

#2018 MILLENNIAL MONEY STUDY

A lot of people assume that when it comes to money, millennials are only interested in living their best life right now. But that's not what our research finds.

Millennials are balancing today and tomorrow.

TOP FINANCIAL CONCERNS:



#1 Paying essential living expenses



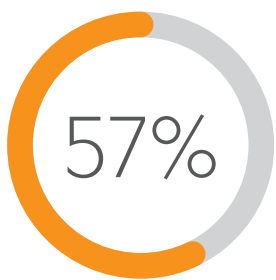
#2 Building an emergency fund



#3 Saving for retirement

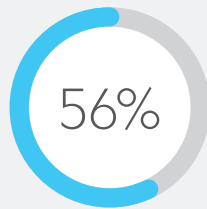
They prioritize self-care.

That includes physical, emotional, and financial wellness—today and in the future.

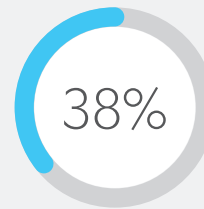


57% say they balance the needs of their current and future selves equally.

When asked which type of wellness they are most concerned with

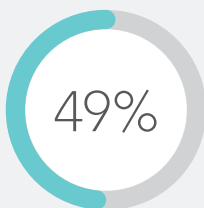


56% say their biggest long-term concern is financial wellness.

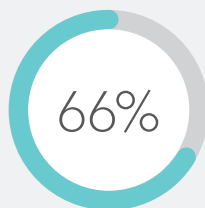


38% say their biggest current concern is physical wellness.

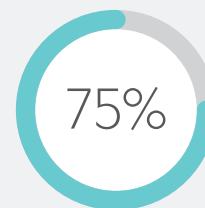
And they're taking action.



49% say they have started saving for retirement.

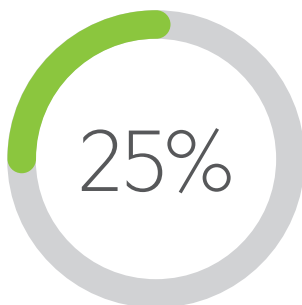


66% agree that saving for the future feels as good as treating themselves today.



75% agree that saving for the future is a form of "treating myself".

They think about mental health differently.



25% consider mental health (therapy and/or counseling) an essential expense.

Just **18% of Gen X** and **12% of Boomers** feel the same way.

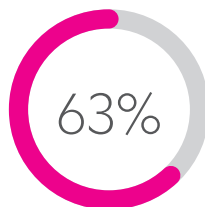
They're maximizing today.

ONLY
14%

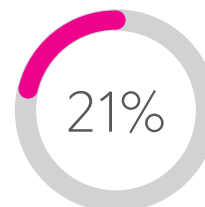
of millennials say they never indulge in a "treat"—something specifically bought to bring themselves joy.

And on average, those treats cost millennials **\$110 per month**.

But they're not immune to fear of missing out.



63% of millennials don't think that their social network has a positive influence on their financial well-being.



21% say "fear of missing out" is a major driver of splurging.

COMPARED TO
6% of Boomers

At Fidelity, we can help you spend today while saving for tomorrow.

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About the Study: Fidelity's 2018 Millennial Money Study was conducted among 2,069 millennials (ages 22 to 37). Data was collected online May 17-29, 2018 by GfK's Public Affairs & Corporate Communications division and Fidelity Investments was not identified as the sponsor. For comparison, 218 Gen Xers (ages 38-53) and 222 baby boomers (ages 54-72) were also interviewed.

Investing involves risk, including risk of loss.

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