: National, by Year Eligibility & Participation in Employer-Sponsored Retirement Plan: by Lifestage Contributions to Employer-Sponsored Retirement Plan: by Lifestage Participation & Expected Saving Going to Employer-Sponsored Retirement Plan: by Lifestage, by Year Distribution of Retirement Reachability Ratios™: National, by Year and by Lifestage	27-32
Appendix	Investor Quantitative Database Sample Size: by Lifestage and Investable Assets, 2010-2016 Question index (2016) Hearts & Wallets terminology and definitions	33-36

## About the Investor Quantitative Database™

The Hearts & Wallets IQ Database is the most comprehensive resource for understanding and analyzing behaviors and attitudes of retail savers and investors. With over 1,000 fields and derived variables, the breadth and depth of topics covered is designed with decades of hands-on experience in the marketing, product, service and research functions it serves. It covers consumers of all age and wealth segments, with more than 5,000 annual responses to an online survey fielded mid-year since 2010. Consequently, its large sample size of 35,000 U.S. households permits sizing and profiling of virtually any demographic, behavioral or attitudinal definition for consumer groups. Its national weighting methodology allows for comparisons across years and customer/shareholder bases of leading firms.

## About Hearts & Wallets

Hearts & Wallets is the resource for retail investor data and insights. Combining a consumer marketing framework with financial services operating experience, the company has a mission to be a catalyst for consumer-driven innovation in retail investing and saving. Hearts & Wallets data and insights are used by leading financial services firms to improve the effectiveness of their marketing communications, solution design and service delivery for retail investors.



# Insight Module Series

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