

HOW DIFFERENT AGES INVEST

With four generations of retail investors now involved in financial markets, attitudes and approaches to investing are beginning to diverge. From their stance on cryptocurrencies to their perceptions of impact investing, this infographic explores the key differences...

45%

of Generation X investors say that their top financial goal at age 27 was to buy a home, compared with just 23 per cent of millennial investors today

CFA Institute 2018

67%

of millennial investors want computer-generated recommendations as a basic component of their investment platform, compared with 30 per cent of Gen X and baby boomer investors

Accenture 2017

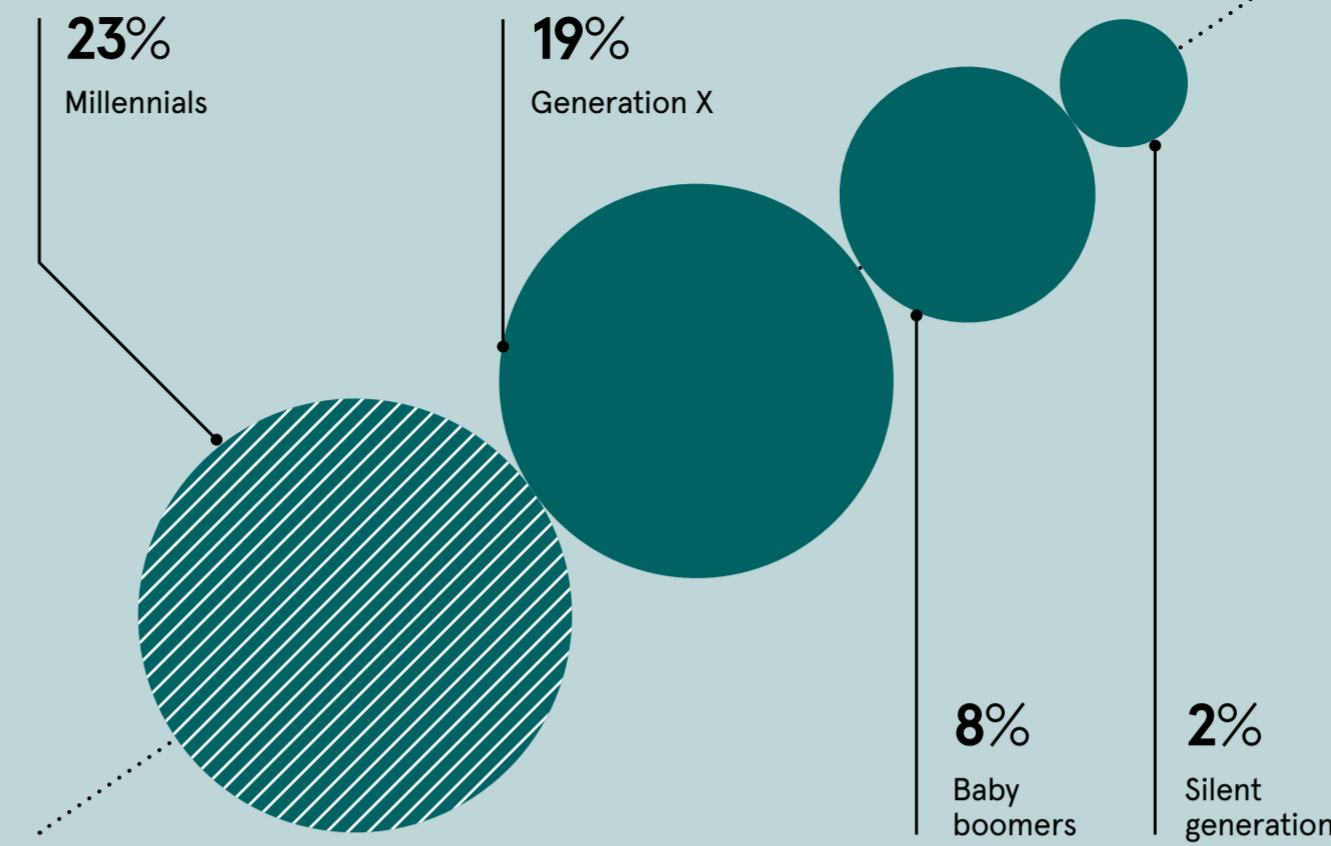
49%

of baby boomer investors say they are confident about investment opportunities in the next 12 months, compared with 66 per cent of millennials

Legg Mason 2019

OLDER INVESTORS NOT INTERESTED IN CRYPTOS

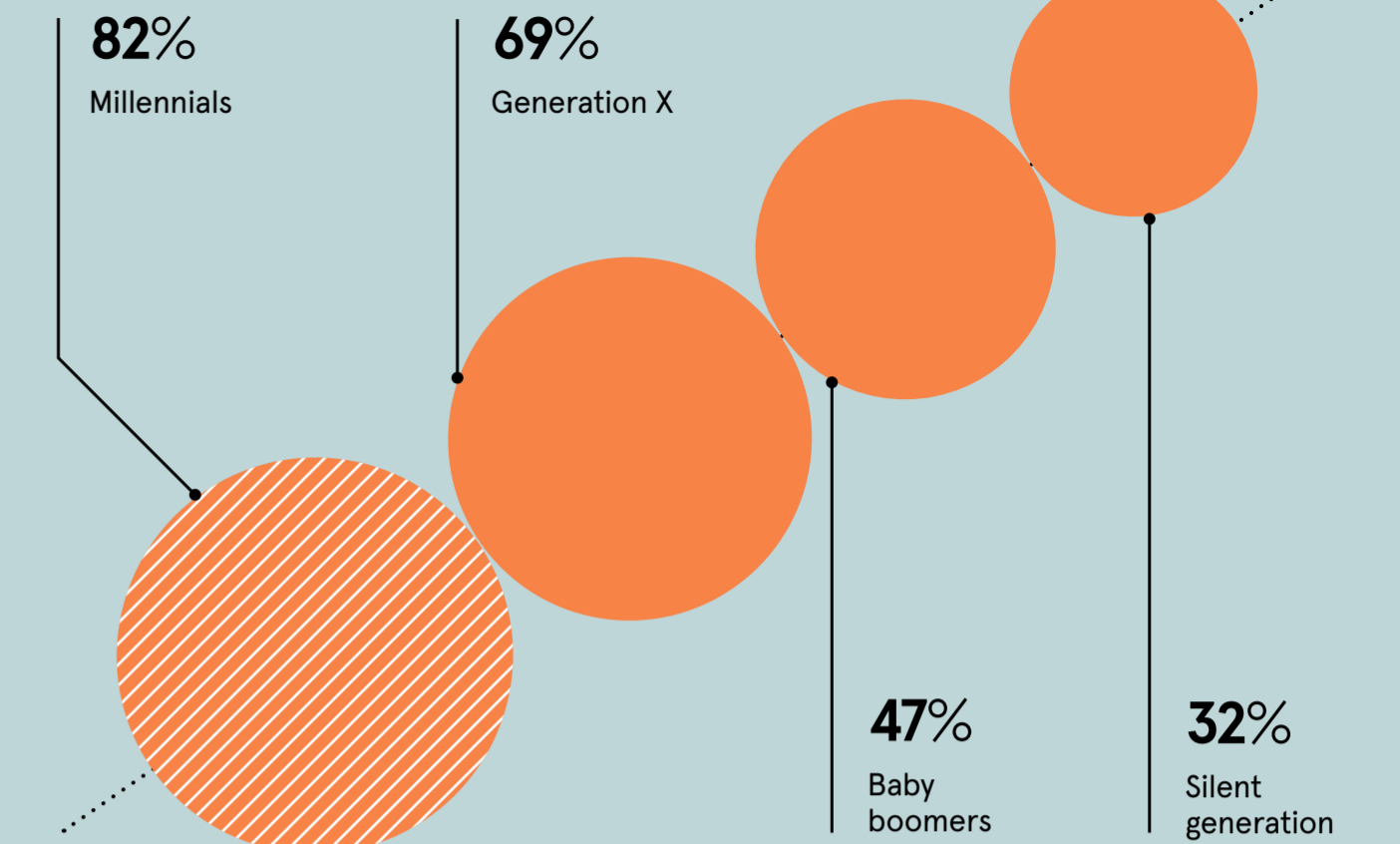
Percentage of investors who currently invest in cryptocurrencies; non-retired investors only



Schroders 2019

YOUNGER INVESTORS MORE REACTIVE TO VOLATILITY

Percentage of investors who made any changes to portfolios as a result of sharp falls in global equities at the end of 2018

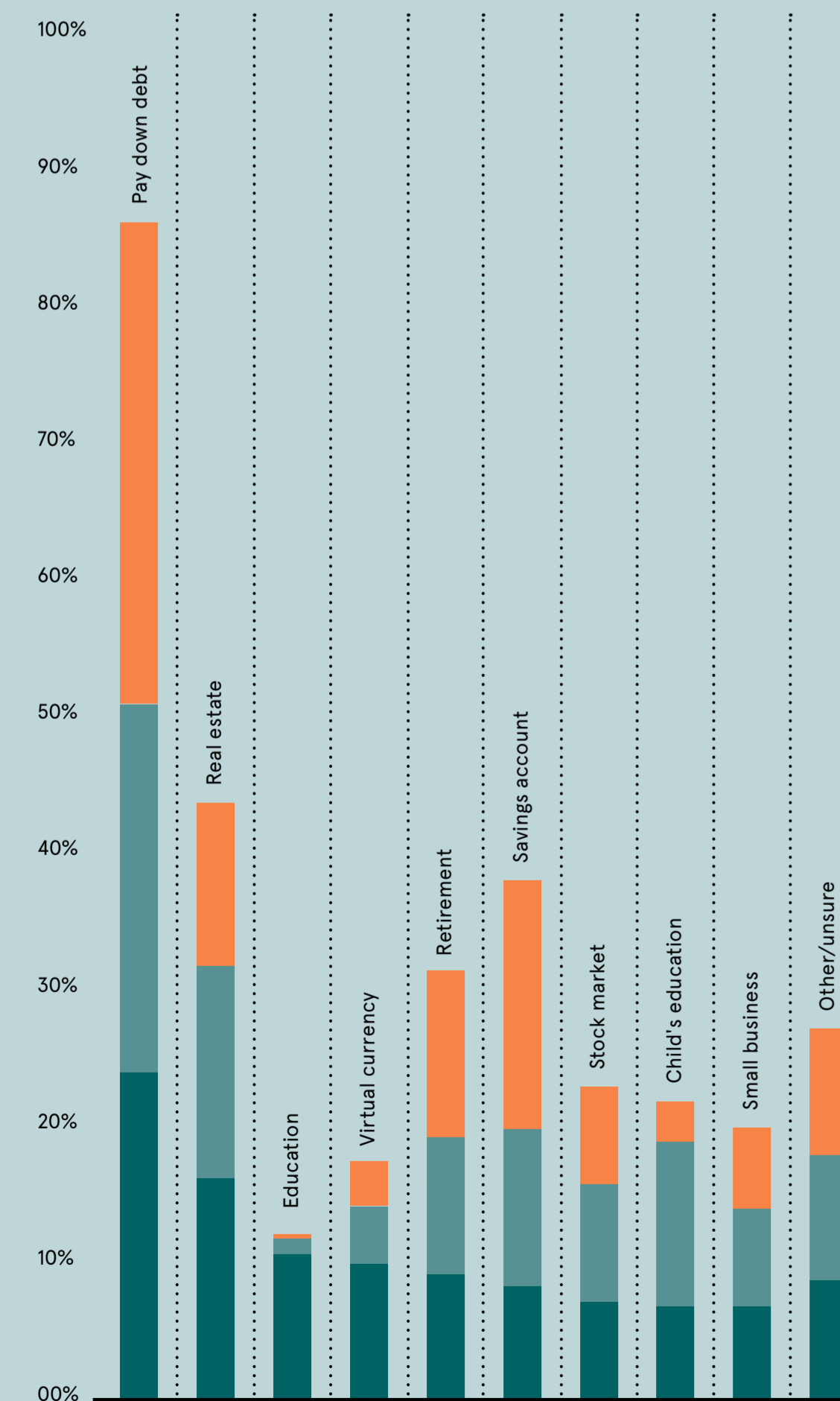


Schroders 2019

WHAT INVESTORS WOULD DO WITH \$10,000

US investors of different generations were asked how they would allocate money if they were given \$10,000

● Millennials ● Generation X ● Baby boomers

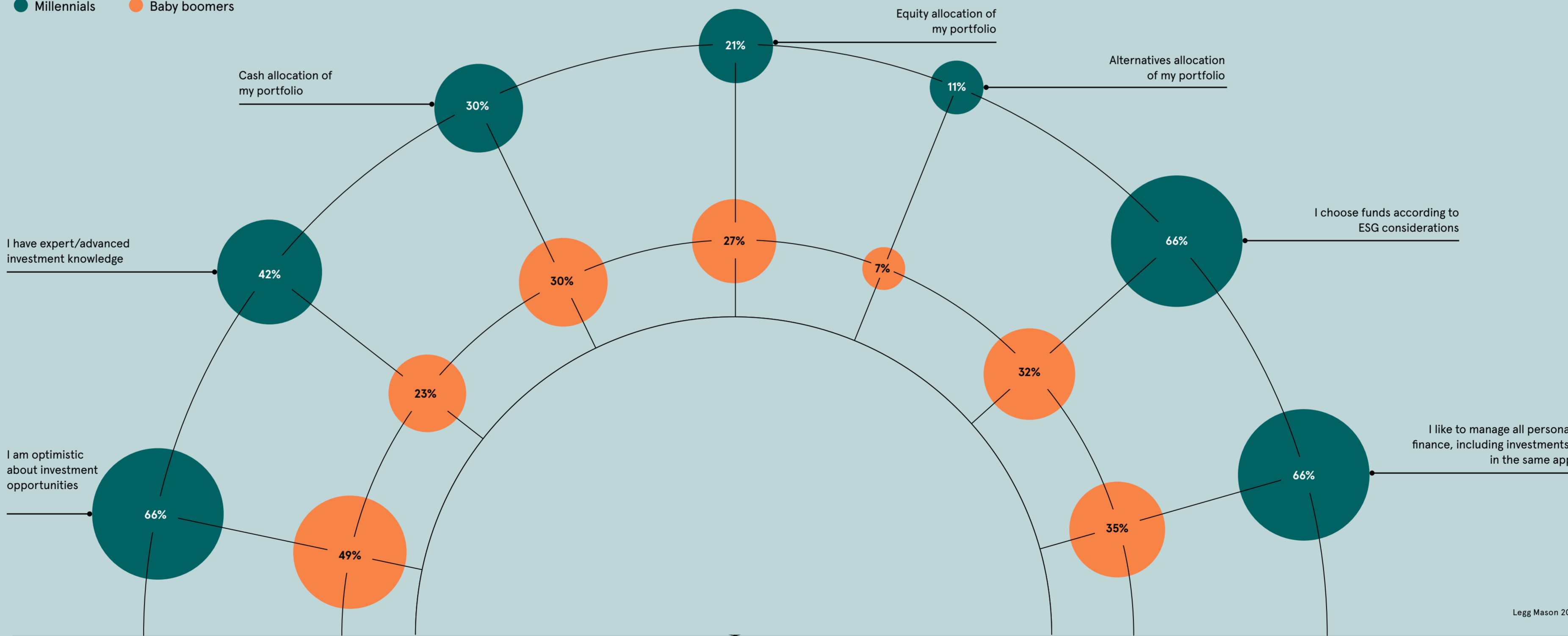


LendEDU 2018

HOW ATTITUDES AND APPROACHES TO INVESTMENT VARY

Survey of millennials and baby boomers worldwide

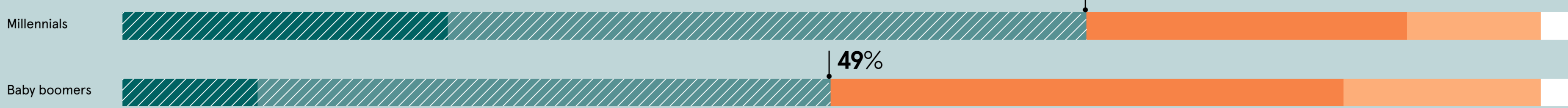
● Millennials ● Baby boomers



Legg Mason 2019

CONFIDENCE ABOUT INVESTMENT OPPORTUNITIES IN THE NEXT 12 MONTHS

● Very confident ● Quite confident ● Neither confident nor concerned ● Quite concerned ● Very concerned

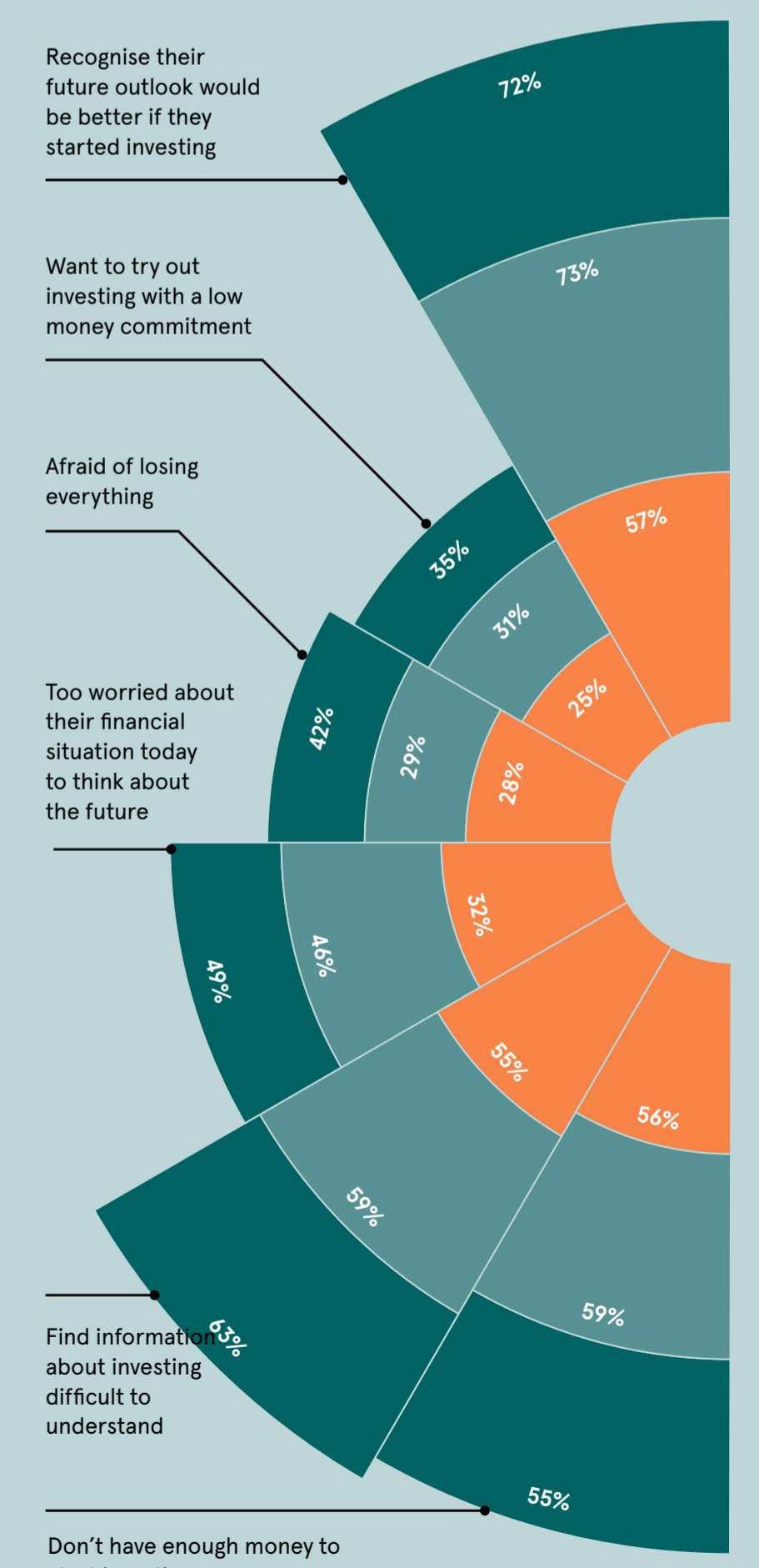


Legg Mason 2019

ATTITUDES OF NON-INVESTORS

Why non-investors don't invest, and how they view investing

● Millennials ● Generation X ● Baby boomers



BlackRock 2019