



**OppenheimerFunds®**  
The Right Way  
to Invest

# The Generations Project

The largest intergenerational wealth transfer in history is underway. Are high-net-worth (HNW) individuals, families, and financial advisors prepared? Our expansive study (in the U.S. and U.K.) of nearly 2,000 wealthy investors and advisors captures insights from Millennials to members of the Silent Generation—and reveals disconnects and opportunities across a broad range of wealth management areas. Here's a snapshot of the U.S. findings:

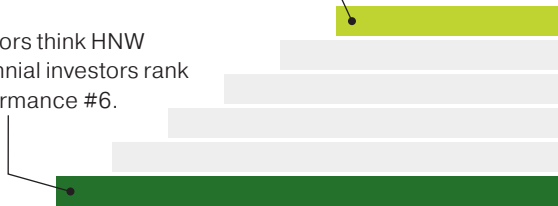
Generation	Years	Ages
Younger Millennials	1988–1996	22–30
Older Millennials	1981–1987	31–37
Gen X	1965–1980	38–53
Boomers	1946–1964	54–72
Silents	1928–1945	73–90

## 1 Advisors Risk Falling Short of HNW Client Expectations

### What are the top qualities you seek from an advisor?

HNW Millennial investors rank performance #1.

Advisors think HNW Millennial investors rank performance #6.



### Generational Snapshot



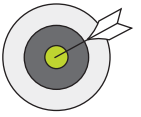
#### Millennials

prioritize performance, whether advisors understand goals, and advisor experience.



#### Boomers

prioritize performance, whether advisors understand goals, and communication.



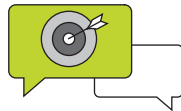
## 2 Wealthy Investors Are Compartmentalizing Financial Conversations

### Wealthy investors save some conversations for advisors, others for family and friends



of HNW investors discuss investment strategies with advisors.

But often save conversations about inheritance and long-term goals for family and friends.

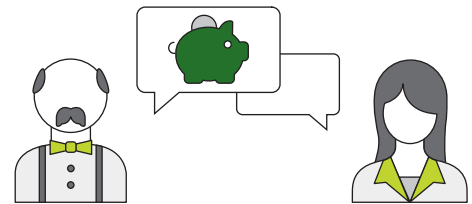


### Generational Snapshot



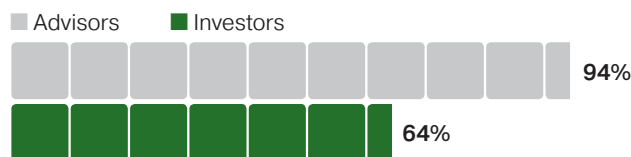
#### Silents

are more likely to discuss personal finances with an advisor.

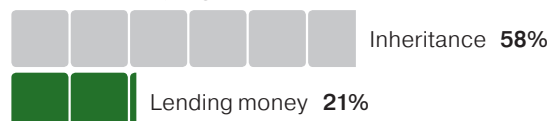


## 3 Advisors and Wealthy Investors Differ on How Much and Why Families Clash Over Money

### Who says families argue over money?



### What do they fight about?



### Generational Snapshot



#### Younger Millennials

find the most conflict around borrowing money.



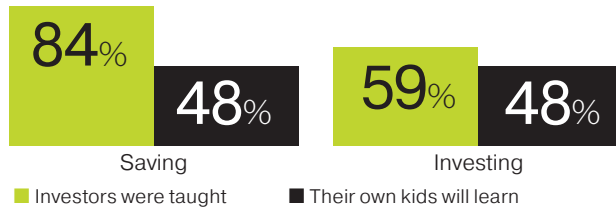
#### Gen X and Silents

find the most conflict around discretionary spending.



## 4 Wealthy U.S. Families Are Not Prioritizing Financial Education

Investors are less likely to pass along the same financial knowledge they learned



### Generational Snapshot



#### Millennials

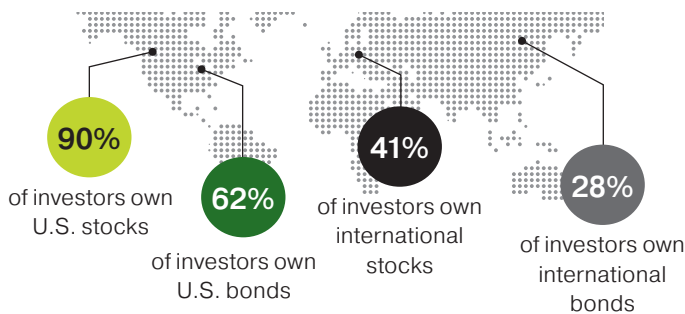
are most likely to teach their kids the importance of investing.

58%



## 5 Wealthy Americans Across Generations Prefer U.S. Investments

### The Home Bias



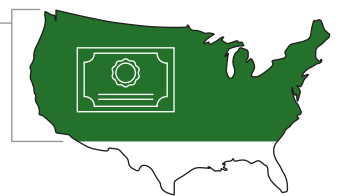
### Generational Snapshot



#### Gen Xers

are most likely to invest in U.S. bonds.

70% of surveyed Gen Xers report owning U.S. bonds.



## 6 Wealthy Investors Seek Sustainability, but Won't Sacrifice Returns

### "Returns Are a Top Priority for My Sustainable Investments"



### Generational Snapshot



#### Younger Millennials and Silents

say water preservation and housing are among their top sustainable investments.



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### Advisor Takeaways

The Generations Project highlights ways for financial advisors to provide a deeper and more meaningful level of service to high-net-worth clients than ever before—from financial education and communication to sustainable and global investing. As trusted “whole family advisors,” they have the potential to be indispensable for generations to come.

### Learn More

For the full report and more details about the distinct generational findings, go to [oppenheimerfunds.com/generations](http://oppenheimerfunds.com/generations).

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