

MILLENNIALS ON MONEY

One third of millennials say their money doesn't go far enough. So what are their spending priorities?

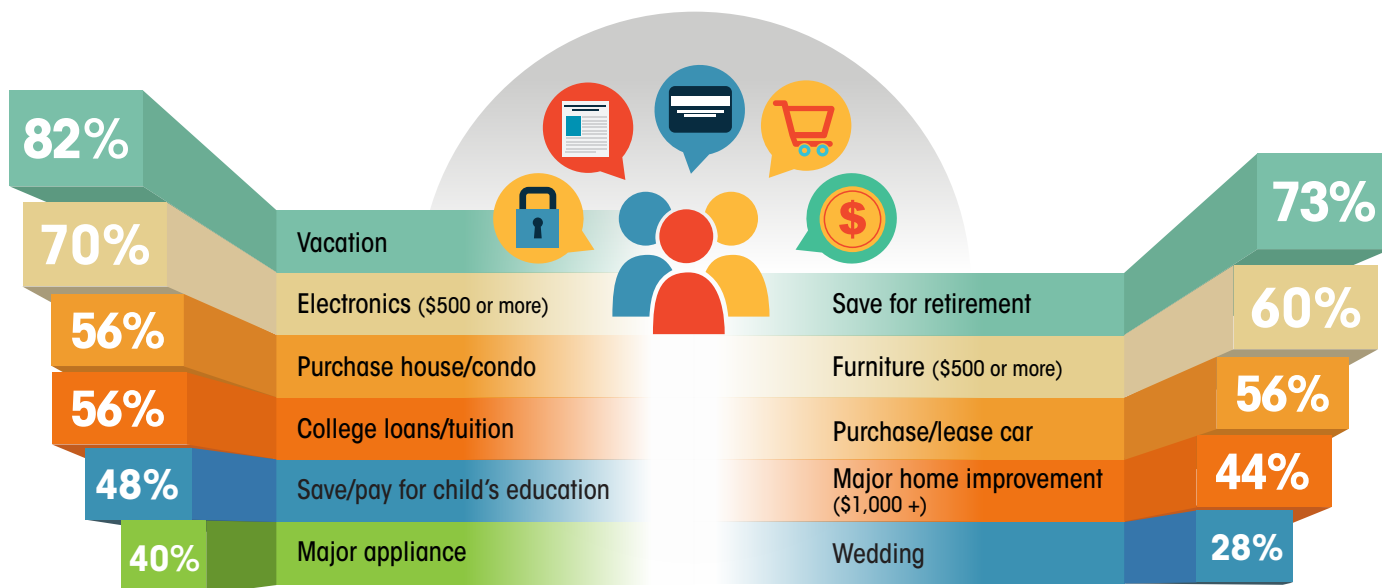
* How satisfied are you with your current financial situation?



Millennials on average are fairly evenly split in satisfaction with their own financial situation, however there is a significant difference when we look at satisfaction by demographic groups. As may be expected, those who are college graduates, married, male or whose household income is over \$50,000 are most satisfied.

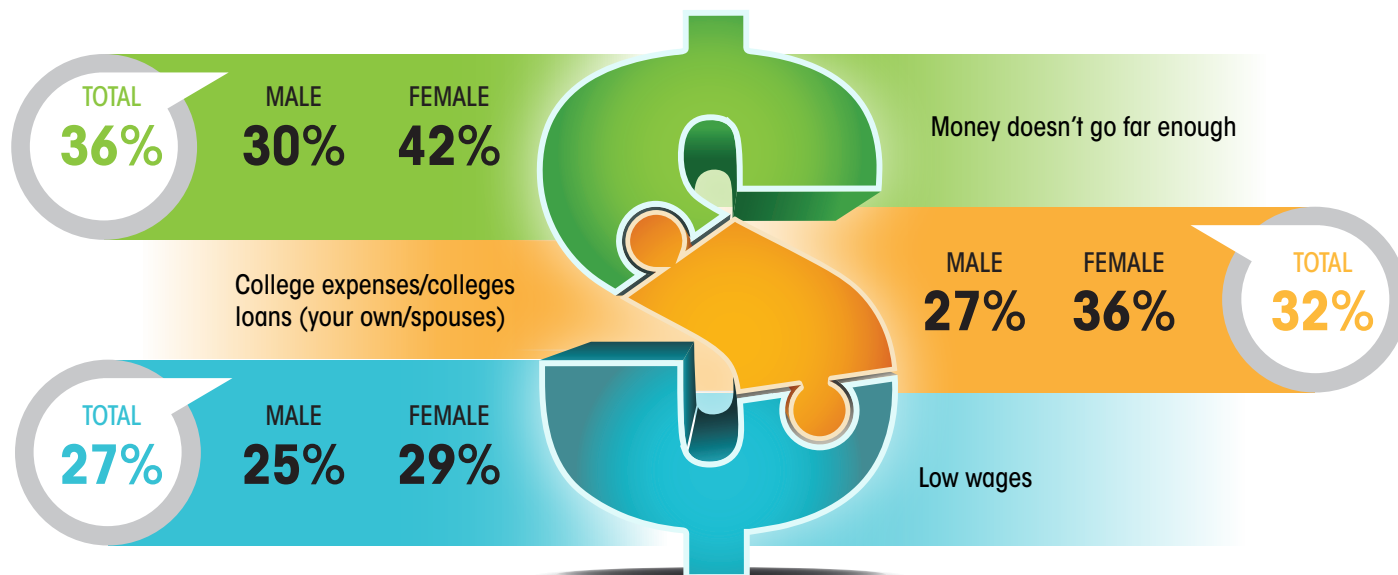


* What are millennials thinking about buying or wish they could afford to buy in 2015?



Total plan to spend or would like to spend in 2015

* What are millennials greatest financial concerns?



Unsurprisingly, of the top three concerns, two are life stage related - new graduates often have loans and salaries are based on experience. However, the most mentioned concern (money doesn't go far enough), might be related to millennials conflicting priorities of travel, saving for retirement and technology.



Want more information about millennial financial concerns and spending habits? Contact us at NAOmni@Ipsos-NA.com for more detailed data or go to <http://www.ipsos-na.com/products-tools/omnibus/> for more information about other omnibus tools.

Data for this infographic were generated by an Ipsos eNation online omnibus survey of 630 American millennials, 18-32 years old, conducted September 25-29, 2014.