

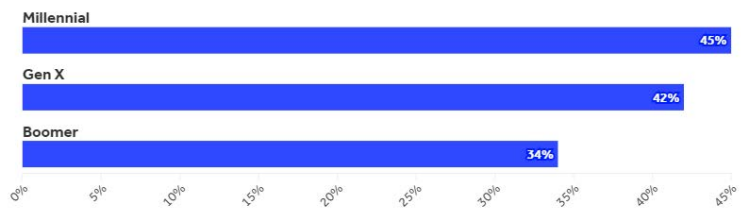
Millennial's view index funds as route to stock market gains

“Millennials are embracing index investing with a passion, seeing them as the best way to generate long term value in their portfolio.”

Jason Meyer, Head of Asset Owners, Consultants, and Wealth

While index fund investing is growing across all ages, Millennials (ages 28–43) are leading the way in the belief that it's the best way to profit from the stock market. Just as Millennials are known for adopting newer areas of investing such as alternatives and cryptocurrencies, so too they're leading the surge in index fund investing.

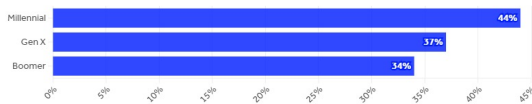
Index Fund Ownership



Millennials view index funds as a solution for long term growth

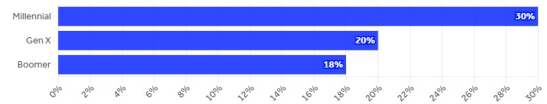
Millennials have signaled their embrace of index funds in three key ways.

Portfolio Allocation - Index Funds



Base: Aware of index funds

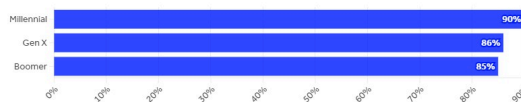
Best for Long Term Growth



Base: Aware of index funds

View of Index Performance

Feel index funds perform as well or better than other investments



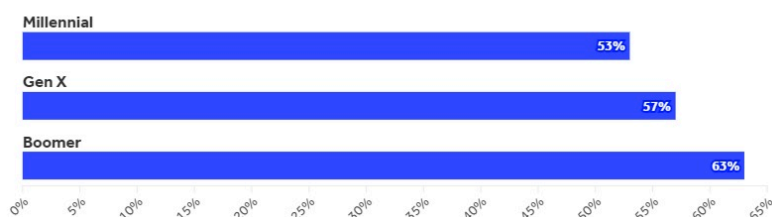
Base: Invest in Index Funds



Millennials present a unique opportunity for financial advisors to offer education and insight

Millennials are also least likely to work with a financial advisor. However, those that do work with an advisor, are satisfied with their service

Invest with an advisor



90%

While most (65%) millennials have spoken to their financial advisors about index funds, among those that haven't, 90% want to.

Advisor Satisfaction

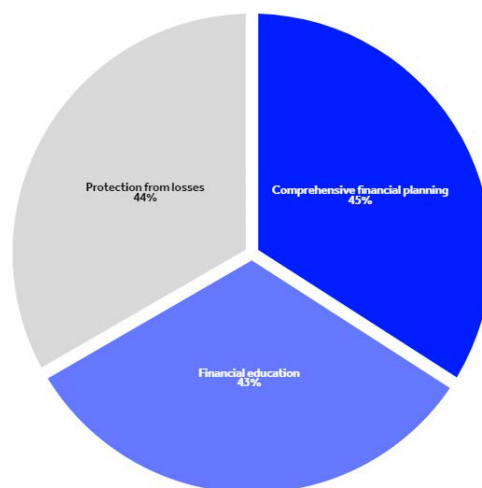
Millennials indicate the highest satisfaction levels with advisors

Demographic	Satisfaction Level
Millennial	97%
Boomer	93%
Gen X	92%

1/3

Millennials want to align their investments with their values

Services Valued Most



Millennials stated they value comprehensive financial planning advice from their advisors. They further stated they value educational advice, cementing the opportunity to build deeper and broader relationships with millennial clients

With retail investors steadily increasing their use of index funds, advisors can help them to understand the benefits. They have a particular opportunity to engage with Millennials, who are leading the move into index investing but using advisors less.

A FEW FACTS ABOUT OUR RESEARCH

This is the second FTSE Russell thought leadership survey, following the original 2022 research. It was an online quantitative survey of 1,009 US retail investors conducted by independent research firm 8 Acre Perspective. The respondents were aged 25+ with household income of \$50,000 or more and \$25,000 or more investable assets. They were either the main decision maker for household money decisions or shared the responsibility. All owned individual stocks, mutual funds and/or ETFs outside the workplace. The surveys were collected between May 30 and June 6, 2024.

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