

the **MILLENNIAL REGRET** study

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We surveyed 934 consumers between the ages of 20 and 36 to determine what expenses were most satisfying and which they regretted most. See how these surprising results can help us all be happier with our financial lives.

AVOID TEMPTATIONS

We have
**70% MORE
REGRET**
on

WHAT'S IN OUR CONTROL



RESTAURANTS



FAST FOOD



COFFEE SHOPS

than

WHAT'S OUT OF OUR CONTROL



HEALTHCARE



RENT



BILLS

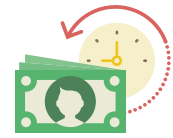
the lesson

Guilty pleasures come with a heaping of regret.

AUTOPAY THE ESSENTIALS

We are
**10% MORE
SATISFIED**

with transactions that were



RECURRING

than



NON-RECURRING

the lesson

Set and you will forget. Increase happiness by putting bills on autopay.

P.S. Millennials were most happy spending on their community

On average, we regret over a quarter of our purchases.

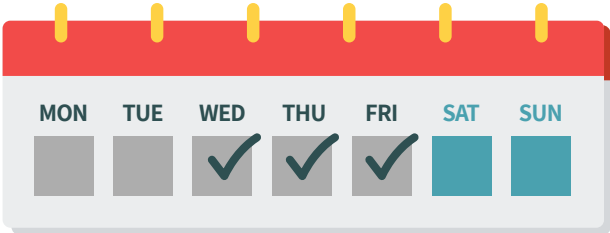
SECOND GUESS THE SMALL STUFF

We are satisfied with large purchases
9% MORE
than smaller ones



the lesson
Spend more time thinking about small purchases, like you would a larger one.

LIMIT IMPULSE BUYS, SPEND ON OTHERS



MIDWEEK
expenditures have
THE LEAST
REGRET
than other days in the week

the lesson
Required or planned spending is less regretful.

Purchases made in



DECEMBER
make us most happy

the lesson
Gift giving and purchasing for others can be more satisfying.