Forbright Bank Announces Results of 2026 Savings Survey

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Results show Millennials lead in saving regularly for emergencies

Gen Z most comfortable talking about money

Survey identifies four steps to improving financial wellness

CHEVY CHASE, Md.--(BUSINESS WIRE)--Oct. 13, 2026-- At a time when Americans are navigating economic uncertainty, Forbright Bank's 2026 Savings Survey identifies recurring money trends and habits that can build greater financial resilience amidst an everchanging economic backdrop.

Across a survey of more than 3,200 Americans nationwide, respondents identified four strategies that help build financial wellness: saving regularly, budgeting, reducing unnecessary spending, and paying down debt. The survey also found meaningful differences in each generation's approach to money. For example, Millennials were the most likely generation to say they regularly contribute to an emergency fund, with 71% reporting that habit. The survey also found that comfort discussing money with children and parents tended to increase among younger respondents, while older generations reported more hesitancy around those conversations—suggesting that financial wellness is shaped not only by individual habits, but also by life stage and family communication patterns. Overall, the survey shows that financial wellness is built through consistent habits that support long-term goals and provide greater peace of mind along the way.

“Our survey shows that consumers are finding confidence through simple, consistent actions," said Matt Quale, President of Digital Banking at Forbright Bank. "Over time, small steps like saving regularly, budgeting, reducing unnecessary spending, and paying down debt can create greater stability, resilience, and peace of mind.”

Key Findings

- **Gen Z is more comfortable talking about money.** 72% of Generation Z respondents reported being comfortable talking about money, compared to only 56% of Millennials, 47% of Gen Xers, and 31% of Baby Boomers. However, only 28% of Forbright Bank customers and 20% of general consumers said they feel comfortable talking with their children about finances.
- **Millennials lead in saving regularly for emergencies:** 71% of Millennials regularly contribute to an emergency fund. That’s the highest share of any generation. Coming of age during the 2008 Great Recession may have made them more vigilant about saving money.
- **Digital banking can drive better outcomes:** Digital actions like using autopay, setting up recurring transfers, and taking advantage of automatic alerts help reduce friction and make saving easier, so progress can continue even during busy or uncertain times. 66% of Forbright Bank customers report autopaying bills to avoid late fees, the highest ranked action customers use to save time and money.
- **Opening high-yield accounts builds confidence**: Opening a high-yield savings account consistently ranks as a top source of pride and reflects a sense of responsibility. In both our 2025 and 2026 surveys, more than eight in 10 survey respondents said opening a Growth Savings account made them feel proud of their financial habits.
- **Small actions create meaningful progress:** Financial wellness doesn't require a dramatic lifestyle change. Survey respondents say it's built through consistent, everyday habits that become part of a long-term routine such as creating a savings plan, budgeting regularly, reducing unnecessary spending, and paying down debt.

Overall, the second annual survey reflects a growing shift: People don’t just want material comfort; they want security. And building habits that help people feel secure and in control tends to lead to financial wellness, the survey data shows.

Methodology: Forbright Bank’s 2026 Customer Money Survey was conducted by Qualtrics via email during April and May 2026. A total of 3,241 respondents included 1,389 Growth Savings customers and 1,852 general U.S. consumers. For more details, read the full report here.

About Forbright Bank: Forbright Bank is a modern financial services platform spanning nationwide middle-market lending, digital consumer banking, strategic advisory, and asset management services. Headquartered in Chevy Chase, Maryland, Forbright

operates at the intersection of two powerful, structural forces reshaping the U.S. banking sector: the rapidly evolving needs of the $10 trillion national middle market and the broadly accelerating shift toward digital-first banking. For more information, please visit forbrightbank.com.

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Ben Wakana
Chief Public Affairs Officer
bwakana@forbrightbank.com

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