



Millennials and Work

Attitudes towards career advancement, life stages, and salary



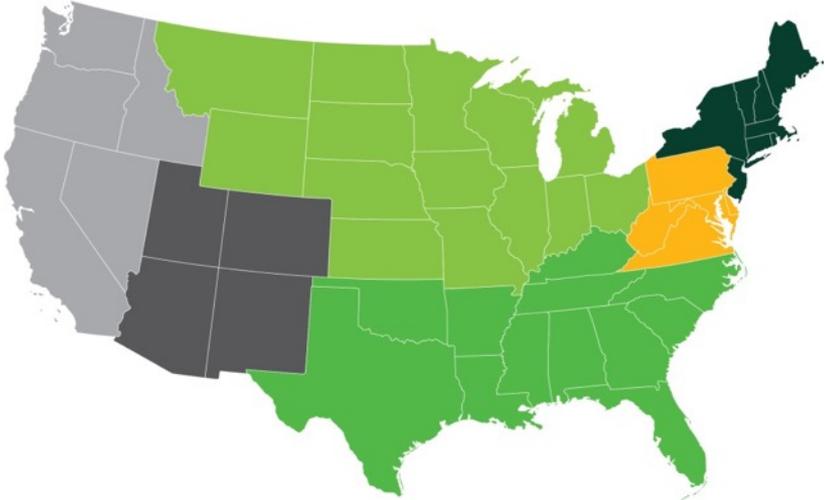
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Research Method

<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

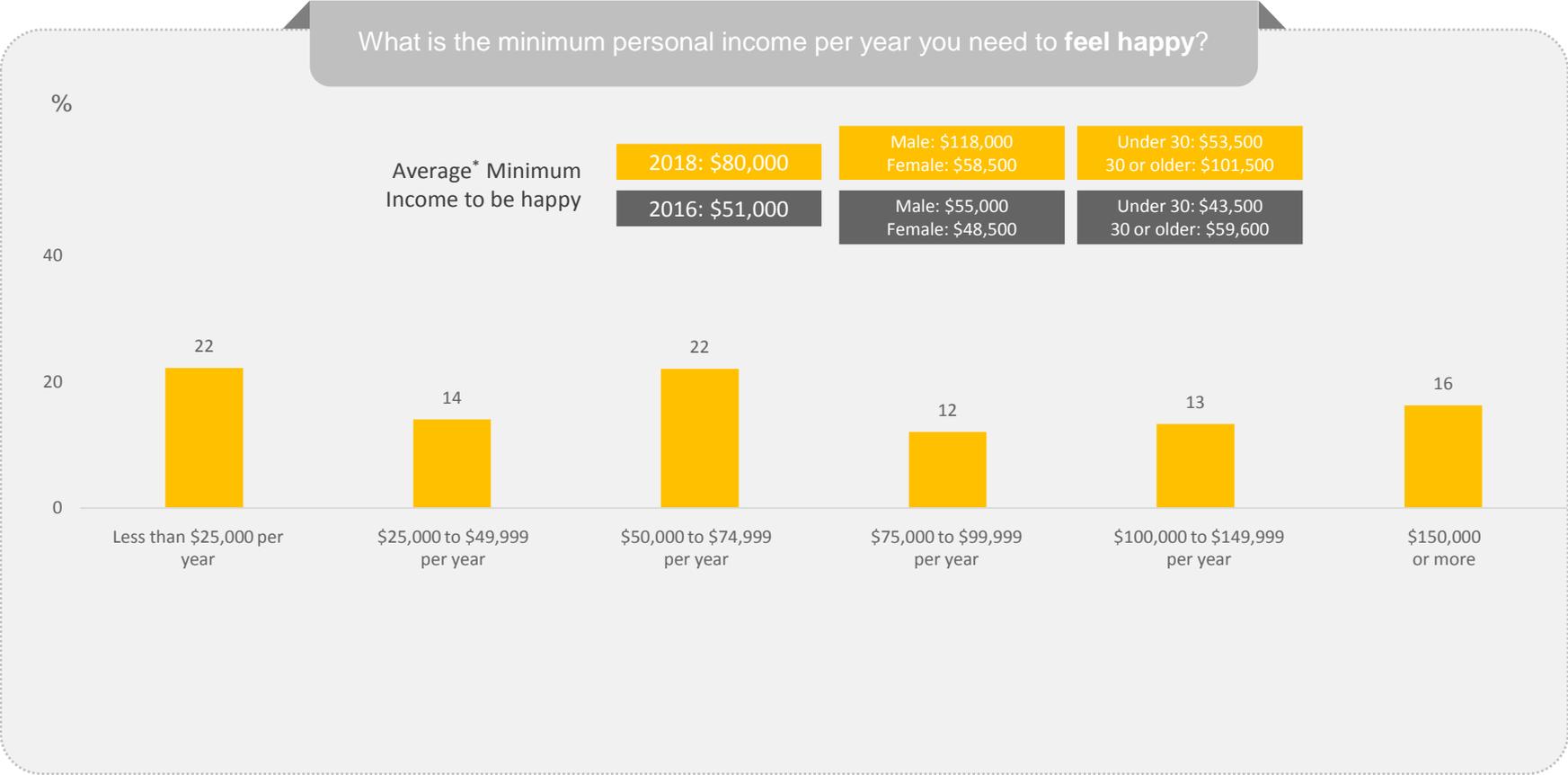
¹ Head Solutions Group (U.S.) Inc. and TD Ameritrade Holding Corporation are separate, unaffiliated companies and are not responsible for each other's products and services

² Assumes survey participants are the same as non participants

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

Millennials need a \$80k income to feel happy – \$30k more than in 2016

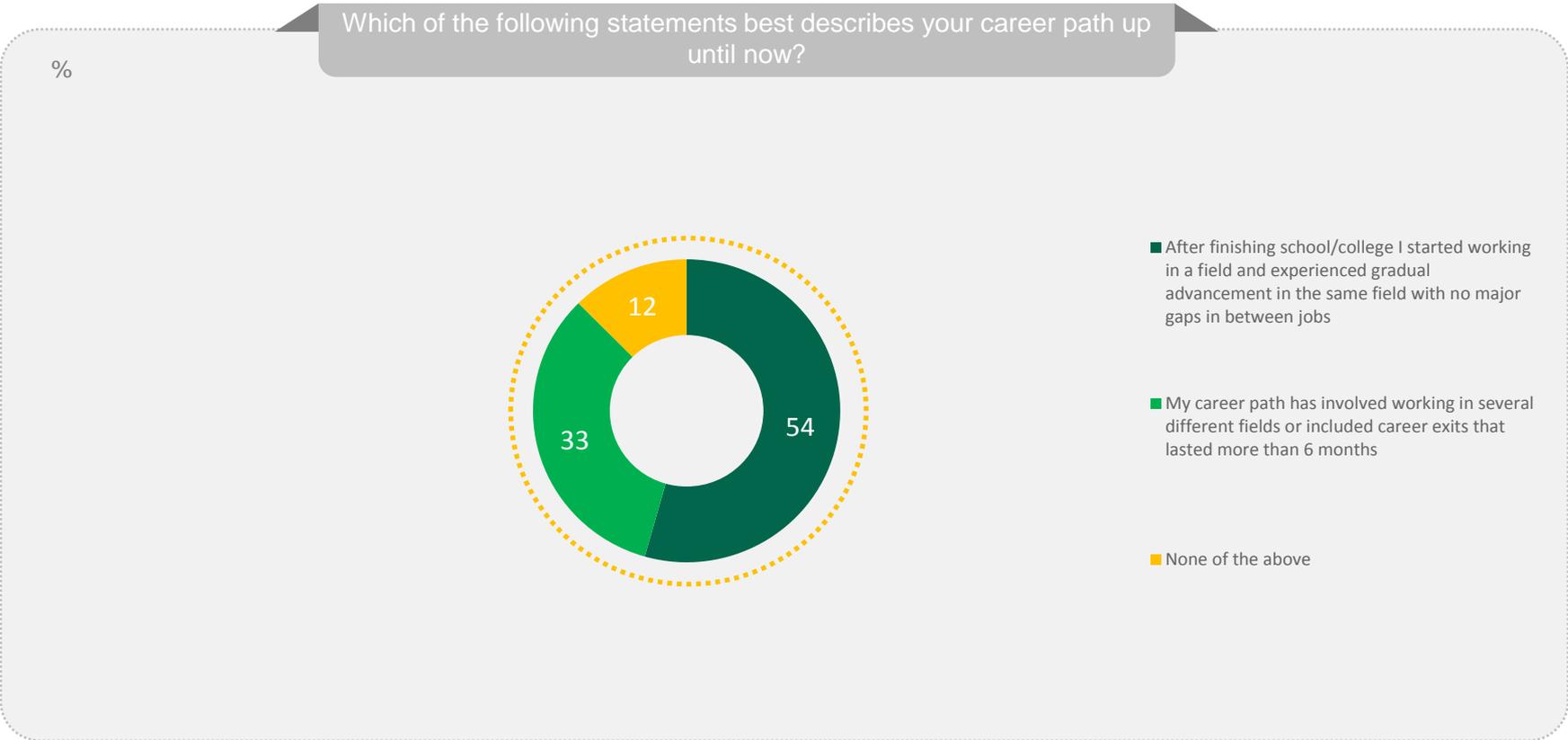
- Keeping Millennials happy represents a total of \$55.2 Trillion per year
- Men want double the income women want in order to feel happy (\$118,000 vs. \$58,500)



Q140. Base: All Millennials n=1,519
 Averages exclude top and bottom 5% (i.e. exclude outliers) and have been rounded to the nearest \$500

Over half (54%) of Millennials have followed a 'traditional' career path of progression in one field

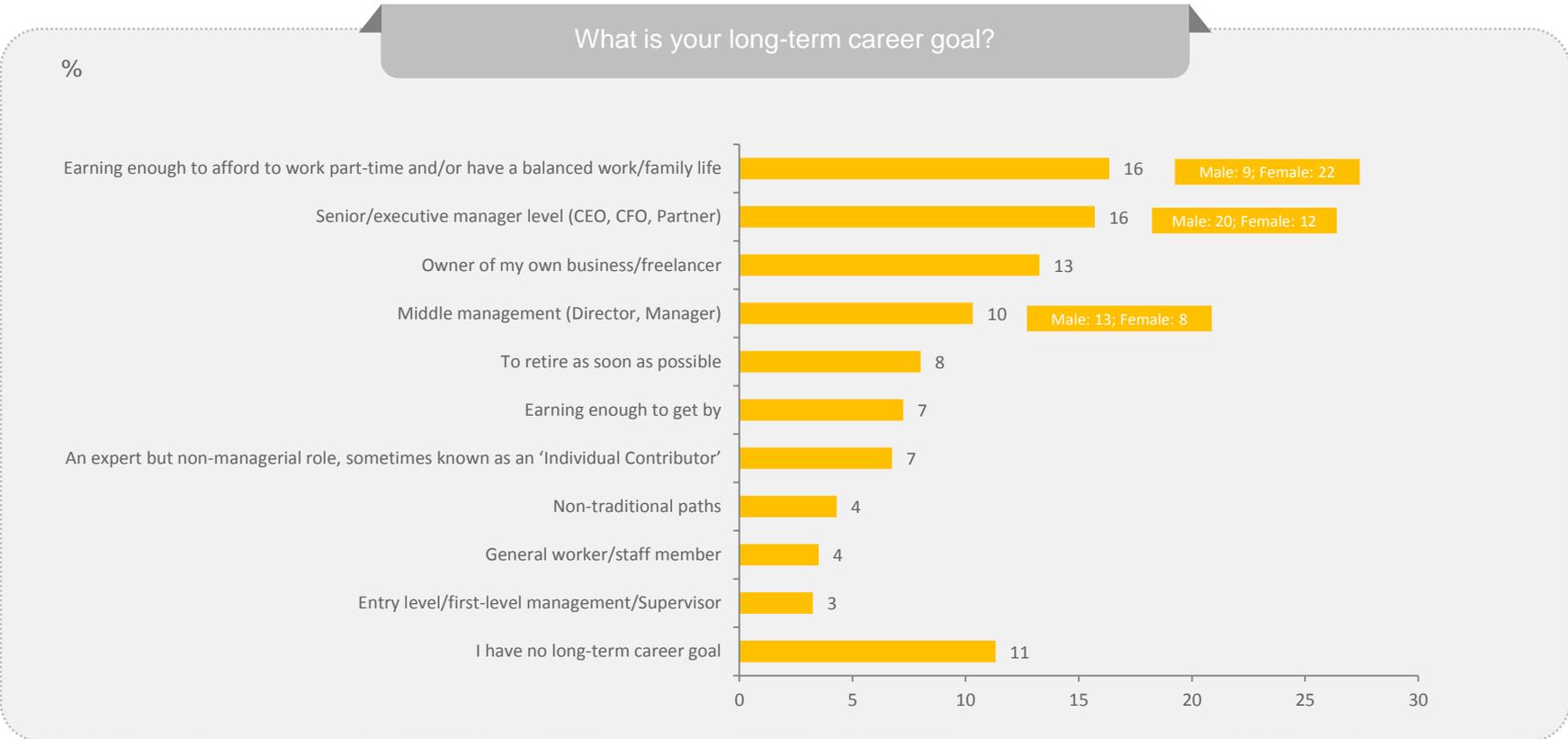
- One third (33%) of Millennials have followed a career path that has involved working in several different fields or included career exits that lasted more than 6 months



Q270. Base: All Millennials who are working n=1,134

The most common long-term career goals of Millennials are earning enough to have a balanced life, or to be senior level management or business owners

- One in 6 (16%) Millennials say their long-term career goal is to earn enough to work part-time, or have a balanced work/family life. The same proportion (16%) wants to achieve senior/executive management levels
- Female Millennials are more likely than their male counterparts to aim for a career that allows them to earn enough to afford to work part-time or have a balanced life (22%, 9%) whereas Male Millennials are more likely to aim for a senior or executive manager level position as their long-term career goal (20%, 12%)



Q280. Base: All Millennials n=1,519

Over 4 in 10 working Millennials have a 'side hustle'

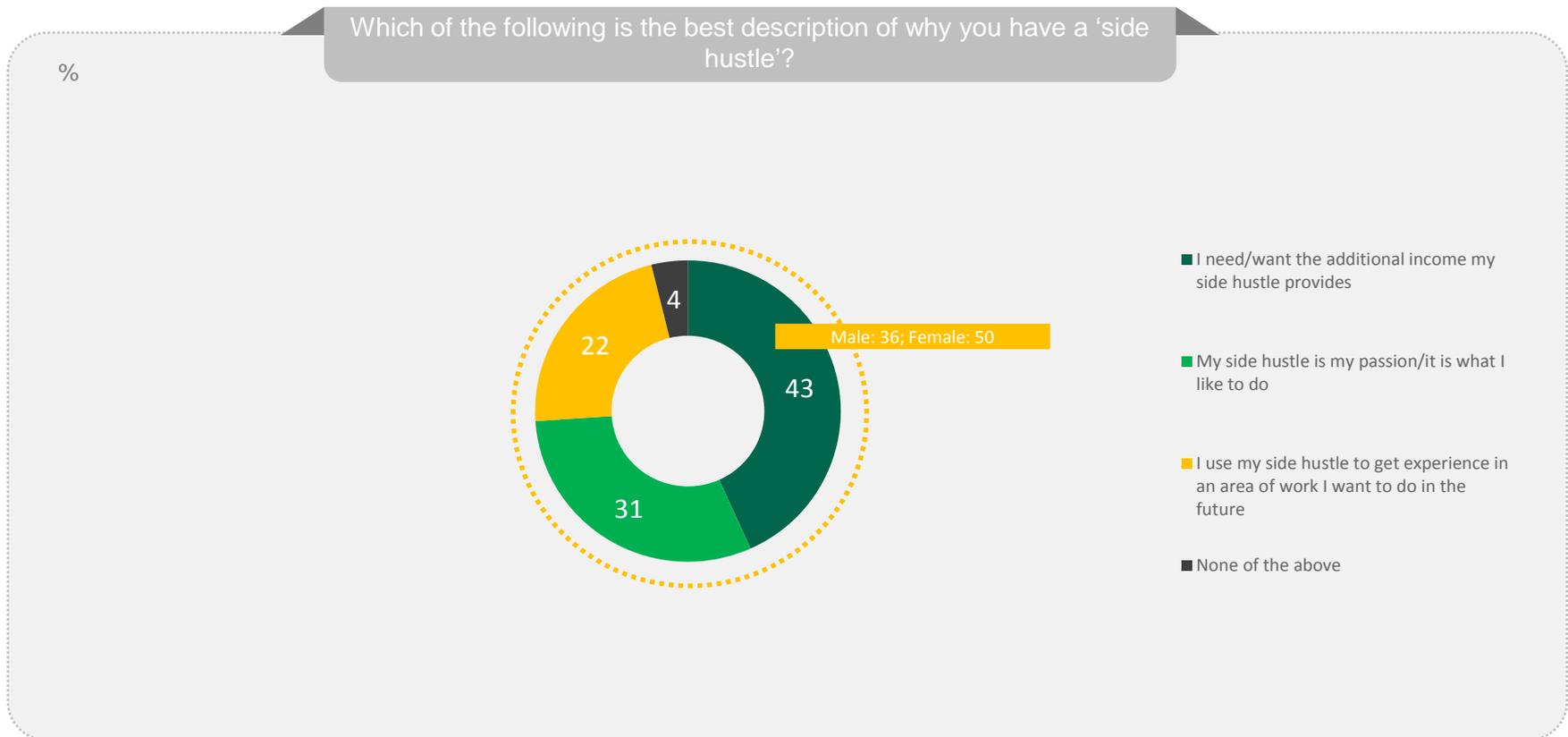
Do you have a 'side hustle', i.e. a way of earning money that is not your main full or part-time job?

%



Millennials have 'side hustles' mostly to earn more money

- Over 4 in 10 (43%) Millennials with a side hustle have it in order to earn more money. The 2nd most important reason is that the side hustle is an area of passion (31%)
- Half of Female Millennials have a side hustle to earn more money compared to just over a third of Male Millennials (50%, 36%)



Millennials expect that their 40s will be their highest earning years

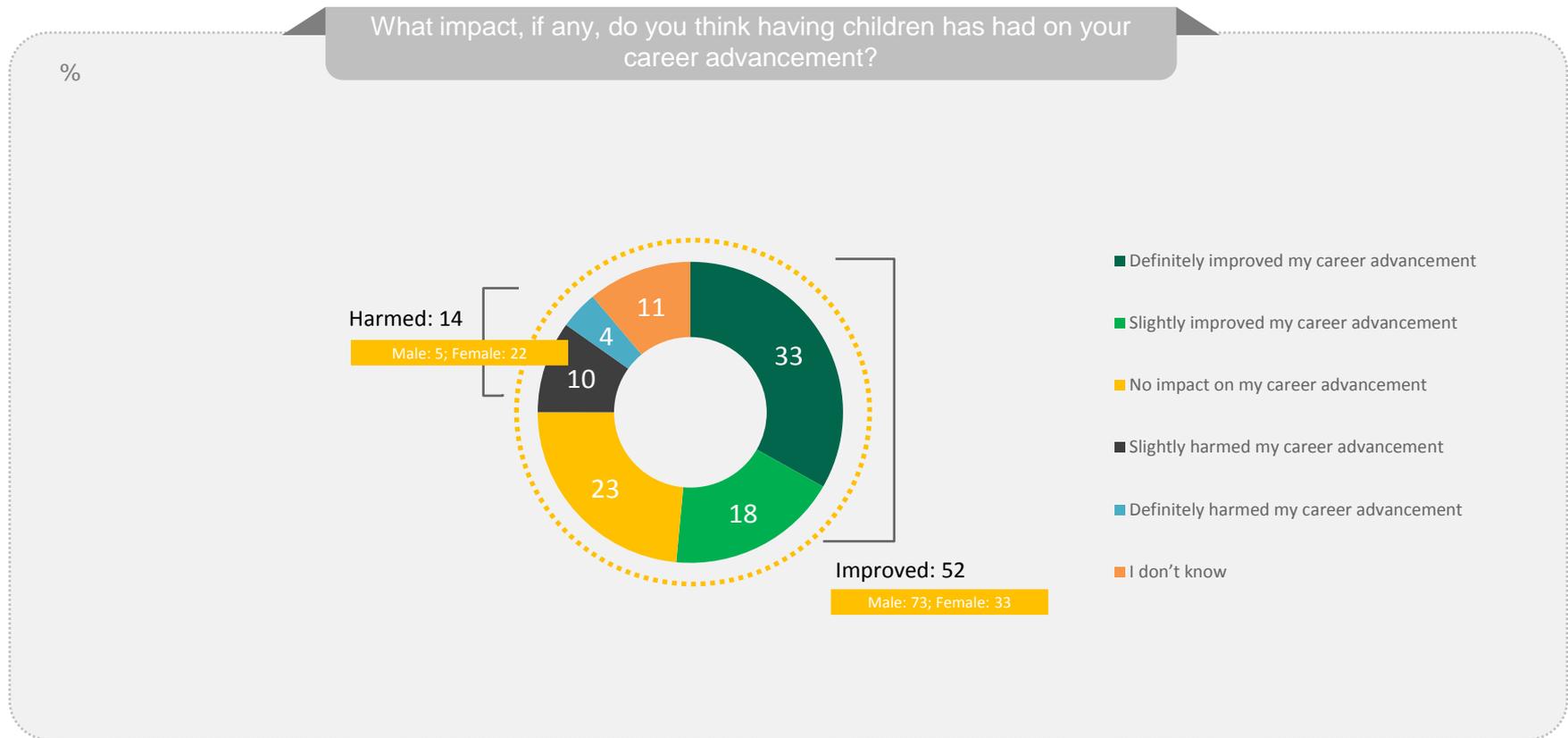
- Four in 10 (39%) Millennials believe that their 40s will be their highest earning years. Approximately 1 in 4 (27%) believe their 30s will be their highest earning years



Q119. Base: All Millennials n=1,519

Half of Millennials with children believe that having children has had a positive impact on their career advancement

- Male Millennials are much more likely than Female Millennials to report that having children has had a positive impact on their careers (73%, 33%)
- Conversely, 2 in 10 (22%) Female Millennials report that their career advancement was harmed by having children compared to only 5% of Male Millennials who say the same



Almost half (47%) of Millennials expect to achieve the 'American Dream' by age 40

- Nearly 6 in 10 (58%) Male Millennials expect to achieve the American Dream by age 40 compared to 4 in 10 (39%) Female Millennials



Half (51%) of Millennials say they are 'family-focused', as opposed to 'career-focused'

- Over a third (35%) view themselves as more career focused or focused on their studies

