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Enjoying wealth throughout your lifetime

4



Health and wealth are often considered to be the primary drivers of an individual's satisfaction. Of course this is very subjective but generally being in control of one's wealth, or at least having a sense of understanding, offers a degree of life security.

At JM Finn we are not doctors so we are not going to opine on things medical, although we do believe that, like wealth, one's health is an area that the great majority still wish to discuss on a private, face to face basis. Yes, we can research the symptoms online, but when it comes to diagnosis, prevention and/or cure, we turn to the professionals. Likewise our wealth.

Of course, wealth means different things to different people and there's little commonality in what determines wealth. Typically the different attitudes can be attributed to different age groups; conveniently, the generations are now labelled, giving the media ample opportunity to make sweeping generalisations about different age cohorts in today's world of bite-sized media consumption.

It is generally accepted that there are differing attitudes towards all manner of aspects, not just money and wealth, across the ages. These changes are attributed to three key facets: economics, technology and attitudes to parenting.

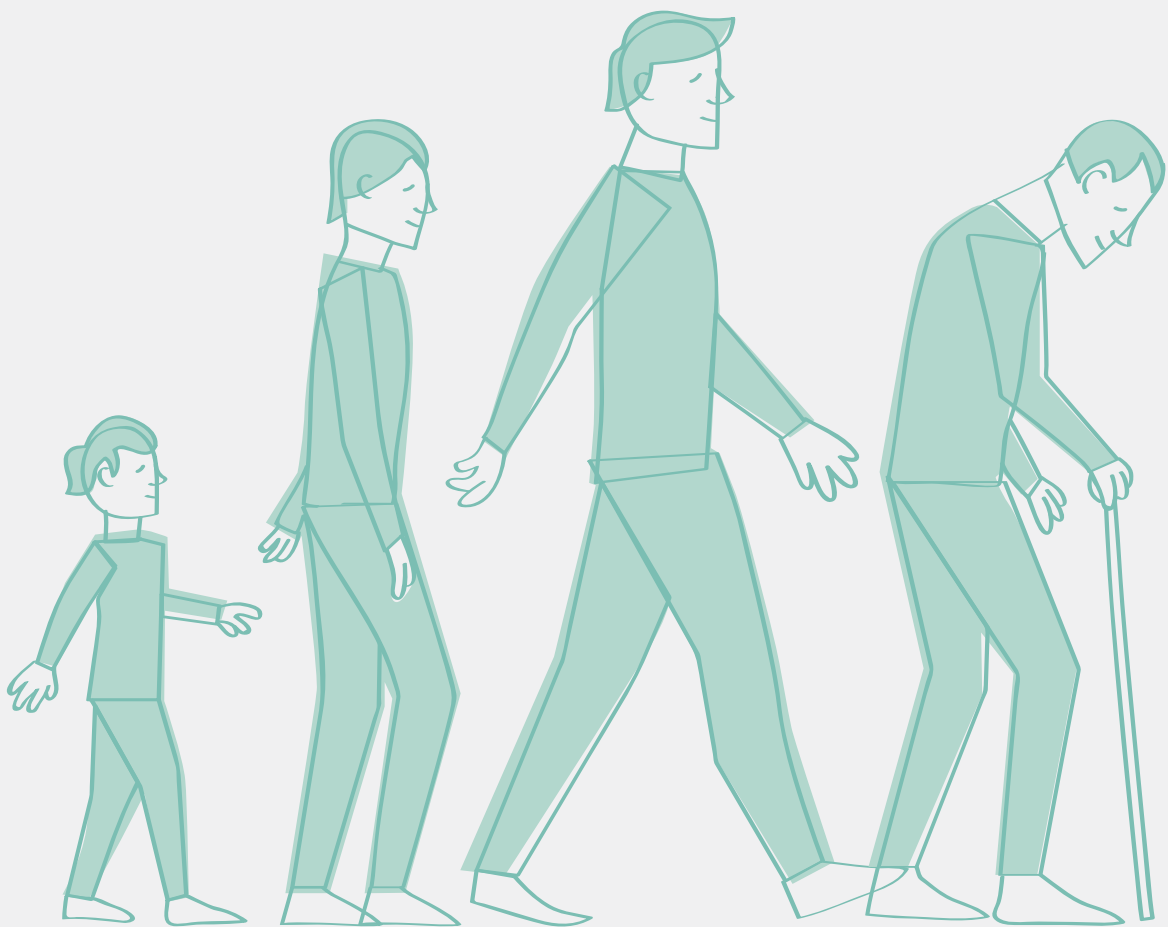
Economics and technology are obvious areas of difference – if we think of the contrast between our parents' and our children's economic situation and use of technology, it's clear that these could influence our outlook on life. Differences in parenting is most likely a combination of the two and as part of this collection of articles looking at the individual generations, we have included a look at the changes in parenting styles across the ages.

In this report we have identified some of the wealth challenges that may exist specifically for the different generations. With individual case studies alongside some suggestions at specific areas to look we hope this report might spark some intra-family conversations, which, as Wealth Planner Simon Wong discusses, is critical for a harmonious solution to putting together a wealth plan. Also included is a look at what women would tell their younger selves when it comes to looking after their finances by the editor of Moneywise.

With the huge popularity of the recently introduced pension reforms, as demonstrated by the £17.5 billion withdrawn since they were introduced in April 2015¹, the extent to which younger generations are locked out of the housing market and the increasing costs of long term care, there are challenges aplenty across the generations. The first move in meeting these challenges is identifying them and then discussing the options with a professional. Our goal is to facilitate and encourage sensible planning to ensure you can enjoy your wealth throughout your lifetime.

Bridging the gap

Author
Anna Murdock
Head of Wealth Planning



In many respects, intergenerational wealth challenges follow a tried and tested path. After all, each of us is at the mercy of the same economic environment, the same vagaries and challenges of the tax system and a shared overriding desire to safeguard our own financial future. From planning ahead to a secure retirement, to navigating the wealth of investment options available and to thinking through possible succession planning choices, these are issues facing us all regardless of our age.

Although surveys suggest a sense of confidence about what the future holds financially, a large percentage of us are worried what will happen when we retire. The shared view, regardless of age, seems to be that there will be a diminished standard of living in retirement. And with so many political and economic uncertainties currently affecting all of us, the importance of planning ahead financially has never been more important.

External factors aside, the challenges of passing on wealth to subsequent generations are not to be sniffed at. Research conducted last year by Barclays found that 40% of the high-net-worth individuals they surveyed had experienced conflict as a result of inherited wealth. A third of the respondents said they were concerned about the future of their legacy in the hands of their children, and perhaps more surprisingly, a quarter of them did not even have a will.

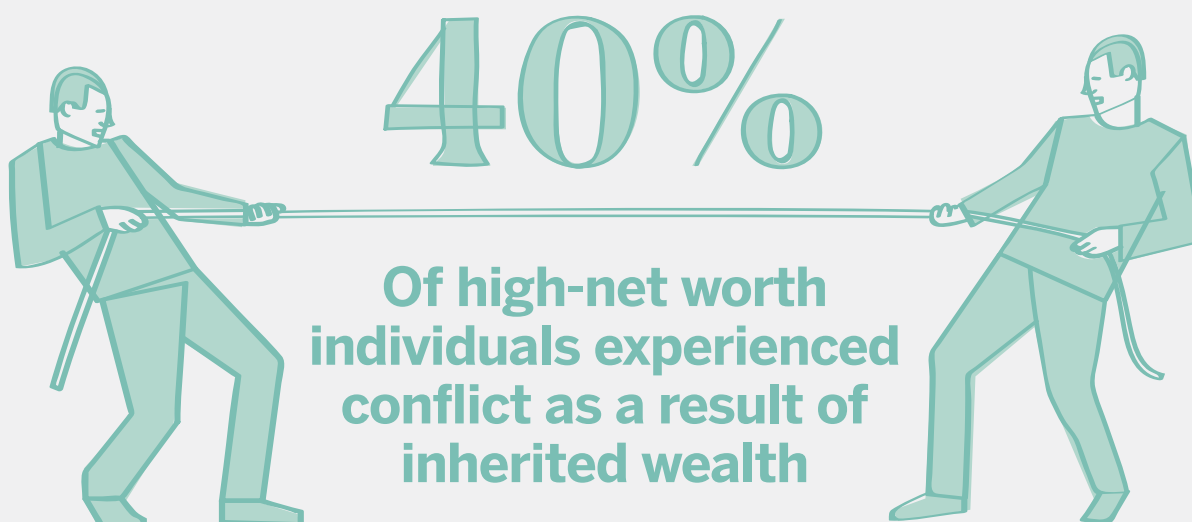
14%

**Of people are
prioritising saving
for retirement**



Similarly, given our increasingly ageing population, just 14% of people are prioritising saving for retirement according to a YouGov survey² which makes a national pensions crisis seem inevitable. Clearly there is much to be done.

While shared pain-points prevail, what is also true is that each generation is distinctly different and clearly characterised by the events of the world in which they were raised, so much so that it's not surprising that we struggle to communicate across the gaps that lie between us.



From the Silent Generation and Baby Boomers, to Generations X, Y and Z, the enormous diversity in attitudes towards life and money in the face of very different life and financial challenges have far-reaching implications for investment decisions and wealth planning. How you manage your hard-earned cash, how optimistic you feel about your investments and your attitude to low interest rates, even how often you check your bank accounts are all heavily influenced by your age and experience.

Studies³ have found a surprising gap in investor behaviour based on the generation we belong to. It seems that the younger you are as an investor, the more aggrieved you probably feel in general – indeed the nation's youngest adults, along with Generation X, feel particularly hard done by when it comes to financial luck.

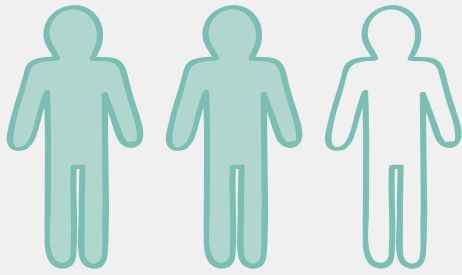
But this isn't just about whether you have been around to take advantage of economic cycles or even how you vote. Investment habit trends stem from both our different experiences, and also the fact that financial goals change as individuals move through the various stages of their lives.

At the same time, we're seeing a strong increase in "generational" wealth management, fuelled in part by rising property values, expectations of a

changing tax regime and a desire to ensure that wealth is transferred and managed effectively. Most wealthy individuals want to make their money last not just for their own lives, but for generations to come. Data⁴ shows that approximately two times out of three, family wealth fails to outlive the generation following the one that created it.

This is partly because many people have unrealistic notions about what constitutes a sustainable spending strategy. A recent survey⁵ showed that two out of five people believe a portfolio could last forever with an annual distribution rate of 6% or more. In reality, data⁶ suggests that even for the wealthiest families, true wealth sustainability may require an average distribution rate as low as 2% per year.

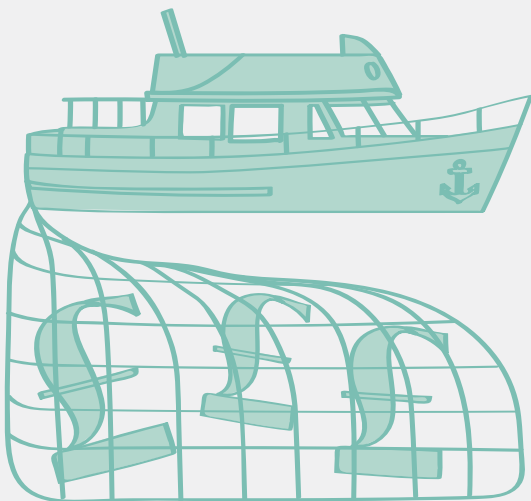
The simplest way to pass on assets is to gift them to children during your lifetime, using exemptions under inheritance tax rules. But how do you safeguard against the relatively high incidence of divorce and the potential for gifted assets to form part of a divorce settlement, not to mention spendthrift children? Ultimately good planning forms the bedrock of a successful wealth management strategy, taking into consideration the plethora of issues affecting people at different stages in their life. ■



Two times out of three, family wealth fails to outlive the generation following the one that created it.



An unrealistic notion of a sustainable spending strategy.



INHERITANCE

INTEREST RATES ?

PENSION

How do I navigate through all the investment options?



? RETIREMENT INVESTMENT ?

? SAVING ?

Traditionalists, the ‘Silent Generation’:

Pre-1945



##1

As the wealthiest elderly generation ever seen, ‘Traditionalists’ face unique financial challenges as they balance lifestyle with the implications of their longevity.

Traditionalists, the ‘Silent Generation’:

Pre-1945





Being old has never been so great – the silent generation is living in expensive houses, going on holidays to die for and, apparently, still enjoying an active love life. But while their own finances may be in rude health, the financial turmoil being experienced by their relatively impoverished children and grandchildren is a source of stress not helped by a tax system that complicates transfers of income between generations.



They were lucky to enjoy almost full employment and prosperity in their later life.





They were relatively small in number and yet made the biggest generational leaps in education, affluence and life expectancy in history.

16



Those born between 1928 and 1945 were dubbed “The Lucky Few” by American historian and economist Neil Howe because they were relatively small in number and yet made the biggest generational leaps in education, affluence and life expectancy in history. Their childhood and youth may have been shaped by war and economic depressions but they were lucky to enjoy almost full employment and prosperity in their later life with the post-war economic boom of the 1950s.

Their exit from the job market ahead of the recent recession combined with a diversified approach to investing, rebounding share and home values and good savings habits, has made them the richest old generation we’ve ever seen. Another empirical explanation for their considerable assets is the ageing population and the fact that large numbers of Silent Generation members are living to ripe old ages.

There are now 1.5 million people aged 85 or over living in the UK and this figure is predicted to more than double in the next 23 years to over 3.4 million according to Age UK. The number of UK centenarians has also risen – by 72% over the last decade – and



Big numbers

Traditionalists, the 'Silent Generation': Pre-1945

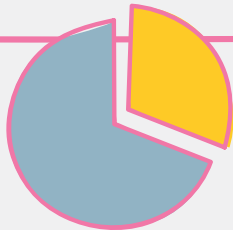
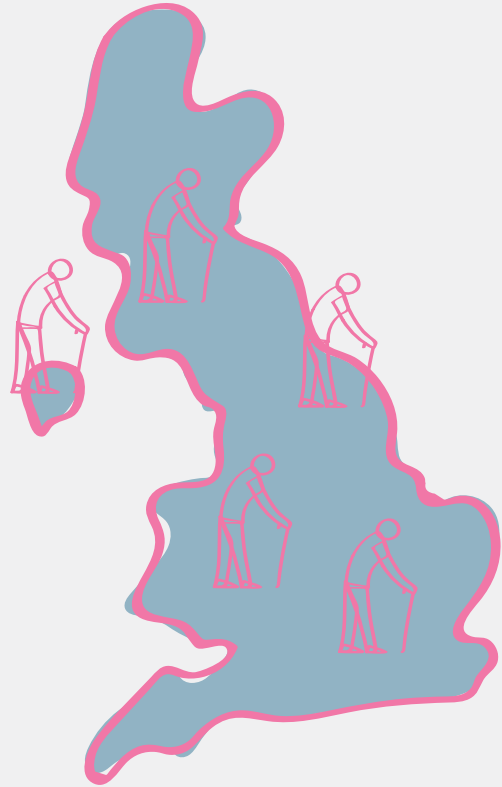
1.5m

People aged 85 or over living in the UK



3.4m

The expected figure in 23 years



72%

The number of UK Centenarians has risen by over the last decade



1 in 5

People are likely to live to see their 100th birthday



£7,000

The cost of just one hour of care per day



£30,000

The cost of home care per year





nearly one in five people are likely to live to see their 100th birthday. Not surprisingly, healthcare provision is high on the agenda.

While staying in the comfort and familiar surroundings of your home may be the preferable option as you move into later life, the cost of home care, even at a basic level, is high. According to the UK Care Guide, just one hour of care per day can cost around £7,000 per year. Meanwhile, with full-time home care starting from £30,000 per year and life expectancy hitting 79.4 years for men and 83.1 years for women according to The Office for National Statistics, the financial implications of care are a serious consideration. However, restructuring wealth can help maximise income to cover care home fees, while maintaining capital tax-efficiently will improve the inheritance position.

Traditionalists face their own unique financial challenges. While most are fiscally conservative and are among the lucky few to receive lifetime pensions, they value their lifestyle and independence and underestimate the implications of their longevity. Although it's worth noting that among many couples from this generation, one

spouse is generally responsible for the family finances and when the financially-savvy spouse falls ill or passes away, dealing with the fallout of often complex financial situations can become a major challenge.

Despite coming into prosperity in their later life, benefitting from the housing boom and large pension payouts, traditionalists are not large spenders; perhaps as a result of their waste-not, want-not mentality.

A major source of stress is how to pass on that wealth to following generations in the most tax efficient way. That said, many routinely pay for extended-family holidays or subsidise their grown-up Baby Boomer or Generation X-er children. Many have also set up trust funds for their grandchildren.

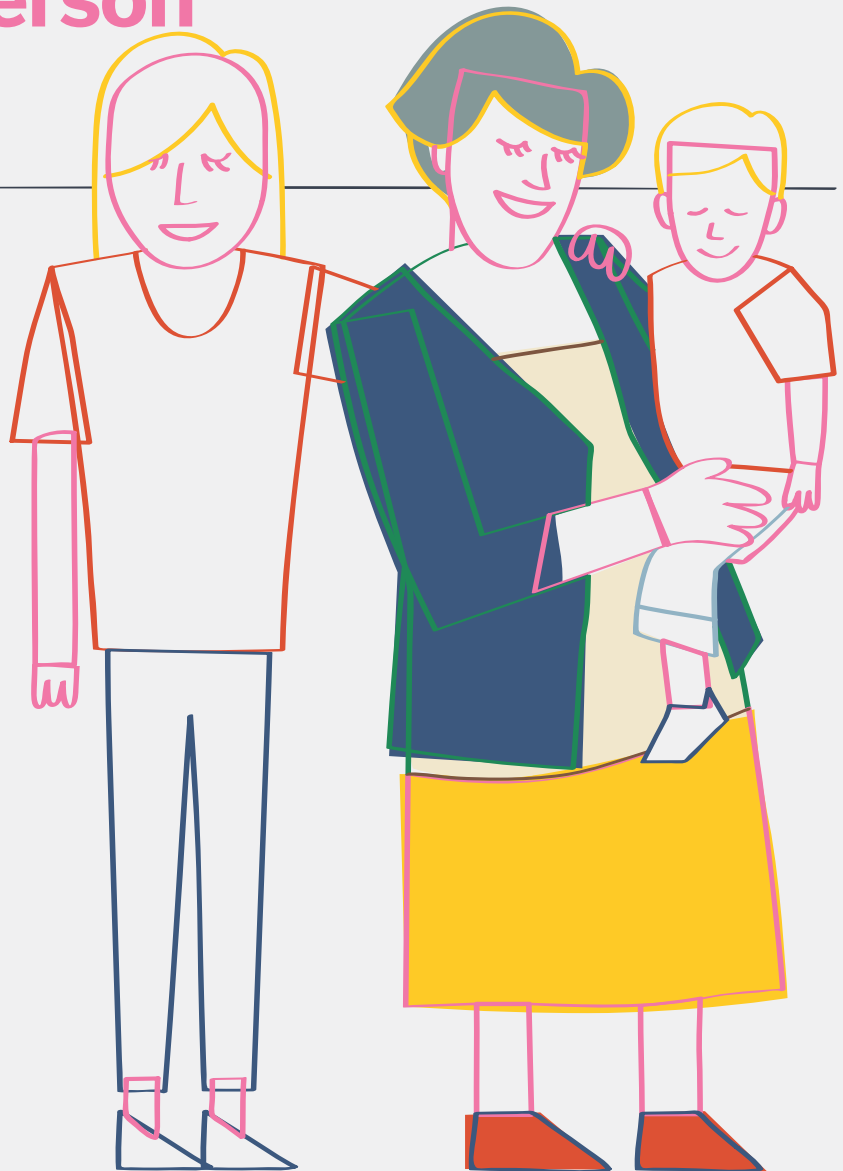
Meanwhile, more than a decade of falling or ultra-low interest rates prompts questions over the investment vehicles most likely to generate decent returns to sustain their lifestyles. That said, research⁷ has found that the Silent Generation, those older than 74, feel particularly lucky with their cash. ■

Case Study:

Ruth Sanderson

What are my longer term options for health care?

Ruth Sanderson, aged 78 and widowed, continues to live independently at home but more recently some minor health issues have led her to think longer term about her options for care. She would like to stay in the area close to her two children and their families, with whom she has a close relationship.





While keen to remain at home for as long as possible, she is happy to consider a local care home and is keen to explore the other options available to her including care at home. Is one approach more tax-efficient than another, she wonders? Initial research suggests that Ruth's care home fees will start at around £54,000 a year. She wonders what would be the best way of covering the shortfall in care costs from her pension without necessarily dipping into her savings.

The family home was recently valued at around £1.2m and she receives an annual pension of around £50,000. She would like to leave as much as possible to her two children and is keen to explore her options for maximising their inheritance.

Ruth contributes to the private school fees of her three grandchildren and is keen to ensure that there is money in the pot to pay for university for all three, should the need arise. What is the most tax efficient way of putting money to one side for them?

In the meantime, Ruth loves to travel and spends around 10 weeks of the year abroad. Historically her savings have funded her lifestyle but more recently low interest rates have failed to give her much of a return. Is it worth looking to alternative investment vehicles at this stage of her life? She has a small share portfolio and life assurance based trusts set up by her late husband but hasn't paid any attention to it since he died almost 10 years ago. ■

Top Tips — Traditionalists, the 'Silent Generation': Pre-1945

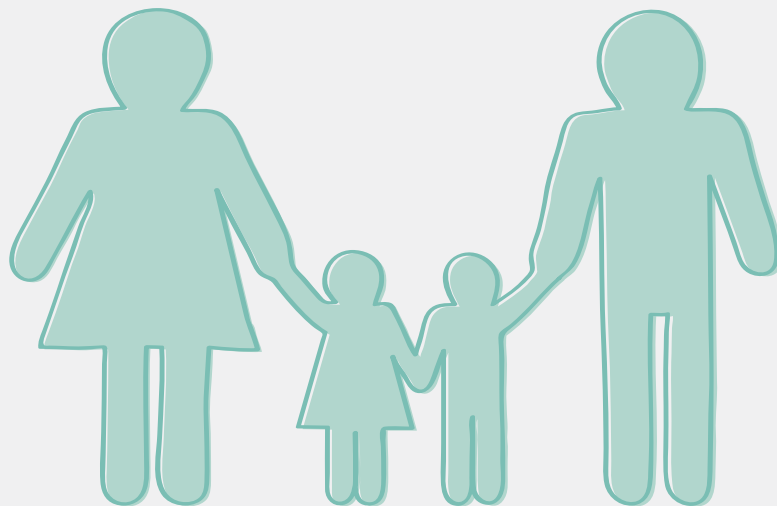


Anna Murdock
Head of Wealth Planning

- 1.** To maximise her legacy and benefit her children she should consider mitigating her inheritance tax liability, possibly by utilising gift allowances. It can make sense to maximise all the tax free investing options such as investing in JISAs on behalf of her grandchildren
- 2.** To ensure she has enough cover for the care home fees, should she need it, it's worth assessing all her financial affairs to check they are in order and to fund the care costs from the optimal source
- 3.** Ensuring a will and power of attorney are in place can help her beneficiaries, as will talking to them about her plans
- 4.** To ensure that the trusts will still meet their original objectives, trust deeds should be reviewed by a legal professional. Replacement or additional trustees may need to be added to mirror the executors and/or attorneys appointed

Changing Attitudes in Parenting Over the Last 150 years

23



Author
Sarah Ockwell-Smith
Writer

Childcare theories are ever-changing. It seems that every week, a new piece of news tells us that we need to change how we raise our children. While current knowledge is based on new scientific understanding, historical beliefs were often influenced by what was happening in the economy and society. Let's take a brief tour of childcare beliefs, from the late nineteenth century, to the present day.

24

In the 1850s, just after The Industrial Revolution, a time that saw a move towards using machinery over human hands, factories were born and so was a man named Luther Emmett Holt. Holt was an American doctor, specialising in caring for children who, in 1894, published the book, 'The Care and Feeding of Children'. Holt was keen on routine and record-keeping and his advice echoed the more regimented and predictable machine production in industry at the time. Holt advocated all babies should be treated the same; they should be fed at specific times and should never be played with. Parents were advised to withhold affection as Holt believed this stern approach was best for the future character of the child. Holt's theories remained popular for many years.

In 1928, ten years after the end of the First World War, the American Psychologist John B Watson took the reigns as the eminent childcare expert of the time. Watson had been heavily involved in war strategy, helping his government attempt to try to control the enemy through the power of psychology. His work during the war clearly influenced his parenting

theories and his book "Psychological Care of Infant and Child" focused heavily on controlling children. Mothers were told to shake off their instinct to hug their children and instead should shake their hands. He was famously quoted as saying "If you must, kiss them once on the forehead when they say goodnight. You will soon be ashamed at the sentimental way you have been handling it." Holt advocated that babies should be left to cry, rather than responded to, so that they didn't learn to manipulate their parents. Watson's work certainly reduced the time parents spent with their children, perhaps affording them time to work hard rebuilding their country after the war.

The Second World War saw the next big shift in childcare ideology. British Psychologist John Bowlby became interested in the emotional wellbeing of children who had been orphaned, alongside those who had been evacuated and hospitalised. At the time, children who were hospitalised were forbidden from having visitors, even their own parents. Bowlby noticed that children suffered immensely from what he termed 'maternal deprivation'. This spurred his work on Attachment Theory, the idea that children need free access to their primary attachment figure (usually their mother) to cope with the world. Bowlby's ideas were further developed by both Harry Harlow, who showed it is not only human's who need affection to survive and thrive but monkeys too, and Mary Ainsworth, who developed a method to test for attachment which is still used today. Donald Winnicott, an English Paediatrician also spoke widely about the importance of a mother's love and affection in the early years. The tide was turned.

These child-centric theories collided with the ideal of the 1950s housewife, women who stayed home, took care of their children and made themselves and their homes look good for their working husbands. Another famous doctor, Dr Benjamin Spock, cemented the idea that women should stay home with their children.



ONLY
34%

Of women had any work outside of home during the 40's & 50's

His 1946 book “Baby and Childcare” is the bestselling childcare book of all time. Women were expected to conform and very few worked outside of the home, in fact in the 1940s and 50s, only 34% of women had any work outside of the home. Men oversaw bank accounts, legal documents and household expenditure while women cooked, cleaned and took care of children.

By the 1970s, 52% of women had returned to the workplace, in part due to the ‘hippy movement’ and a strong focus on Women’s Rights. The work of Spock became unfashionable as the family became more diverse. By 1980, the number of women working hit 57%. The 1980s are infamously the decade of Thatcher, Poll Tax, Commercialism and ‘Yuppies’. As Gordon Gecko said, “The point is ladies and gentlemen that greed, for lack of a better word, is good”. In the pursuit of ‘more’, society needed to work - hard. By the end of the 1980s, almost 65% of women were in work. This trend continued through the 1990s and alongside it, a return to a more authoritarian way of child-rearing. In 1999 the childless nanny Gina Ford, published her multi-million selling ‘The Contented Little Baby Book’. Ford advocated strict routines and leaving babies to cry to get them sleeping through the night. There is undoubtedly a large cross-over between Ford’s advice and the need for children to be less bother to their busy working parents. Despite this, Ford’s ideas have



52%

Of women returned to work in the 70's, in part due to a focus on womens rights

been largely attacked by professional bodies for not meeting the needs of children.

The turn of the twenty first century, and the last ten years specifically, has seen another paradigm shift. Once again, parents are turning to a more compassionate way of child-rearing, akin to that of the 1940s and 50s. The driving force behind this being the development of science and the ability to prove the impact of care, via neurological imaging and ever more sophisticated psychological experiments. For instance, in 2012, research showed that Gina Ford’s Controlled Crying method does not leave babies contented, rather it left them in a heightened state of stress, albeit not communicating this distress to their parents anymore by crying. Now, with 70% of women working, a balance must be struck. Childcare is improving rapidly, as are family rights, with the introduction of shared parental leave. We know that the economy is important, as is the ability of mothers to work, but we also know that parents and children matter too. There is still work to be done, but hopefully, this time, we’ll reach a point that equally considers the needs of all and stay there. ■

Sarah Ockwell-Smith is the bestselling author of nine childcare books including The Gentle Parenting Book. She lives in Essex, with her husband and four children.

PARENING

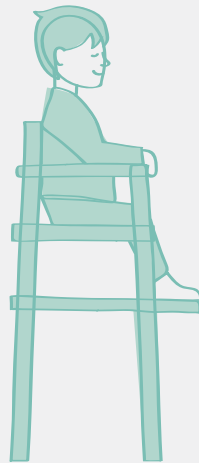
1890's



1920's



1950's



1980's



2000's



Baby Boomers:

1945-1960s



#2

Rising healthcare costs, taxes and low interest rates are prompting even the wealthiest Baby Boomers to question whether they will outlive their money.

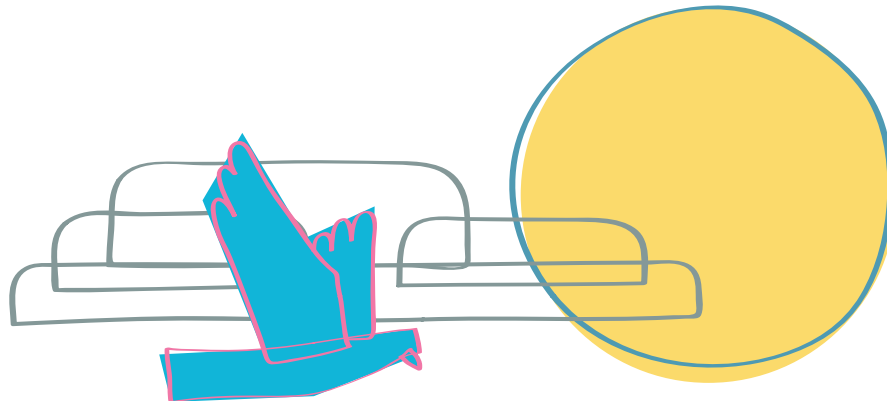
Baby Boomers:

1945-1960s

The Baby Boomers may have been shaking their thing in the carefree 1960s, but fast forward fifty years and the financial prospects they face as retirees could hardly be described as easy.

30





Born in the years following the Second World War, the oldest boomers are in their early 70s today. But as this age group inches closer towards or settles into retirement, a slew of financial, health, and economic challenges are starting to plague many in the generation.

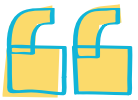
The post-war period may have lulled many into a false sense of security about their longer term financial prospects. Basking in the optimism following the aftermath of the Cold War and the fall of the Berlin Wall, they were the first generation to benefit from cradle to grave welfare provision.

At the same time, the combination of better healthcare and improved living conditions has resulted in a fall in mortality rates; in the decade to 2013, life expectancy in England rose by 3 years for men and 2.3 years for women. But the ageing population brings with it another set of challenges and for this demographic in particular represents a veritable source of anxiety about retirement.



Against a backdrop of rising healthcare costs, taxes and low interest rates on investments, Baby Boomers worry about outliving their money.





Ensuring they have sustainable financial strategies to maintain their lifestyle is essential for Baby Boomers.



Even wealthy Baby Boomers worry about outliving their money, against a backdrop of rising healthcare costs, taxes and low interest rates on investments. Regardless of their income level, most wish to go into retirement maintaining whatever lifestyle they had become accustomed to. However, making best use of that second home in the sun comes with a host of hidden costs, not least property taxes, insurance and travel. Therefore, ensuring they have sustainable financial strategies to maintain their lifestyle is essential for this demographic.

As if their own retirement plans weren't enough of a preoccupation, many also face the prospect of caring for elderly parents—and the financial and emotional costs that those caring responsibilities entail. From the cost of nursing homes or at home care, or even considering having their parents live with them as they get older.

Just as Baby Boomers need to make plans for their parents, they will also need to plan ahead and think about who will be taking care of them as they get older, whether it's devising a plan with their children, or putting money to one side for help at home.



Big numbers

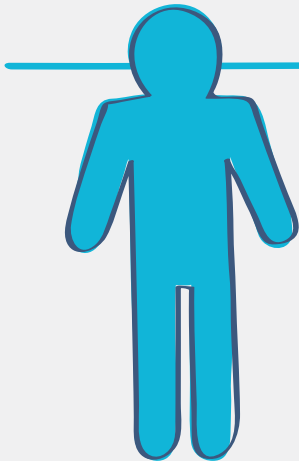
Baby Boomers: 1945-1960s

70s

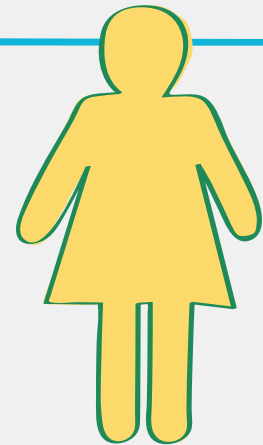
The age of the oldest Baby Boomers



Life Ex.



3 & 2.3
years



The amount that life expectancy in men and women rose by in the decade to 2013



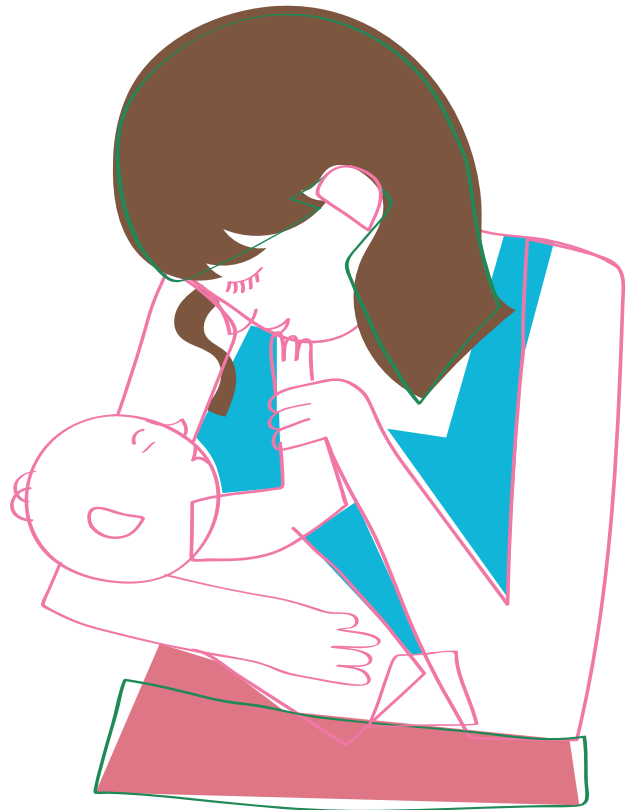
£2.3tn



The huge, unearned and largely tax-free housing wealth windfall, created by Britain's pre-crash property boom

What's almost certainly true is that the economic roller coaster ride they have experienced since the post war years has undoubtedly had a deep-rooted impact on attitudes to finances – and there's an overriding sense that Baby Boomers want life to be easier for their children.

Think tank The Resolution Foundation found that “unexpected and likely unrepeatable property and pensions windfalls” had disproportionately benefited older Baby Boomers, born in the decade following the Second World War. Britain's pre-crash property boom created a huge, unearned and largely tax-free £2.3tn housing wealth windfall for those old enough and lucky enough to be homeowners at the time. But while the property bubble hugely benefited many of Britain's Baby Boomers, it has also driven generational wealth progress into reverse by pricing younger people out of home ownership. ■



Baby Boomers want life to be easier for their children.

Case Study:

Giles and Mary

Is there a better way to invest our money?



35

68-year-old retired surveyor Giles and his wife Mary recently downsized from their sizeable family house in the Home Counties to a smaller property with a slightly more manageable garden just five miles down the road, allowing them to release some of the gains they have enjoyed thanks to a buoyant property market.



While their own finances are in rude health, the couple are looking at ways to ease the financial burden on their children both of whom now live close, boasting five grandchildren, all now of secondary school age. They offer more than just emotional support to their offspring as the couple also pay school fees for their grandchildren and are keen to look at other tax efficient ways to pass on their wealth as the children grow up.

They have a small portfolio of properties that they rent out to supplement Giles' final salary pension. He also has a share portfolio but a lacklustre performance over the past few years has put question marks over his investment strategy. Is there a better way to invest the couple's money that would yield a better return to sustain them in retirement, he asks?

Both are currently in good health, and investment in private medical insurance gives them peace of mind for the future that any health issues will be dealt with swiftly. Giles drafted a will ten years ago but it has not been updated since and he is keen to explore his options regarding power of attorney.

Giles' parents are no longer alive and although Mary's 91-year-old mother continues to live independently, some health issues are encouraging the family to consider the best way forward for her long term care. ■

Top Tips — Baby Boomers: 1945-1960s



Atticus Kidd
Wealth Planning Assistant

- 1.** First and foremost, Giles and Mary should update their wills
- 2.** Looking into the options surrounding power of attorney will give some peace of mind
- 3.** If there are concerns about the investment strategy and/or recent performance it might be sensible to ask a discretionary manager to review the portfolio and discuss the options thereafter, as looking after a portfolio oneself is time consuming
- 4.** It is worth considering an inheritance tax mitigating portfolio service – as experienced investors they might be comfortable with the risks whilst keeping the portfolio outside of their estate for inheritance tax purposes

Women: what I wish I could tell my younger self about money



Author
Moira O'Neill
Editor, Moneywise



It's never been more important to start investing early. And this is particularly important if you're a young woman. You don't want to have regrets as you get older.

At Moneywise, we asked our older female readers to write in to tell us what they wished they had known in their 20s, and they had some great words of wisdom to share.

Some said that it was very important to separate “needs” from “wants” early on in life. Needs include essentials such as food, clothing, shelter and healthcare. Wants are goods or services that are not necessary but that we desire or wish for. For example, you need clothes, but you do not need designer clothes, shoes or handbags. Getting this distinction firmly established in your own mind means that you’re less likely to overspend and get into debt. Joy Kite said: “Your friends may be credit fans, but in years to come it will catch up with them.”

A great tip – this is one of my own favourites, and I use it all the time - is to calculate your hourly take home pay after taxes and national insurance. You can do this using website The Salary Calculator (www.thesalarycalculator.co.uk). Every time you want to buy a non-essential item you can then work out how many hours of work it costs. This give your spending some real perspective. And it makes me think twice about splurging.

Other Moneywise readers were very passionate about the need to start investing, rather than saving in the bank or building society, at a young age. Research by Fidelity International found that female finances fall behind over time, thanks to the pay gap, but also the tendency for women to stay in cash rather than putting their money where it can grow faster. The best evidence of this is with individual savings accounts (ISAs), a tax efficient way to save and invest. While more than four in 10 (43%) women save into a cash ISA, only nine out of every 100 women invest in a stocks & shares ISA.

Moneywise reader Jenni Syrjala said: “Investing might feel difficult if you feel you know nothing about money, but there are lots of great resources available and you can take it step by step. If you feel there’s plenty of time left and no need to rush, I recommend looking up some graphs on what a difference it makes to the outcome if you wait even just 10 years. That should work as a kick up the backside!”

Julie Wilson has this great tip relating to ISAs: “Set up a standing order into an ISA and every time you get a salary increase divide it into two. One half goes into the ISA, while the other is to do as you please, knowing you are building up a safety net for the future.”

Readers were also keen on the importance of making their own provision for retirement. Some said that they had experienced financial difficulties in later life after a divorce and wished that they had funds to fall back on.

Dianne David warned: “Do not rely on a man to fund your retirement. So much can happen in 40 years that you don’t know what situation you are going to be in when you are in your 60s. You can only rely on yourself, even if it’s only £10 a month to start with, it has plenty of time to grow.”

Kathleen Wheeler advised: “Contribute to your pension, ensure you take an active role in reviewing your pension every year via the annual statement and increase contributions when you get a salary increase – as pensions need time to grow.” ■

NEEDS VS. WANTS

WOMEN who work 42 YEARS

Face

£47,000

Pension fund
shortfall

£217

The amount
MEN under 35
receive more
than WOMEN for
employer pension
contributions



42



x3

Amount MEN
have over
WOMEN for
pension savings

£73,600

Average pension
saving for MEN

£24,900

Average pension
saving for WOMEN

Generation X:

1960s-1980s



#3

A career-focussed generation beset by financial concerns about everything from school fees to retirement planning, they were hit hardest by the financial crisis.

Generation X:

1960s – 1980s

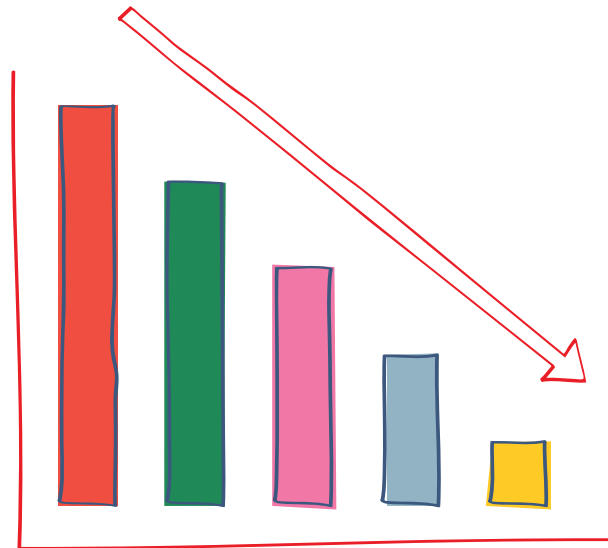
On paper at least, Generation X-ers are in the prime of life with everything to look forward to. And yet as they juggle the demands of family, work and trying to find the time to enjoy their limited downtime, it's no wonder that many find themselves overwhelmed and under pressure.

46





A career-focussed generation overloaded with financial concerns.



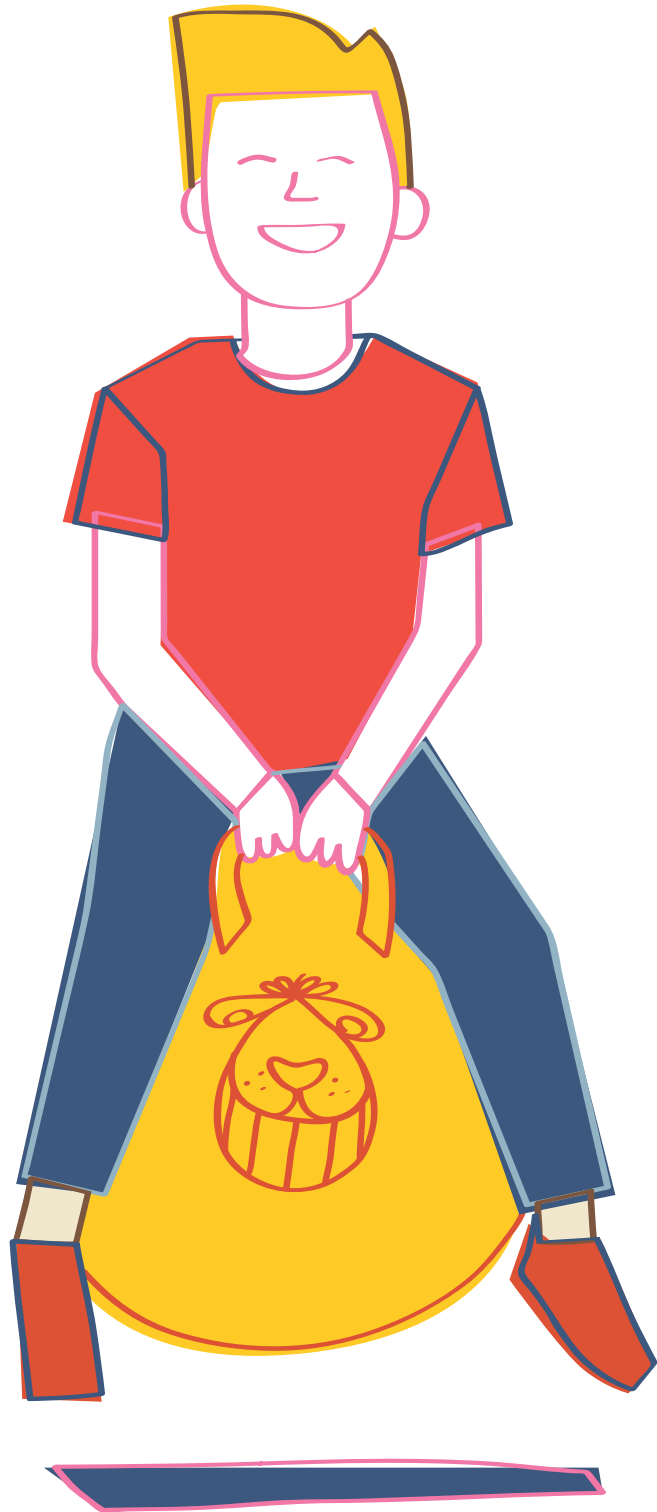
Having grown up as the first generation with the possibility of entirely free education and against the optimistic backdrop of Britpop and Cool Britannia, Gen X-ers, this demographic of individuals born between 1960 and 1980 were the last generation able to benefit from the property boom. Money was cheap, the economy was booming.

The financial downturn hit Generation X-ers' wealth hardest, with much of it locked in property, the value of which nosedived during the crisis. Although values have recovered since then, their wealth will take a considerable time to reach the levels achieved by the previous generation – the Baby Boomers - mainly due to the generation's small size.

Since the credit crunch, this career-focussed generation has been overloaded with financial concerns during what is arguably the toughest phase of life: kids at home, a mortgage, perhaps not yet in peak earning years. In fact, studies suggest that the busy child-rearing years tend to be the unhappiest of our life, plagued by concerns about providing for children and the growing cost of school fees.



The last generation able to benefit from the property boom. Money was cheap, the economy was booming.





Big numbers

Generation X: 1960s-1980s

1st

Generation to grow up with the possibility of free education



40s

Are when most Generation X-ers put money aside for retirement

£5,700

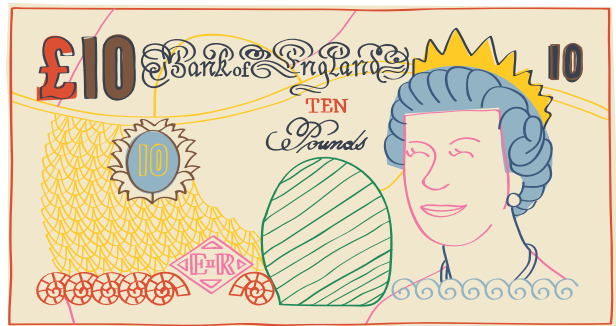
The average that school fees have risen to per term, more than the rate of inflation



News that average school fees have risen by more than the rate of inflation to an average of more than £5,700 a term according to the Independent Schools Council's latest annual census, will be all too familiar to those writing the cheques. For those with offspring of university age, there's the prospect of university choices and more fees to throw into the mix. No surprise then that mid-life crises typically hit at this age.

In addition to taking care of their own children and wanting to provide for them in the future in the form of an inheritance, this generation is reaching the age where the demands of supporting their now-ageing parents are starting to kick in, prompting the label the "sandwich generation." It is also fuelling the prevailing feeling among Generation X-ers that they're shouldering far more financial responsibilities than their parents did.

It's also at this time of life that people are most likely to be exposed to significant financial life events, not least divorce and redundancy. And with the prospect of being able to push back and enjoy retirement still a significant way off, it can all feel like something of a slog.



Generation X-ers know that planning for retirement is important because they've seen the challenges facing their parents, but they view retirement as being too far away to save money seriously. As a result, there is a widespread tendency to procrastinate when it comes to putting money aside for later in life, according to the results of a survey⁸ conducted by YouGov.

And more worryingly, although they have an age in mind to begin planning, the evidence suggests most are inclined to keep deferring until well into their 40s or even later. For Generation X, retirement planning is on the 'to-do' list for most, but there is a worrying tendency to either procrastinate or worse still, never get around to it.

Even though they intend to work longer than their predecessors, those in the Gen X crowd expect their retirement work to be more flexible, fulfilling and rewarding by providing them with a greater purpose as well as social interaction. ■

Case Study:

Richard



Entrepreneur Richard describes himself as a risk positive investor but admits that financial planning hasn't always been as high on the agenda as it perhaps should have been. Now in his mid-40s, he is keen to explore ways to maximise returns and explore the various financial options open to him.



After benefitting hugely from house price increases over the years and managing to hang on to properties along the way, Richard and his wife Sally have a small rental property portfolio that in a good year provides an income after expenses of around £30k a year. But they wonder if they are missing a trick when it comes to making the most of their property investments, particularly in the light of changes to tax rules affecting landlords?

Having been self-employed for most of his professional life, Richard only recently started paying into a private pension and he is keen to maximise pension allowances. But with a house build project on the horizon, he is reluctant to tie up capital. What should his strategy be to give him the best returns but with the flexibility to access money at relatively short notice?

At the same time, although he is currently preoccupied with saving for school fees, Richard is also looking ahead to the prospect of the children going to university and wants advice on the best way to set them on the road to financial independence. Despite his own tardiness in setting up a pension, all three children already have pensions that the couple pay into on a monthly basis. Is this the most tax efficient way to set them up for the future, they wonder? Would gifting them a deposit on a first property make more sense and what are the tax implications of doing so?

Richard has a relatively small share portfolio and enjoys dabbling in the markets via online trading platforms but has never sought any professional advice when it comes to his investments. ■

Top Tips — Generation X: 1960s-1980s



Simon Wong
Wealth Planner

- 1.** Having realised the importance of a pension, he might be able to make use of unused pension allowances from previous tax years.
- 2.** Owning rental properties is less attractive from a tax perspective now so it's worth looking at the possibilities of selling one or two and setting up an investment portfolio, making use of both of their tax free allowances
- 3.** A review of their gifting strategy to the children might be prudent. For example, it might be preferable to invest in ISAs for the children rather than a pension as this would allow them to access it when it came to putting down a deposit on a property
- 4.** Pulling together a wealth plan might help Richard understand how much he needs to set aside in order to ensure he can live a comfortable retirement when the time comes, without compromising his lifestyle

Pensions across the generations: quashing the clichés and some reasons for optimism...

Author
Anna Murdock
Head of Wealth Planning, JM Finn



Whatever your age, we all like to think that other generations have it better. So here, we take a subjective look at the three generations currently making up the UK's workforce – from the people closing in on retirement (the baby boomers) through to those that have only recently entered the workplace (millennials) – and we argue that the generational clichés do not necessarily apply. On a broader level, each generation faces its own ideas and challenges around pensions savings. We also suggest that there is some cause for optimism for those willing to act now. Let's take a look at each generation individually:

Millennials

The financial plight of the millennials has been well-covered by the media. And millennials often gripe that their future wealth has been squandered by the baby boomers, who are now retiring en masse. For their part, older people often accuse millennials of living only in the now and being spoiled for choice with education and life experiences. But amid a swirl of other day-to-day financial concerns, few could deny that spiralling house prices and astronomical rental costs represent a major obstacle to starting pension savings.



One key question is, will there be as big a generational pension gap as millennials fear? Perhaps not. With the government's shift towards 'auto enrolment', employer pensions could well plug some of this potential divide. Pension contributions through auto enrolment look certain to grow, and in its recent report, the Pensions and Lifetime Savings Association (PLSA) says that automatic enrolment will immediately make individuals £2,500 per year better off due to these increased contributions. Plus, according to the Office for National Statistics (ONS), while in 2012 less than half of UK employees were saving into a pension plan, today more than 70% are – and this number is growing. While millennials don't account for all of this increase, automatic enrolment is certainly nudging them towards saving for retirement.

However, saving more and having an adequate pension provision – defined by the Pension

Commission as two thirds of pre-retirement income – are entirely different matters. So while millennials may well face a tough time, it is a battle that they are becoming increasingly aware of. The same may not be true for their predecessors, the Generation Xers...

Generation X

Straddling some of the biggest shifts in the pension industry, Gen Xers may be the ones that feel the pinch the most. In terms of sheer numbers, Gen-Xers make up more of the workforce than the other two generations put together. While some will have been lucky enough to get in on the golden ticket of final salary schemes, millions of others haven't. Instead, government policies designed to get them saving more, prompted by the dwindling generosity of final salary schemes – such as additional voluntary contributions, which put an onus on individuals to save for their own retirement – have fallen short of their aims. According to the Association of Insurance Companies (AIC), close to half of people aged 35 to 55 said that not having enough for retirement was their biggest concern.



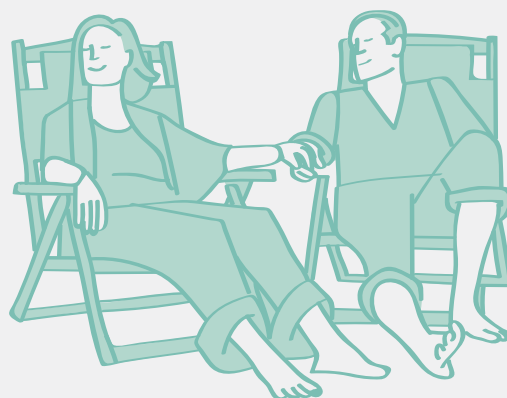
One saving grace for many in this generation is that they managed to get a foot on the property ladder in their earlier adulthood. Of those, many now plan to downsize their home as they approach retirement (or once the children flee the nest) in order to free up some cash to bolster their pensions. In fact, according to the PLSA, almost half of Gen-Xers plan to use property to help finance their retirements.

The Baby Boomers

Younger people might view today's pensioners as being the lucky ones: in addition to having accumulated wealth through housing, many have the luxury of a guaranteed income of final salary schemes. Accordingly, there has been a temptation to point the finger at the baby boomers. It is the baby boomers after all, that gave rise to the expression 'The Bank of Mum and Dad.' The generations that follow them could stand to benefit from some of this accumulated wealth, especially as the new pension freedoms might enable more flexibility around leaving assets for future generations.

However, for every baby boomer that benefits from a generous final salary provision, there will be another falling way short of what they need to live comfortably. Such people might have to work later in life, bursting the traditional dream of that picture-postcard retirement. ONS statistics show that the number of people working between the ages of 70 and 79 has doubled, from 4% to 8%, since 1992. For the less fortunate that do not have adequate provisions and have mistakenly assumed that the state would make up the difference, there is not much time to make up the shortfall – unlike younger generations who are more aware and can benefit from the cumulative effect of investing into pensions early in life.

Perhaps the biggest challenge for the pension industry and the government is getting us all to save more towards retirement. Many of us know we should, but this does not always translate directly into action – especially when more pressing financial needs have to be covered.



As useful as the broader categories of different generations can be in highlighting differences, the lessons of intra-generational disparity should spell out that no two people share the same financial circumstances. So, the reality is this: if you are a working adult and you are not sure about whether your current course of retirement provisions will be sufficient to meet your needs, then the chances are you will be off target. So whatever stage of life you are at, doing some form of retirement planning is probably the single most important thing you can do right now to ensure you have enough to retire comfortably. ■

#4

Ignore the media stereotyping, this is the cautious ‘Generation Rent’ who are taking hands-on investment decisions as they strive for financial freedom.

Generation Y, 'The Millennials':

1980s – 2000s



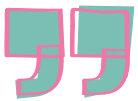


Misunderstood by older generations and vilified by the media, Millennials are now entering the investment scene in earnest. Just like previous generations, their attitude to money and wealth management has been shaped by the experience of the economic downturn – and their reaction could not be more different to their parents or grandparents.

The term 'Millennials' generally applies to individuals who were born after 1980 and reached adulthood at the turn into the 21st century. Millennials were raised during the boom times and relative peace of the 1990s, only to see their sunny world dashed by the September 11 attacks in New York and the global economic downturn. Even though they emerged from the recession unscathed – indeed many of them were still at school at the time – the impact on their attitude towards money and saving has been profound, experts suggest. Theirs is a story of innocence lost.



Millennials know how important it is to manage money, but think it's boring and would much rather be socialising, thank you very much.



Now as young adults, many are earning a good living but the impact of the crisis and the volatility of the financial markets is evident in how they spend, save and manage their money. In particular, there's evidence that playing it safe, and being risk averse and self-reliant is very much a reaction to seeing their parents and grandparents lose a great deal of net worth during that time.

That cautiousness is partly responsible for delaying property purchases, resulting in the moniker 'generation rent' but also leading them to put off having children. Nonetheless the definition of success among this cohort of young and successful individuals is the ability to provide for family.

The selfie generation – shaped by technology and supposedly obsessed with social media – has an altogether different attitude to saving; typically, Millennials are far less likely to worry about future financial needs and putting something to one side for the future. Instead, it's much more about living for the day and meeting current expenses. According to recent research by Britain Thinks, a UK-based research and strategy group, Millennials know how important it is to manage money, but think it's boring and would much rather be socialising, thank you very much.

Underlying mistrust in financial institutions as a result of the GFC – or great financial crisis, an acronym most likely to appeal to younger media consumers – and



Big numbers

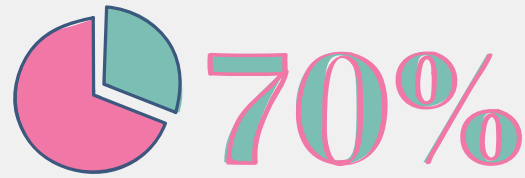
Generation Y, 'The Millennials': 1980s-2000s

1980

'Millennials' generally applies to individuals born after this year



Of those under 30 now regularly pay into some form of pension pot



Are not investing enough to provide for a comfortable retirement



£1,000

The UK Government offer per year as a savings account for under 40s.



subsequent recession, together with their passion for technology, means many are considering taking investment decisions into their own hands using online investment platforms to play the markets. While returns are the name of the game for this cohort, many refuse to compromise family or personal values when it comes to investment decisions.

The premise of retirement, meanwhile, seems to have shifted from the idea of working for a set amount of time to a far broader concept of financial freedom, whether that be in their 40s, 60s or beyond. Although the introduction of pensions auto enrolment has been a massive political success story in terms of getting more people to save for retirement – the latest statistics show that 80% of those under 30 now regularly pay into some form of pension pot – a certain complacency reigns.

However, the reality is that 70% of them are still not investing nearly enough to provide for a comfortable retirement and far fewer Millennials have their pension pots reviewed, compared with those closer to retirement age. Many simply don't appreciate the scale of the job in hand and that relying on basic auto-enrolment alone just isn't sufficient to fund retirement.

At the same time, research⁹ also suggests that this generation is unsure as to the best way to save for retirement. In particular, there is widespread confusion

over how the benefits of the Lifetime ISA compare to a pension – underlined by the fact that very few providers actually offer one. This is the savings account for the under-40s, known as the "LISA", which was launched in April last year offering an attractive 25% bonus from the UK Government, worth up to £1,000 per year which can be used to save for a first home or for retirement.

The precarious nature of the emerging and often criticised gig economy, where freelance and uncontracted work is the norm, goes some way to explaining why their attitude to debt is radically different to their forebears. More risk averse than previous generations, Millennials are far less likely to invest in stocks and shares, instead preferring physical assets and cash; and this is only partly explained by current low interest rates.

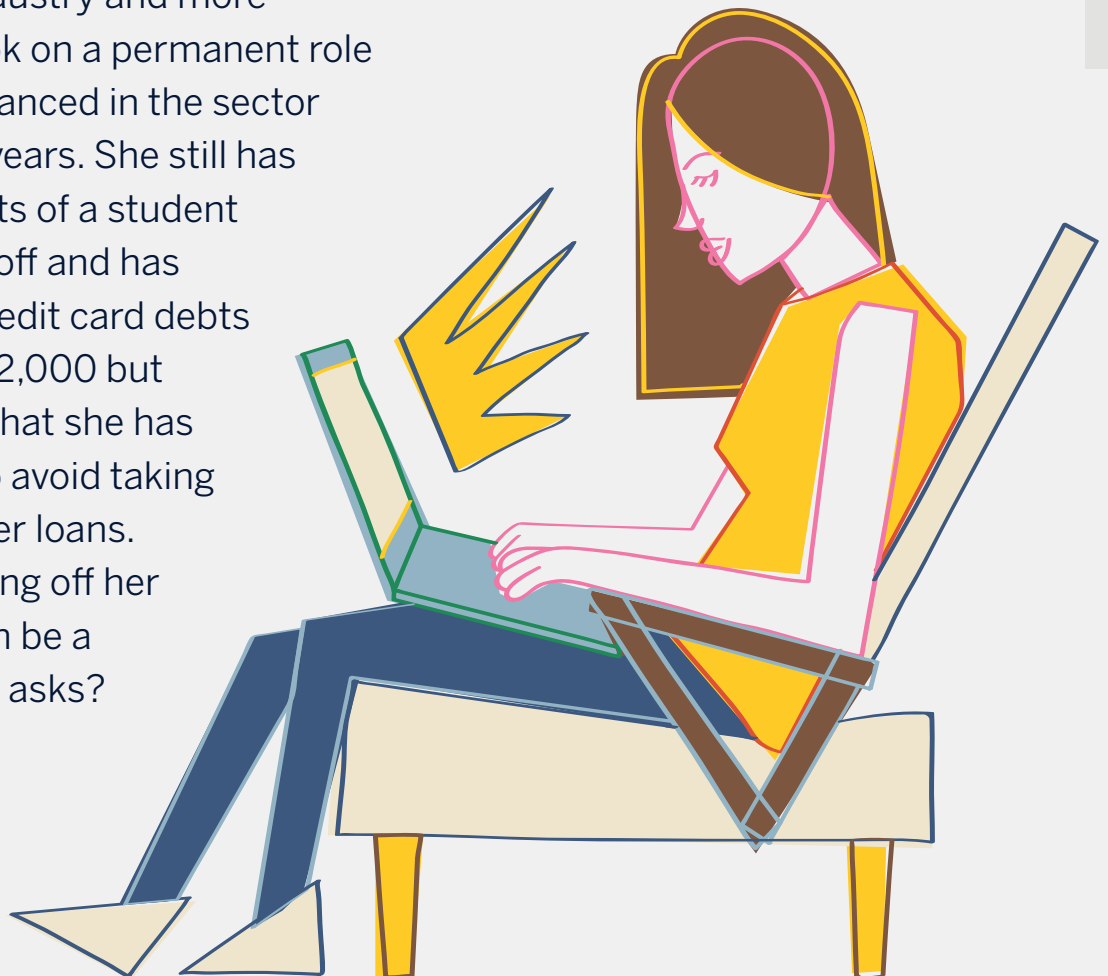
Despite their live and let live attitude, Millennials do have financial concerns and worries about supporting ageing parents and in-laws. They are the generation most concerned with what they will face should they run out of money in their later years, and yet few have actually done anything about it in terms of saving for retirement. ■

Case Study:

Sarah

Having graduated from university in 2012, Sarah now works in the software industry and more recently took on a permanent role having freelanced in the sector for several years. She still has the remnants of a student loan to pay off and has amassed credit card debts of around £2,000 but other than that she has managed to avoid taking out any other loans. Should paying off her student loan be a priority, she asks?

Should paying off her student loan be a priority?





Since auto-enrolment was introduced, Sarah has been paying into a pension set up by her employer but she accepts that current contribution levels are nowhere near enough to provide her with a comfortable retirement. What should her strategy to her pension be, particularly given that she has more pressing financial priorities, in particular property investment?

Since graduating from university, Sarah has rented a property but she is keen to get a foot on the property ladder and her parents have kindly offered to stump up the deposit. She is keen to explore any tax efficient ways to save for her first home but admits also that enjoying a relatively carefree and single existence is more of a priority at the moment.

She has no other investments and admits to being financially naïve when it comes to the options available to her. She isn't ruling out investing in shares although says ethical and sustainable investments would be a priority. ■

Top Tips — Generation Y, 'The Millennials': 1980s-2000s



Anna Murdock
Head of Wealth Planning

- 1.** First and foremost, Sarah should review her debt; it's probably more sensible to tackle the credit card payments before the student debt as it's likely she's paying more interest on these
- 2.** If she's nervous about committing any more to her pension, she should consider investing in an ISA which is more flexible in terms of accessing the funds, should she need to
- 3.** Ensuring she discusses her plans about buying a property with her parents should be a priority and exploring the most tax efficient way in which they can gift or loan her the money for the deposit
- 4.** Although she may not yet be in a position to invest, to help her understand the markets and options open to her it's well worth reading up on how to invest and getting the basics under her belt. This will help her feel more in control when the time comes

It's ~~Good~~ Essential to Talk



Author
Simon Wong
Wealth planner, JM Finn

97%

Millenials in a relationship talk about money at least once a month

I'm not one for being quiet as my friends and colleagues will attest, so I think naturally I'm a keen communicator, especially with my family. With a ten year old daughter who's begging for her first smart phone (she'll have to wait) I dread the oncoming challenges that we will encounter when looking to engage with her as we compete with all that the digital world has to offer.

In my 22 years of giving individuals advice on their wealth and financial well-being, one of the biggest issues that individuals often experience is the surprise, shock and/or disappointment that can come following a death in the family. At a time when they want to be left to grieve, rather than be embroiled in conflict, the one piece of advice that I try to hammer home is to discuss your inheritance plans with your family.

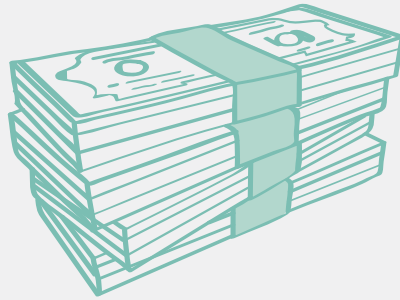
Communication is something we Brits have always been good at, but not when it comes to airing our views or concerns about money. It's definitely a

generational thing; a recent survey in the US by TD Bank found that 97% of millennials in a relationship talk about money at least once a month¹⁰ which contrasts wildly with the old-fashioned view that wealth and money are one of life's taboos when it comes to conversation.

In my experience many of the baby boomer generation believe that leaving a will counts as communicating with one's beneficiaries. I know that when imparting my advice on someone's pension options for example, it's far better to do so on a face to face basis. You learn so much about someone's reaction to a decision whether it be in their facial expressions or their verbal response. It is human nature to scan faces and look for reactions. Infants and babies do this due to their inability to communicate, although arguably this ability to read expressions makes babies better communicators than teenagers who, thanks to being glued to their smartphone all day, hardly communicate at all. Interestingly, female babies tend to be much better at scanning facial expressions according to a book called the Female Brain, by Dr Louann Brizendine, but that's a topic for another day!

On being able to communicate at an early age, another interesting side note is the effect of modern day cosmetics. The effectiveness of facial expressions is numbed by the use of botox and many

\$4
trillion



The amount Millennials will inherit by 2020

a study attributes a break-down in communication between parents and children when facial implants have been used.

In the UK, over half of adults have experienced some sort of mental health issues, according to Age UK. Again, this is likely to be a generational thing thanks to the old fashioned view that it's important to maintain a stiff upper lip when times are tough. Thanks to the attention of this issue by some high profile charities and personalities these taboos are being banished, with communication at the forefront of the solution.

Ask anyone in business; all (successful) CEOs will tell you, and their staff will tell you, your children, your spouse, everyone will tell you that communication is key. Put communication into the books section of Amazon and you'll return over 70,000 results of self-help books teaching you how to communicate better.

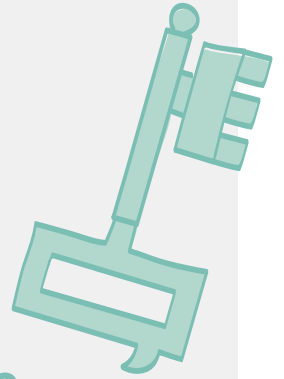
Every brand you've ever connected with, think back to BT's "it's good to talk" campaign of the mid-1990s, and every politician you've ever voted for or against; they've all managed to get their message across. Donald Trump probably wouldn't be President today if he wasn't so good at communicating his simple but effective mantra of "Make America Great Again," as he managed to penetrate all corners of the country with his messaging.

With a huge amount of wealth transfer on the horizon (according to RBC Wealth millennials will inherit \$4 trillion by 2020), my advice would be to discuss your requests and bequests and explain to your children, grandchildren and other beneficiaries your plans. You may not be able to pay for a deposit for a house or you may not want to, but either way it's not worth letting that be a disappointment once you've gone.

In my opinion the importance of face to face communication cannot be over stressed, which is why I prefer to give (and receive) all my advice on a personal basis rather than rely on some faceless algorithm; and today I believe this opinion is ever more pertinent thanks to the omnipresence of our smartphones where we may think we're communicating, but more likely than not, we're just sending missives into the echo chamber that is today's virtual world. ■



1/2



UK adults have experienced mental health issues

70,000

Search results in the amazon books section for COMMUNICATION



“It’s good to talk”

BT



Every brand manages to get their messages across

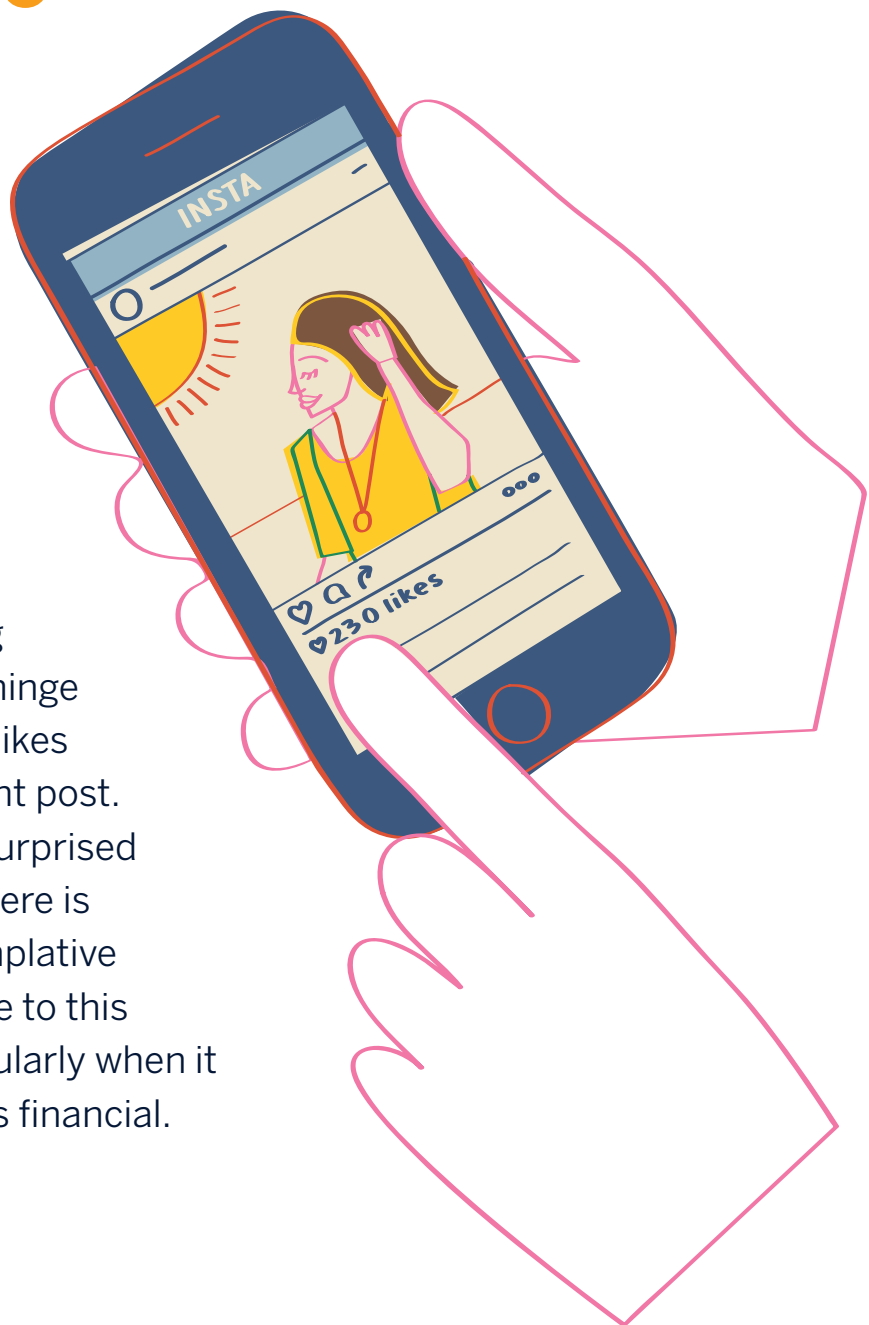
#5

As they begin their working lives, this optimistic generation looks set to embrace entrepreneurialism while being careful to avoid indebtedness.

Generation Z, 'The Centennials': Since 2000

78

To look at their Snapchat and Instagram feeds, it would be easy to assume that the most pressing concerns plaguing Generation Z-ers hinge on the number of likes of their most recent post. So you might be surprised to discover that there is a far more contemplative and ambitious side to this generation, particularly when it comes to all things financial.



Perhaps as a backlash against the perceived excesses of the previous generation, Generation Z-ers are more driven by jobs and money than even softer goals such as falling in love, research¹¹ has found. Generation Z, otherwise known as the 'Centennials' or 'iGeneration', refers to the generation born after Millennials, since the 2000s, according to most definitions.

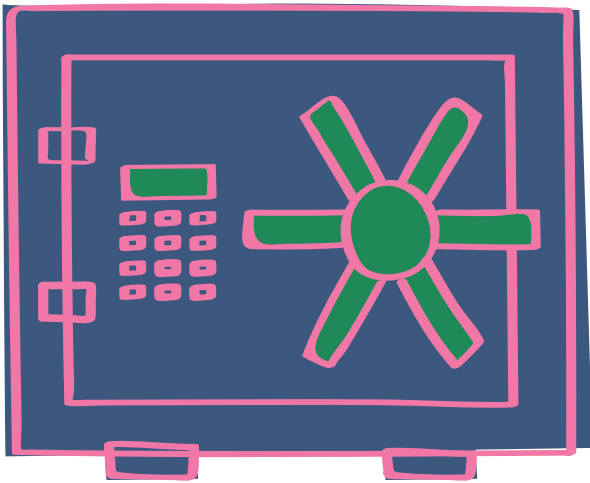
A poll conducted by The Open University in November last year revealed that almost all (97%) of Centennials are most driven by career and financial goals. Its study also revealed a strong appetite among this demographic for entrepreneurialism and to gain financial independence.

According to the figures, most of the young people polled aspire to start their own business and become financially independent, while other 'softer' life goals such as falling in love (37%), writing a novel (9%), or becoming a reality star (4%) rank the lowest on the priority list. Interestingly, many are already selling services and products through their own creative websites, e-commerce platforms and/or social media.



**Generation Z-ers
are more driven
by jobs and
money than even
softer goals such
as falling in love.**





Centennials put a high priority on saving money.

80

In addition to avoiding debt like the plague, Centennials put a high priority on saving money. Growing up in the midst of an economic downturn has made them more fiscally cautious than their older counterparts but also more likely to identify as savers rather than spenders.

In contrast to the supposed carefree lifestyles being portrayed through their social media feeds, analysis reveals a remarkably pragmatic and sensible approach to all things financial. A 2017 study on Generation Z by the Center for Generational Kinetics found that respondents are saving money, and planning for retirement. One in five said debt should be avoided at all costs because they have seen what it does to those older than them.

Also known as the Austerity Generation, they have the stress of decisions about higher education hanging over their heads – from whether or not to go, to which one to choose. And given that this generation is far more ambitious than their Millennial counterparts, it's

not a decision to be taken lightly in the context of huge competition for the best jobs. No wonder that anxiety and stress levels among this generation are at an all-time high.

Technologically, they certainly have the edge over their Millennial counterparts. While Millennials are switched on digitally with their teenage years defined by iPods and MySpace, Generation Z is the first generation to be raised in the era of smartphones and most don't even remember a time before social media, making them the first true digital natives. It means Centennials take in information instantaneously, but lose interest just as fast; or so the cliché goes.

Studies¹² suggest Generation Z-ers aren't as worried by the prospect of becoming adults as previous generations might have been, especially when it comes to money. As the product of largely Generation X parents, whose obsession with providing a safe and secure childhood for their children has been well-



Big numbers

Generation Z, 'The Centennials': Since 2000

97%



Of Centennials are mostly driven by career and financial goals, wanting to become financially independent. They also had softer life goals:



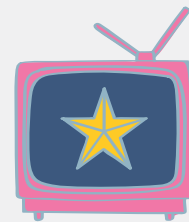
37%

Falling in love



9%

Writing a novel



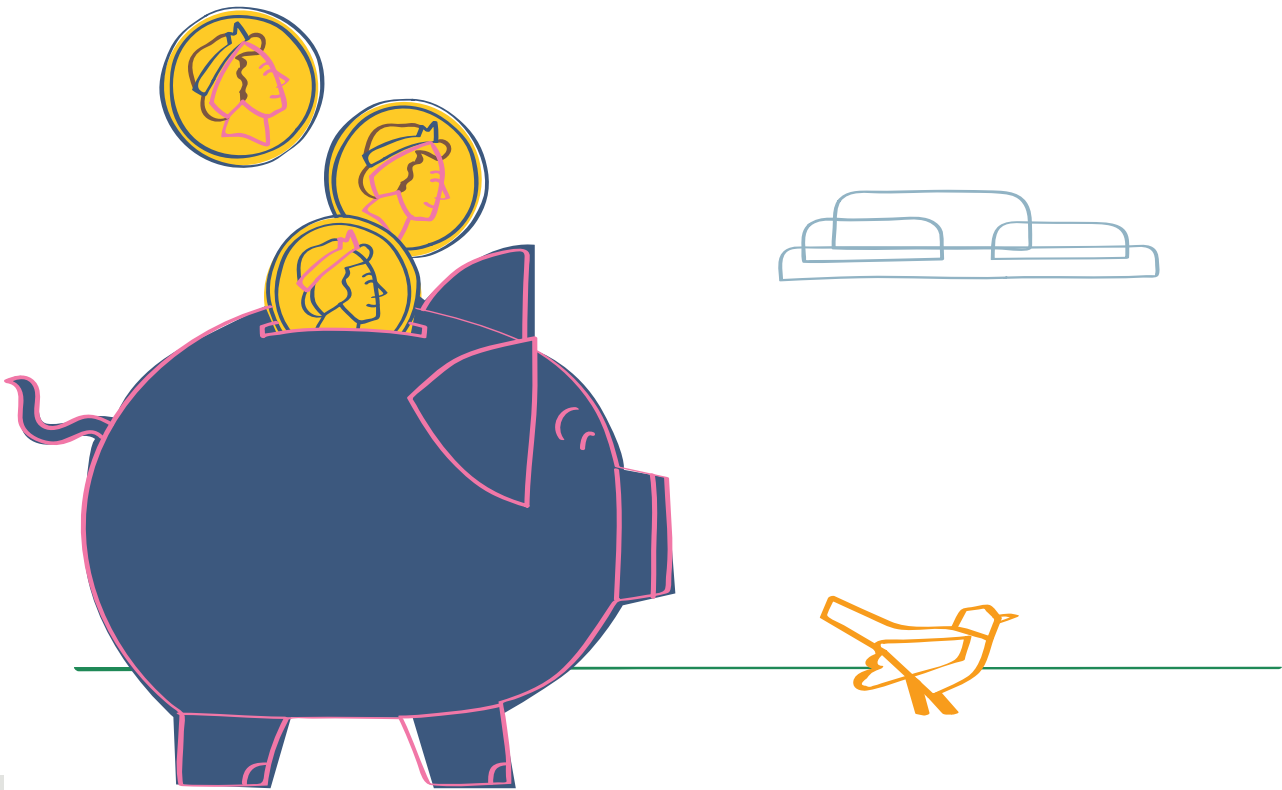
4%

Becoming a reality star

1 in 5

Said debt should be avoided at all costs after witnessing its effects on older generations





Growing up in the midst of an economic downturn has made them more fiscally cautious and are more likely to identify as savers rather than spenders.

documented by social commentators, the knock-on effect is not to be sniffed at. Growing up in a time of global conflict and economic troubles seems to have had an impact on attitudes to risk, career choices and the need for longer-term financial security.

Despite the stresses that life throws at them, the good news is that Centennials seem to be more optimistic about their financial future than previous generations. That optimism might be because, in addition to having more time until retirement, younger savers are stashing cash more fastidiously than older generations. ■

Case Study:

Jack



Jack may still be at school but he's already acutely aware of the need to save and has his sights set on being financially independent as soon as possible.

With university beckoning, the 17-year-old is fortunate enough to have the support of his grandparents for tuition fees. His parents, meanwhile, have promised him a lump sum to invest in a property to live in during the duration of his studies as part of a bare trust fund they have set up for him. He is already planning ahead to renting out spare rooms to cover the cost of the mortgage.

The Trust gives Jack peace of mind that unlike many of his fellow students he won't be emerging from higher

BUSINESS CLASS



education with substantial student debt. Nonetheless he wants to make the most of the money that he will have access to from the age of 18. In the meantime, Jack is already in the habit of putting money to one side into a savings account – a combination of gifts from generous family members and the proceeds of afterschool and holiday jobs.

He already has his sights set on a career in the City and makes no secret of the fact that his ambition is

to make money, although he's nervous about job prospects in the sector.

Pensions aren't yet on his agenda. He's more drawn to the idea of investing in stocks and shares as a means to securing a higher return on his investment rather than relying on the pitiful interest rates being offered by the banks' savings accounts. Are there any investment products or strategies that he should be considering which are appropriate for his age group? ■

Top Tips — Generation Z, 'The Centennials': Since 2000



Natasha Longthorpe
Wealth Planning Assistant

- 1.** The best advice we can give Jack is to learn about saving and investing. The earlier one understands the basics the better shape you're likely to be in when it matters most
- 2.** If his school has an investment club it's well worth participating in that as well as applying to relevant firms for work experience in his holidays
- 3.** Jack's parents could be investing in JISAs or pensions on his behalf, as could his grandparents.

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Introduction

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Bridging The Gap

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- ³ Research by Hargreaves Lansdown (December 2016)
- ⁴ Can you make the money last? The road to sustainable wealth. Merrill Lynch (December 2017)
- ⁵ Can you make the money last? The road to sustainable wealth. Merrill Lynch (December 2017)
- ⁶ Can you make the money last? The road to sustainable wealth. Merrill Lynch (December 2017)

Traditionalists, The 'Silent Generation'

- ⁷ Research by Hargreaves Lansdown (December 2016)

Generation X

- ⁸ Survey by YouGov on behalf of Old Mutual Wealth (September 2016)

Generation Y

- ⁹ www.yougov.co.uk/news/2012/11/23/sensible-savers-leave-older-age-chance/ (November 2012)

It's Good Essential to Talk

- ¹⁰ The fourth annual Love and Money Survey by TD Bank (July 2018)

Generation Z

- ¹¹ Open University poll: Generation Z fast becoming the "side hustle" generation. (November 2017)
- ¹² The Center for Generational Kinetics www.genhq.com: Meet the throwback generation (December 2017)

Important Notes

Investment involves risk. The value of investments and the income from them can go down as well as up and investors may not get back the amount originally invested.

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Follow us on:



Registered Office:
4 Coleman Street
London, EC2R 5TA

020 7600 1551
info@jmfinn.com
www.jmfinn.com

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