

CENTENNIALS: THE NEXT GENERATION

The centennials — those born from 1997 to present — have different attitudes around spending and saving. This new generation is more cautious, less brand conscious, and altogether less prone to the free-spending excess that characterized millennial teens.



Centennials are already shaping up as a generation concerned about being prepared for the future

71% SAY THEY WORRY ABOUT NOT BEING PREPARED FOR THE FUTURE

They appear willing to not just challenge the status quo, but roll up their sleeves and work to change it

73% BELIEVE EVERYONE HAS THE RIGHT TO CHALLENGE AUTHORITY FIGURES' DECISIONS IF WE DON'T AGREE WITH THEM

Slow economic growth, wage stagnation, consumer debt, and volatile global matters have resulted in centennials having an economically pragmatic mindset, especially among those in their first years of independent living

12 month spending outlook:

2005: **47%** said they would spend more

2016: **40%** said they would spend more



"SAVING MONEY IS NOT IMPORTANT NOW."



43%

of those aged 12-15 disagree



51%

of those aged 16-17 disagree



59%

of those aged 18-19 disagree