

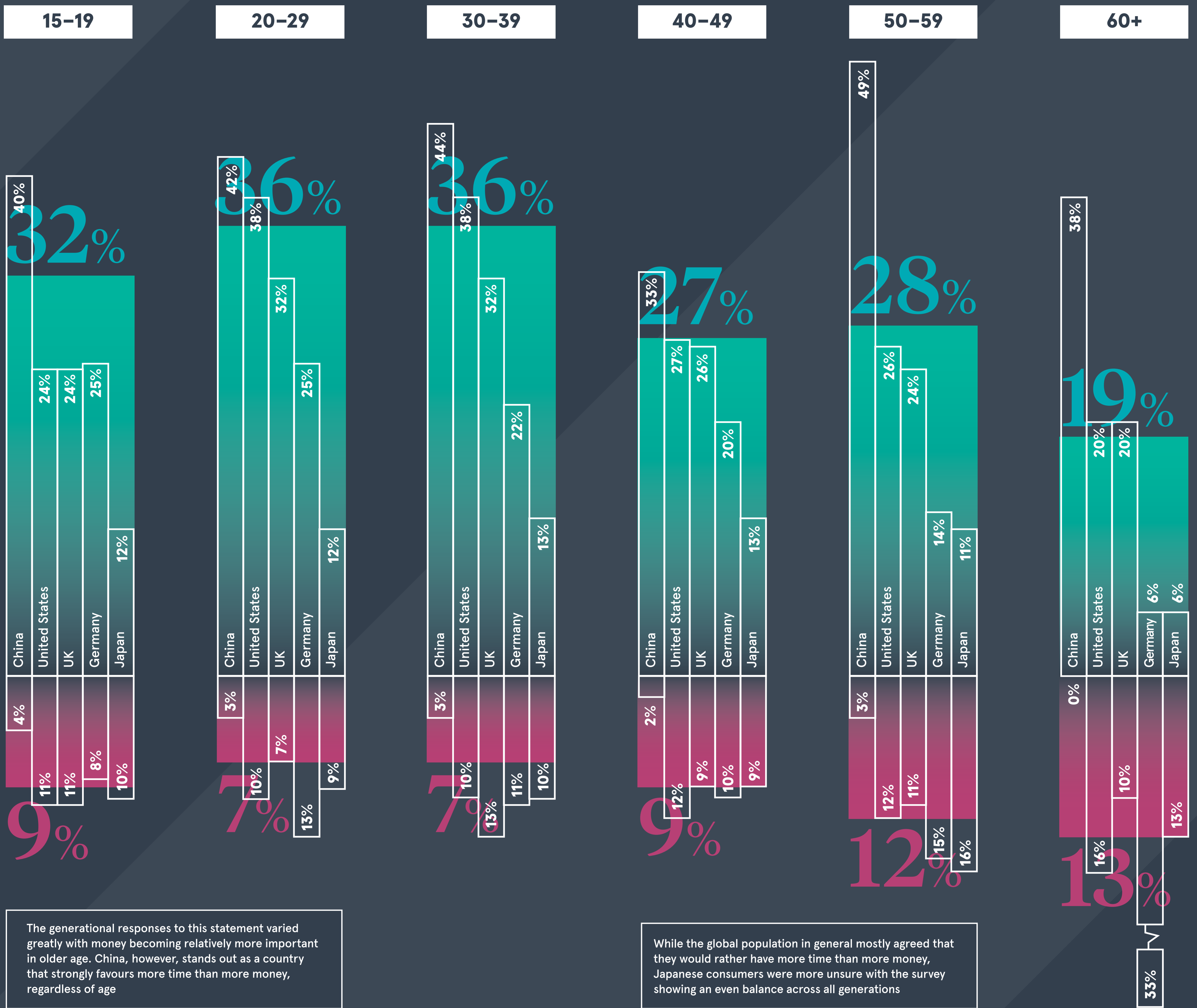
GENERATIONAL ATTITUDES TO MONEY

Millennials don't just spend their hard-earned savings on smashed avocado and flat whites, but they do have a different attitude to money than older generations

'I would rather have more time than more money'

Percentage that agreed/disagreed by age range

◆ Age range ◆ Agree ◆ Disagree □ Breakdown by country



GfK 2017

63% of millennials say their generation is not good at managing money

73% believe their generation overspends on unnecessary indulgences

75% believe their generation overspends compared with other generations

Bank of America/GfK 2018

Saving versus spending

Net percentage of millennials and baby boomers that agreed with the following...

◆ Millennials ◆ Baby boomers

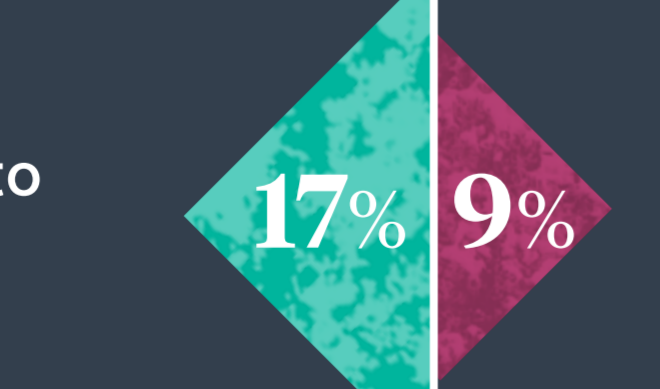
I want to enjoy life now and spending money helps me do that



I have family who will support me in an financial emergency



Spending money to enjoy myself now is worth more to me than saving to spend in the future



You should spend more/save less while you're young and catch up with saving later in life



I like to spend money to make a good impression

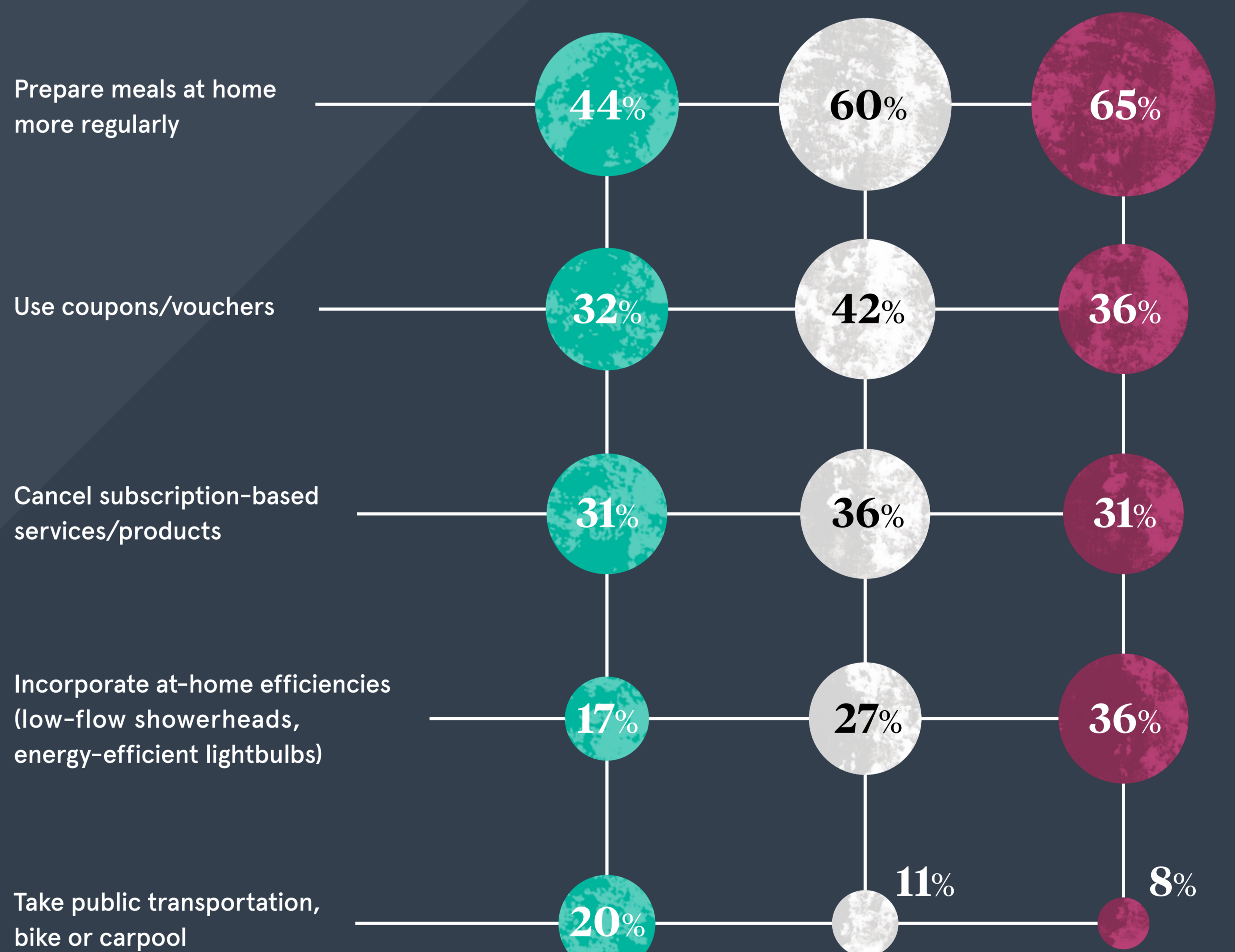


Ameritrade 2016

Saving habits by generation

Percentage of generation that do the following to save money

◆ Millennials ◆ Generation X ◆ Baby boomers

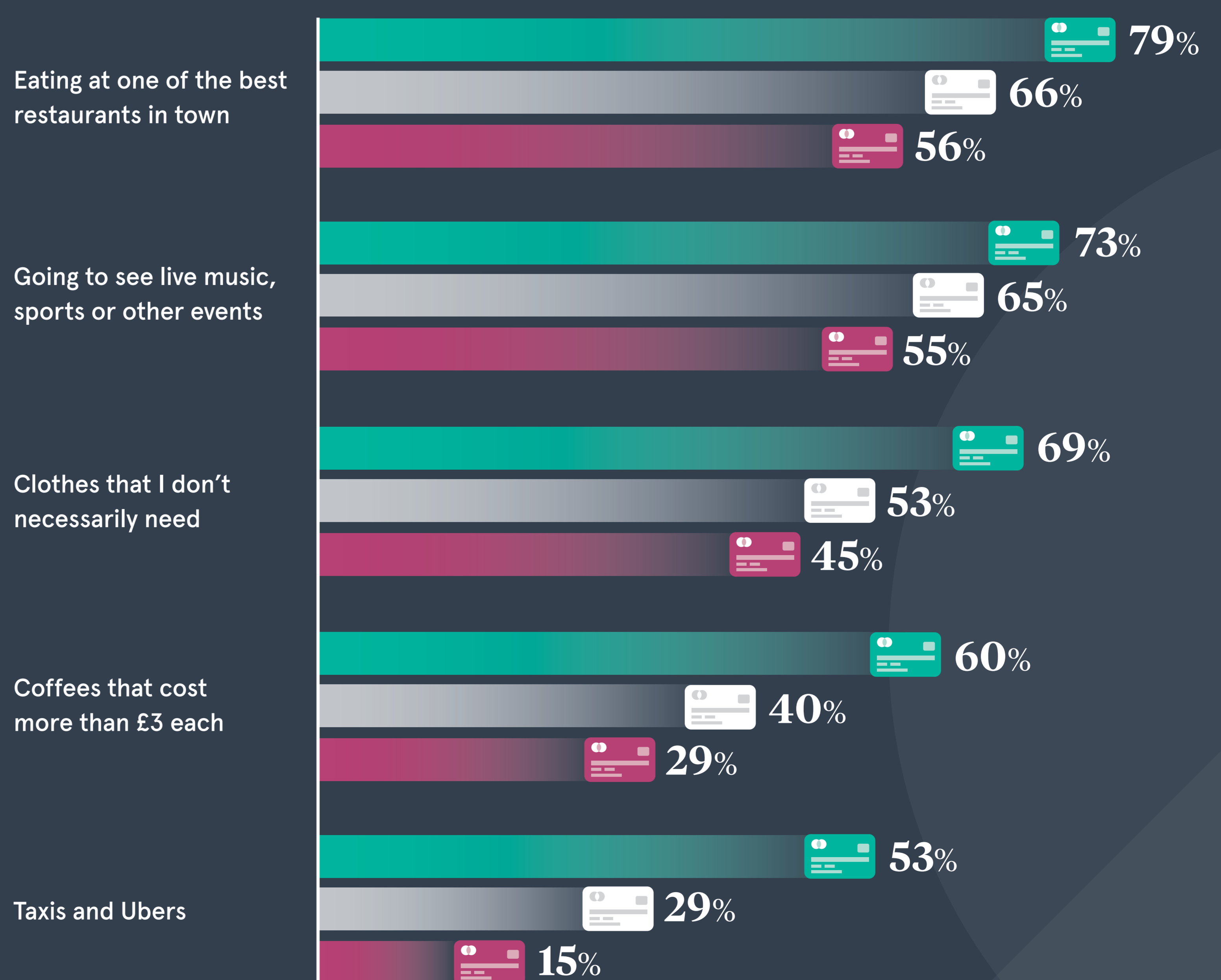


Discover 2018

Spending habits by generation

'I spend money on...'

◆ Millennials ◆ Generation X ◆ Baby boomers



Charles Schwab 2017