

Super Savers Survey

Examining financial behaviors of those with a 20%+ savings rate

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About The Harris Poll

The Harris Poll is one of the longest-running surveys in the U.S., tracking public opinion, motivations and social sentiment since 1963. It is now part of Harris Insights & Analytics, a global consulting and market research firm that strives to reveal the authentic values of modern society to inspire leaders to create a better tomorrow. We work with clients in three primary areas; building twenty-first-century corporate reputation, crafting brand strategy and performance tracking, and earning organic media through public relations research. Our mission is to provide insights and advisory to help leaders make the best decisions possible.

TD Ameritrade is separate from and not affiliated with the Harris Poll, and is not responsible for their services or policies.

Methodology

This survey was conducted online within the United States by The Harris Poll on behalf of TD Ameritrade from September 28th – October 6th, 2018, among 1,503 U.S. adults aged 45 and older with over \$250,000 in investable assets, including 750 who are financially independent or on the path to be.*

Among this group, 324 were identified as “Super Savers” with a savings rate of 20% or higher of their income.

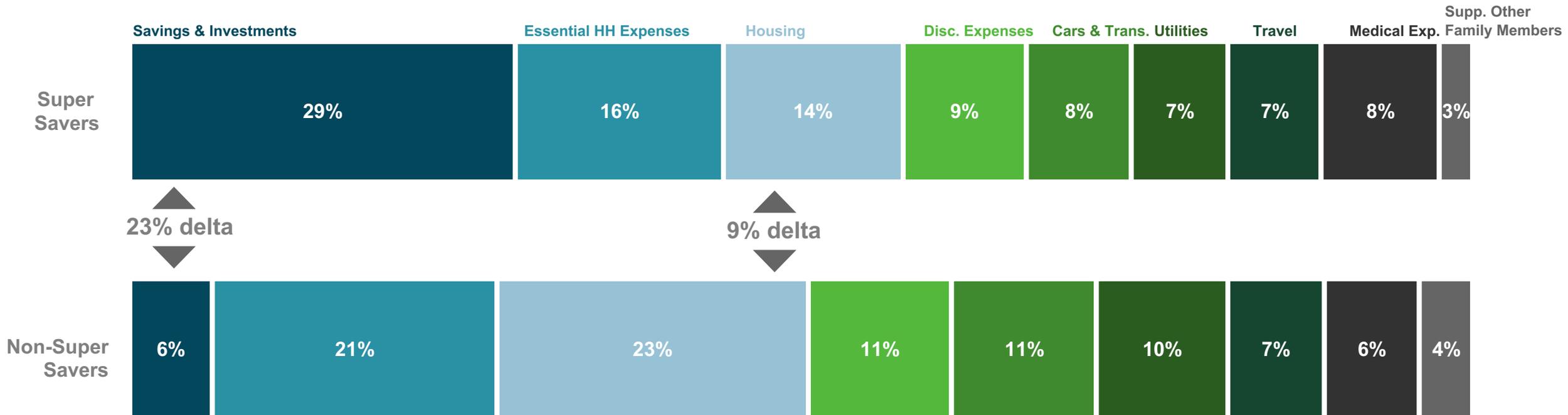


*“Financial independence” is defined as a state in which an individual or household has sufficient wealth to live on without having to depend on income from some form of employment.

For Super Savers, investments take priority over housing and day-to-day costs

On average, they are saving 29% of their income, compared to non-super savers who allocate an average of 6% to that line item

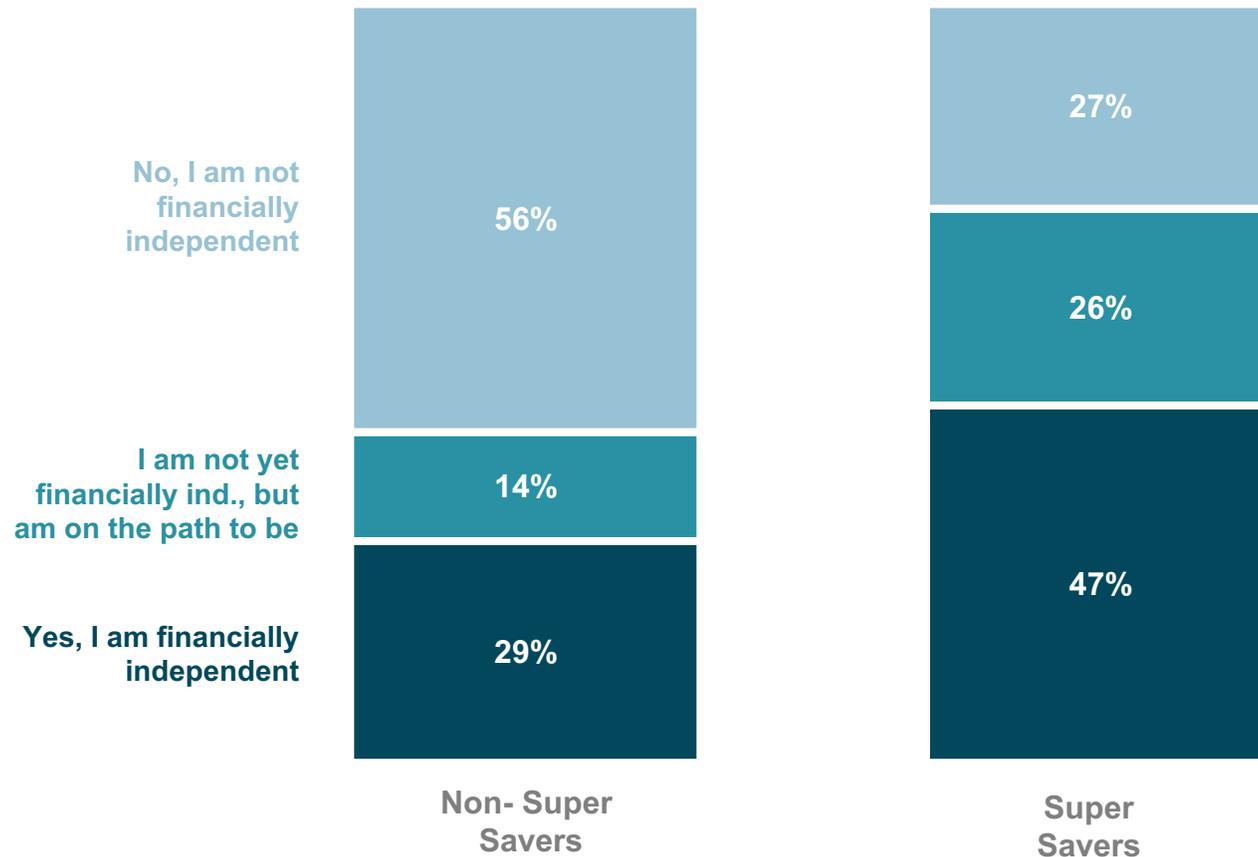
% of income goes towards the following



Placing at least \$1 of every \$5 they earn in savings, Super Savers are motivated by the promise of financial independence

3 in 4 are financially independent, or on the path to be, compared to less than half of non-super savers

Do you consider yourself financially independent?



88%

of Super Savers say it's worth it to sacrifice now to achieve financial independence sooner (compared to 83% non-savers).

Most are choosing this path for the freedom and flexibility it offers

46% say they expect retirement will be like a second childhood, compared to 39% of non-super savers

Most appealing about Financial Independence

	Super Savers	Non-Super Savers
1 Financial security / peace of mind	79%	69%
2 Freedom to do what I want	71%	58%
3 Leaving a 40-hour a week job	43%	31%
4 Getting off the hamster wheel	19%	17%

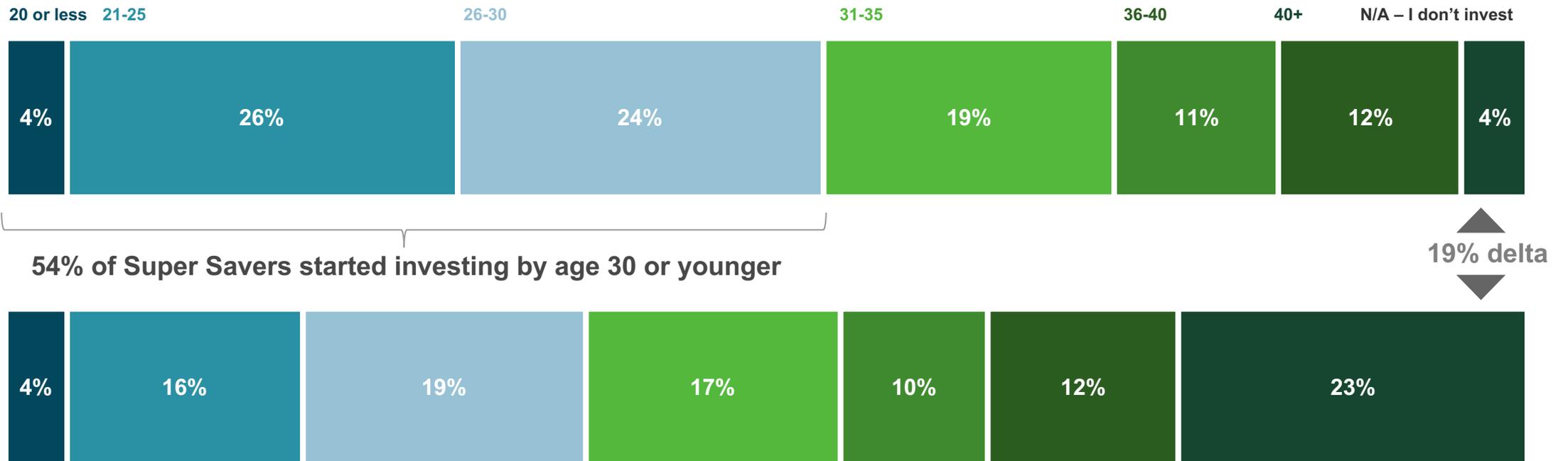
Most appealing about Early Retirement

	Super Savers	Non-Super Savers
1 Time to pursue passions	64%	51%
2 Spending time with family / friends	60%	54%
3 Living a leisurely life	60%	53%
4 Not working	29%	33%

Starting early is a key component of Super Savers' investment strategies

More than half of Super Savers started investing by age 30

Age began investing in financial markets

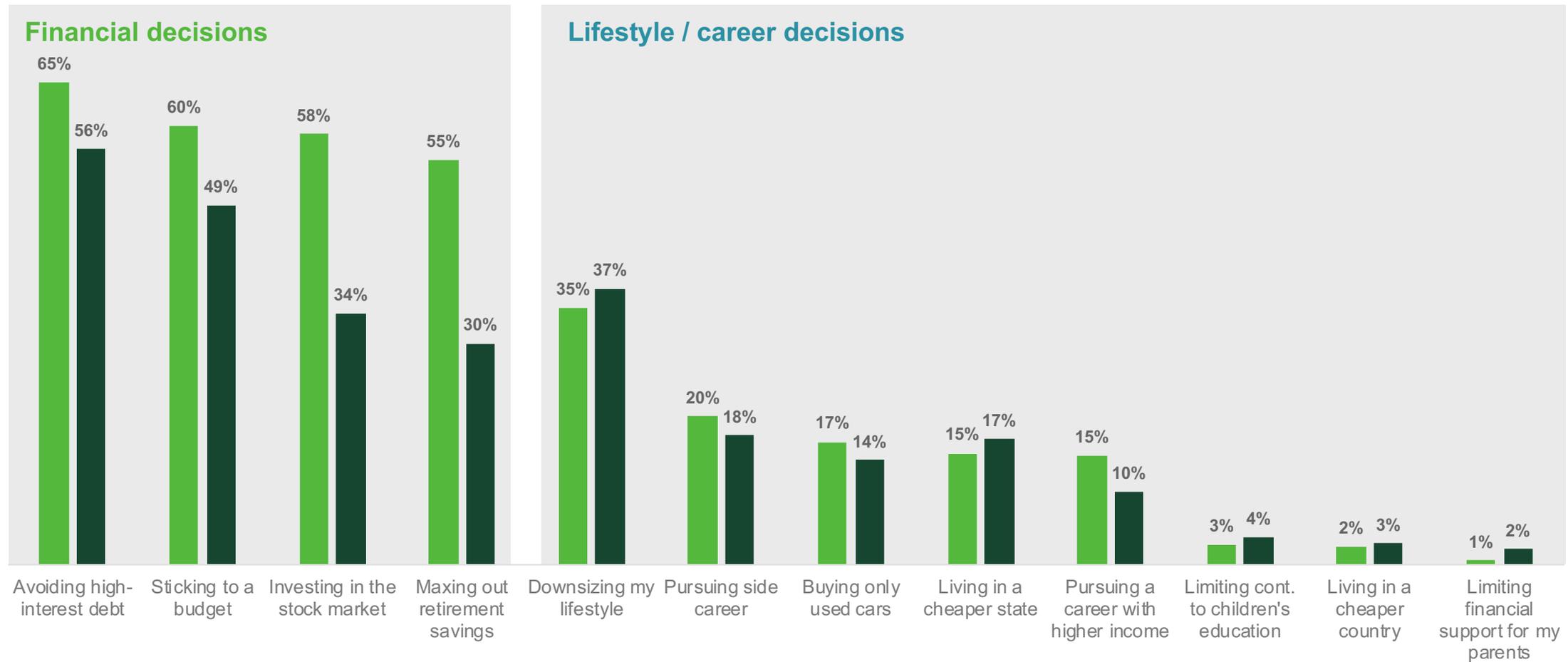


They're also prioritizing future financial independence by managing money today

65% consider themselves to be investors, compared to 40% of non-super savers

Steps taking / would take to achieve Financial Independence / Early Retirement

■ Super Savers ■ Non-Super Savers



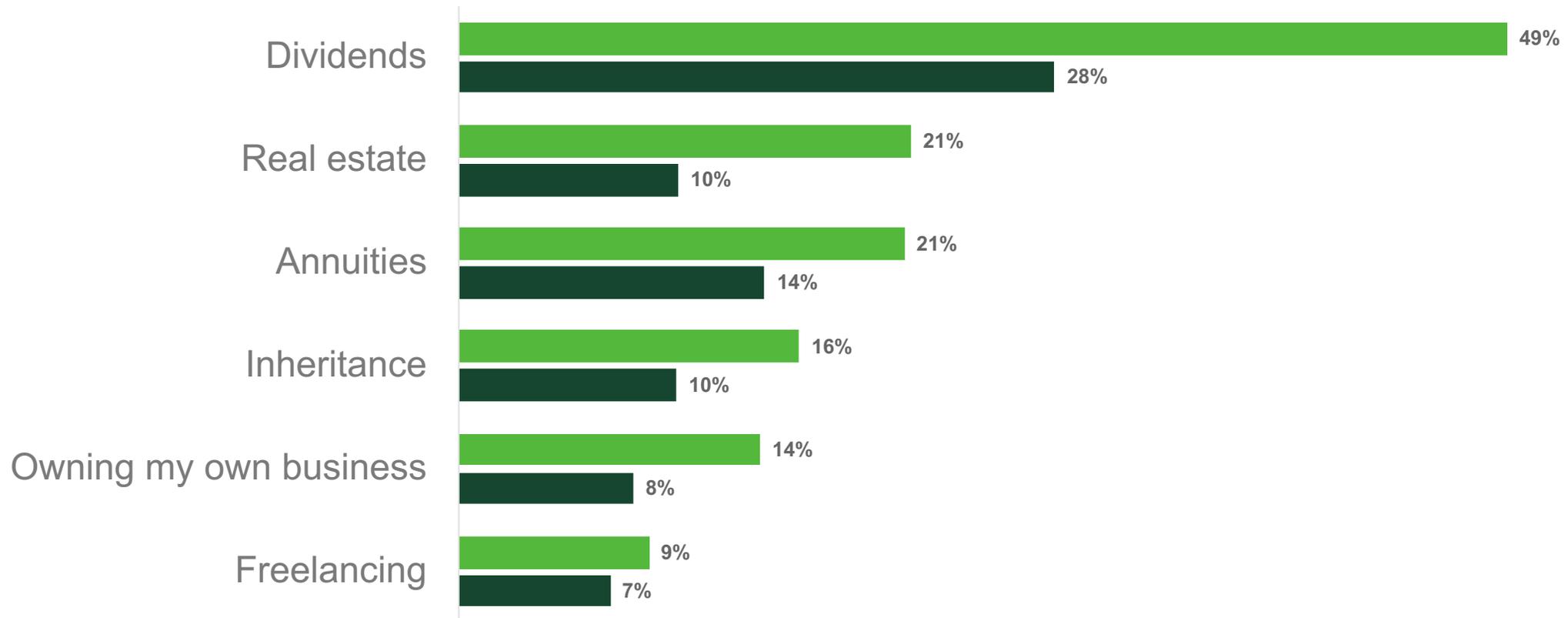
Source: The Harris Poll on behalf of TD Ameritrade (October 2018); n = 1503

Many also lean into other income sources to build their top-line

44% of Super Savers say they would rather increase their savings rate by increasing income, compared to only 36% of non-super savers

Income streams outside of traditional work

■ Super Savers ■ Non-Super Savers

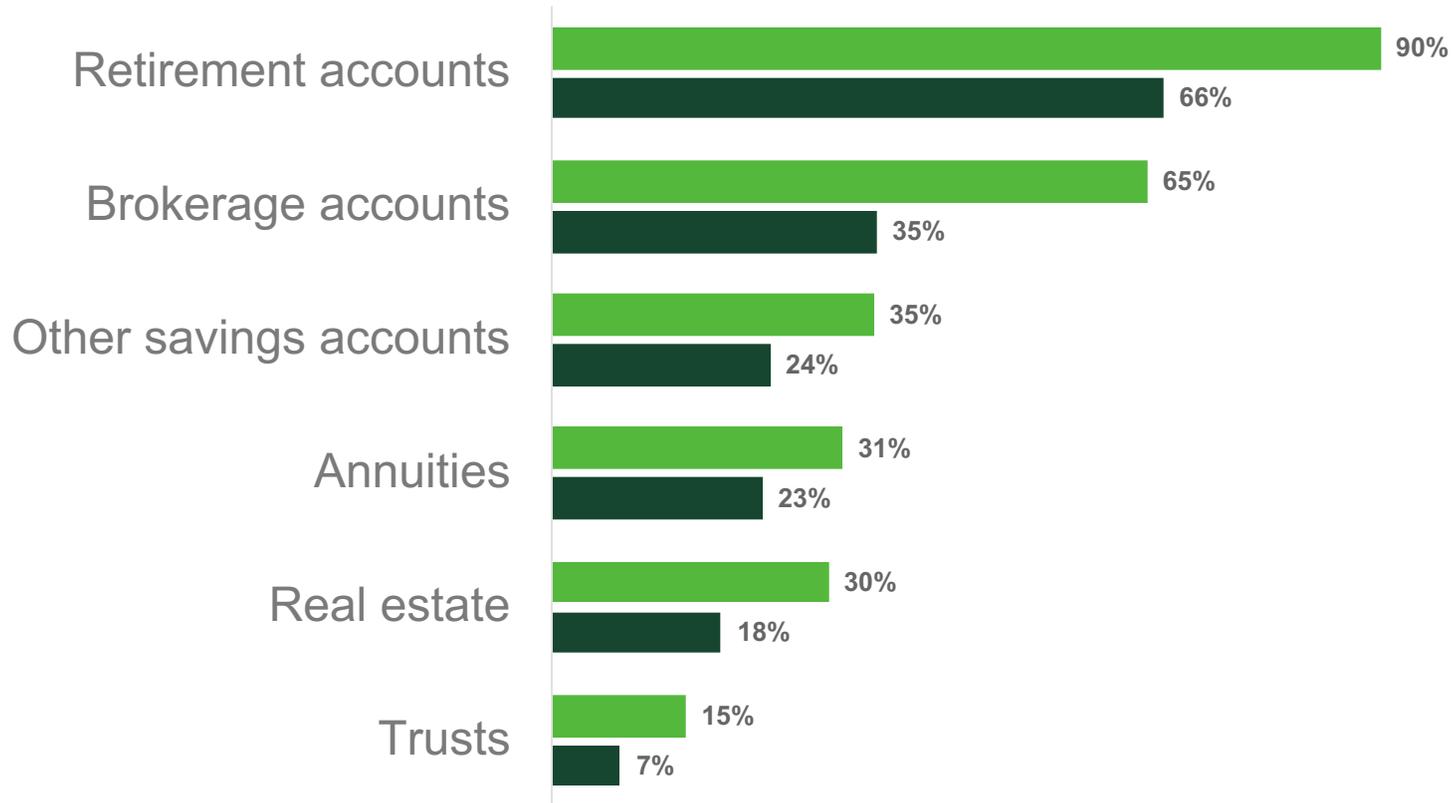


They are cultivating broad portfolios across retirement and brokerage accounts

Super Savers are 30% more likely than non-super savers to have brokerage accounts

Included in investment portfolio

■ Super Savers ■ Non-Super Savers



Super Savers are leaning into low- and no-fee to save on investing

Somewhat or very likely to invest in low or no fee ETFs

47%

Super Savers

31%

Non-Super Savers

Somewhat or very likely to invest in low or no fee brokerage accounts

59%

Non-Super Savers

42%

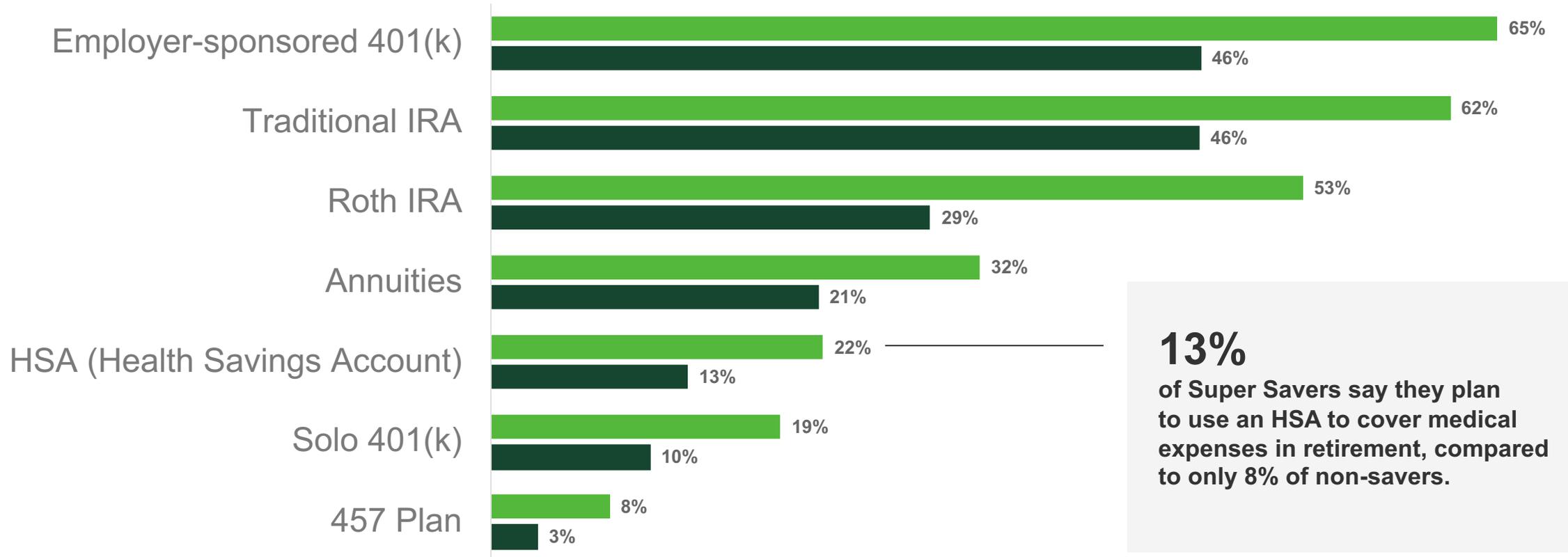
Non-Super Savers

Their retirement accounts are also diversified

Super Savers are especially inclined to lean into Roth IRAs compared to non-savers

Included in retirement savings

■ Super Savers ■ Non-Super Savers



Their savings and investment plan is driven by an ambitious goal

80% say they need more than a million dollars to be financially independent, compared to 65% of non-super savers

Net wealth target to achieve Financial Independence

Less than

\$500K

\$500K-999K

\$1-\$1.9MM

\$2-2.9MM

\$3-3.9MM

\$4-4.9MM

\$5MM+

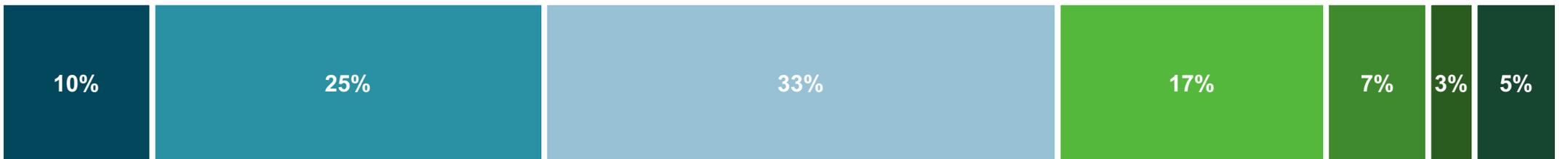
Super Savers



8% delta

10% delta

Non-Super Savers



That ultimately could lead to earlier retirement

More than half say they retired or plan to retire earlier than their parents did, and a similar number plan to do so before age 65

