

# HOW DIFFERENT AGES INVEST

With four generations of retail investors now involved in financial markets, attitudes and approaches to investing are beginning to diverge. From their stance on cryptocurrencies to their perceptions of impact investing, this infographic explores the key differences...

**45%**

of Generation X investors say that their top financial goal at age 27 was to buy a home, compared with just 23 per cent of millennial investors today

CFA Institute 2018

**67%**

of millennial investors want computer-generated recommendations as a basic component of their investment platform, compared with 30 per cent of Gen X and baby boomer investors

Accenture 2017

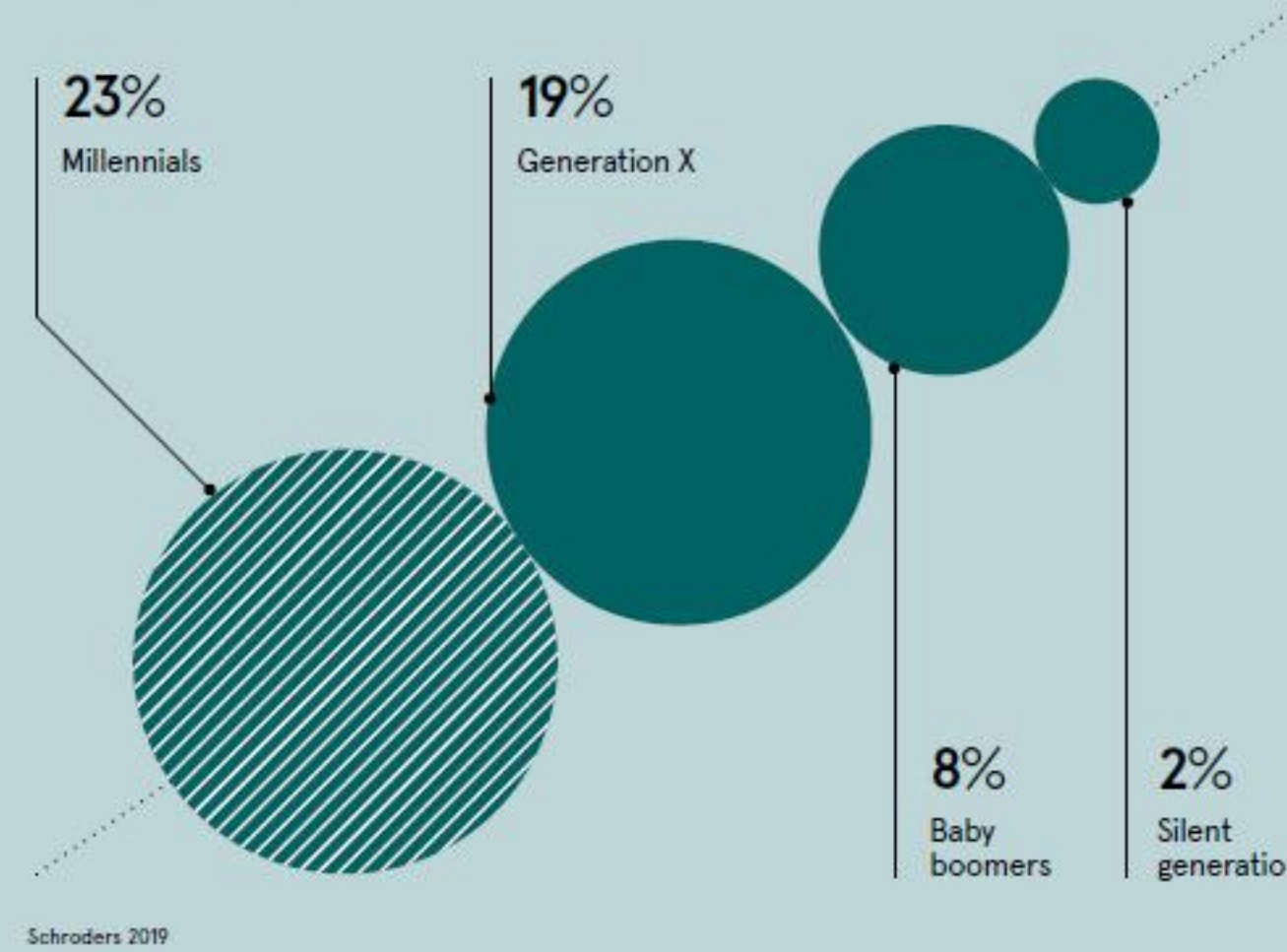
**49%**

of baby boomer investors say they are confident about investment opportunities in the next 12 months, compared with 66 per cent of millennials

Legg Mason 2019

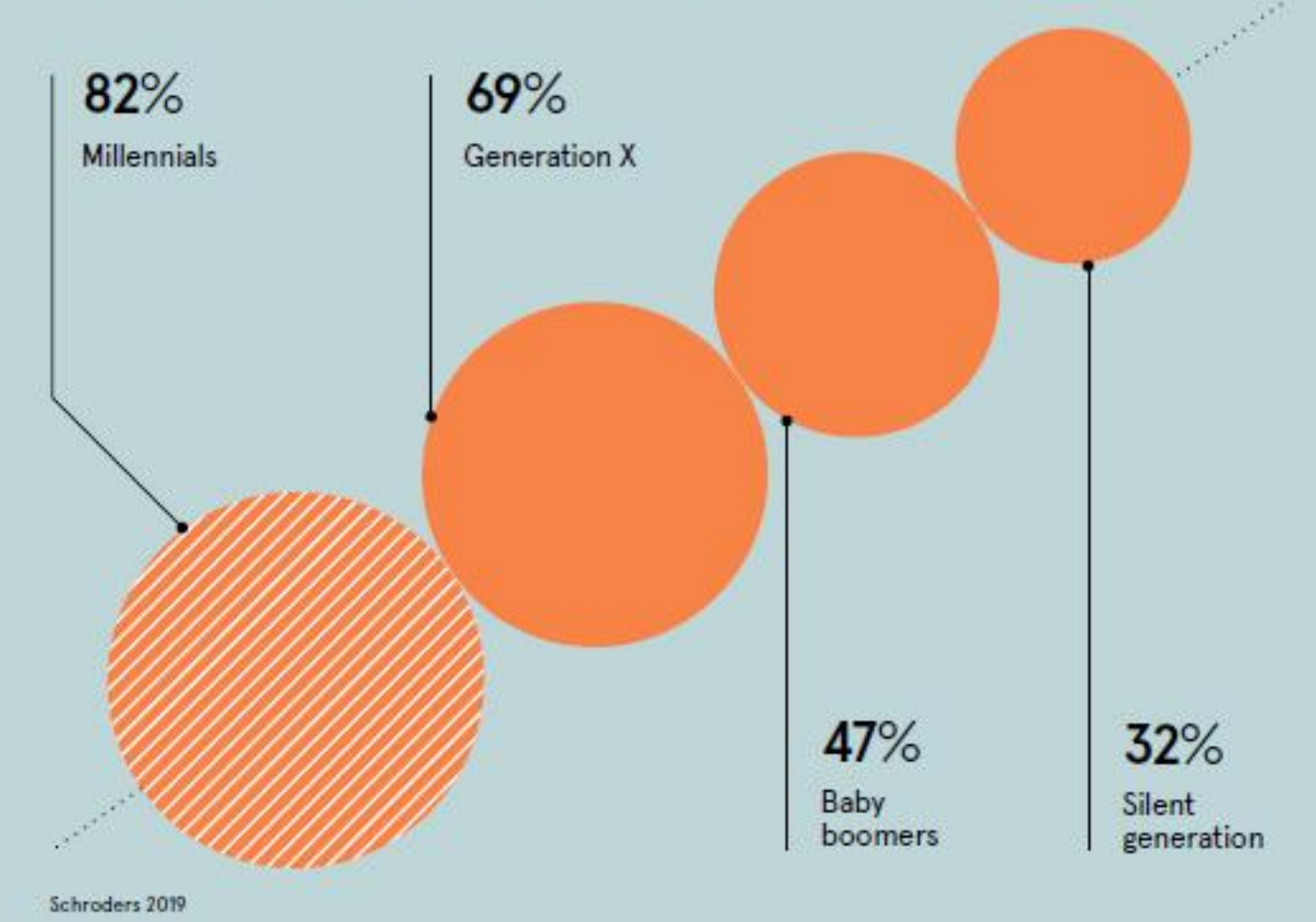
## OLDER INVESTORS NOT INTERESTED IN CRYPTOS

Percentage of investors who currently invest in cryptocurrencies; non-retired investors only



## YOUNGER INVESTORS MORE REACTIVE TO VOLATILITY

Percentage of investors who made any changes to portfolios as a result of sharp falls in global equities at the end of 2018



## WHAT INVESTORS WOULD DO WITH \$10,000

US investors of different generations were asked how they would allocate money if they were given \$10,000

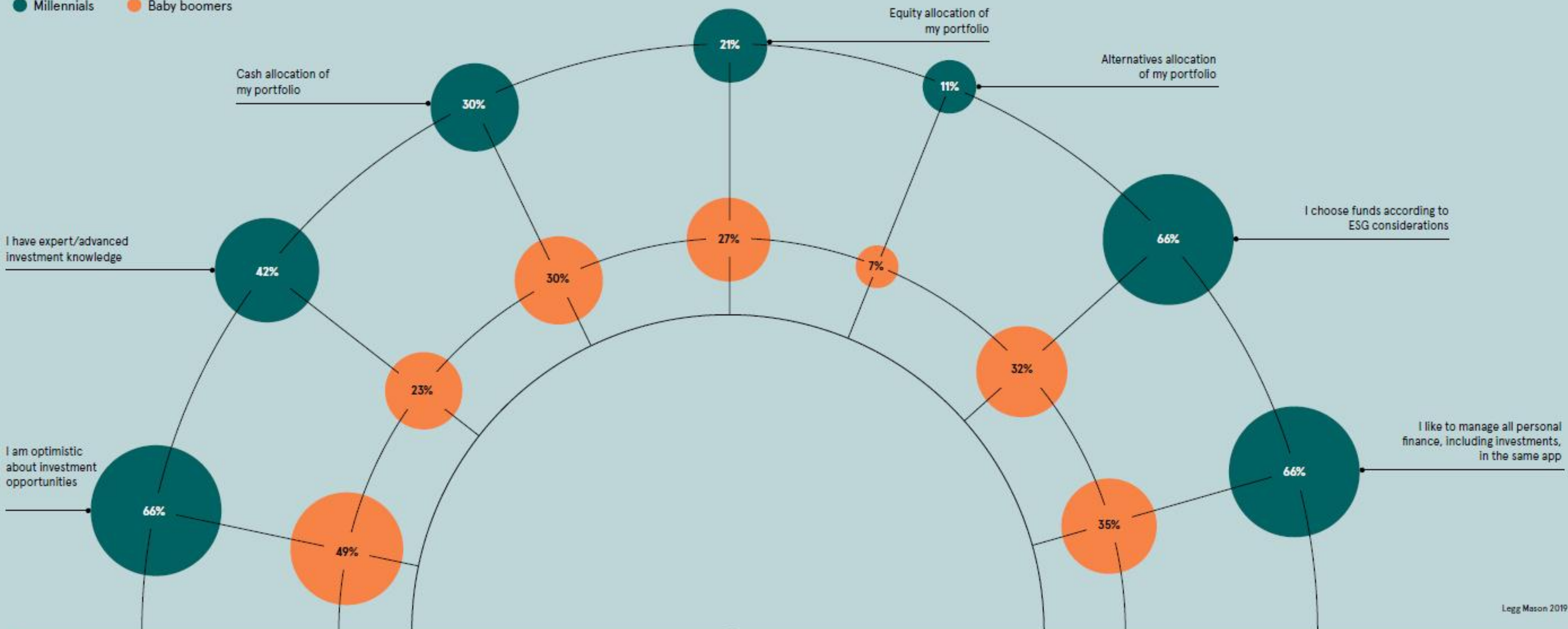
● Millennials ● Generation X ● Baby boomers



## HOW ATTITUDES AND APPROACHES TO INVESTMENT VARY

Survey of millennials and baby boomers worldwide

● Millennials ● Baby boomers



## CONFIDENCE ABOUT INVESTMENT OPPORTUNITIES IN THE NEXT 12 MONTHS

● Very confident ● Quite confident ● Neither confident nor concerned ● Quite concerned ● Very concerned



## ATTITUDES OF NON-INVESTORS

Why non-investors don't invest, and how they view investing

● Millennials ● Generation X ● Baby boomers

