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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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.

Base: All respondents. n = 1110
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.

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.

67% 67% 65%
Millennials Gen X Boomers

66% agree overall

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

- Millennials: 52% agree
- Gen X: 43% agree
- Boomers: 31% agree

Overall: 41% agree

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

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%)

I have received a raise in the past 12 months.

- Millennials: 55%
- Gen X: 52%
- Boomers: 44%

50% agree overall

Base: Respondents whose employment status in 2018 is full-time or part-time. n = 631
A quarter of Millennials were promoted in the past 12 months

I have received a promotion in the past 12 months.

- Millennials: 25%
- Gen X: 15%
- Boomers: 8%

16% agree overall

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.

58% of Millennials agree, 56% of Gen X, and 47% of Boomers. Overall, 53% agree.
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.

- **23%** agree overall
- **20%**
- **23%** Millennials
- **19%** Gen X
- **17%** Boomers

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?
**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%).

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Boomers</th>
<th>Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base salary</td>
<td>72%</td>
<td>72%</td>
</tr>
<tr>
<td>Vacation time</td>
<td>68%</td>
<td>63%</td>
</tr>
<tr>
<td>Health Insurance</td>
<td>66%</td>
<td>69%</td>
</tr>
<tr>
<td>Retirement savings account with company match</td>
<td>65%</td>
<td>63%</td>
</tr>
<tr>
<td>Flexible schedule</td>
<td>56%</td>
<td>60%</td>
</tr>
<tr>
<td>Bonus incentives</td>
<td>60%</td>
<td>56%</td>
</tr>
<tr>
<td>Company culture</td>
<td>56%</td>
<td>51%</td>
</tr>
<tr>
<td>Employee stock ownership plan</td>
<td>48%</td>
<td>43%</td>
</tr>
<tr>
<td>Tuition assistance to cover further education</td>
<td>35%</td>
<td>36%</td>
</tr>
<tr>
<td>Student loan repayment program</td>
<td>18%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Base: Boomer and Millennial respondents. n = 705
# Demographics

<table>
<thead>
<tr>
<th>Generation</th>
<th>Birth Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennials</td>
<td>1989 – 1977</td>
</tr>
<tr>
<td>Gen X</td>
<td>1976 – 1965</td>
</tr>
<tr>
<td>Boomers</td>
<td>1964 – 1946</td>
</tr>
</tbody>
</table>