

Logica® Future of Money Study December 2022 Highlights

The financial industry is changing more quickly than ever. Businesses need comprehensive knowledge to shape strategy, meet customer demands, and develop the right services, products and experiences in today's evolving financial landscape. Logica's newly released Future of Money Study continues an examination of current and future financial trends, providing up-to-date and historic data that allows brands to make the best decisions to drive growth and provide the best experiences for target consumers. This newest wave of the study includes a deep dive into generational trends, and a special report on cryptocurrency.

If you want to understand consumer financial behaviors and how your business can innovate, respond and strategize, The Logica® Future of Money Study will give you deep insights into key financial areas of the life cycle of the dollar: how we work, spend, save and invest.

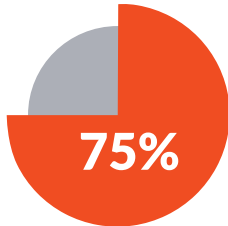
- **WORK:** The world of employment and making money continues to shift. By understanding how people work, companies can understand opportunities to provide support to employees—and also employers who want to retain employees and improve employee financial wellness.
- **PAYMENTS:** How people spend money and the ways they pay are constantly evolving. Inflation and economic factors are having marked impact on spending behaviors, and it is important for companies to keep up on the latest in cash usage, card usage and digital payment options.
- **MONEY MANAGEMENT:** Saving and investment trends are increasingly dynamic as the economic conditions are in flux. In the face of these dynamic times, , consumers are looking to financial firms for advice in managing their finances.

Here are highlights from the Logica® Future of Money Study. The full Logica Future of Money research report is delivered twice yearly as part of the Logica Future of Money Insights Kit. The Insights Kit offers a 360° snapshot of the current consumer money mindset with detailed data tables, access to analysts for your own custom questions, and more.

If you want important insights that will future-proof your business, [contact us today](#).

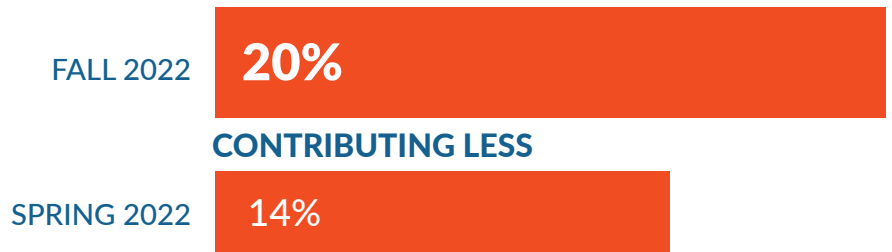
Logica® Future of Money Study: **Work Highlights**

Current economic conditions are affecting work: fewer people are planning on switching jobs, employer financial programs are growing in importance, and participation in employer-sponsored investment plans is changing.



think it's important that employers offer programs to manage finances

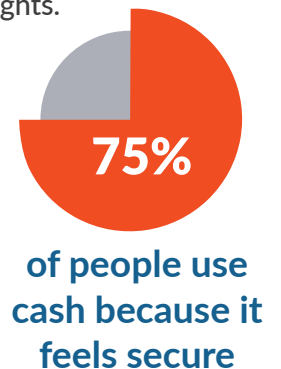
Employees contributing to work-sponsored 401k plan:



Logica® Future of Money Study: **Payments Highlights**

The way people spend and pay is being affected by the economic climate, with people reporting that they are spending less and using cash more as a payment method. The full Logica® Future of Money report also includes trend data on digital payment app usage, peer-to-peer payments and Buy Now Pay Later insights.

Americans are spending less in the current economy:



Logica® Future of Money Study: **Money Management Highlights**

Although people continue to save and invest, they are doing so at lower rates and staying the course due to the economy. Our insights show many would like to have all their savings, investments and payments consolidated in one place. As detailed in the full report, consumers look for money management advice through various avenues.

Most Americans are likely to find out about where to open a new financial account through an internet search or friend/family member

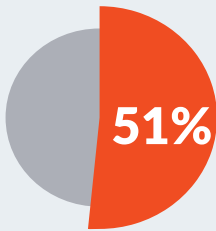


Logica® Future of Money Study:

Generational Special Report Highlights

The latest Logica® Future of Money Study takes a deep look at the way Gen Z, Millennials, Gen X and Boomers make, spend and manage money—and what they're looking for from financial brands. [Get the Logica Future of Money Study Insights Kit for all the details.](#)

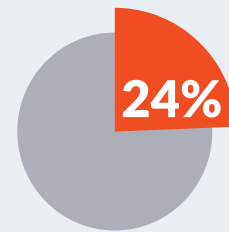
Gen Z Financial Persona



Gen Z is saving more than other generations due to current market conditions

Gen Z has one foot out the door at work, and are seeking financial advice from their employer. They are bullish on saving and investing. This generation relies on family and friends and YouTube for financial advice.

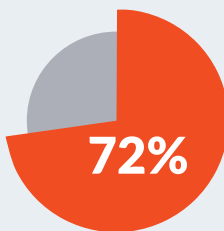
Millennial Financial Persona



Millennials are likelier than all other generations to invest more in next 12 months

Millennials are at the ready to make a job move. They are average savers and very bullish investors. They look to professional financial advisors but are open to YouTube for financial advice.

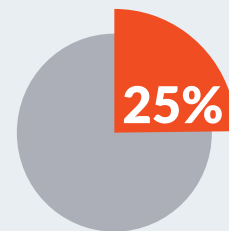
Gen X Financial Persona



Gen X feel it's important to get financial advice from employer

Gen X is mostly staying put at work. This generation is more bearish on savings and investing and are saving less than younger generations due to the economy. They want expert financial advice, but will use DIY apps for advice too.

Boomer Financial Persona



Boomers are not as focused as other generations on saving more due to current economic conditions

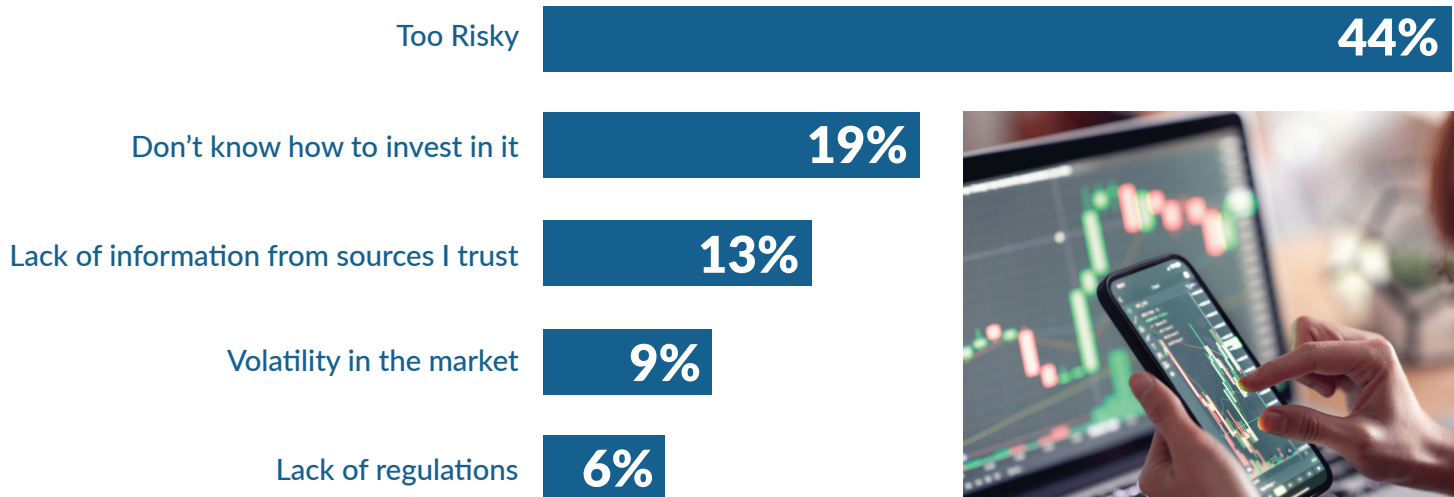
Boomers are set in their ways and not changing jobs. They are bearish on making changes to saving and investing. When this generation seeks financial advice, they prefer to meet in person.

Logica® Future of Money Study:

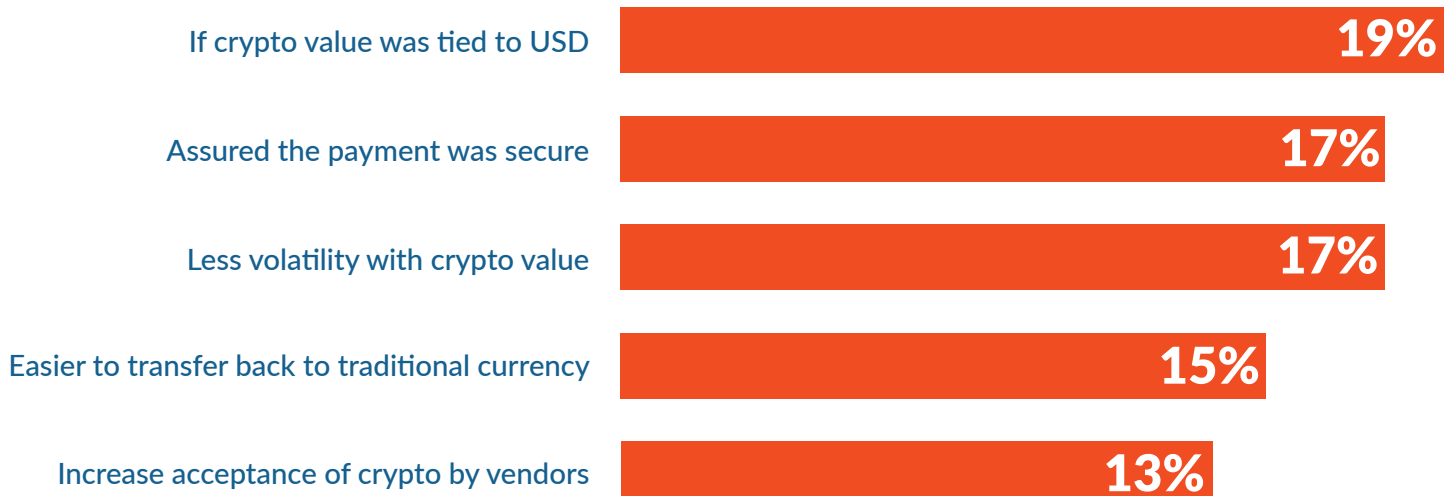
Cryptocurrency Special Report Highlights

Our latest study includes a special report on cryptocurrency—a very quickly changing investment area. Close to one in ten Americans have used a cryptocurrency or stablecoin to pay for something online, the likelihood to own crypto has dropped since previous waves, and there are many barriers people perceive to owning crypto.

Barriers to Owning Crypto



Lowering volatility and increasing security would make more Americans comfortable with using cryptocurrencies



Get The Logica® Future of Money Insights Kit

Act on what your customers are thinking.

Consumer attitudes and behaviors toward money are changing rapidly. For your business, understanding how your customers feel about work, spending, saving and investing is crucial to gaining a competitive advantage.

We've been sharing results from our Future of Money Study since it was first established in 2017. Now, via our Insights Kit, we're giving you the opportunity to connect directly to the wealth of information we compile each year. Loaded with in-depth insights and trend analysis, the study focuses on the key factors driving financial decision making.



What's included in the Insights Kit:

- The in-depth Future of Money report with executive summary and trends
- Data tables for current year and trending for prior year
- A presentation of the report delivered by a Logica consultant to your internal stakeholders
- Two hours of analyst time to answer any questions you have
- The ability to set one custom question in the study
- Unlimited ability to share the report internally
- The right to use stats from the report in your own content, citing Logica

What's covered in the study

WORK: Get insights on timely topics such as retirement, money management needs from employers, and more.

SPEND: Access information on payment brand awareness and usage, preferred ways to pay, as well as timely topics related to payment trends such as Buy Now Pay Later.

SAVE: Understand people's thoughts on saving and debt management, including the impact of inflation and market volatility.

INVEST: Get insights on personal finance and money management, with preferred sources of help and advice and perceptions of investment trends.

With the Future of Money Insights Kit, your business can take advantage of deep insights that will drive marketing and product strategy at a fraction of the cost of conducting your own study.

INVESTMENT

\$25,000 per year

Covering both Spring and Fall waves.

Optional Insights Add-Ons

(priced separately)

- Full custom study
- Custom questions
- Additional trending topics
- Specialty over-samples
- Creation of social graphics
- Additional analyst time
- Qualitative deep dive with video

www.logicaresearch.com
engage@logicaresearch.com

About the Logica Future of Money Study

The Logica Research Future of Money Study is a semi-annual research report that offers a detailed 360-degree snapshot of the current consumer money mindset. The online study has been running since 2017 and is conducted among 1,000 U.S. adults and an augment of 200 older Gen Zers (16-25 years old). This wave of the study was conducted in October 2022.

The insights in the ongoing Logica® Future of Money Study are geared toward helping financial brands and institutions develop strategies, products and communications to improve people's financial lives. The new Logica® Future of Money report covers specifics about how people are making, spending and managing their money, as well as the changing ways in which they are engaging with financial brands. Access to the study is provided through the Future of Money Insight Kit from Logica Research.

About Logica Research

Logica Research excels in creating customized marketing research solutions for complex business questions. Logica® provides financial services companies, fintech companies, and growing organizations the insights they need for product development, service enhancements, and communications that will improve people's financial lives, deepen brand engagement, and drive business growth. Research that Logica® has conducted for clients have been published in the largest media outlets in the world including the *New York Times*, *The Financial Times*, *The Wall Street Journal*, *CNN*, *Newsweek*, *Time*, and *USA Today*.

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www.logicaresearch.com

engage@logicaresearch.com