

# GEN Z

== READY TO ==  
TAKE ON THE WORLD



TD Ameritrade recently surveyed Generation Z (ages 14 to 23) to learn more about their thoughts on money, college, living with their parents, and their plans for the future.

## GEN Z AT A GLANCE



Born in the 1990s or later



Highly connected



Sense of financial responsibility



Digital natives



Likely aware of today's economic climate

## GEN Z'S FINANCIAL CONSIDERATIONS



of respondents said that if they received

\$500

they would save a portion of it

### COLLEGE CONCERNS



worry about accruing student loan debt



are concerned they can't afford college

### FUTURE FEARS



are concerned they won't be able to rely on Social Security, etc.



worry about not being able to save for retirement

## HEADING TO COLLEGE

The cost of college has risen more than **1,120%** in the last 35 years<sup>1</sup>



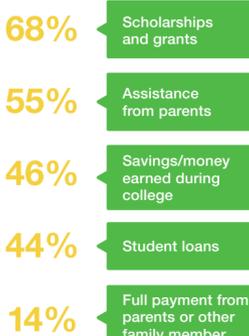
- AND YET -

54%

believe that higher education is critical to success in the future



### HOW THEY'LL PAY FOR COLLEGE



## LEAVING THE NEST ... OR NOT



The average age by which Gen Z plans to live on their own

They also have contingency plans in case it doesn't work out.



feel welcome to move back home if they can't afford to live on their own



think living at home after college will allow them to save money

28

The average age Gen Z would feel embarrassed about still living with their parents

### JOBS INSPIRE INDEPENDENCE

ONLY 26% of Gen Z kids who have had work experience would move back home

- vs - 39% of kids who have never worked

## JOINING THE WORKFORCE

\$36,900

Gen Z's expected salary for first job after college

\$44,000

Actual average starting salary for 2012 college grads<sup>2</sup>

\$119,000

Average salary Gen Z hopes to earn annually at age 60

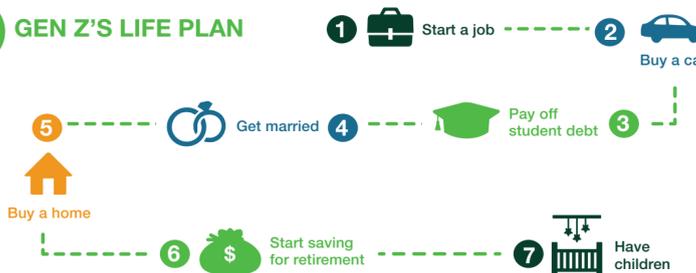
77% see job satisfaction as equal to or more important than salary

44%

are willing to move almost anywhere for their ideal job



## GEN Z'S LIFE PLAN



### Baby boomers would advise Gen Z to START SAVING EARLIER<sup>3</sup>

32 Age at which most boomers started saving for retirement

24 Age at which boomers wish they had started saving

28 Age at which Gen Z plans to start saving for retirement



\*Survey participants able to select more than one response.

1. Bloomberg, by Michelle Jamirsko & Ilan Kolet, "Cost of College Degree in U.S. Soars 12 Fold: Chart of the Day," August 15, 2012. <http://www.bloomberg.com/news/2012-08-15/cost-of-college-degree-in-u-s-soars-12-fold-chart-of-the-day.html>

2. NACE Salary Survey, September 2012, [http://www.naceweb.org/uploadedFiles/NACEWeb/Research/Salary\\_Survey/Reports/SS\\_ExecSummary\\_Sept2012.pdf](http://www.naceweb.org/uploadedFiles/NACEWeb/Research/Salary_Survey/Reports/SS_ExecSummary_Sept2012.pdf)

3. TD Ameritrade's Retirement Reformation Survey was conducted with N = 2,000 U.S. baby boomers between October 10 and 12, 2012, by Head Research on behalf of TD Ameritrade, Inc. Complete survey methodology found at <http://www.amtd.com/newsroom/investorIndex.cfm>.

TD Ameritrade's Generation Z online survey was conducted among N=1,000 Americans aged 14 to 23 from April 25 to May 6, 2013, by Head Research on behalf of TD Ameritrade, Inc. Complete survey methodology found at <http://www.amtd.com/newsroom/investorIndex.cfm>.

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