

MILLENNIALS & MONEY



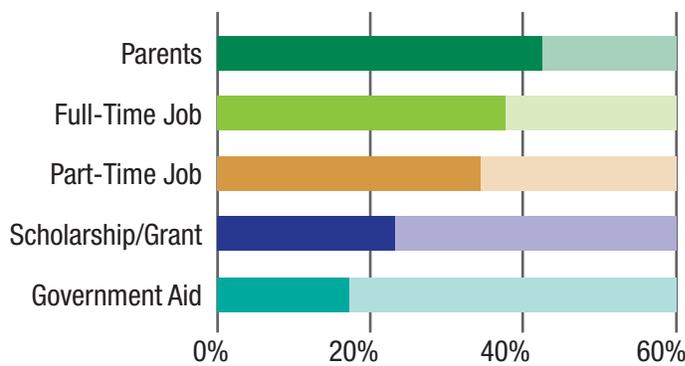
MANAGING THEIR FINANCES

Becoming adults post-recession, it is no surprise that Millennials are trying to manage their money. Thirty-eight percent of 13-24-year-olds on Thumb (a real-time survey tool created by millennial market research firm Ypulse) say they stick to a budget and 40% say they wish they knew more about personal finance. Females were more likely to desire knowledge with 48% voting “thumbs up” compared to just 31% of males. Personal finance is not mandatory or even offered in some traditional education systems; therefore, young people need the tools to make sound financial decisions.

THE MONEY TREE

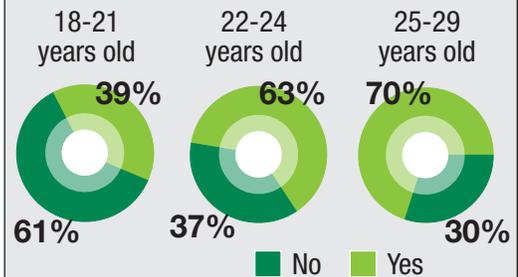
A majority of this generation is still living at home with their parents, pegging Mom and Dad as the top resource for funds. New grads are facing a rougher road with an estimated \$36,900 starting salary, compared to the \$44,000 average salary for 2012 grads.

From which of these sources do you currently receive money?

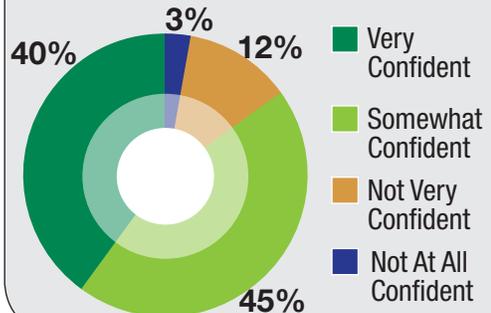


Ypulse Lifeline Survey April 2013 | Sample Size n=100

Do you currently have or have had student loans?



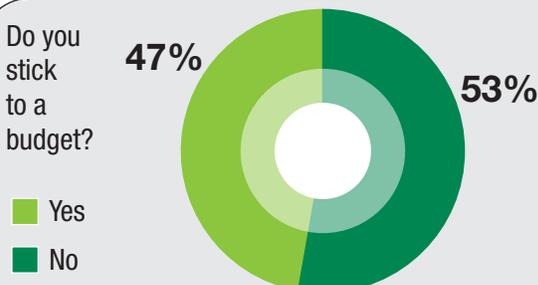
How confident are you in your ability to pay off student loans?



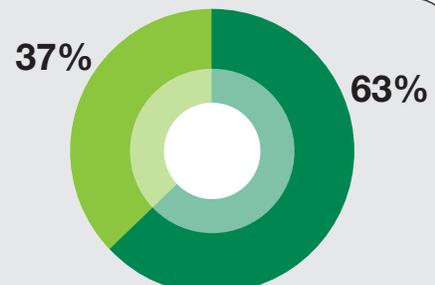
HAVING THE TALK

As of August 2013, 51% of Millennials had not talked with anyone about how to handle their finances over the course of the previous year. Of those who had talked with others about money issues, the majority turned to their parents while some spoke with significant others and friends. Only 21% spoke to someone with professional expertise in the field. Fifty-two percent of Millennials would rather use an online service to manage their money than meet with a financial advisor in person.

Do you stick to a budget?



Do you use online services to help manage your finances?



CASH I CAN TRUST

Millennials on average keep 52% of their assets in cash, compared to 46% with older generations. Seventy-four percent of Millennials use cash to make everyday purchases, while 67% cite using debit cards frequently and 47% use credit cards day-to-day. While paying online using secure sites is common among this generation, they do note a moderately high level of concern for entering their credit card information on a mobile device, while their concern lowers when using the computer. Surprisingly, their concerns are equally as high for entering debit card information on mobile devices and computers, hinting to their mistrust of debit card security, which could be a reflection of recent data breaches for well-known retailers and banks.



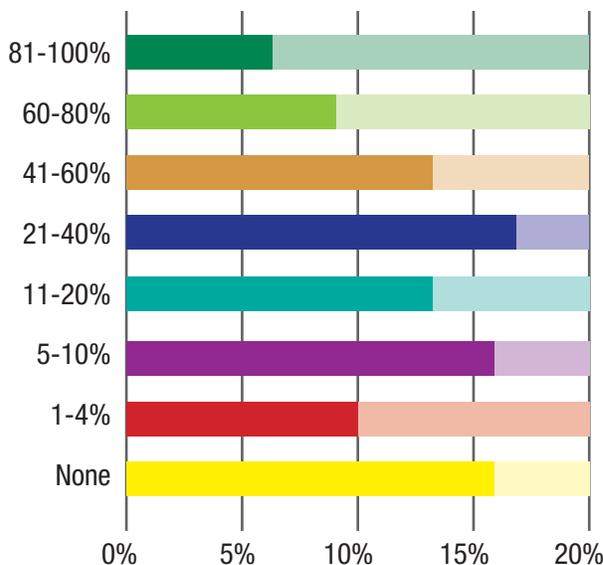
74% of Millennials use cash to make everyday purchases

67% cite using debit cards frequently

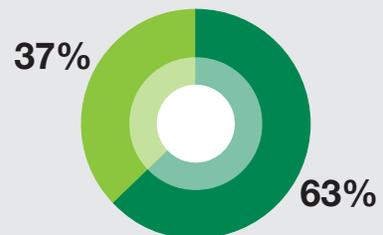
INVESTMENT AVOIDANCE

Millennials aged 13-22 plan to be moved out of Mom and Dad's by age 28 and simultaneously start saving for retirement. Boomers started saving at age 32 on average, but wish they had begun at age 24. Only 28% of Millennials see investment as important in long-term financial success, compared to 52% of Baby Boomers. Millennials are in a balancing act of paying off debt and trying to save for the near future. Retirement is too far off, and too abstract, for many of them to make it their saving focus. Forty-one percent say that experiences like vacations and travel are the most important reasons they are saving money, while only 31% name retirement as a top saving priority.

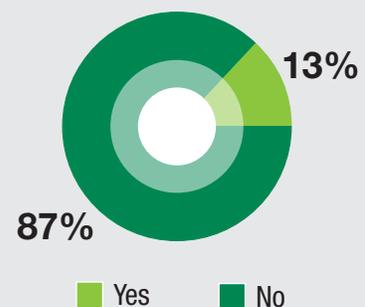
What percentage of your income do you save per month?



Are you currently planning or saving for retirement?



Do you trade stocks, bonds, mutual funds, or other investment products online?



TEENS TEND TO SPEND

According to the “Monitoring the Future” study by the University of Michigan, teens spend the money they earn on short-term needs rather than saving. However the research, conducted among high school seniors between 1981 and 2011, did find that the amount they spend on cars has dropped sharply in the last ten years. DoSomething’s Would You Rather campaign for financial literacy texts fun and irreverent “would you rather” questions to participants along with tips for saving and money planning. Last year’s campaign found that 86% of teens would rather share a car with Grandma than a cell phone with Mom.



IN THEIR OWN WORDS

“My generation has learned that times can change in the blink of the eye. We should all live somewhat cautiously, in terms of our finances and decisions impacting our future.”

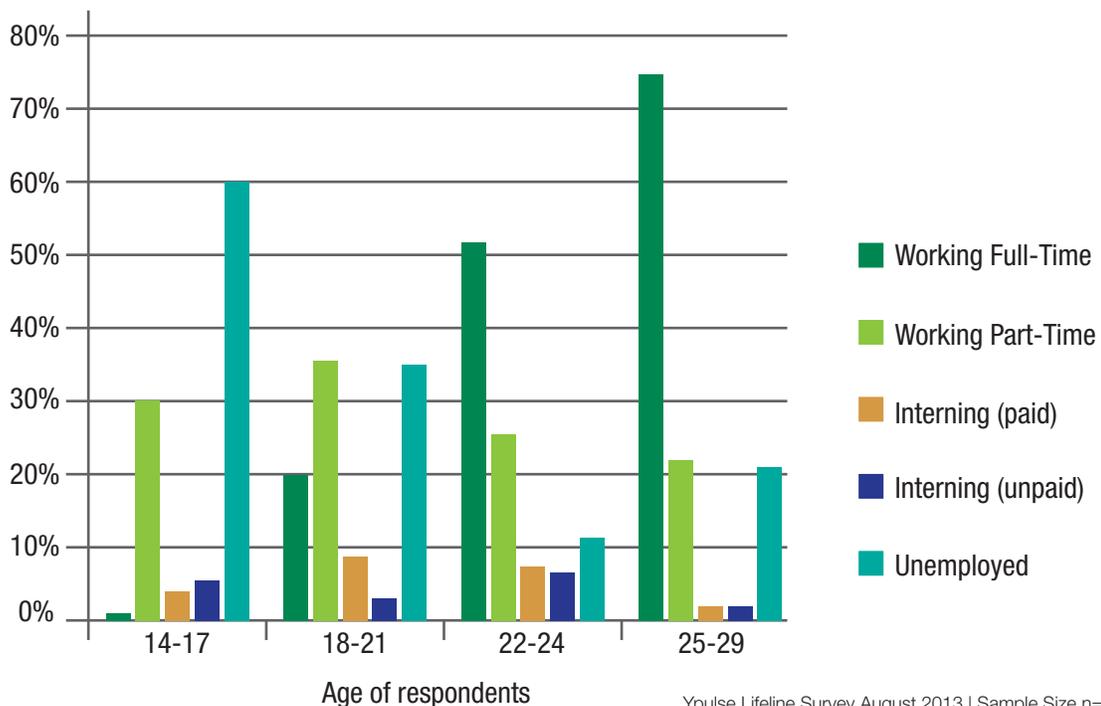
–Female, 15, TN



LIKE GRANDPARENTS LIKE GRANDCHILD

Thanks to the recession, Millennials are the most financially conservative generation since the Great Depression, according to a new survey that finds only 28% of Millennials see longterm investing as a path to success, and the majority of them say that saving is the best financial advice they have gotten.

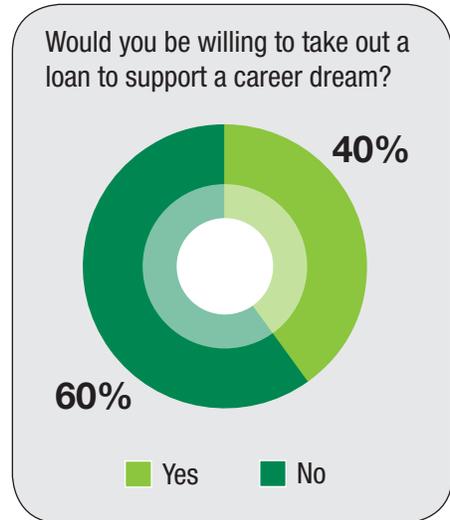
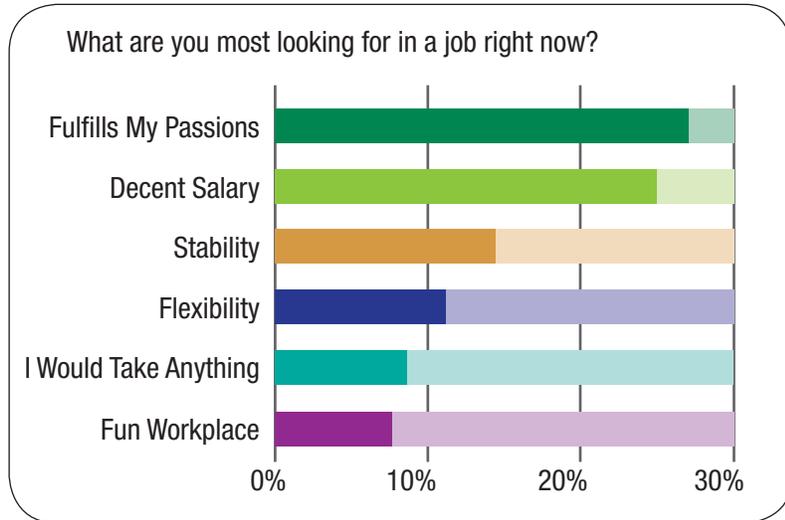
MILLENNIAL EMPLOYMENT STATUS



Ypulse Lifeline Survey August 2013 | Sample Size n=100

MONEY ISN'T EVERYTHING

This generation is typically more concerned with their personal well-being than the width of their wallets, choosing experiences of savings and career paths based on passion as opposed to stability and salary.



81% of Millennials admire their peers who start their own businesses. At the same time, they realize the financial risks, being no stranger to loans.

Research conducted for Junior Achievement by Ypulse (February, 2014). Ypulse conducts a bi-weekly Pulse Survey among 1,000 14-30-year-olds, powered by SurveyU, a proprietary youth research panel of over 150,000 Millennials ages 13-34.