



2018 Money Matters Report™

WE'RE EXCITED TO SHARE OUR THIRD ANNUAL
ACORNS MONEY MATTERS REPORT!

WHO WE HEARD FROM	3
SPENDING, SAVING AND INVESTING	4
WAYS TO GROW	22
SURVEY METHODOLOGY	23

Each year, we ask some questions about financial wellness so we can make it easier for Americans to save and invest every day.

We heard from **3,403** respondents.

48%

Male

52%

Female

Ages: 18 - 23

30%

Ages: 24 - 35

30%

Ages: 36 - 44

40%

*The survey was **not** directed at Acorns users.

Wellness is worth it.



61%

report spending **up to**
\$100 each month on
health and fitness.

When talking with friends, would you rather share how much you weigh or how much money you have saved?



58%

Weight

42%

Savings

49%

save **up to \$100** in an average month.

24%

save **\$50 to \$100** in an average month.

14%

report average monthly savings of **over \$400**.

How well does this statement describe you?

"I spend more than I make each month."



54%

"Not at all" or "Very little"

27%

"Somewhat"

19%

"Very well" or "Completely"

When money's short...



55%

say the **first** thing to get cut is eating out or food delivery, such as DoorDash or Postmates.

Healthcare expenses are the **last** thing to get cut.

71%

do **not** pay monthly ATM fees.

62%

never overdraft their bank accounts.

44%

will **not** use an ATM if it's out of network.

53%

of respondents **invested** in 2018.

Of those who invested last year, **over 80%** invested between **\$100 to \$5,000**.



60%

invested more than they spent on coffee in 2018.

*The average American spends \$1,100 a year on coffee.



45%

plan to **start investing** once they get a raise, find a new job or pay off debt.

Why the wait?

"The biggest concern about investing is..."



37%

"losing money."

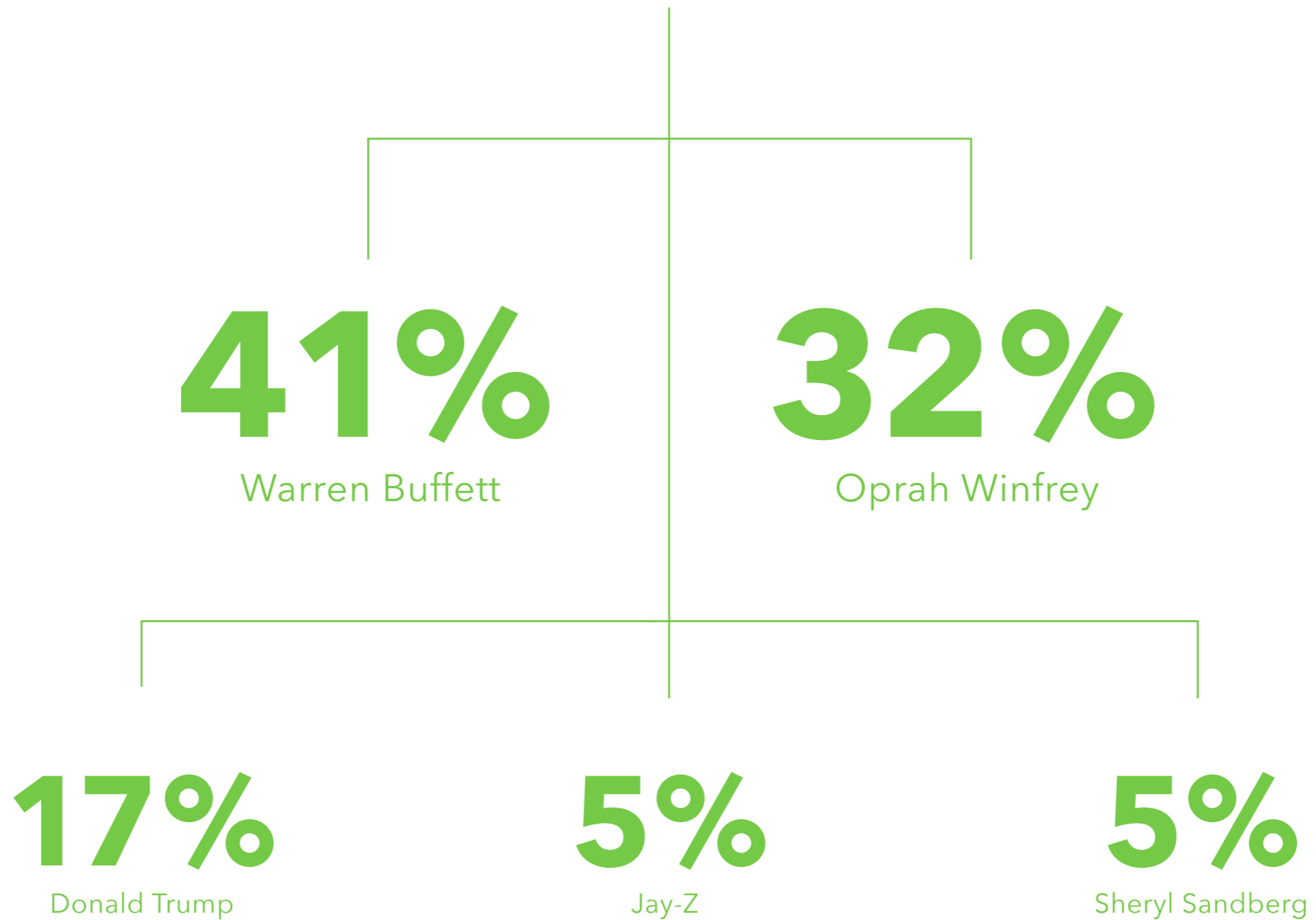
33%

"not enough money to invest."

29%

"lack of knowledge."

Whose investing advice would you be most likely to take?



How would you complete the following sentence?
"The political climate in the past year makes me want to..."



68%

"save or invest."

20%

"put money under my mattress."

9%

"spend."

On a scale of 1-10

with 10 being “very important”

how important a role
do you think investing
will play in your future
financial success?

The **average**
response was

6

How do you feel about your financial future?



26%

"Anxious"

44%

"Meh"

30%

"Confident"

One in
five

currently have **over**
\$5,000 in credit card debt.

74%

report **using credit cards.**

38%

report **carrying a balance.**

21%

use credit cards **for the rewards.**

27%

use credit cards to **build credit.**

Nearly 50%

of respondents think they will be **financially secure**
enough to retire **between 45 to 65 years of age.**



Over a
third

of respondents feel that
**they'll be able to afford
the things they want in life.**

TOOLS TO GROW

As the **first financial wellness system**, we're working to put the tools of wealth-making into everyone's hands, so Americans can save and invest every day!

Round-Ups make it possible to **invest spare change**.

Acorns Later is **the easiest way to save for retirement**, no matter what you do for a living.

Found Money helps you **earn rewards** that can grow into bigger rewards when you shop.

Grow your knowledge with our original money content in your app, because **knowledge is power**.

Spend is the first checking account with a debit card that saves and invests for you so you can **spend smarter**.

From acorns mighty oaks do grow. With more than 4.5 million investment accounts opened, we'll keep finding ways to make it even easier to grow your oak!

SURVEY METHODOLOGY

The research was conducted anonymously by SurveyMonkey and commissioned by Acorns. This survey was not directed at Acorns customers. Any response collected from a customer was coincidental. The survey questionnaire was written by Acorns and conducted in November 2018, using SurveyMonkey's nationally representative online research panel.

The sample population consisted of 3,403 Americans, comprised of 1,767 females and 1,636 males between 18-44, across the following segments: 1,027 respondents aged 18-24, 1,354 respondents aged 25-34 and 1,022 respondents aged 35-44. The margin of sampling error for the full sample is plus or minus 4.1 percentage points at the 95% confidence level.

"Acorns" and "Money Matters Report" are trademarks of Acorns Grow, Inc.



2018 Money Matters Report™