

Life's milestones coming later than hoped for many

More than 1 in 3 of Americans place significant pressures on themselves to reach life milestones.

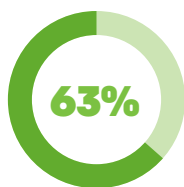
Nearly 50% of people believe financial struggles have prevented them from reaching life stages sooner.

Findings from Feb. 2019 online survey, of 2,500 U.S. adults ages 18+

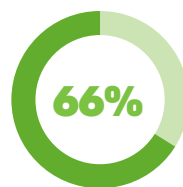


Life's milestones

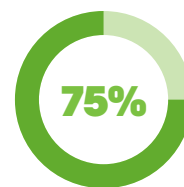
What do Americans consider major milestones?



Starting a family



Getting married



owning a home

The why

- » **Nearly 3 in 4 Americans (73%)** said personal fulfillment motivates them to reach traditional life milestones.
- » **20%** said fear of falling behind their targeted timeline or goals motivates them to reach traditional life milestones.
 - **15%** said pressure from society motivates them to reach traditional life milestones.
 - **16%** of newlyweds said social media puts stress on their marriage.
- » **3 in 10 newlyweds** said approval from family was motivation to reach their traditional life milestone, compared to only **12%** of new parents and **23%** of new homeowners.

Worrywarts

- » New parents, newlyweds and new homeowners say they constantly worry about money to some degree, compared to **59%** of Americans.
 - **64%** of new parents
 - **60%** of newlyweds
 - **54%** of new homeowners

Money matters

- » **50%** of new parents wish they would have felt more financially prepared prior to the arrival of their first child.
- » **33%** of new homeowners shared that sentiment, with more than a quarter of whom saying they didn't think about finances until they purchased their home.
- » **More than half (55%)** of newlyweds say finances put stress on their marriage, and one in five wish they would've talked to their spouse about money before getting married.

Action and reaction

- » **Controlling the purse strings: More than a third (37% newlyweds, 43% homeowners, 44% new parents)** of all respondents established a new budget when reaching a new milestone.
- » **Finding a hustle: 46%** of new parents found a second job or side hustle.
- » **Being more aware of spending habits: 45%** of newlyweds have cut back on spending.
- » **People who reach one of these milestones are more optimistic about their financial future than the average American — with more than 80% expressing optimism across all three life stages, compared to 71% of Americans.**