

Job Attitudes Survey

Outlooks on the job market and workplace benefits

October 2018

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Methodology

A 13-minute online survey was conducted with 1,110 American adult investors with at least \$10,000 in investable assets by True North Market Insights, between September 10, 2018 and September 16, 2018, on behalf of TD Ameritrade Holding Corporation. The statistical margin of error for the total sample of 1,110 American adults within the target group is +/- 2.6 percent. TD Ameritrade and True North Market Insights are separate and unaffiliated firms and are not responsible for each other's services or policies.

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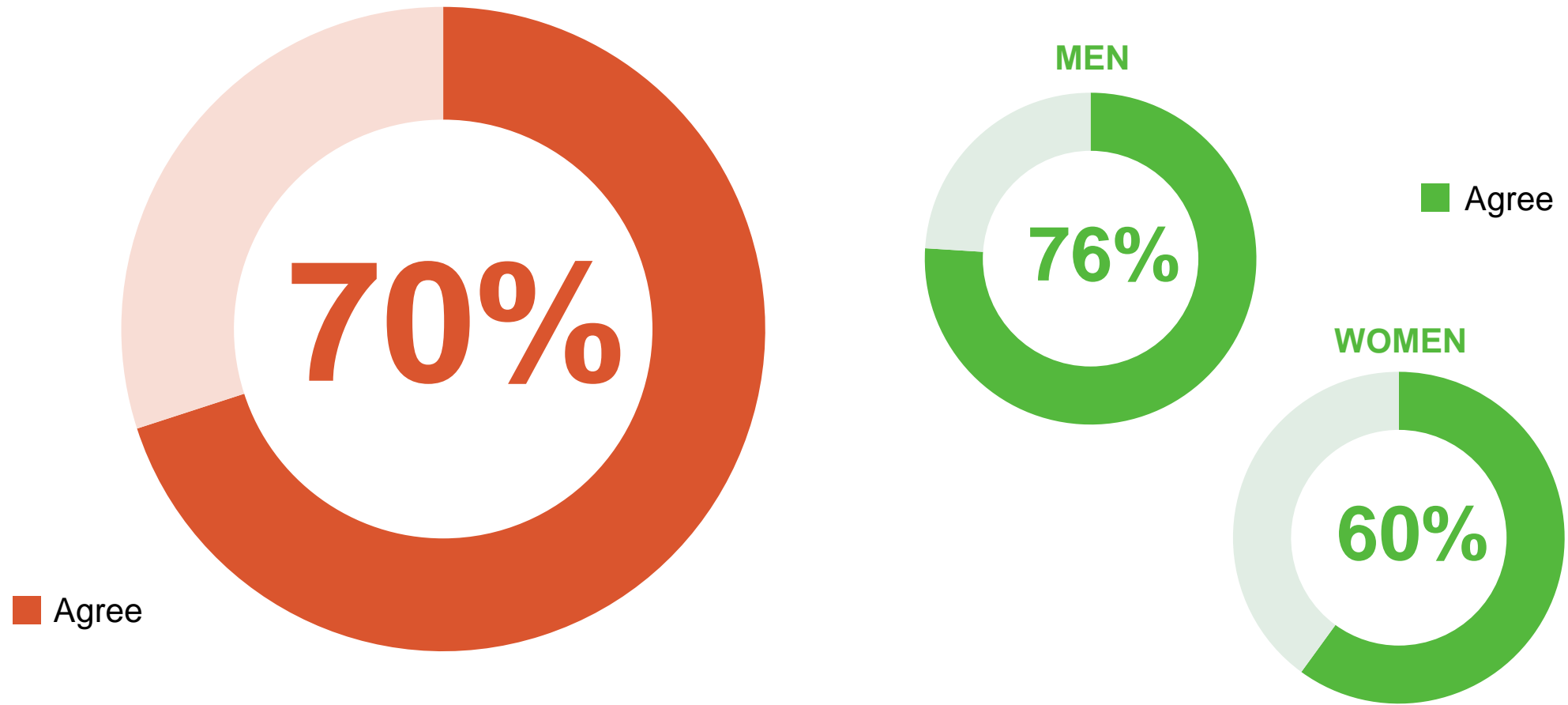
Brokerage services provided by TD Ameritrade, Inc., member FINRA (www.FINRA.org)/SIPC (www.SIPC.org).

How does low unemployment impact outlooks on the **current job market**?



Seven in 10 Americans (70%) agree that due to the low unemployment levels, it's easier to find a job now than it was five years ago

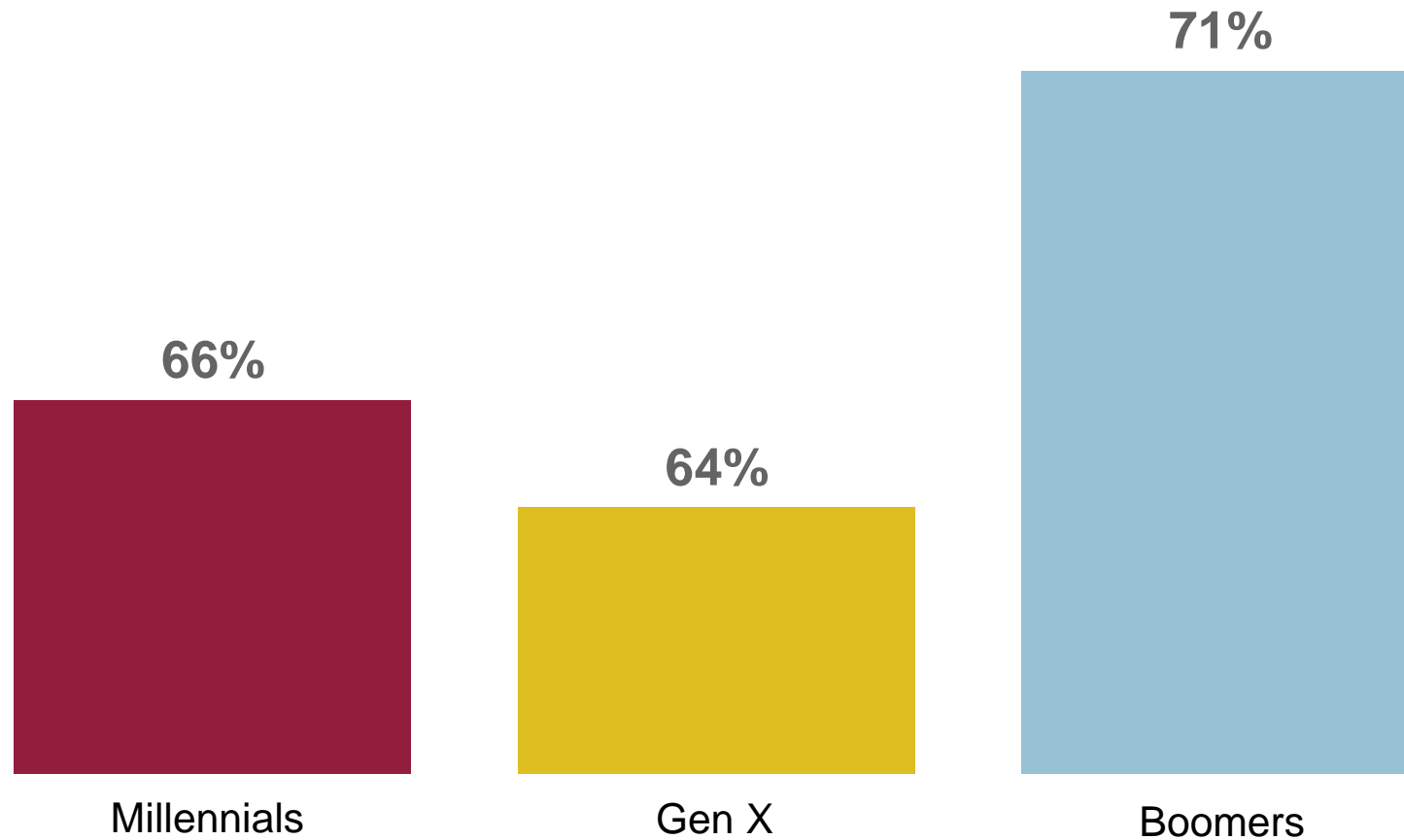
Because of the low unemployment levels, it's easier to find a job now than it was five years ago.





Boomers are the most optimistic when it comes to the current job outlook

Because of the low unemployment levels, it's easier to find a job now than it was five years ago.

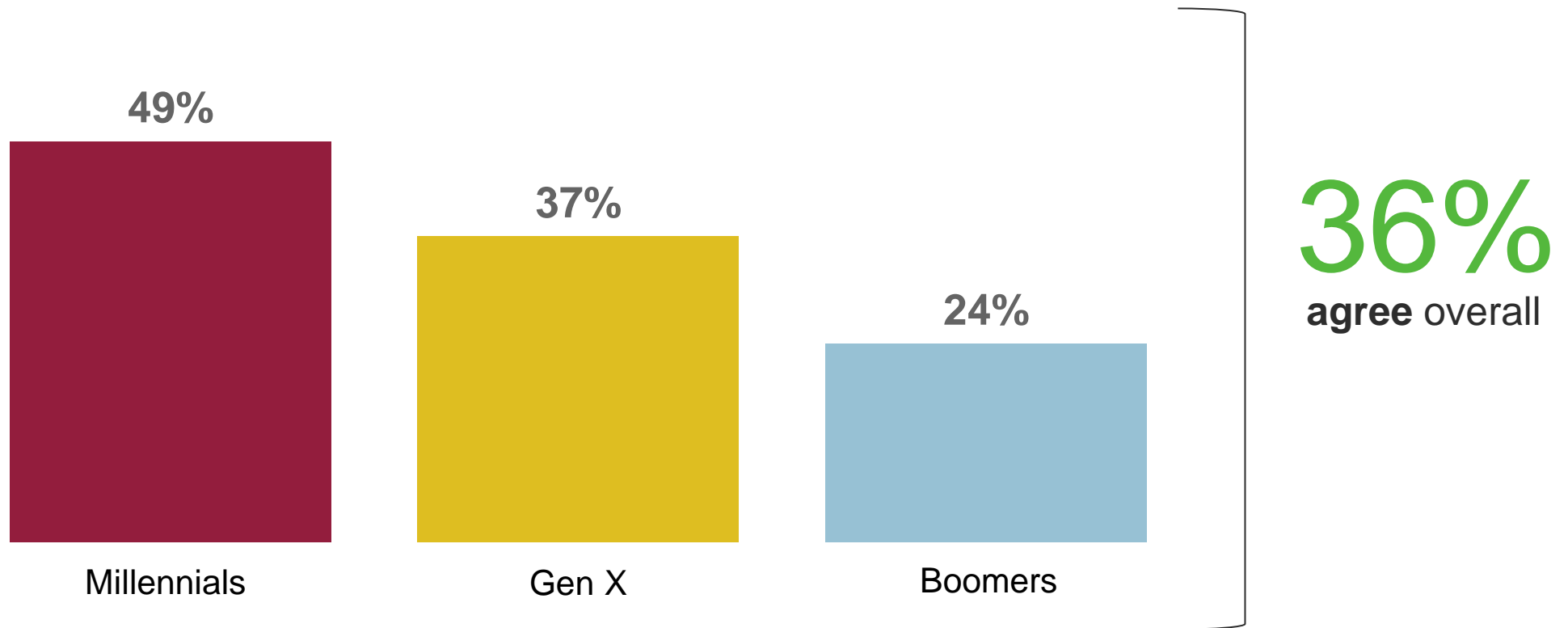




Because of the low unemployment levels, nearly half (49%) of Millennials have considered moving to another company

The hot job market has not swayed the minds of Boomers (24%) to consider switching companies

Because of the low unemployment levels, I considered moving to another company.

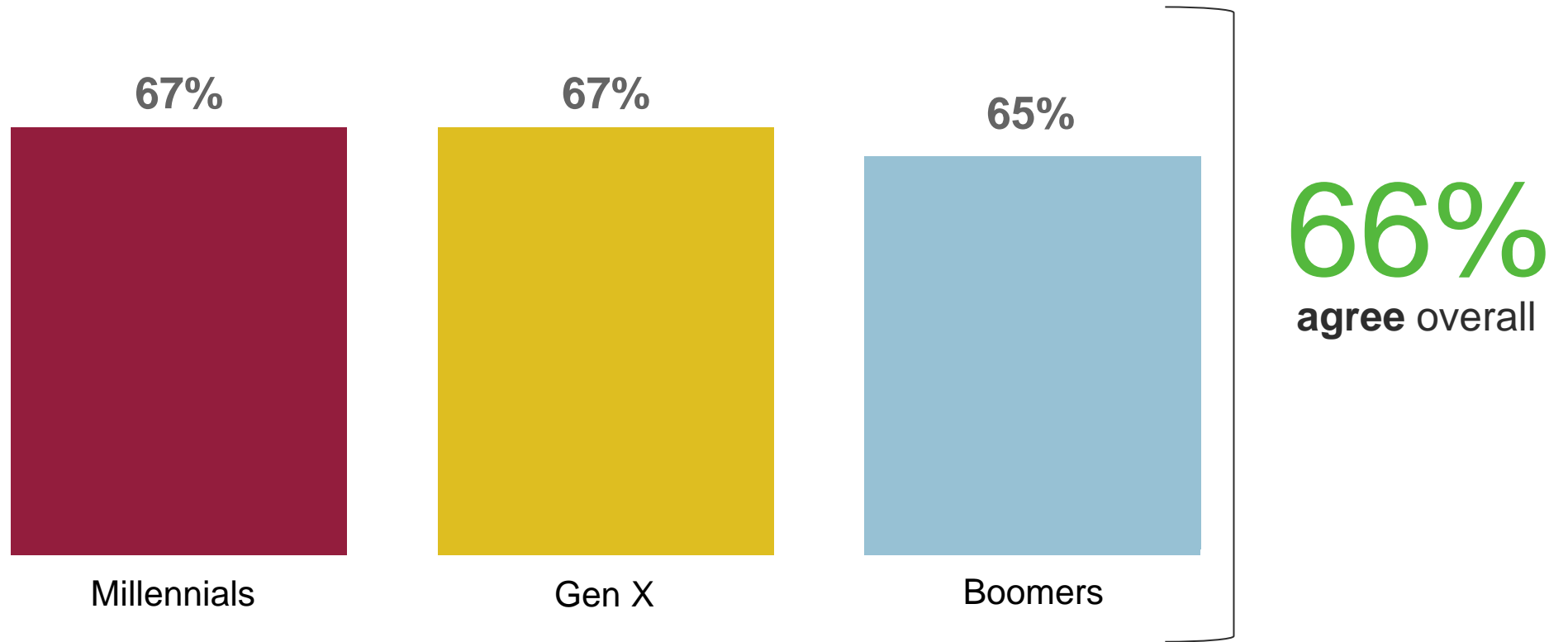


Base: Respondents whose employment status in 2018 is full-time or part-time. n = 631



Due to the low unemployment levels members of all generations expect salaries to be higher...

Because of the low unemployment levels, I expect salaries to be higher.

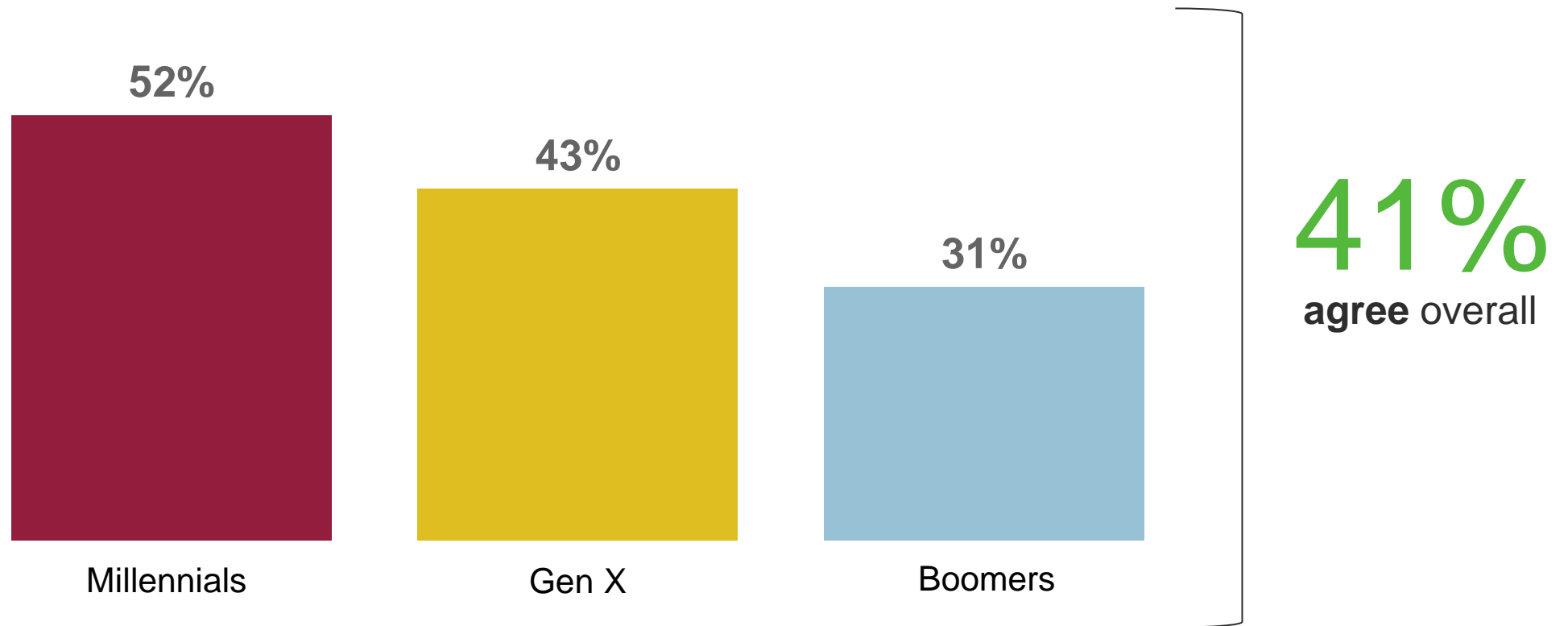


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... yet Millennials, more than any generation, have actually considered asking for a raise

Because of the low unemployment levels, I considered asking for a raise.

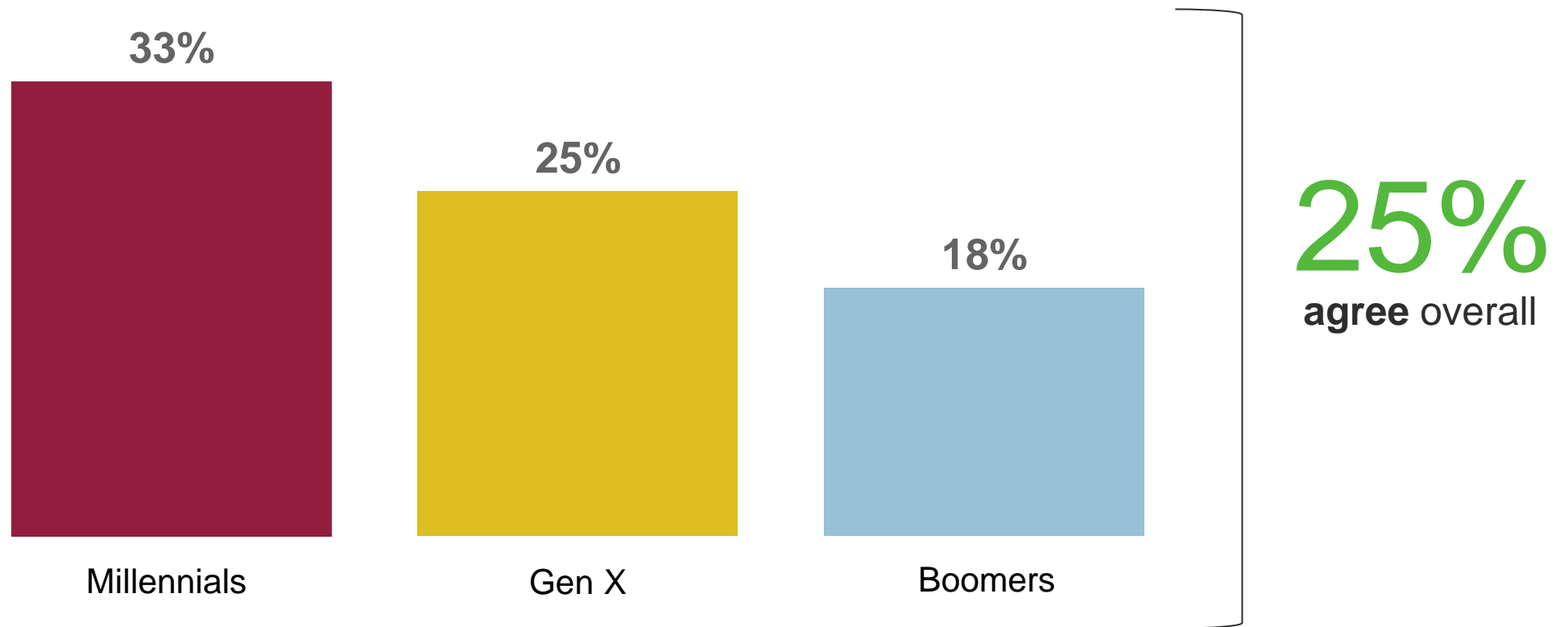


Base: Respondents whose employment status in 2018 is full-time or part-time. n = 631



A third of Millennials say that they were contacted by a recruiter in the past 12 months

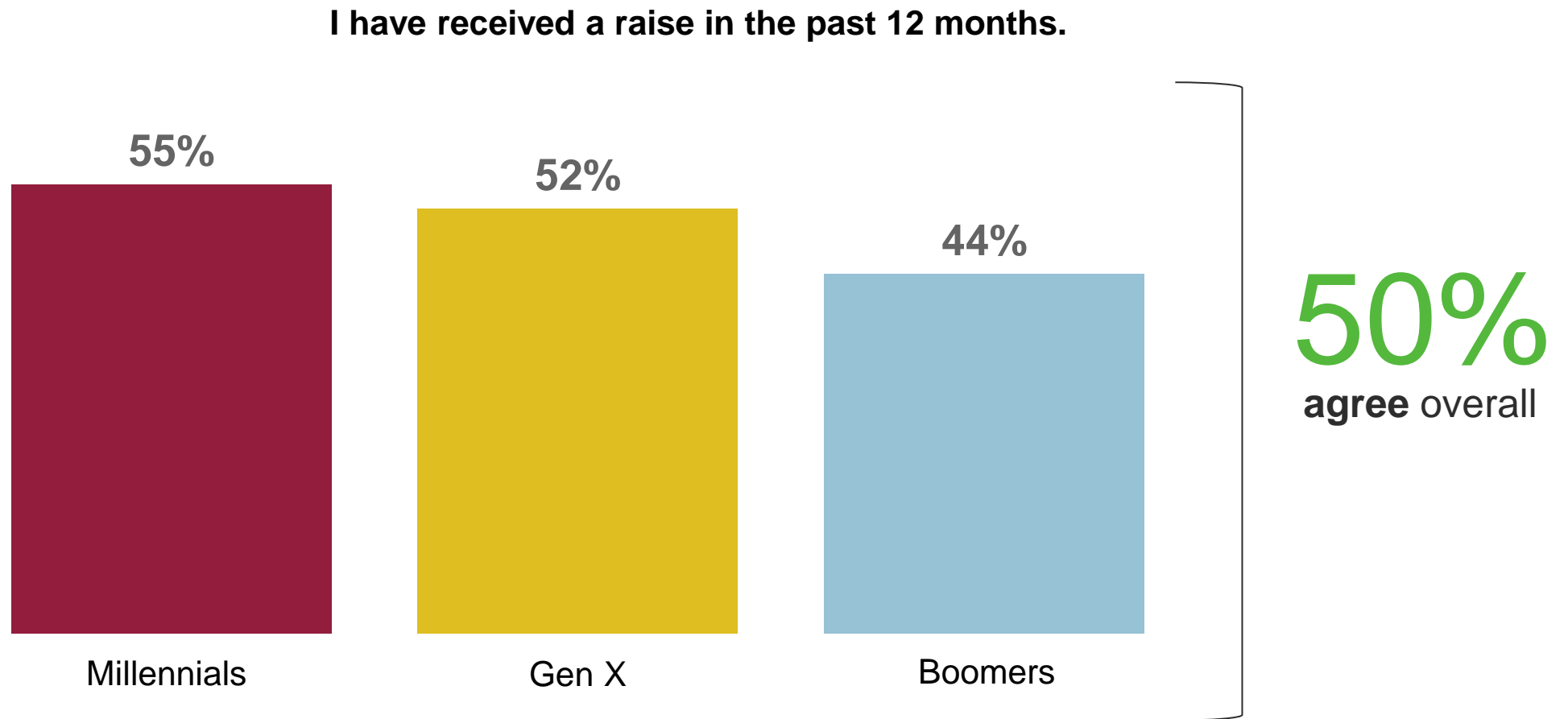
A recruiter contacted me from another company in the past 12 months.



Base: Respondents whose employment status in 2018 is full-time or part-time. n = 631

Half of Americans have received a raise in the past 12 months

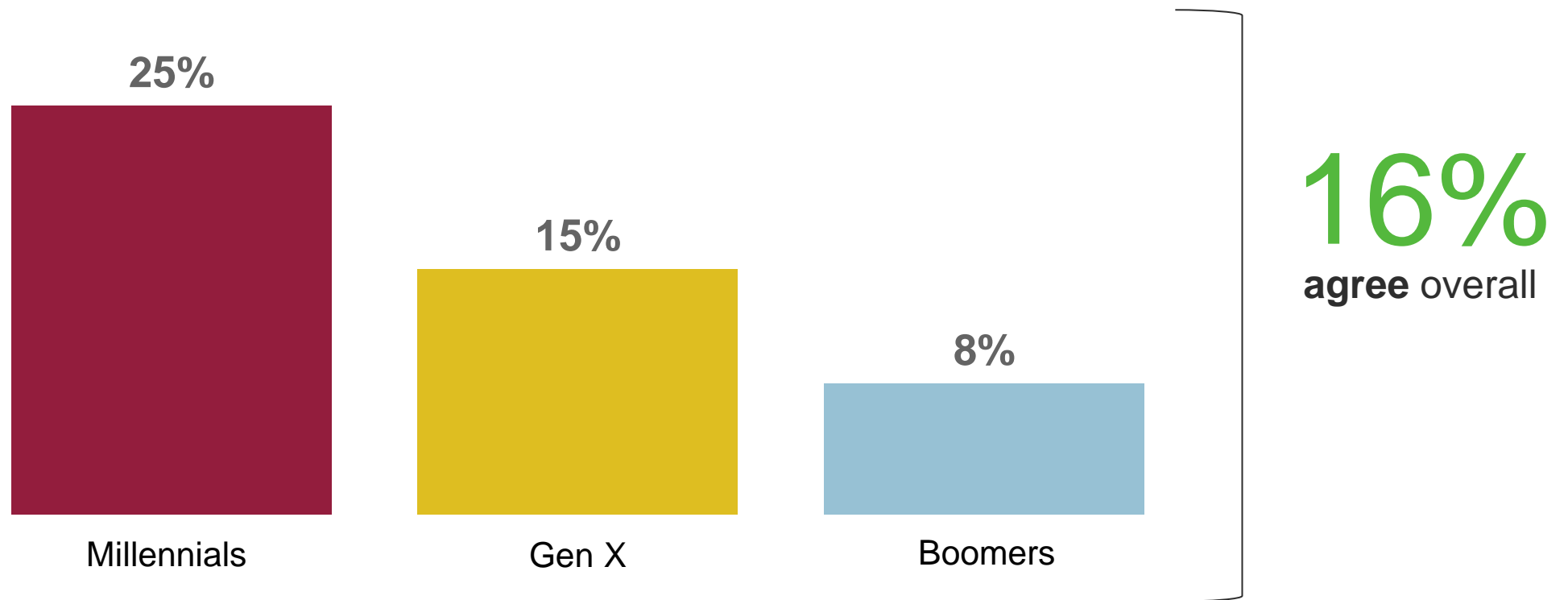
Slightly more women (53%) admit they received a raise compared to men (49%)





A quarter of Millennials were promoted in the past 12 months

I have received a promotion in the past 12 months.



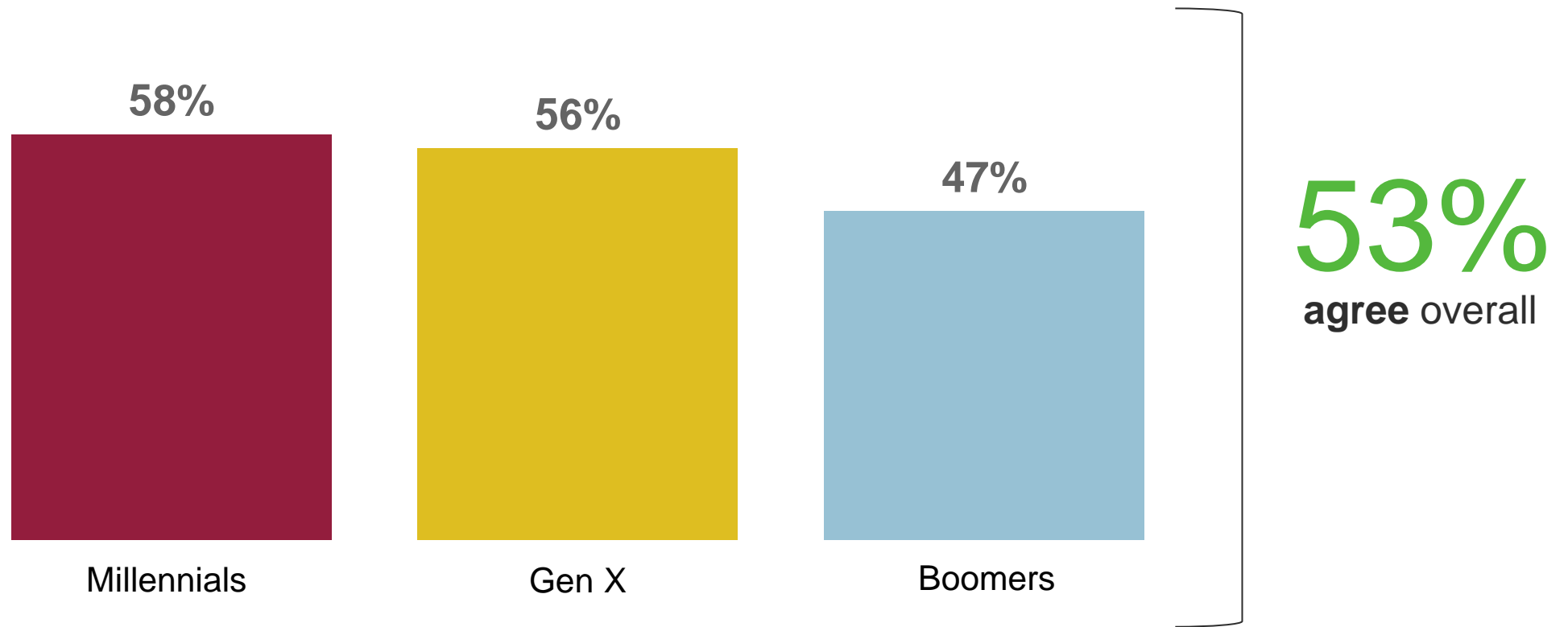
Base: Respondents whose employment status in 2018 is full-time or part-time. n = 631

How does low unemployment impact current expectations on **work benefits**?



More than half of Americans expect additional work benefits and perks because of the low unemployment levels

Because of the low unemployment levels, I expect additional work benefits and perks.

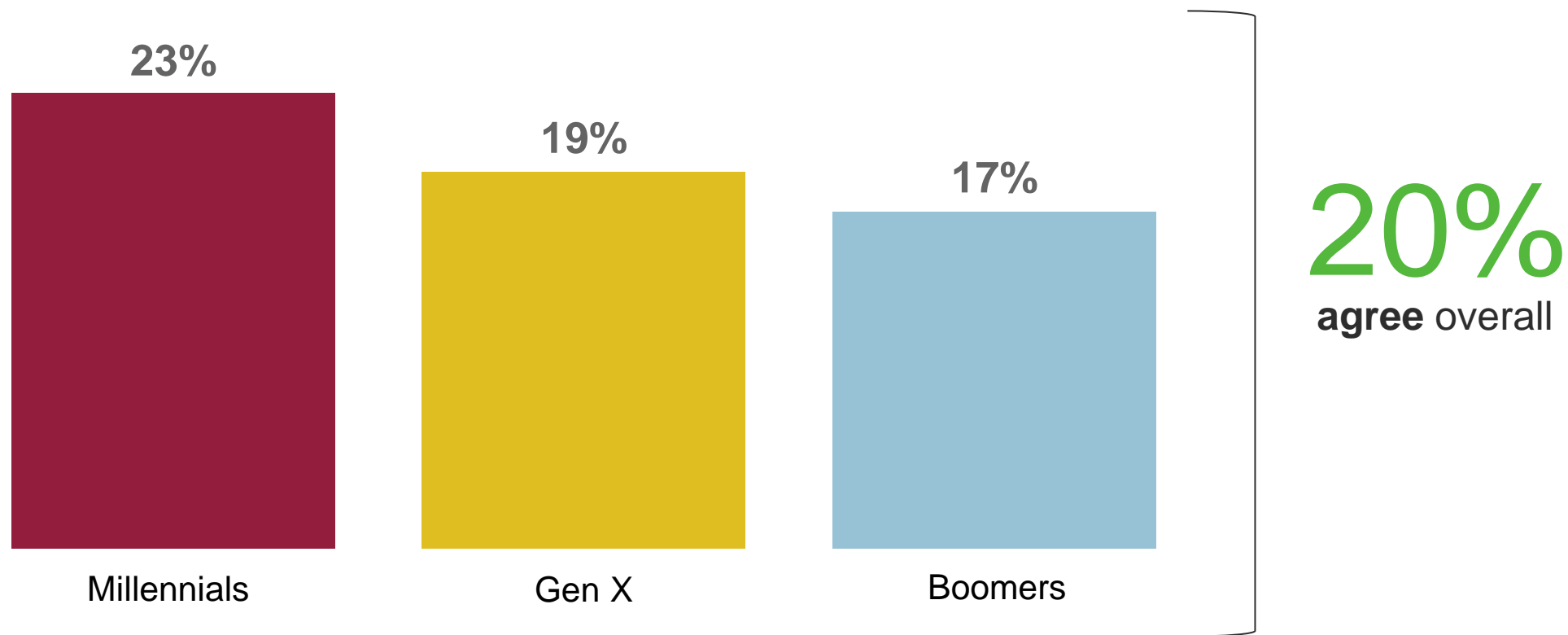


Base: Respondents whose employment status in 2018 is full-time or part-time. n = 631



One in five Americans say their company improved the work benefits/perks in the past 12 months

My company improved the work benefits/perks in the past 12 months.

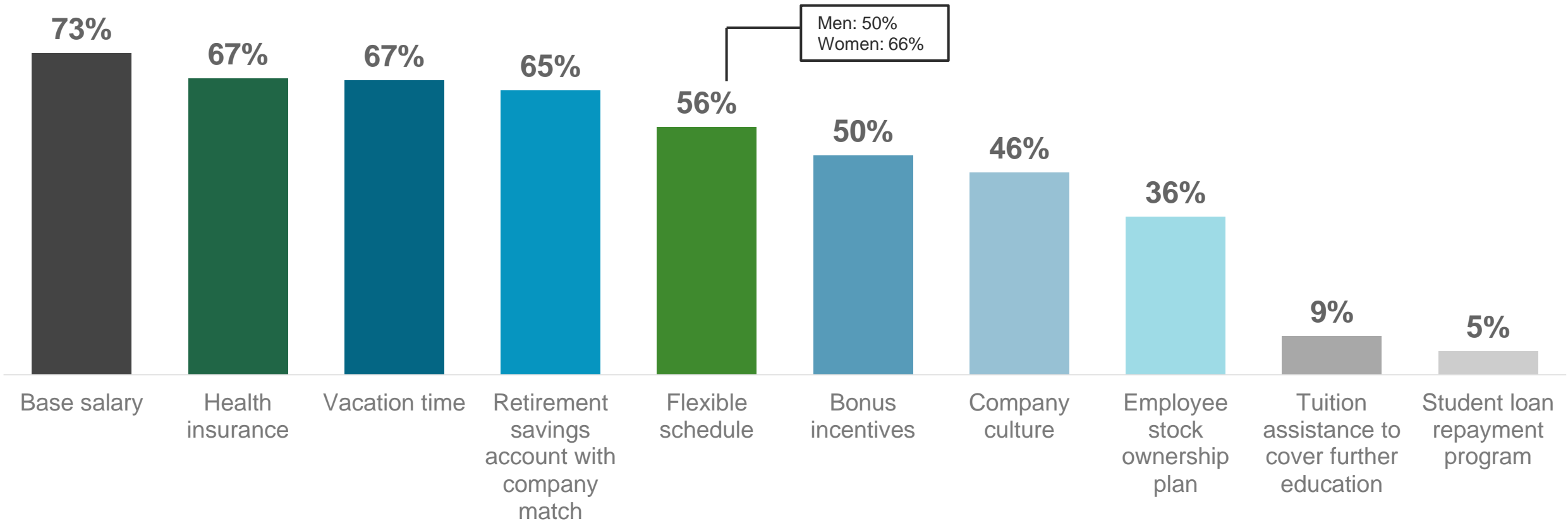


Base: Respondents whose employment status in 2018 is full-time or part-time. n = 631

Second to base salary (73%), health insurance and vacation time are seen as equally important (67%) benefit offerings when considering a job offer

A flexible schedule is more important to women (66%) than men (50%) when considering a job offer

Which of the following benefits would affect your decision when considering a job offer?

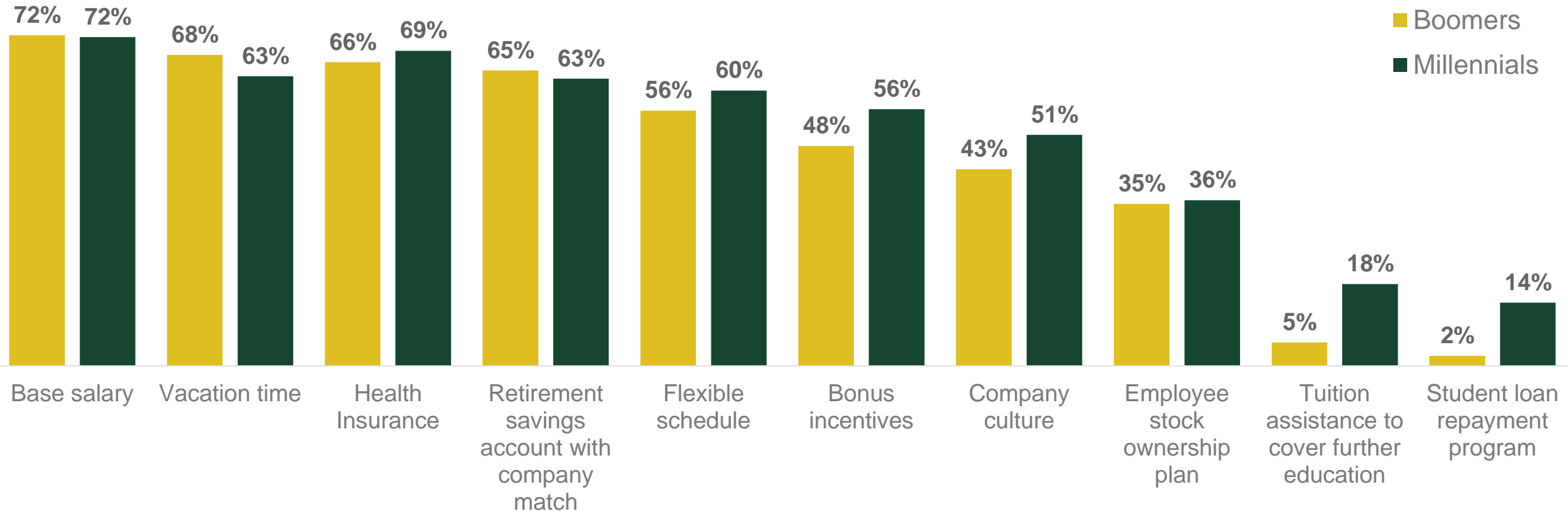


Base: All respondents. n = 1110

Boomers and Millennials have similar outlooks on what the most important benefits are when considering a job offer

However, significantly more Millennials place importance on bonus incentives (56%), company culture (51%), tuition assistance (18%) and student loan repayment programs (14%)

Which of the following benefits would affect your decision when considering a job offer?



Base: Boomer and Millennial respondents. n = 705

APPENDIX

Demographics

Generation	Birth Year
Millennials	1989 – 1977
Gen X	1976 – 1965
Boomers	1964 – 1946