

# Breadwinners Survey

March 2020



# Methodology

This survey was conducted online within the United States by The Harris Poll on behalf of TD Ameritrade from October 21 through November 8, 2019, among 1,011 U.S. adults aged 23 and older with at least \$10,000 in investable assets.

This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. The survey includes: Millennials (ages 23-38), Gen X (ages 39-54), as well as Boomers (ages 55-73).



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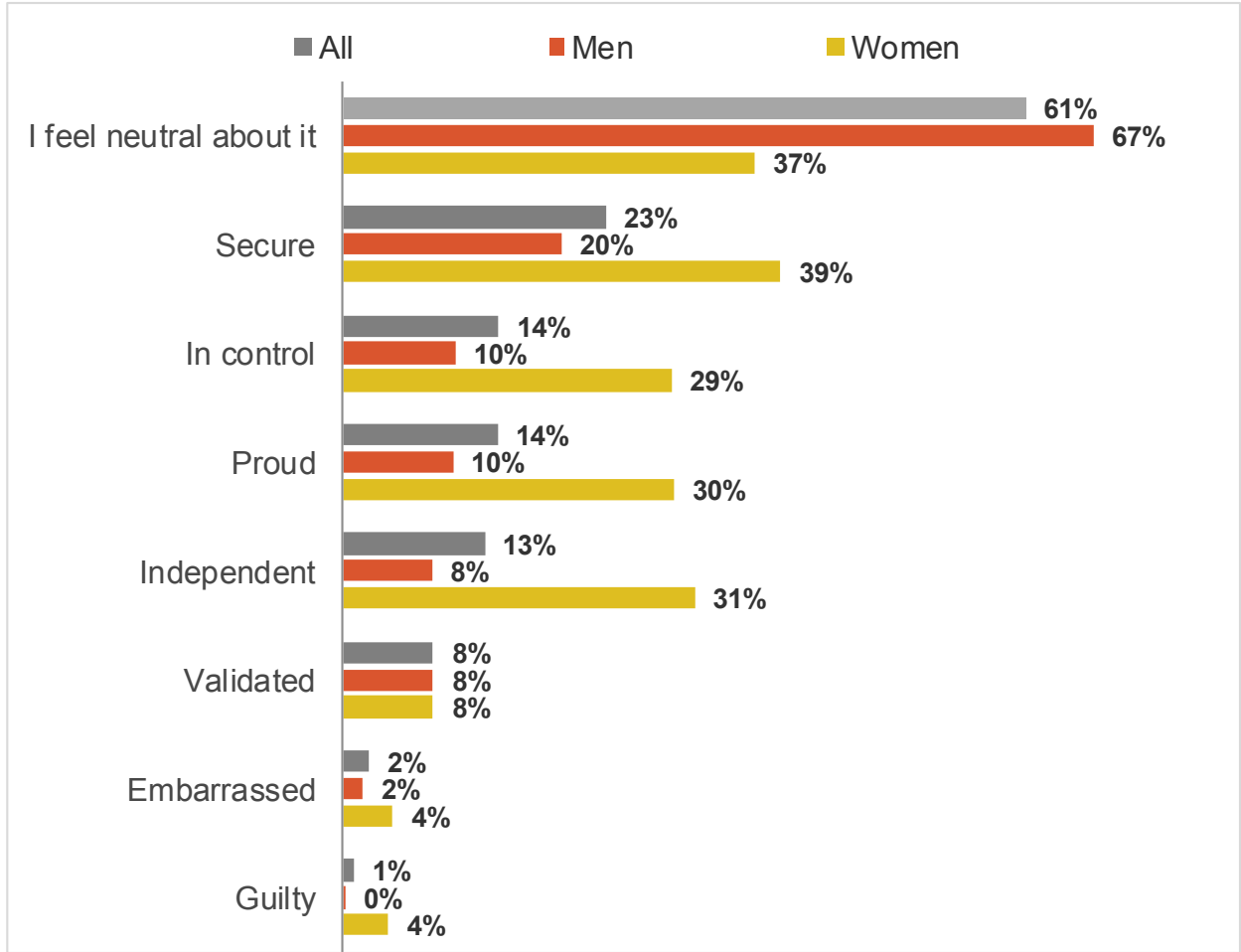
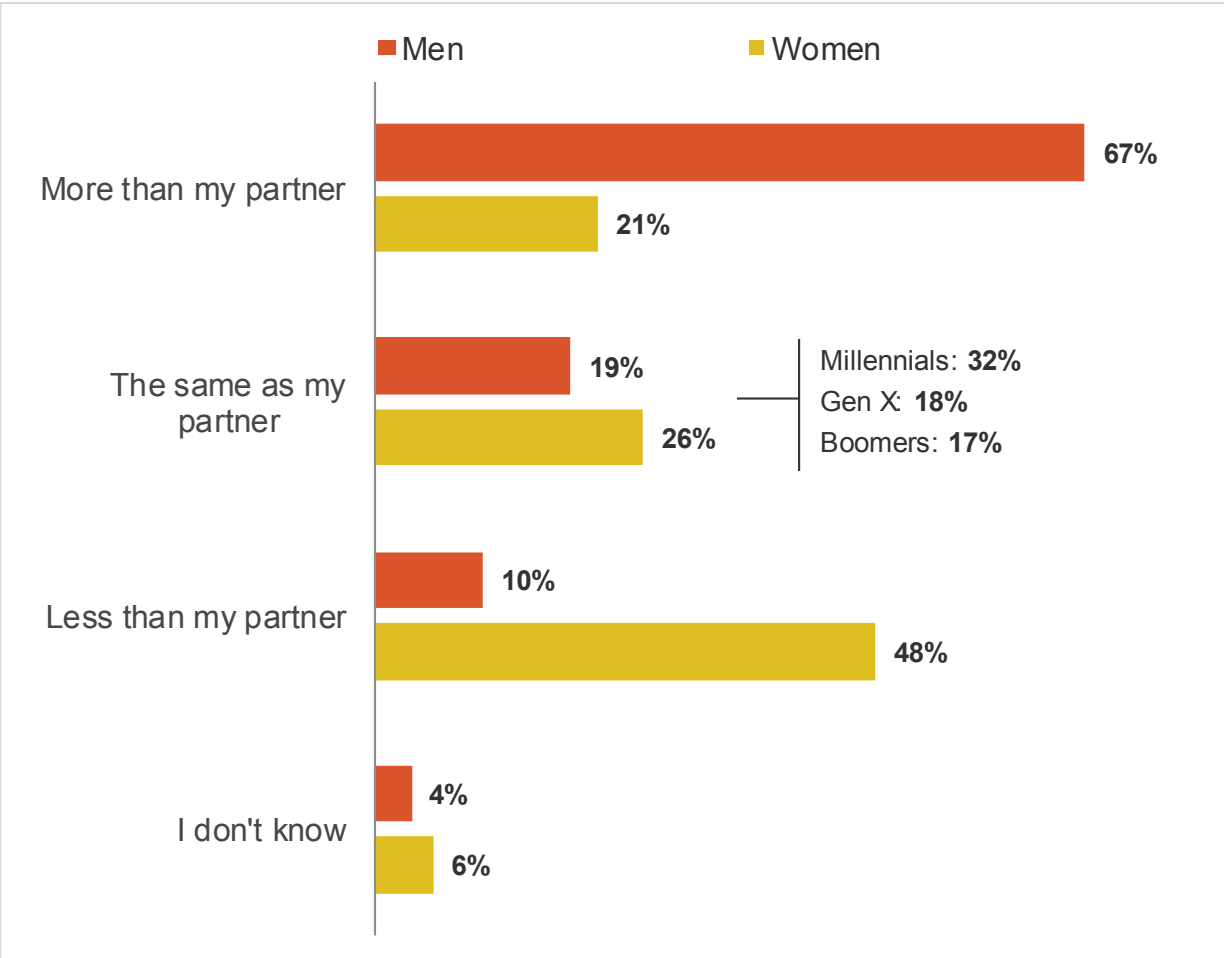
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## Millennials are most likely to earn the same as their partner, compared to others

Most male breadwinners tend to feel neutral (61%) about being one, while female breadwinners are most likely to feel secure (39%)

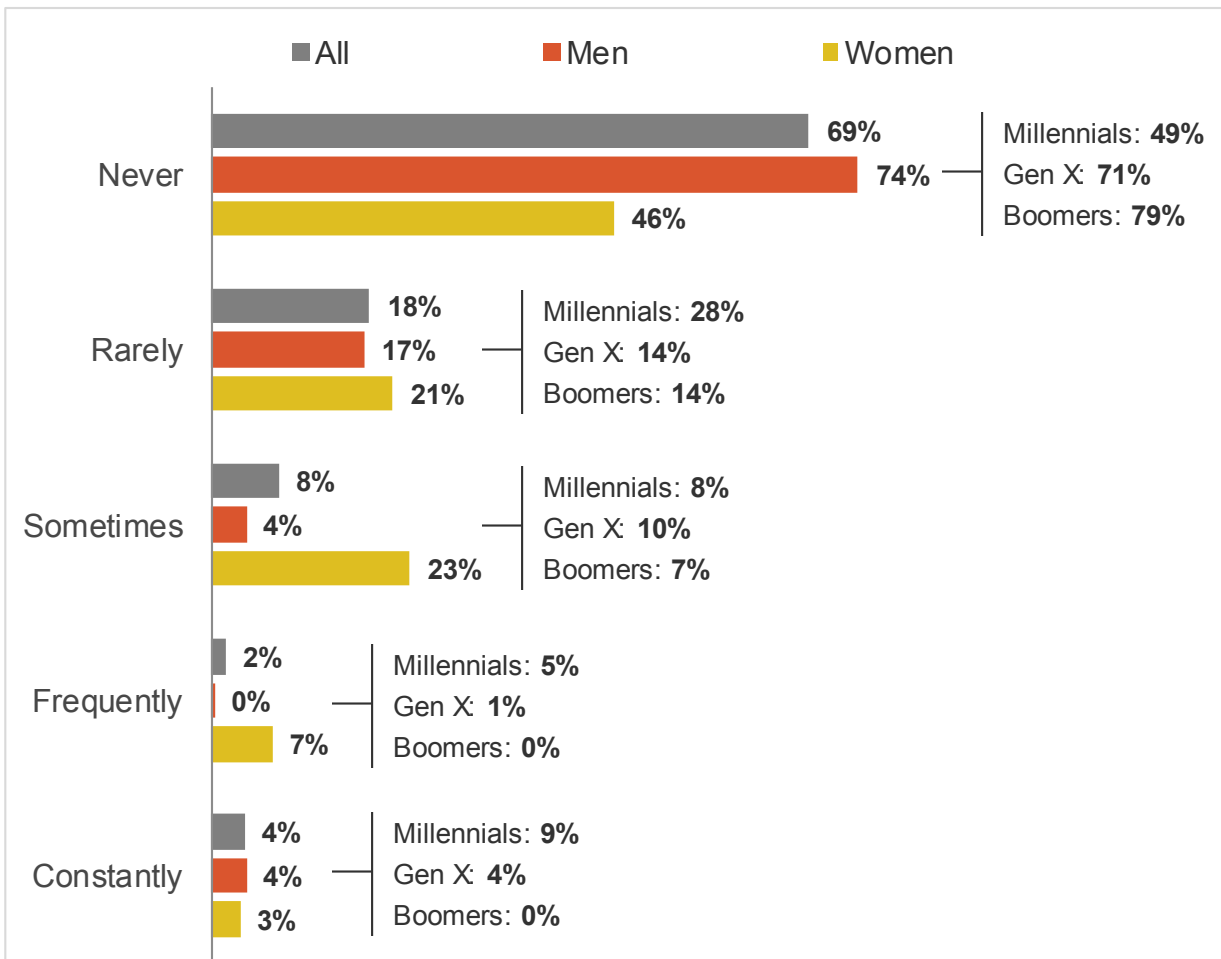
Do you currently earn less than your spouse/partner, the same, or more than your partner?

How does earning more money than your spouse/partner make you feel?

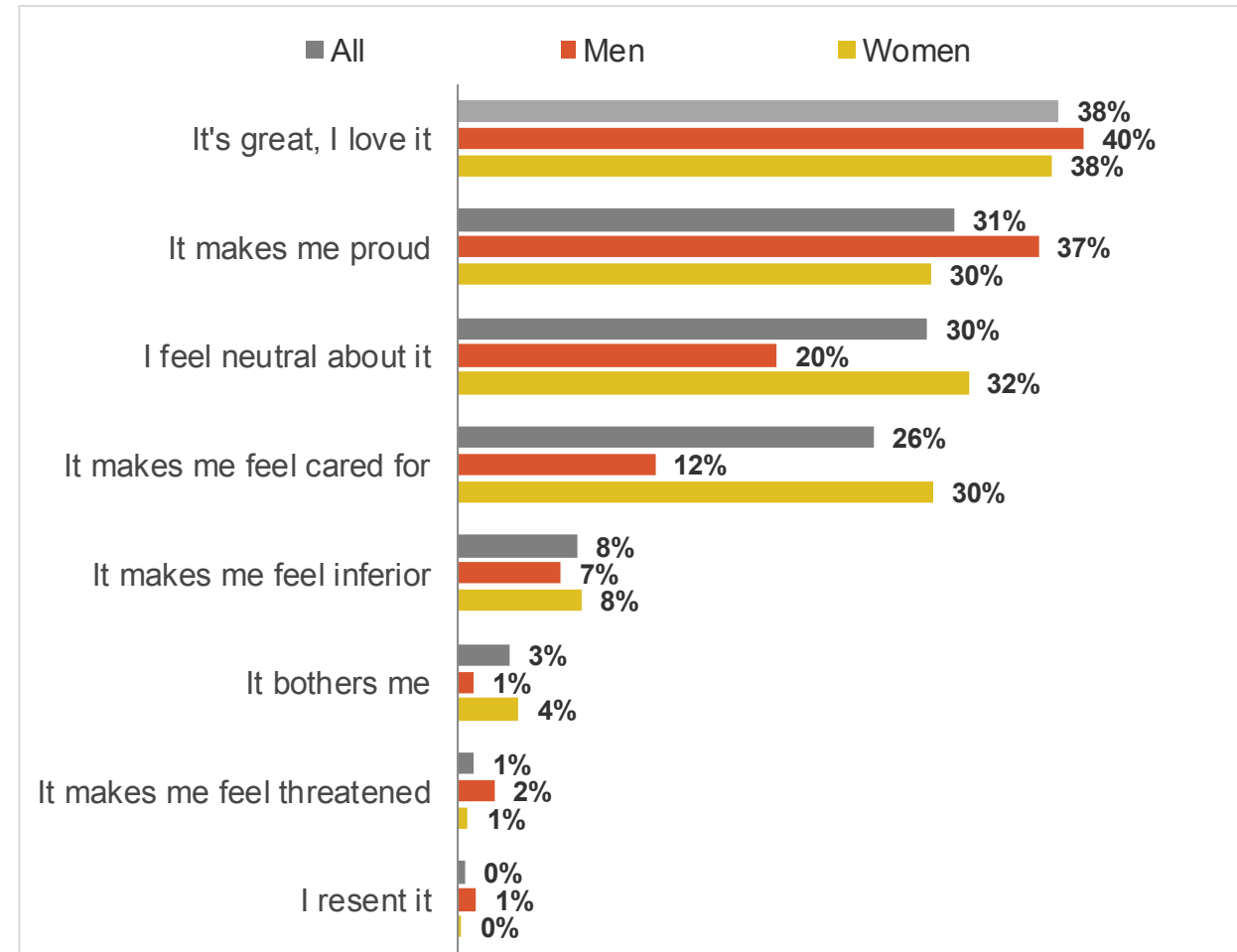


# Millennials are most likely to say that making more money than their spouse/partner caused a negative friction in their relationship

Does making more money than your spouse/partner ever cause negative friction in your relationship?

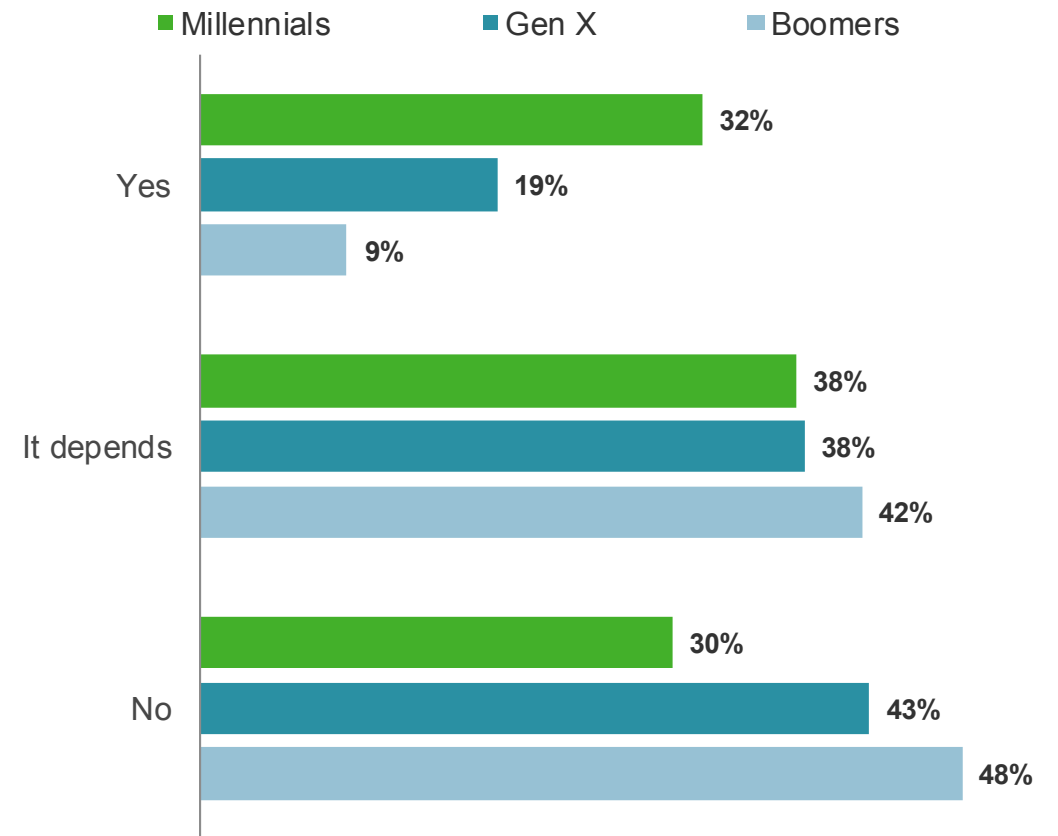
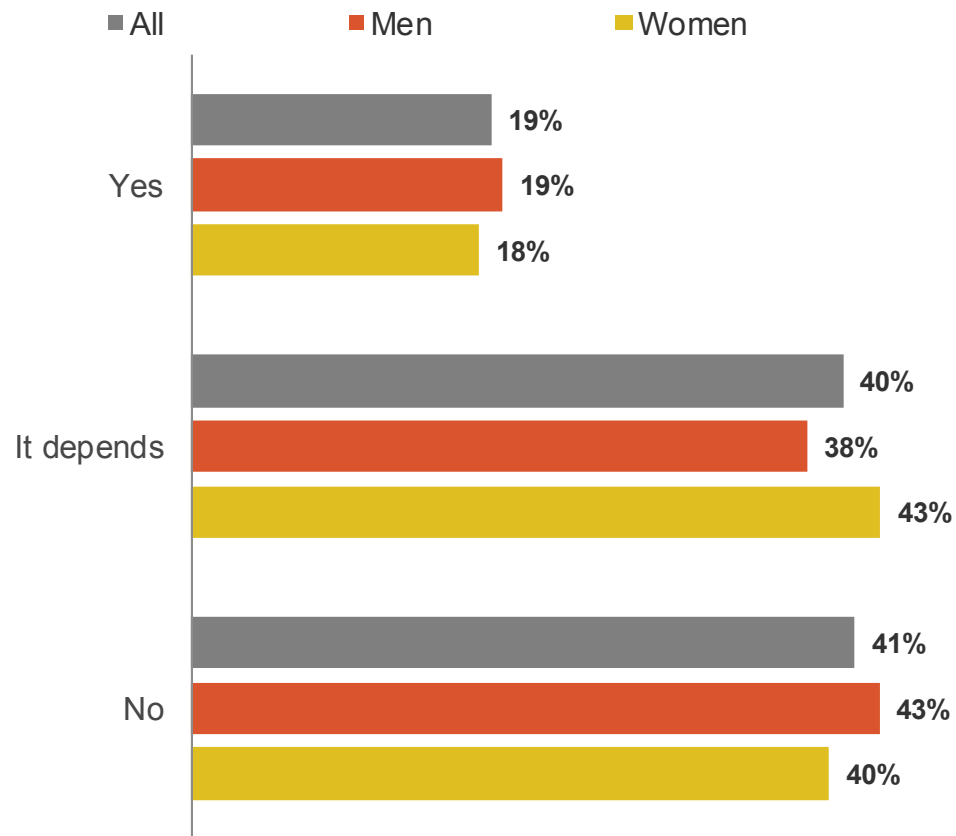


How do you feel about the fact that your spouse/partner earns more money than you?



## Nearly a third of Millennials (32%) believe that the more money you contribute to the relationship, the more say you should have over spending decisions

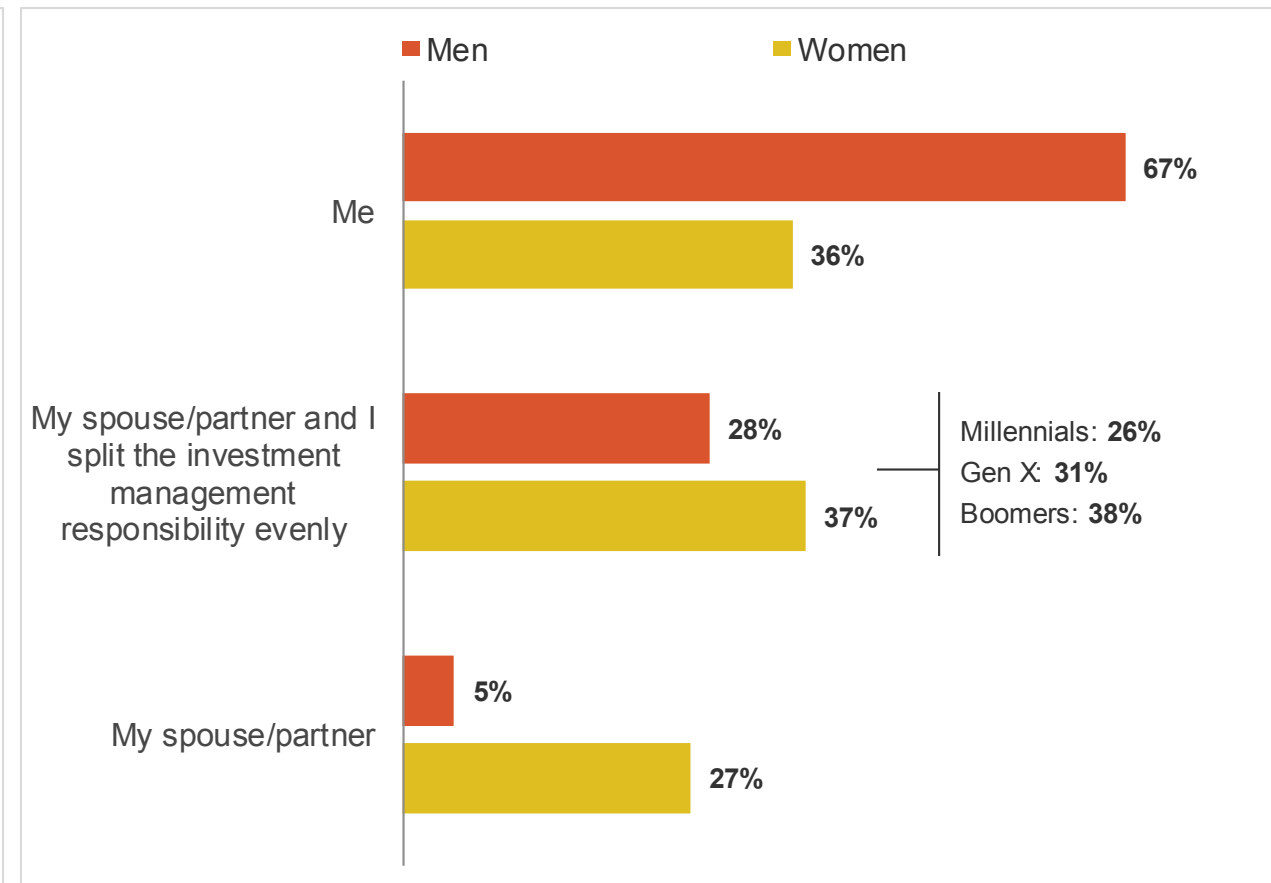
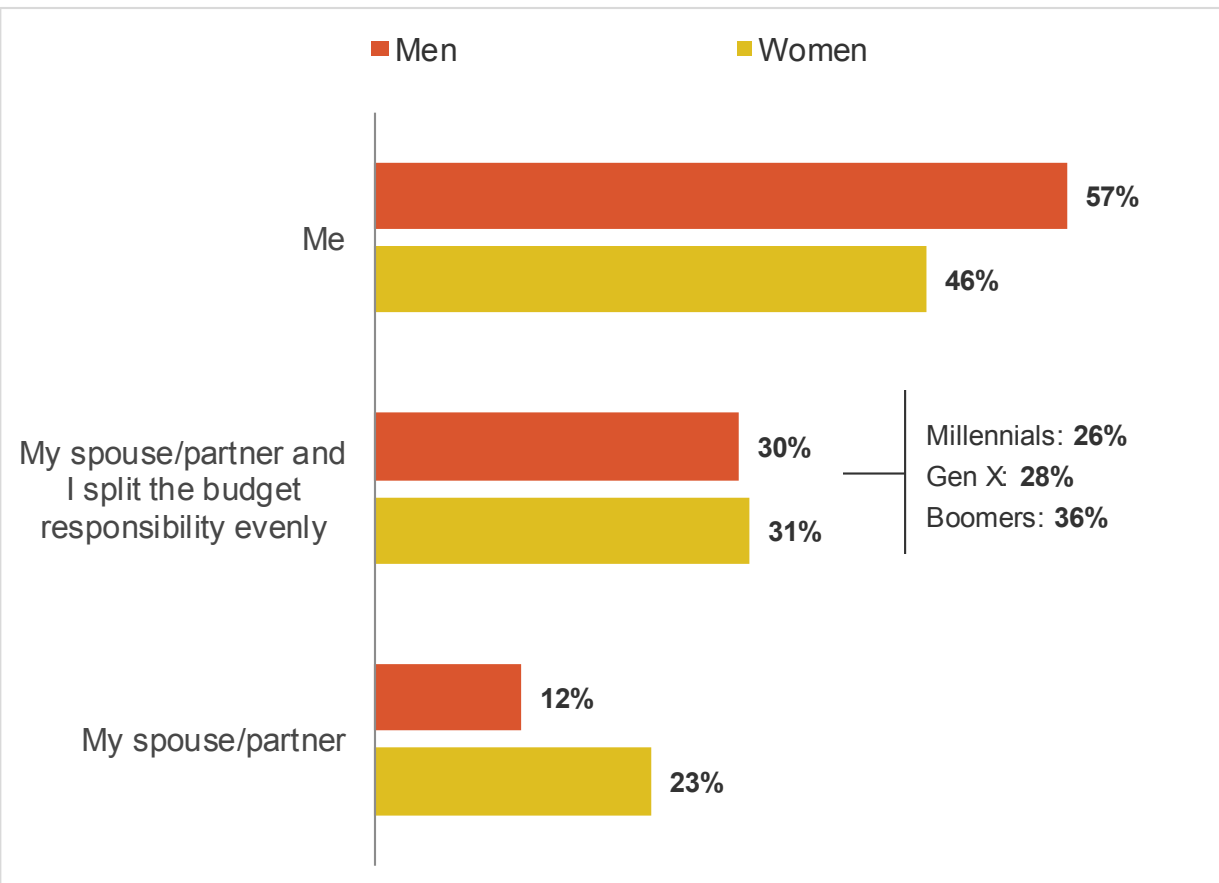
Generally speaking, when in a committed romantic relationship, do you believe that the more money you contribute to the relationship, the more say you should have over spending/money-allocation decisions?



# Boomers are most likely to split their budget and investment management responsibilities evenly

Who in your household is primarily responsible for managing the family budget?

Who in your household is primarily responsible for managing investments?



# Millennials are most likely to consider corporate issues related to gender before deciding to invest

When deciding whether or not to invest in a company, do you ever consider corporate issues related to gender (e.g., the company is led by female executives, the company is striving to reach gender parity, etc.) before deciding to invest?

