



2018 Millennials and Money Survey

Attitudes toward money, retirement and life in general





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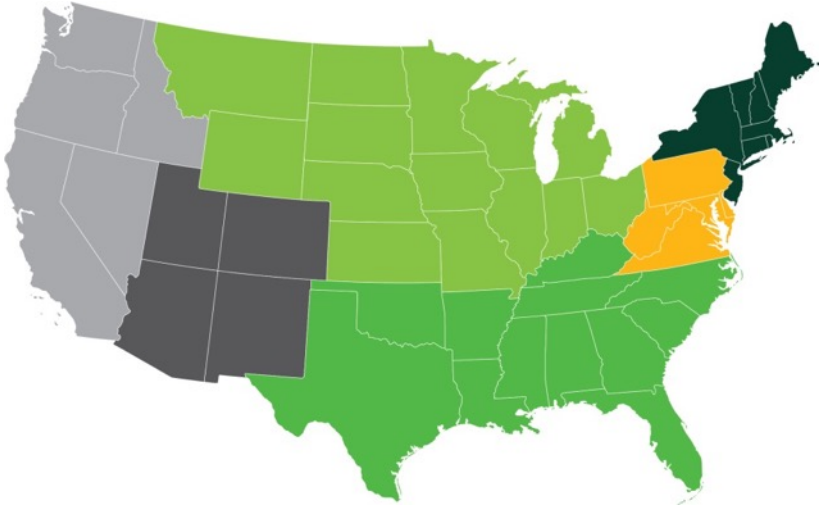
About TD Ameritrade Holding Corporation

TD Ameritrade provides [investing services](#) and [education](#) to more than 11 million client accounts totaling more than \$1.2 trillion in assets, and [custodial services](#) to more than 6,000 registered investment advisors. We are a leader in U.S. retail trading, executing an average of more than 940,000 trades per day for our clients, nearly a quarter of which come from mobile devices. We have a proud [history of innovation](#), dating back to our start in 1975, and today our team of 10,000-strong is committed to carrying it forward. Together, we are leveraging the latest in cutting edge technologies and one-on-one client care to transform lives, and investing, for the better. Learn more by visiting TD Ameritrade’s [newsroom](#) at www.amtd.com, or read our stories at [Fresh Accounts](#).

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Research Method

<p>WHO</p> <p>1,519 Americans aged 21 to 37</p>	<p>WHAT</p> <p>Online Survey</p>	<p>WHEN</p> <p>February 21 to March 7, 2018</p>
<p>Average time to complete survey: 15 minutes</p>	<p>CONDUCTED BY</p> <p>Head Solutions Group on behalf of TD Ameritrade Holding Corporation¹</p>	



West	Southwest	South
19%	17%	22%
Mid-Atlantic	New England	Midwest
19%	3%	20%

Yellow callouts, like the one shown below, indicate significant differences between Millennial Males and Millennial Females

This survey was conducted by Head Solutions Group on behalf of TD Ameritrade Holding Corporation¹

The statistical margin of error for the total sample of N=1,519 American adults within the target group is +/- 2.5%.² This means that in 19 out of 20 cases, survey results will differ by no more than 2.5 percentage points in either direction from what would have been obtained by the opinions of all target group members in the U.S. Sample was drawn from major regions in proportion to the U.S. Census

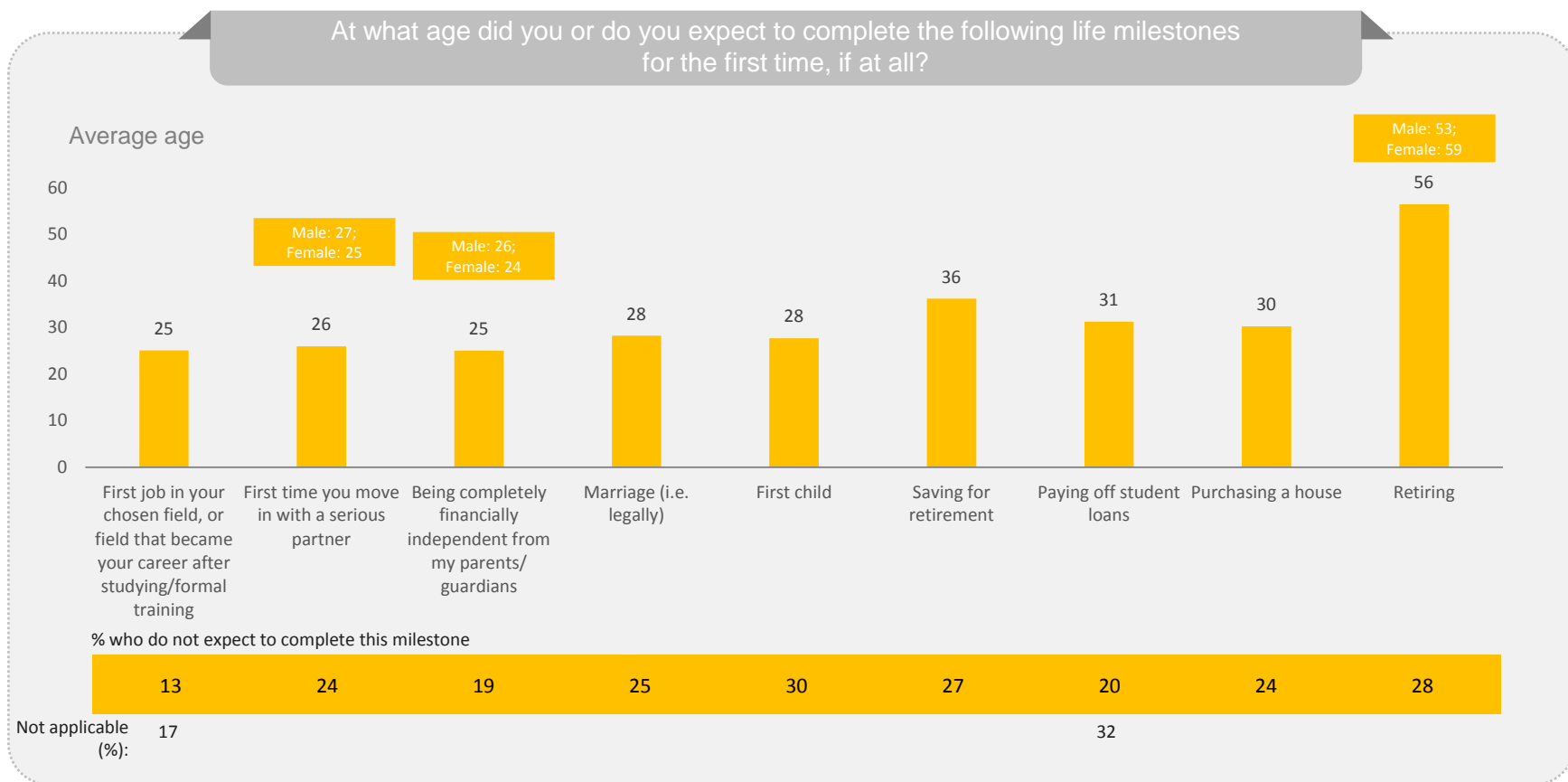
¹ Head Solutions Group (U.S.) Inc. and TD Ameritrade Holding Corporation are separate, unaffiliated companies and are not responsible for each other's products and services

² Assumes survey participants are the same as non participants

Note: Percentages may not add up to 100 due to rounding.

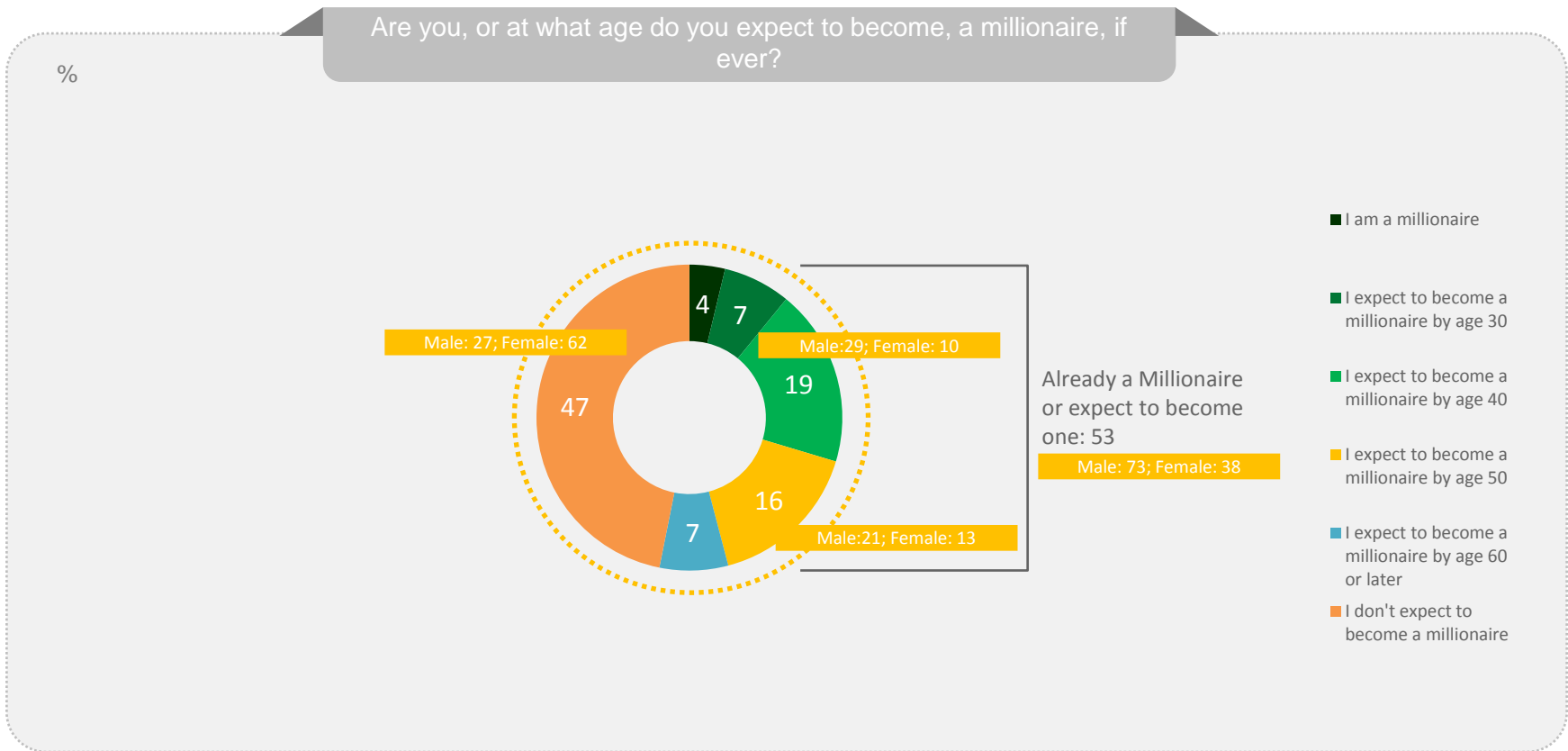
Millennials expect to start, on average, their first job at age 25 and to start saving for retirement at age 36

- Millennials expect, on average, to retire at age 56 – Female Millennials believe they will retire at age 59 and Male Millennials believe they will retire earlier, at age 53



Half (53%) of Millennials expect to become a millionaire at some stage in their lives, or are already millionaires

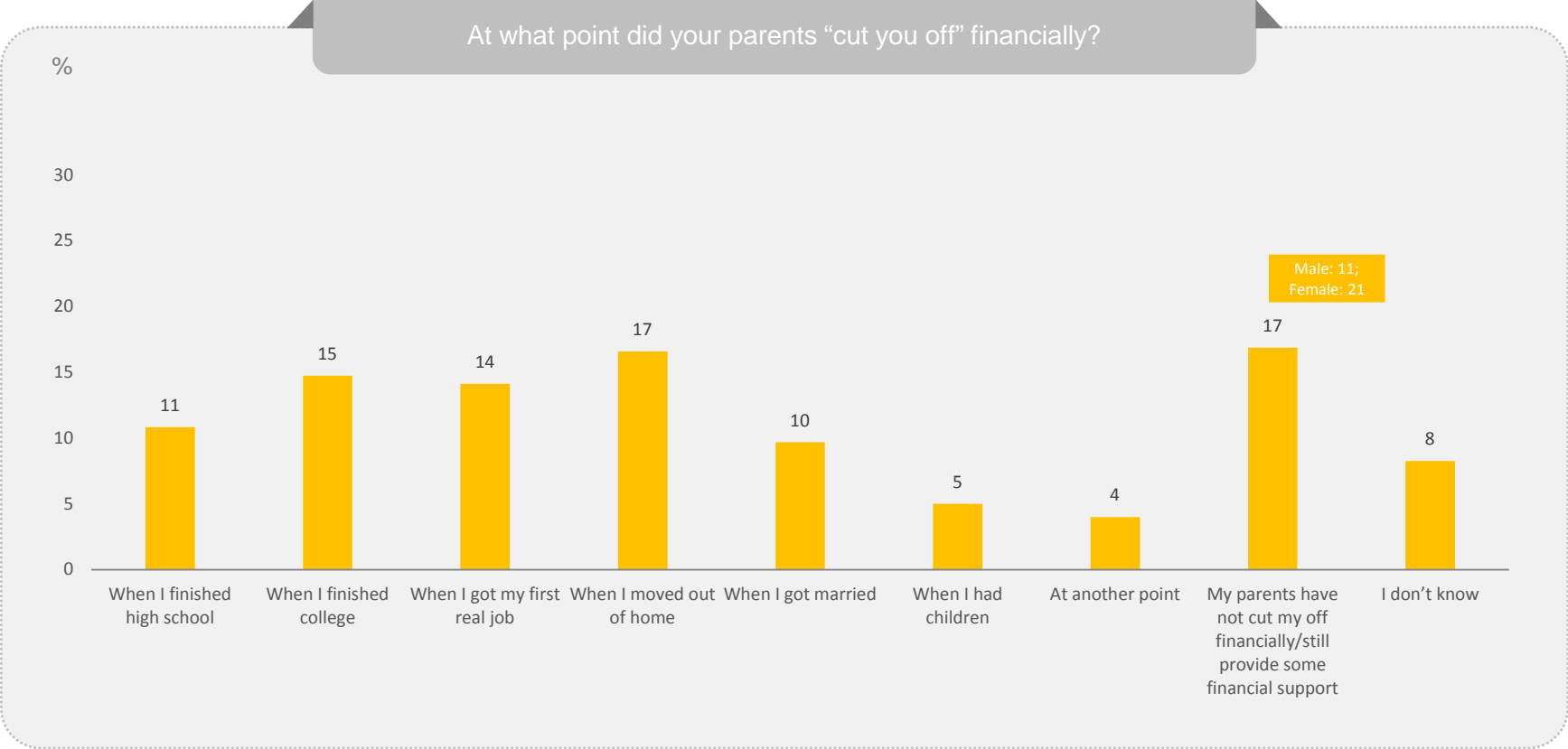
- Over 7 in 10 (73%) Male Millennials expect to become a millionaire at some stage in their lives, or are already millionaires. Only 4 in 10 (38%) Female Millennials say the same



Q125. Base: All Millennials n=1,519

Moving out of home is the most likely trigger for parents to financially cut off Millennials

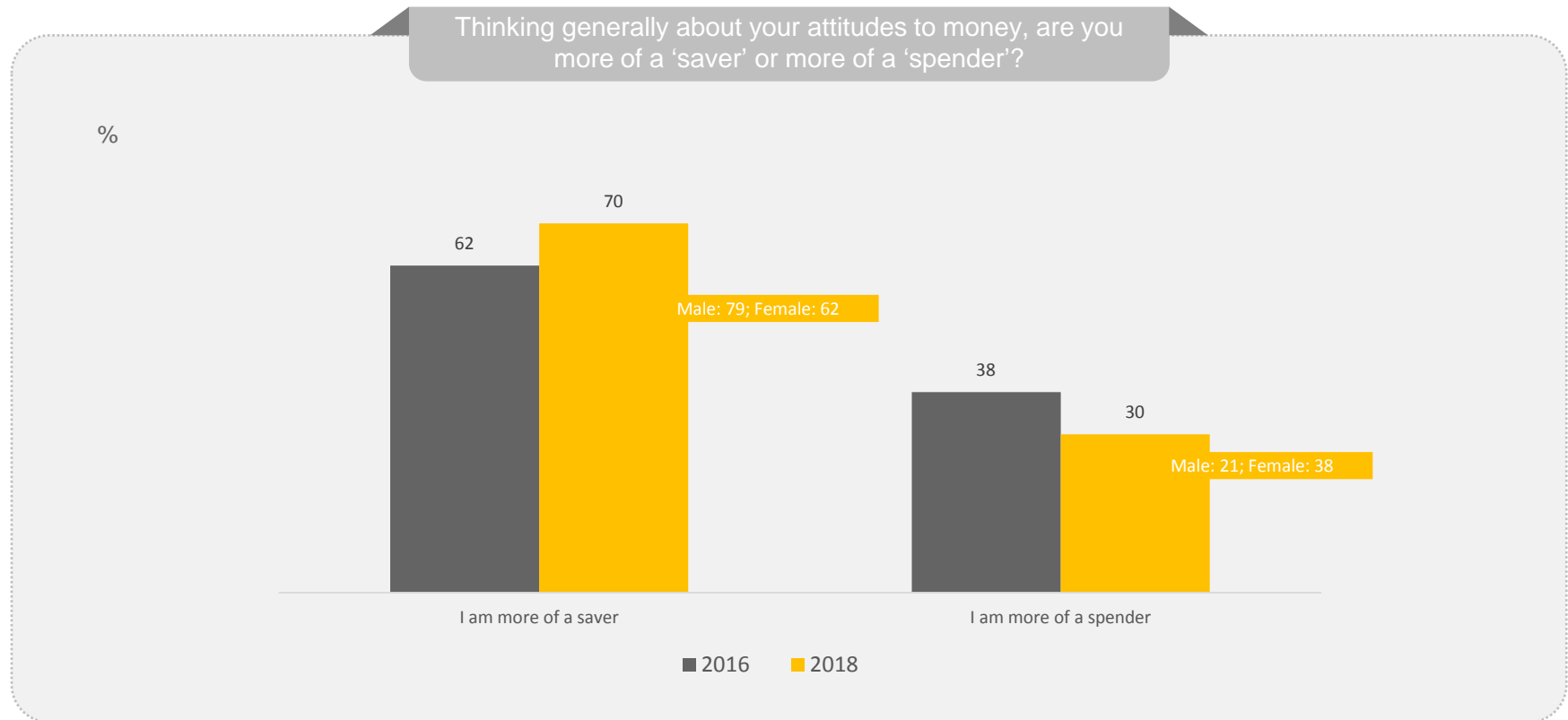
- Almost 2 in 10 (17%) Millennials have not yet been cut off financially by their parents. Female Millennials are more likely than Male Millennials to continue to depend on their parents financially (21%, 11%)



Q299. Base: All Millennials n=1,519

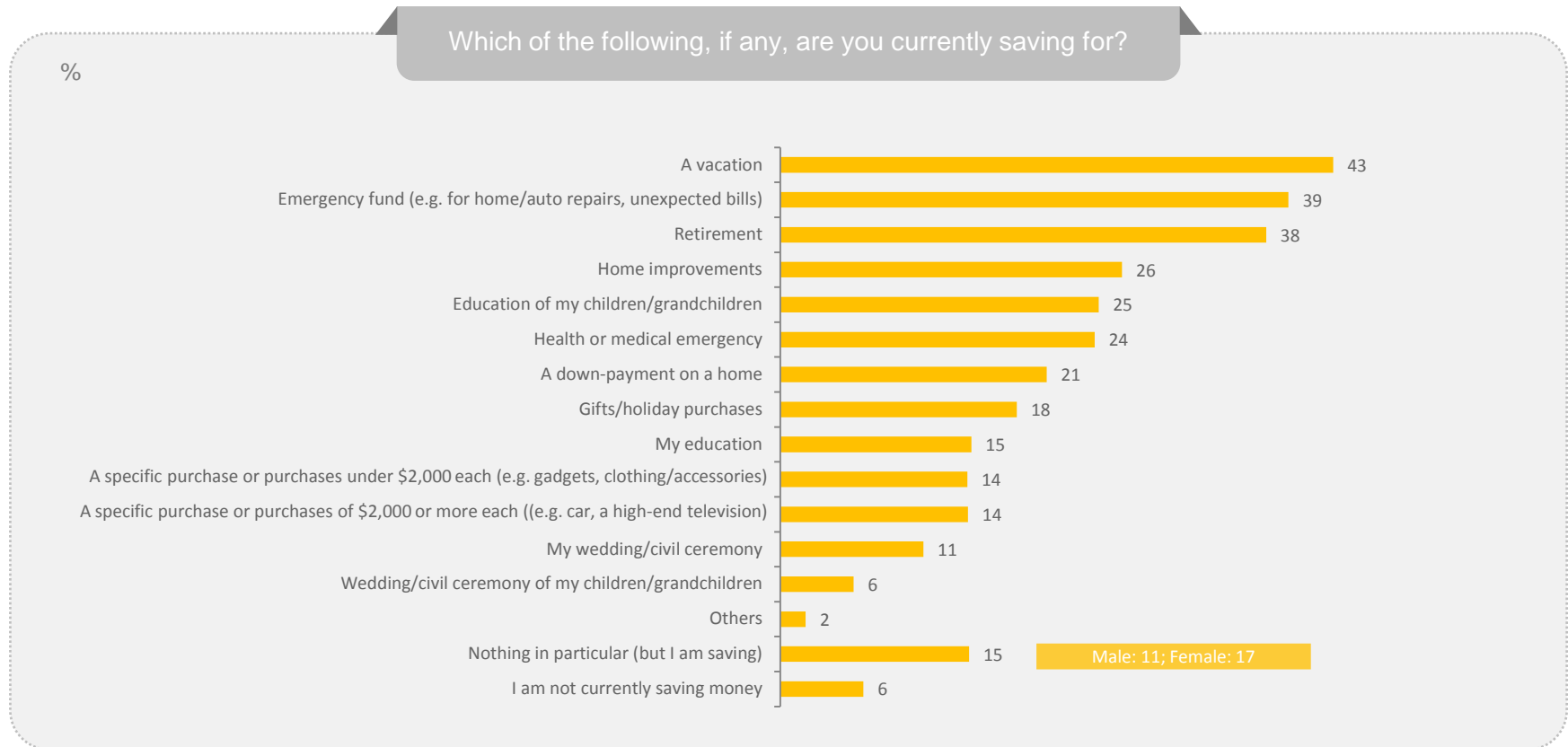
Seven in 10 Millennials see themselves as 'Savers', as opposed to 'Spenders'

- The proportion of 'Savers' has increased by 8 percentage points since 2016
- Men are more likely than women to perceive themselves as 'Savers' (79%, 62%). This was not the case in 2016, where the two genders were equally as likely to declare themselves Savers (63%, 61%)



Millennials are saving for a vacation, an emergency fund, and for retirement

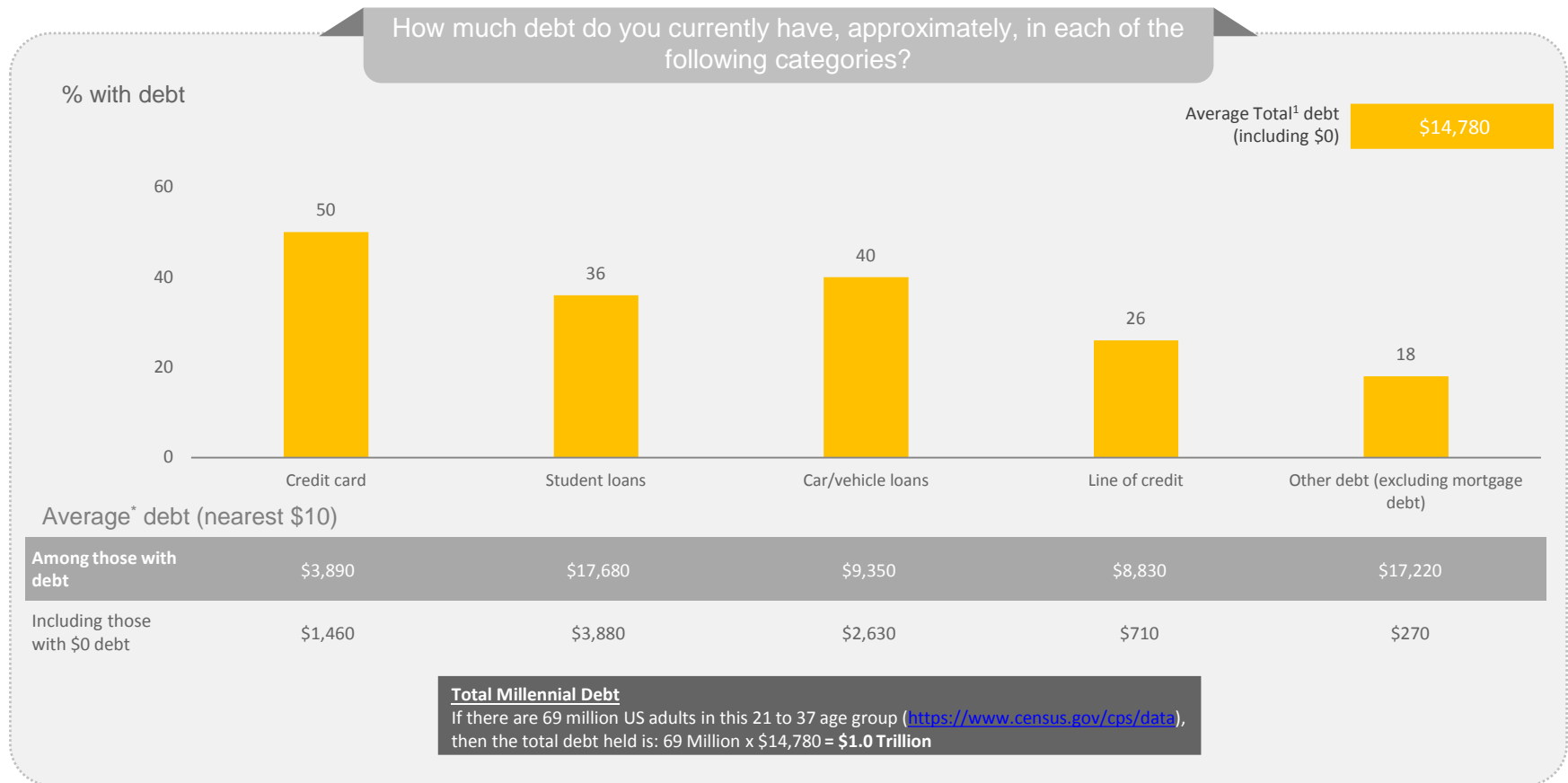
- Almost 2 in 10 Female Millennials (17%) are not saving for anything in particular compared to 1 in 10 (11%) Male Millennials



Q190. Base: All Millennials n=1,519

Half of Millennials (50%) have credit card debt, 4 in 10 have car loans (40%) and almost 4 in 10 (36%) have student loan debt

- On average, Millennials hold nearly \$15k in debt. The total debt held by Millennials represents \$1 Trillion



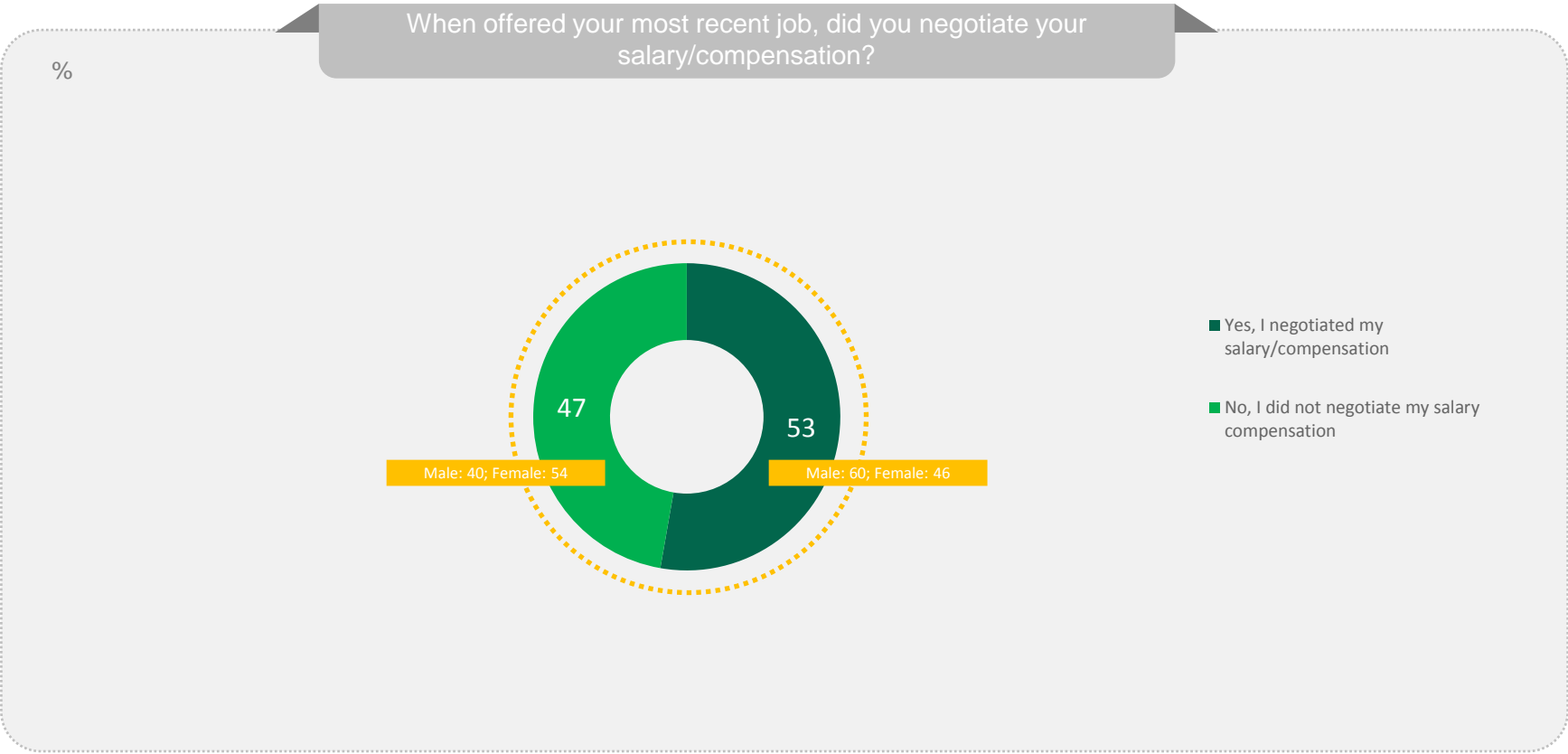
Q200. Base: All Millennials n=1,519

* Averages exclude top and bottom 5% (i.e. exclude outliers) and have been rounded to the nearest \$10

1. Average Total debt is the sum of all individual debts, excluding the top and bottom 5% of Total debts

Half of working Millennials negotiated their salaries or compensation when offered their most recent jobs

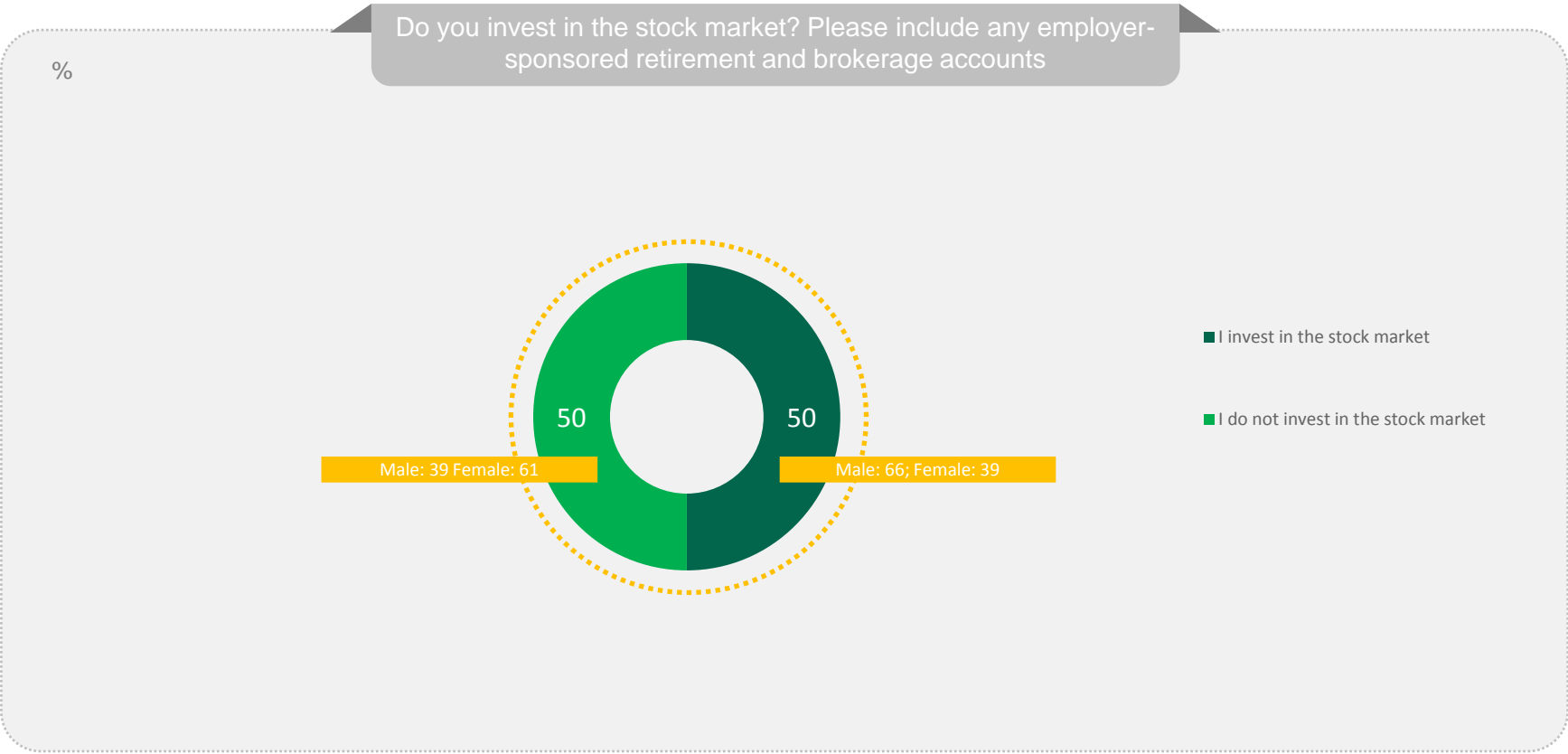
- Six in 10 Male Millennials negotiated their most recent salary or compensation compared to under half (46%) of Female Millennials



Q285. Base: All Millennials who are working n=1,134

Half of Millennials invest in the stock market and half do not

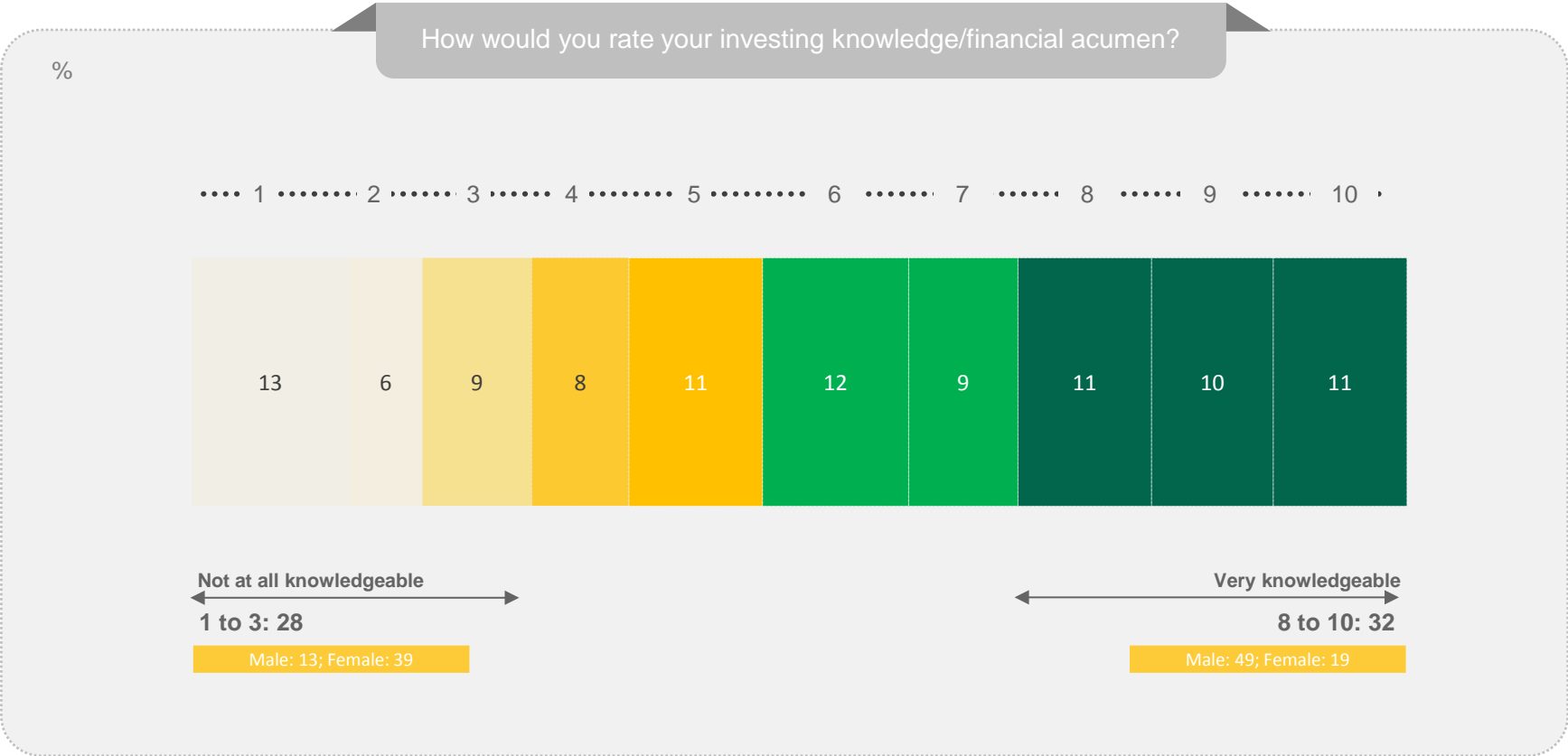
- Male Millennials are much more likely than Female Millennials to invest in the stock market (66%, 39%)



Q170. Base: All Millennials n=1,519

Over 3 in 10 (32%) Millennials rate their investing knowledge as very knowledgeable (8-10 on 10 point scale)

- Half (49%) of Male Millennials rate their investing knowledge very high compared to only 2 in 10 (19%) Female Millennials who rate themselves similarly



Q180. Base: All Millennials n=1,519