



Meet the Savvy Spenders

Rebuilding Financial Confidence: How Consumers Leverage Social Media



Executive Summary

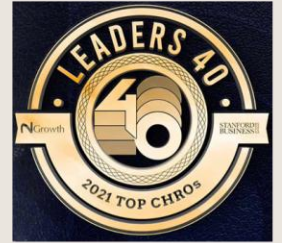
- ✓ Recent events have impacted on financial confidence for all generations, across all regions, with consumers questioning both national economic fundamentals and their own financial understanding.
- ✓ Active LinkedIn members have less confidence in their countries' economies but far more confidence in their ability to navigate uncertainty through financial knowhow.
- ✓ They outspend other social media users across every category: travel, luxury, tech and more.
- ✓ **Savvy spenders feel at their most savvy on LinkedIn.** They are empowered, inspired and confident after spending time on the platform, visit LinkedIn for financial news and advice, and value the inspiration of short-form video on LinkedIn more than on dedicated video platforms.



LinkedIn Vision

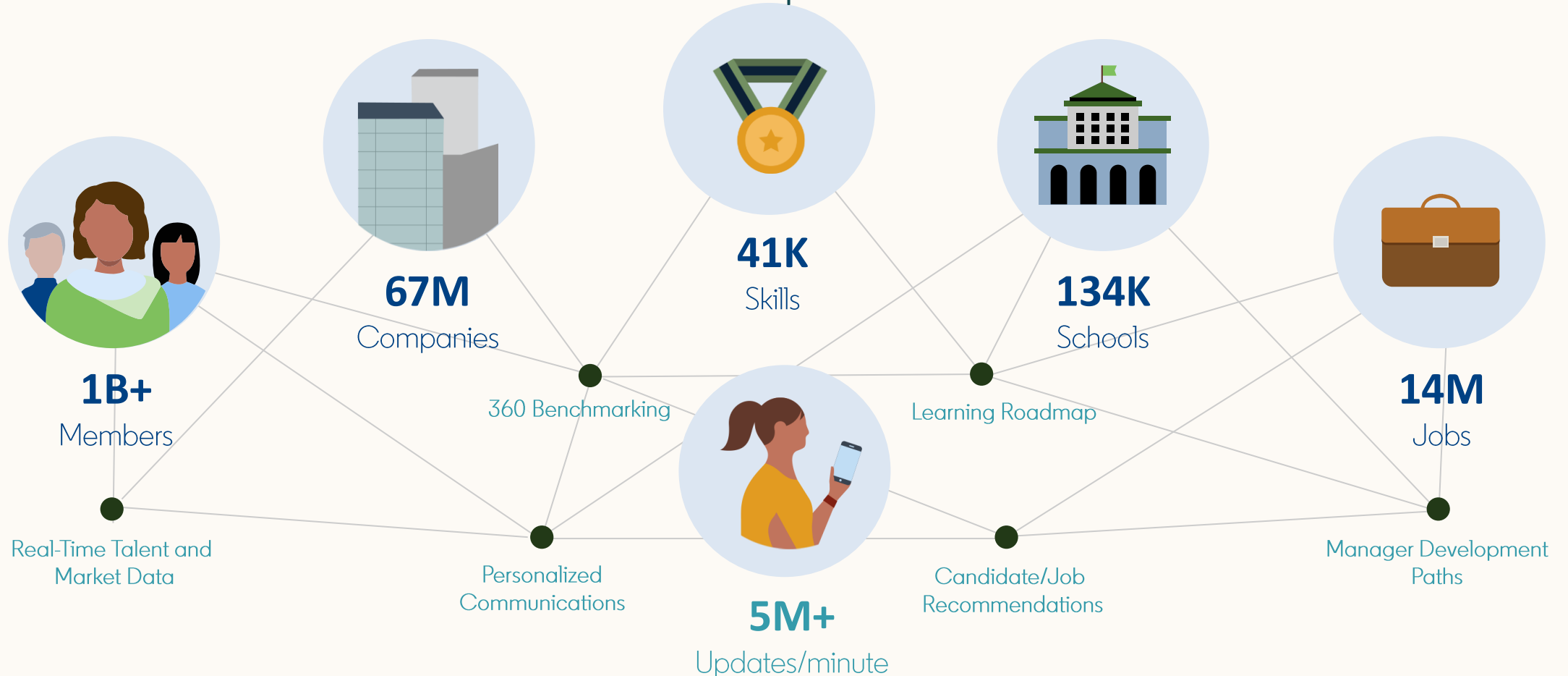
**Create economic
opportunity for every
member of the global
workforce**

Trust is at the core of everything we do



LinkedIn Economic Graph: Digital Representation of the Global Workforce

Provides real-time view into the movement of intellectual capital, working capital and human capital



The Global Financial Services Community on LinkedIn

2.3x

More financial services companies globally over the past 10 years

815K

Financial services companies and Influencers with

500M

followers

240B

Impressions served by financial services companies

71%

Financial services professionals are more likely to attend Live on LinkedIn

Financial services posts are shared

+18%

year-over-year

120M

New Connections by financial services professionals

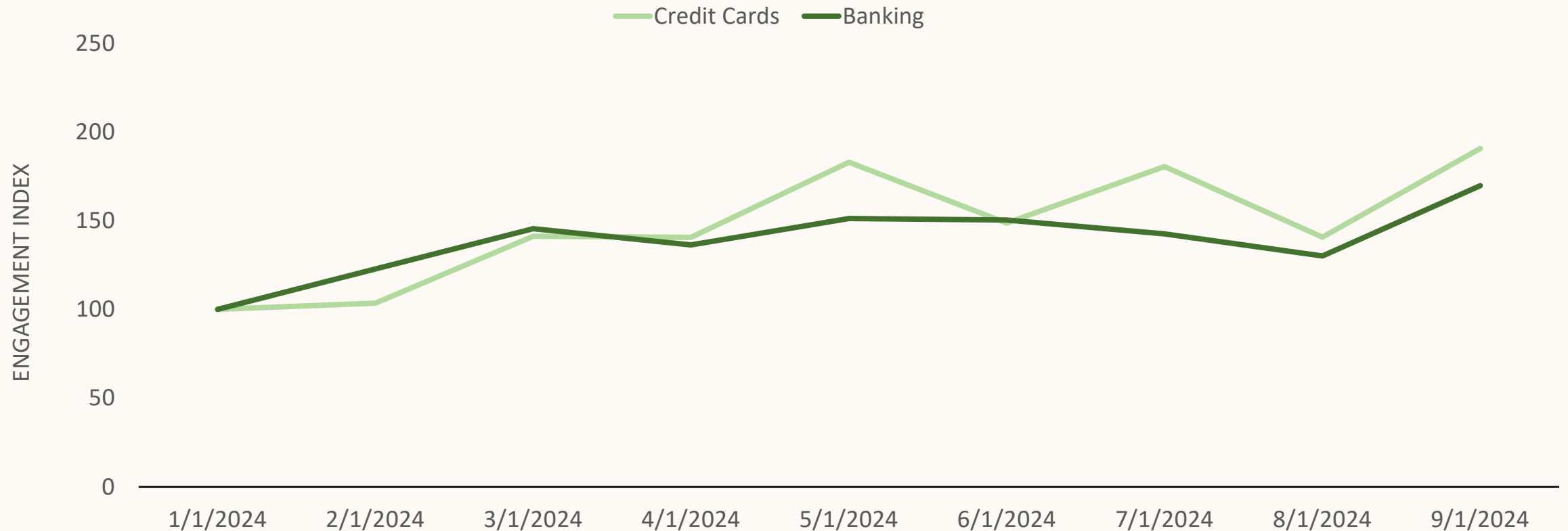
+57%

Increase in global engagements related to **finance** over recent months

LinkedIn Member Engagement, Global Financial Services Community, 2024

Strong engagement growth on LinkedIn for B2C Credit Card and Banking keywords

Topics related to consumer credit cards and banking have shown consistent increases in engagement from Mass Affluent LinkedIn members globally, signaling rising interest in these topics on the platform.



LinkedIn has been gaining more new members over recent years, especially HNWI and Gen Z segments

The overall **HNWI** member audience on LinkedIn has grown by

+33%

over the past two years

The **Gen Z** member audience on LinkedIn has grown by

+20%

over the past two years

LinkedIn

The capability and confidence to spend



Background & Methodology

The Interpret team launched the survey globally during July 2024.

The survey collected responses from **3,914** Active social media users

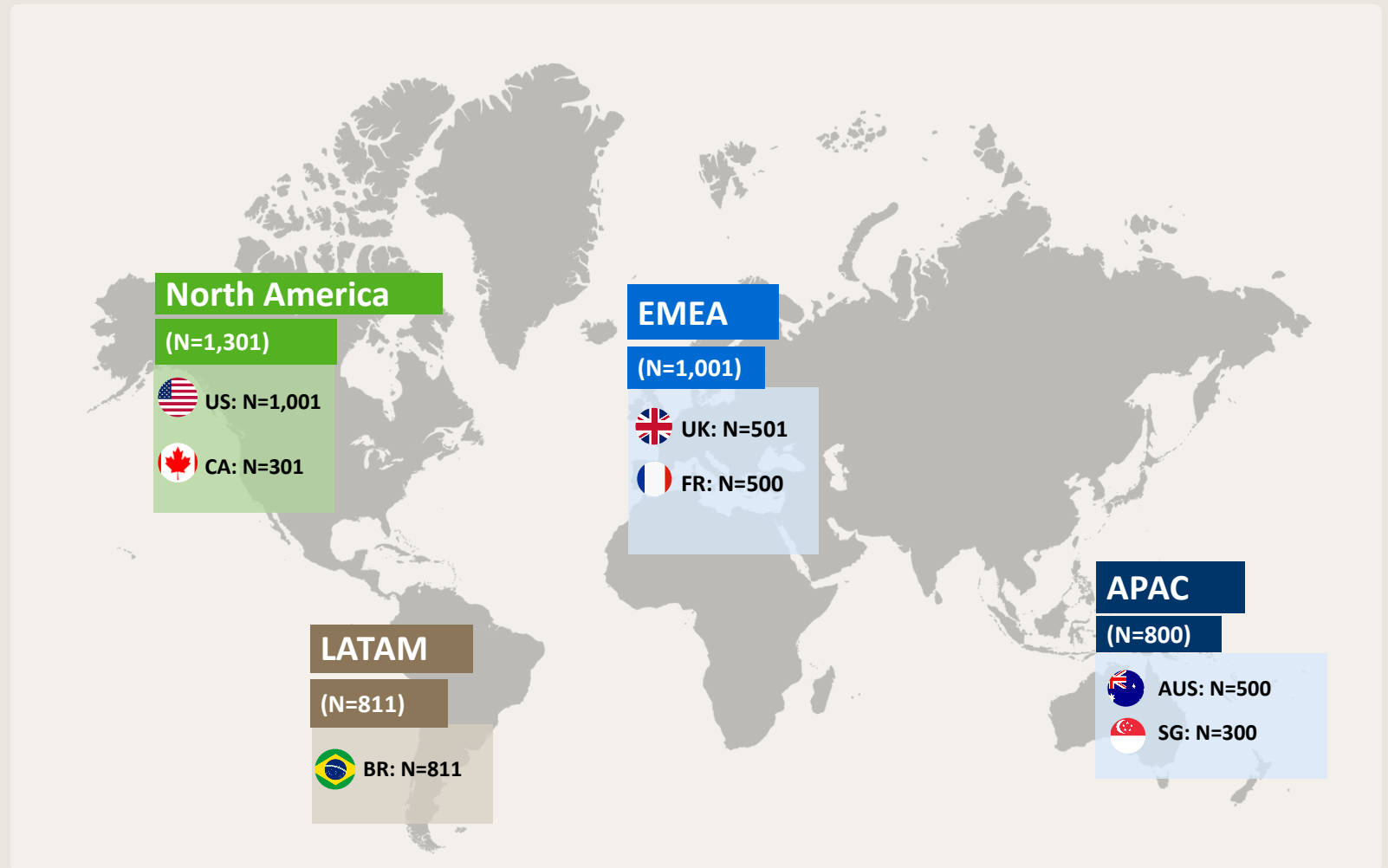
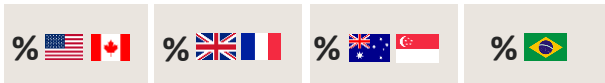
Between **18 – 74** years old

Across **7** countries

Among them,

3,157 are active LinkedIn users

This deck presents the global data. **Regional contrast** is through callout boxes like the ones below:



Capability and confidence to spend



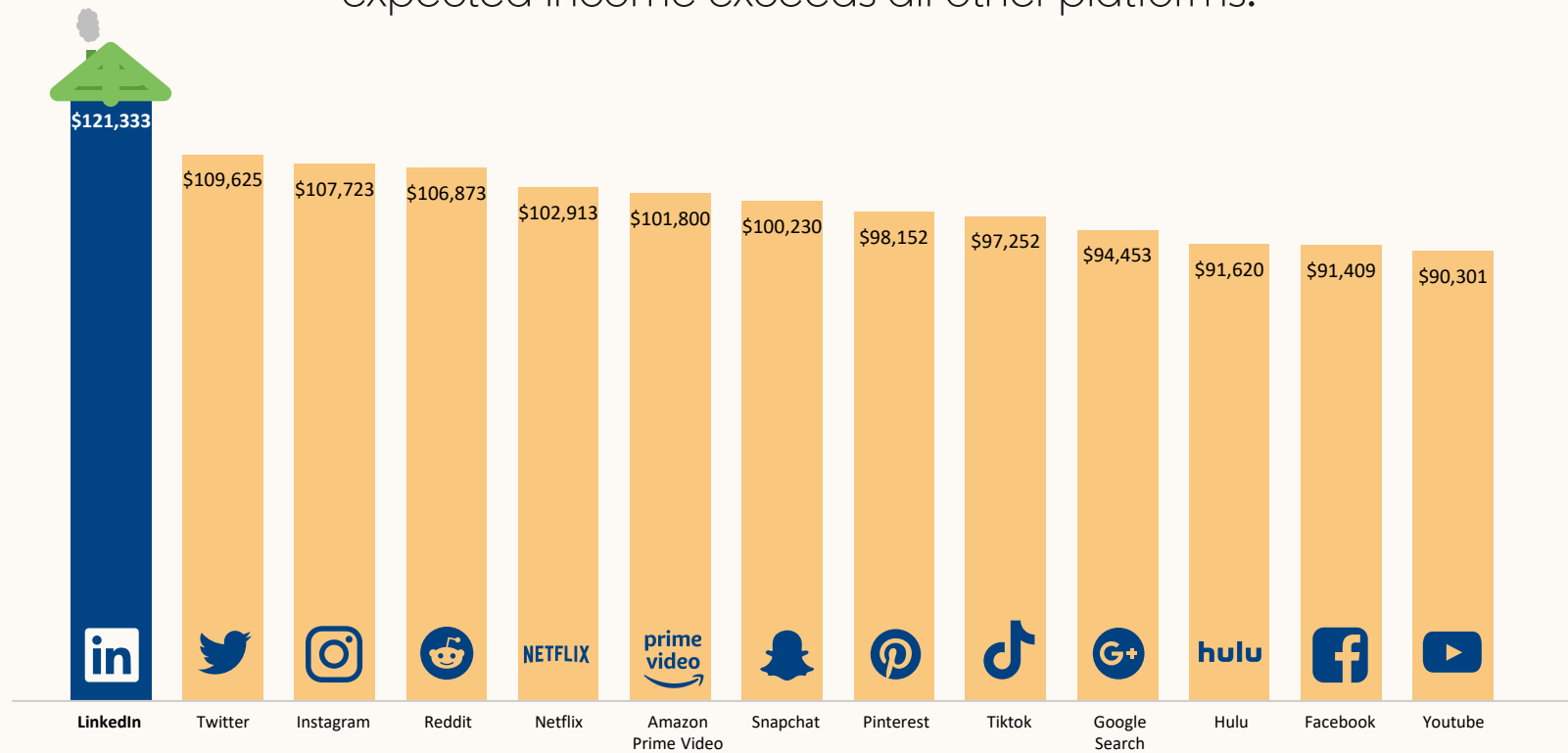
- ✓ Not all people are impacted equally by financial uncertainty.
- ✓ Many feel more optimistic and empowered to manage their money depending on where they're engaged, what they're engaged in, and the mindset they occupy.
- ✓ Active LinkedIn members have more financial assets and a stronger sense of financial agency than non-users. They are confident navigating financial uncertainty even when sceptical about their country's economic prospects
- ✓ **This greater confidence gives LinkedIn members the license to keep spending and investing in themselves**
- ✓ They outspend other social media users across every category: **travel, luxury, tech and more.**



LinkedIn members are high-income earners.



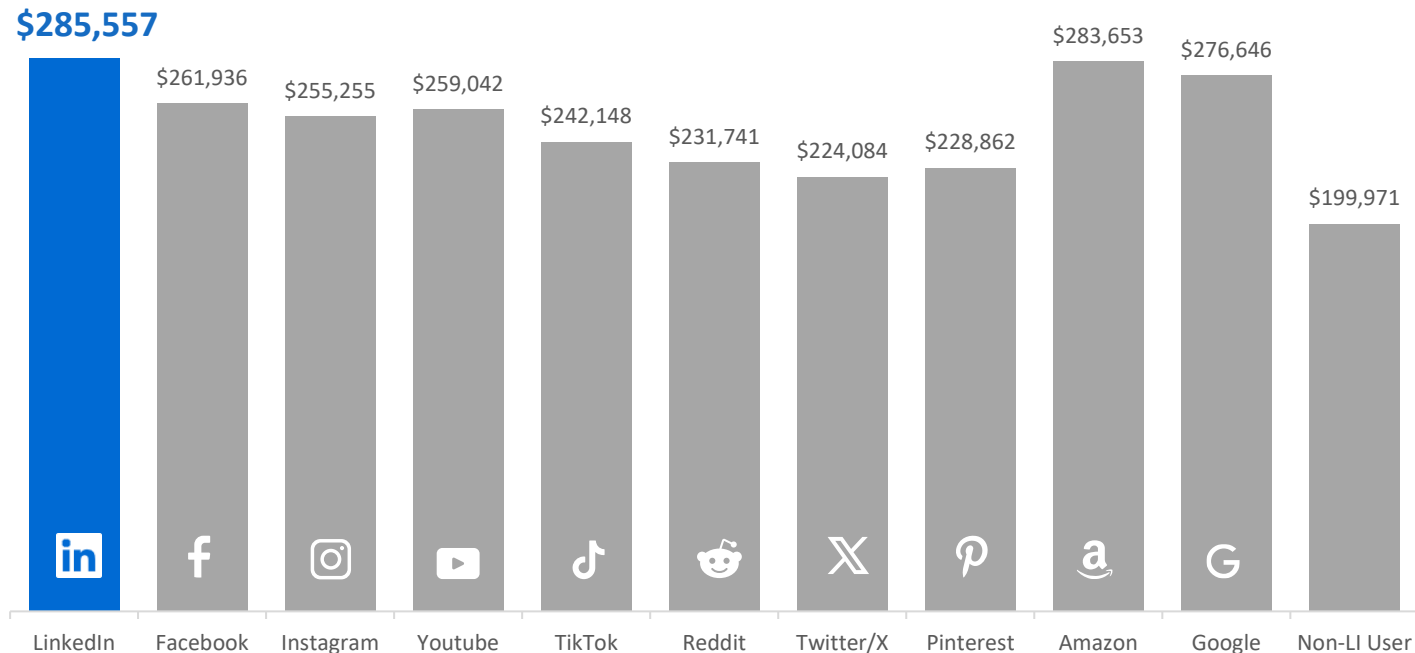
Projected 2024 mean household income: LinkedIn members' expected income exceeds all other platforms.



Question: "Please estimate your annual household income before taxes, both for last year (2022), as well as your best guess for this year (2023) and next year (2024)."
Source: LinkedIn Meet the Member Research Study, July 2023; n = 1995 US respondents 18+

LinkedIn users have more financial assets than users of any other platform, and over 40% more than non-LinkedIn users

Global Consumer Financial Asset owned: by Platform (In USD)



D1a. Affluence - Mean Including Zero

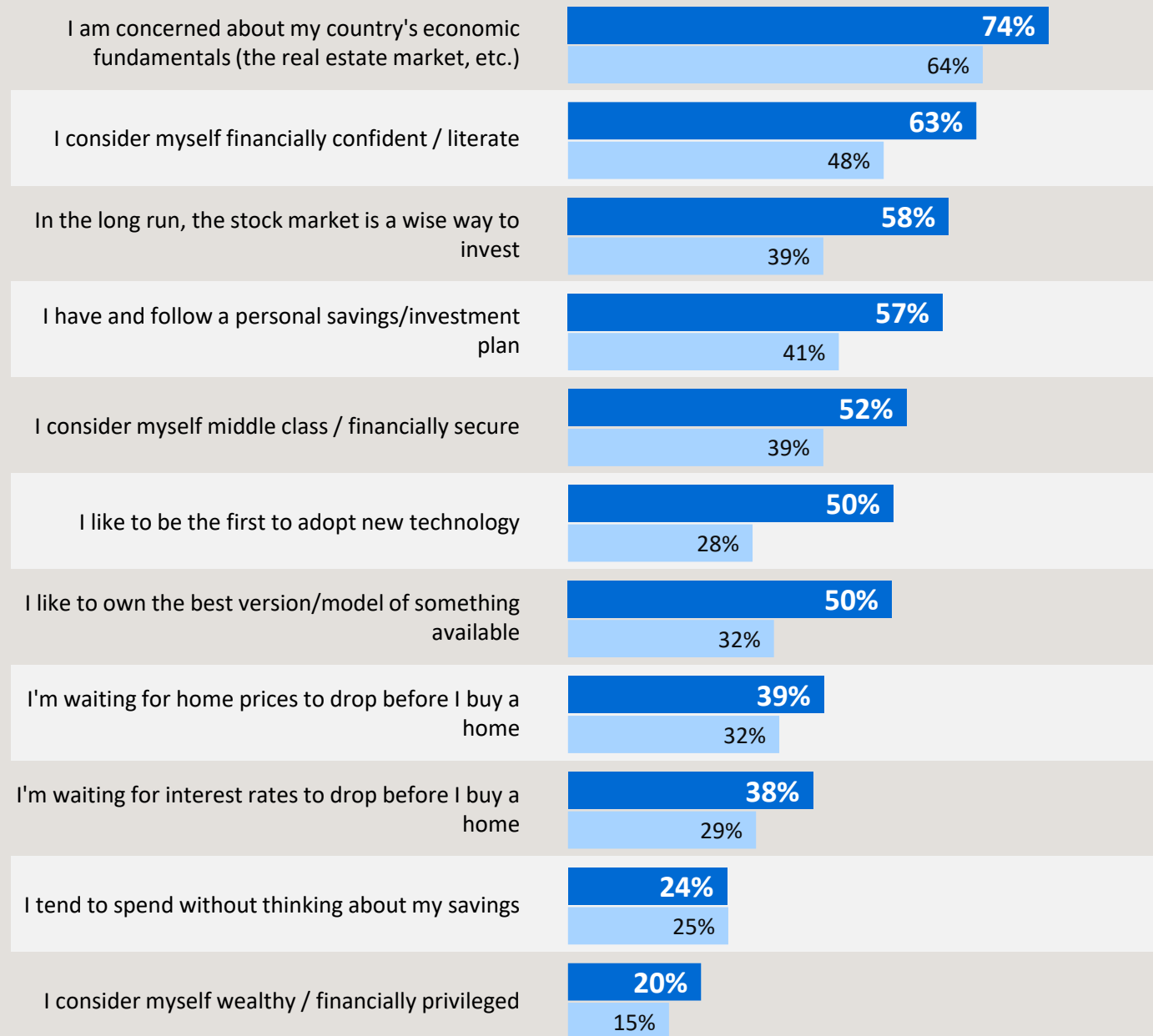
LinkedIn members are more skeptical of national economic policies, but **more confident in their own financial savvy and strategies**

% “At Least Somewhat Agree”

■ LinkedIn
 ■ Non LinkedIn

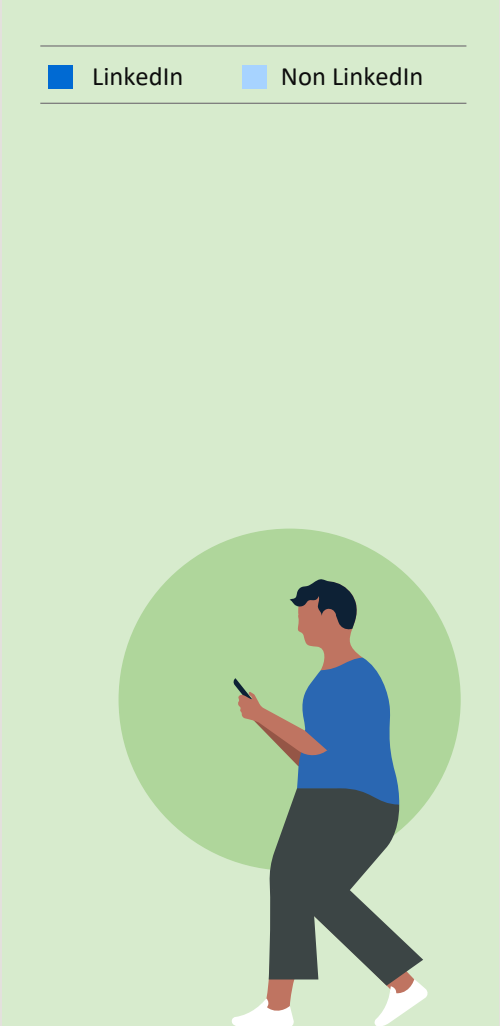
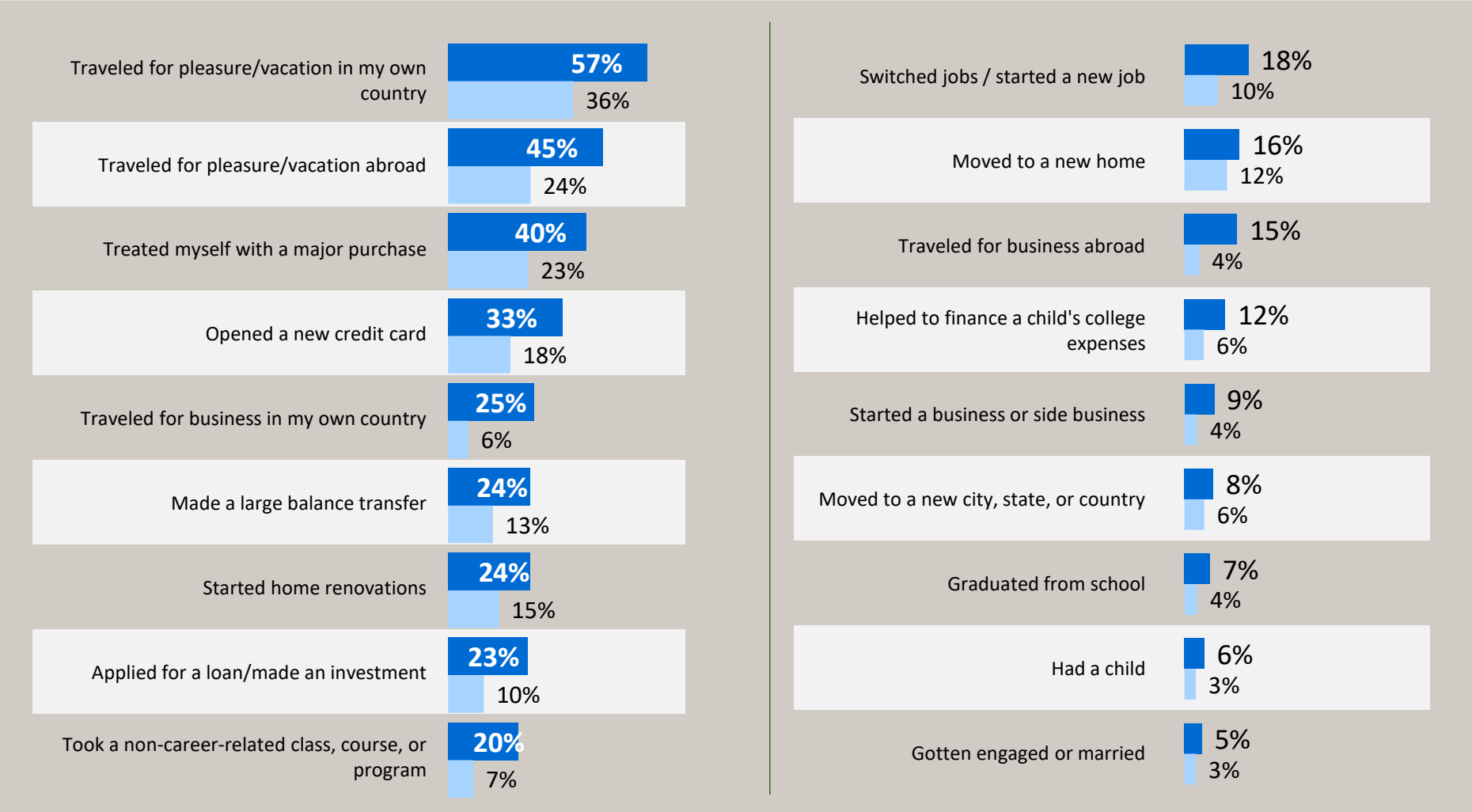


A4. Wealth & Consumption Habits/Attitudes - At Least Somewhat Agree Summary Table



This includes major purchases and investing in oneself

% Experienced in the past year or doing currently

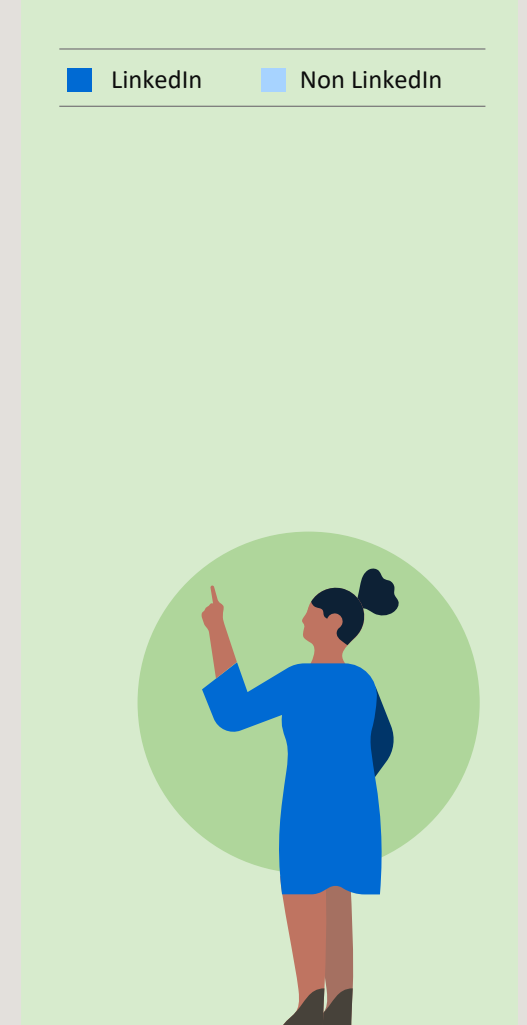
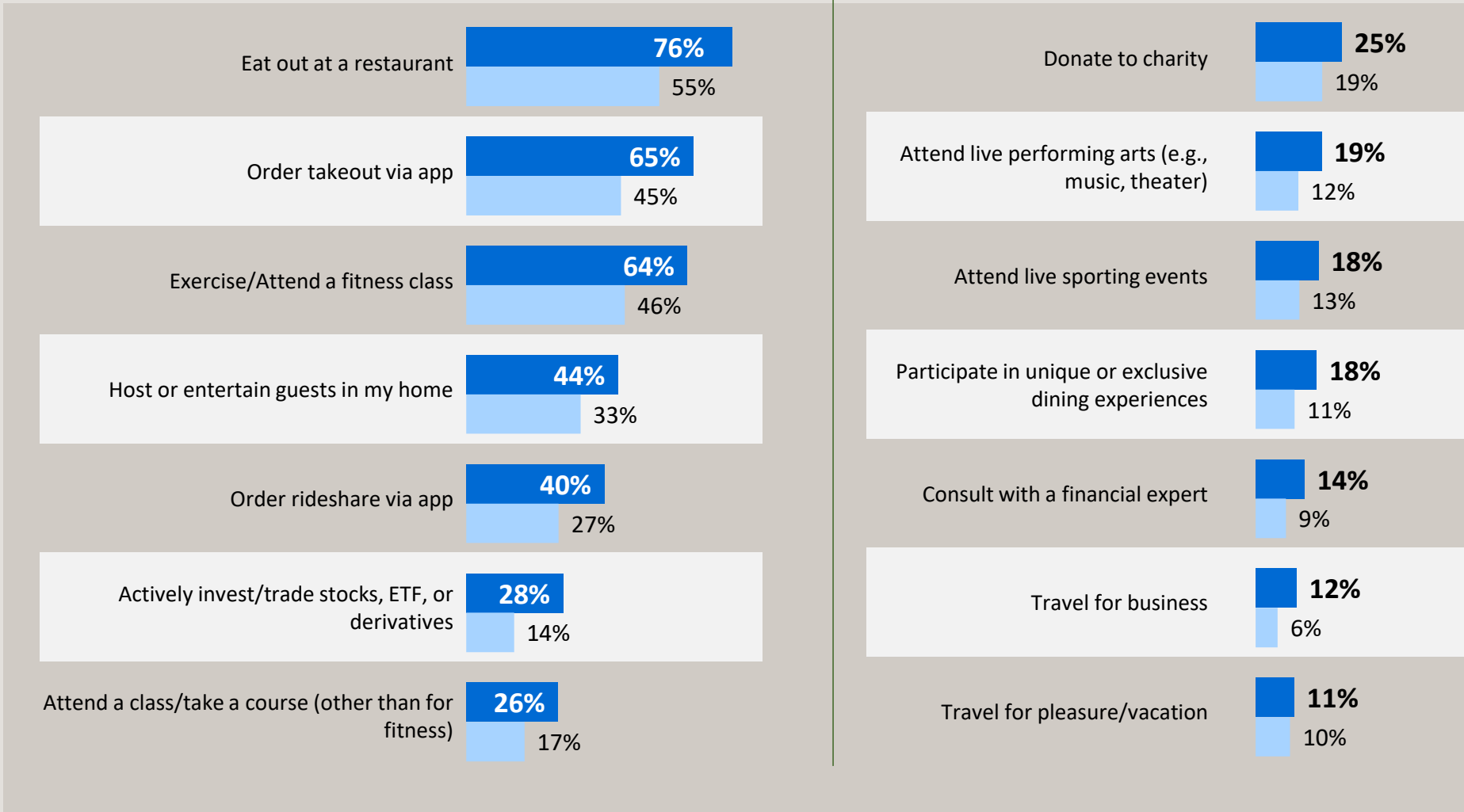


A1. Current Life Stages – Done in Past year or Currently Doing

Source: LinkedIn + Interpret Survey, July 2024. Survey conducted across 3,914 active social media users. NAMER (US N=1,001, CA N=301), EMEA (UK N=501, FR N=500), APAC (AUS N=500, SG N=300), LATAM (BR N=811) aged 18-74

LinkedIn users outspend non-users across every category

% At Least Monthly



A3. Current Lifestyle Frequencies – At least Monthly Summary Table

Source: LinkedIn + Interpret Survey, July 2024. Survey conducted across 3,914 active social media users. NAMER (US N=1,001, CA N=301), EMEA (UK N=501, FR N=500), APAC (AUS N=500, SG N=300), LATAM (BR N=811) aged 18-74

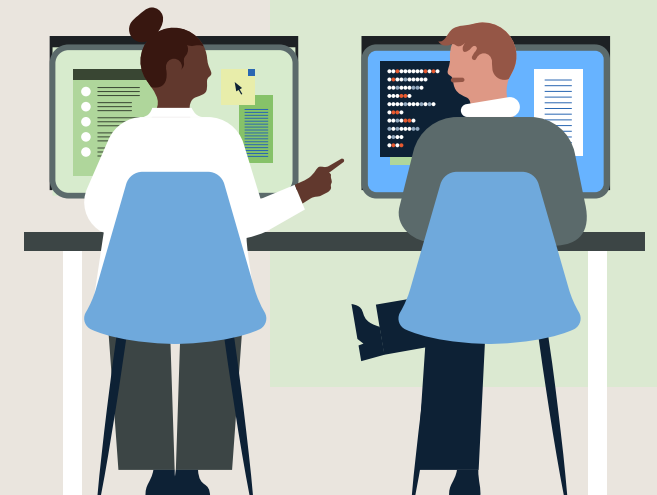
LinkedIn

**A positive
relationship with
payments providers
drives spending
confidence**



Confidence from a positive relationship to payments

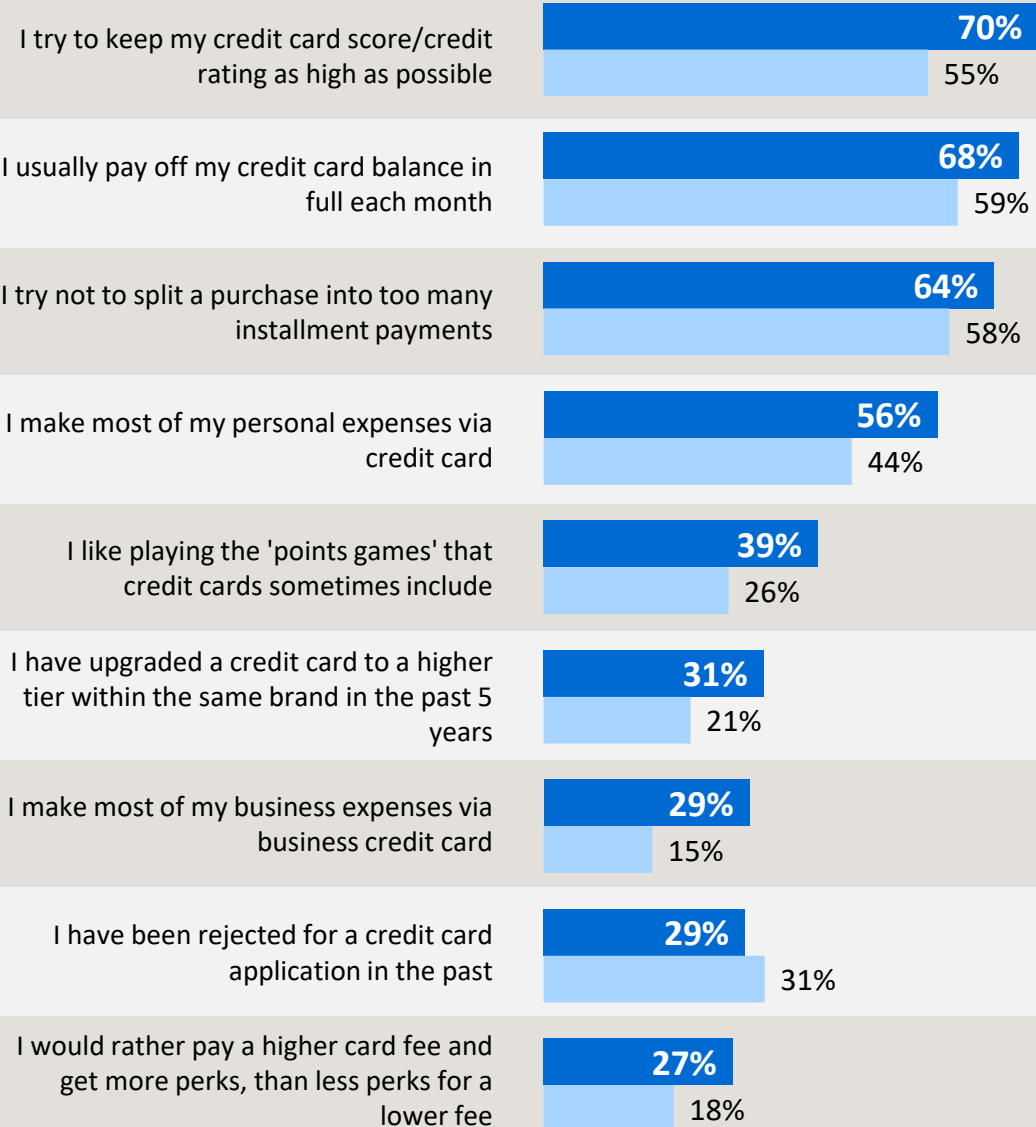
- ✓ LinkedIn members' greater financial confidence and resilience is linked to a greater sense of agency in how they spend.
- ✓ They have a significantly more positive relationship to payments providers that includes managing their credit rating and paying balances off in full.
- ✓ They are able to choose bank accounts and credit cards based on rewards and other value-added features rather than the demands of debt management.
- ✓ They embrace innovative new digital payments services and manage cash flow proactively with pay later options.



LinkedIn members have a more positive, confident relationship to payment providers, with strategies for credit card use that are designed to work for them

% “At Least Somewhat Agree”

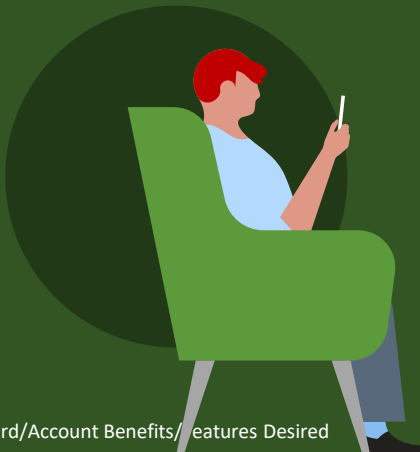
■ LinkedIn
 ■ Non LinkedIn



A4. Wealth & Consumption Habits/Attitudes - At Least Somewhat Agree Summary Table

This drives a more discerning approach to choosing bank accounts and credit cards, driven by rewards and other added-value features rather than debt management

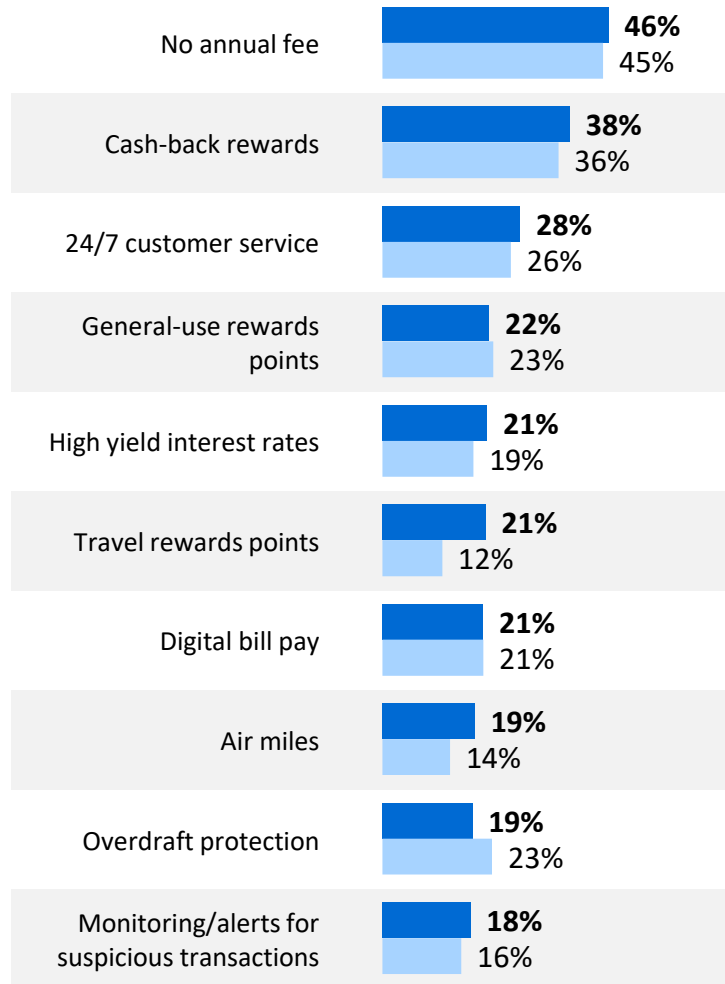
LinkedIn Non LinkedIn



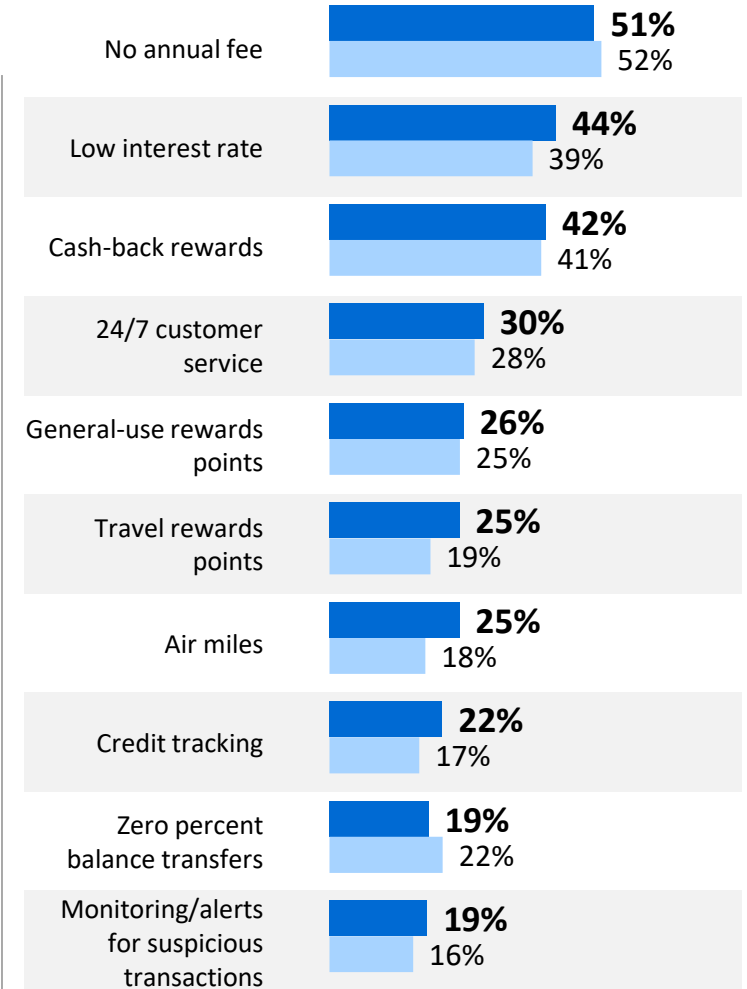
C3a2. Card/Account Benefits/Features Desired

Top 10 Account/Card Features Desired

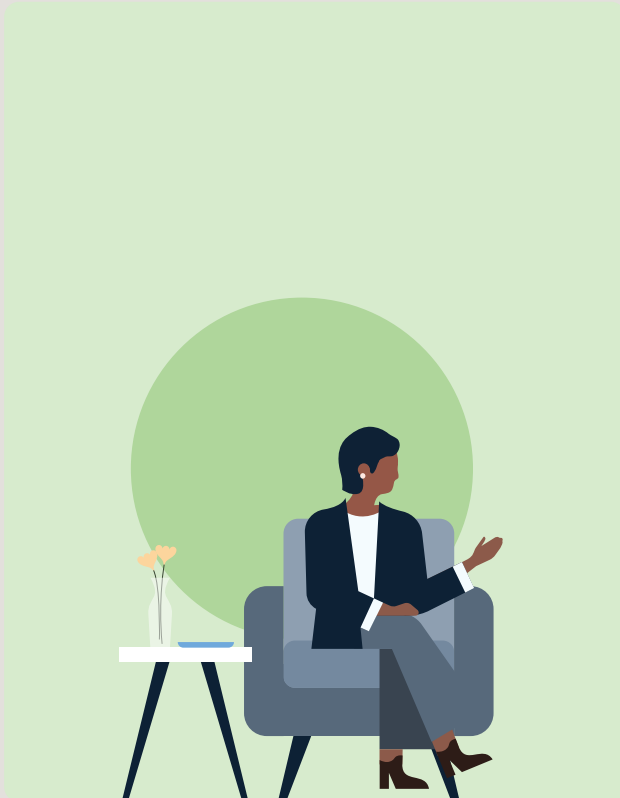
Personal Checking/Savings Account



Personal Credit Card

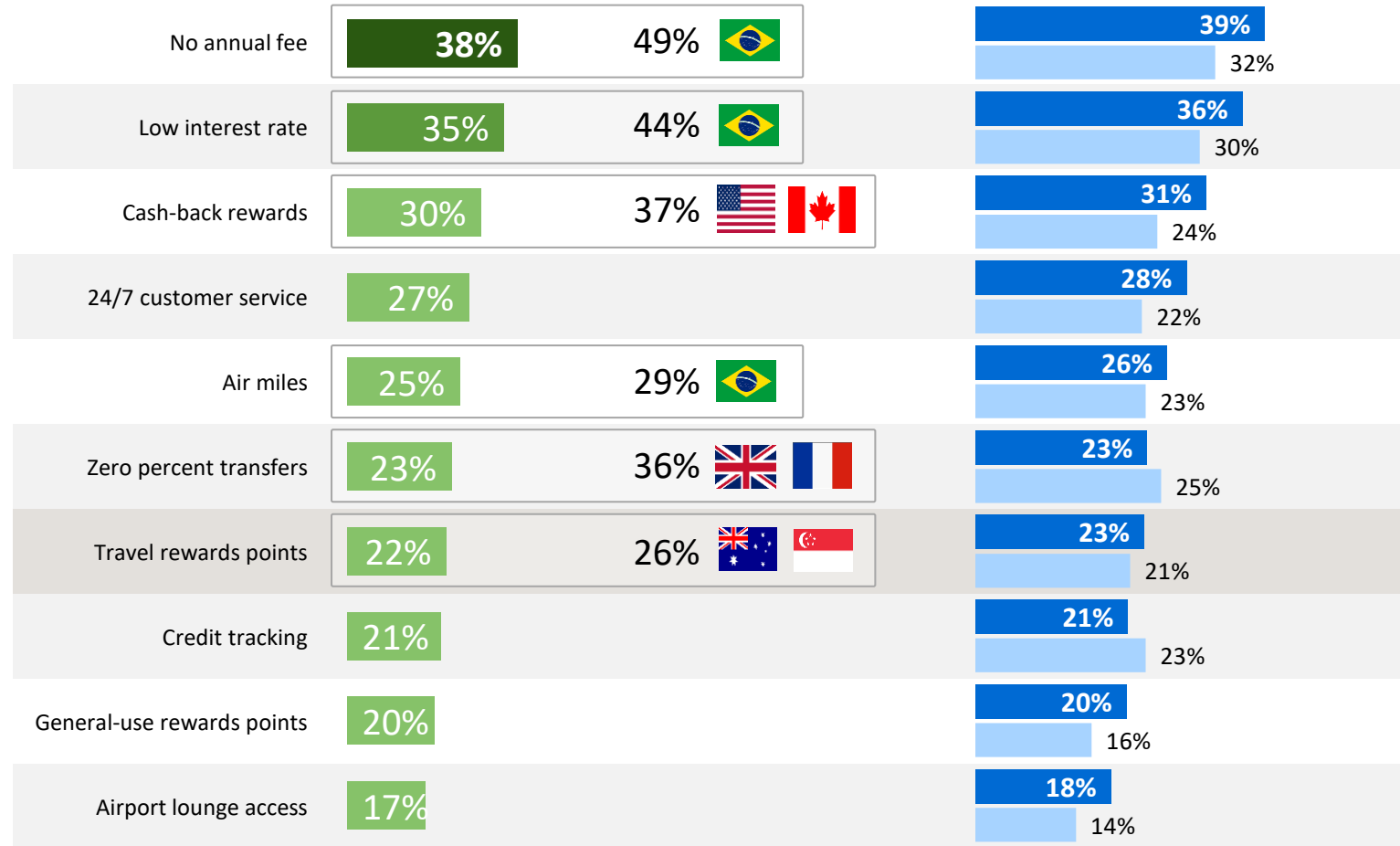


This translates into greater appreciation of low rates and rewards for corporate cards



Top-10 Business/Corporate Credit Card Features Desired:

Global



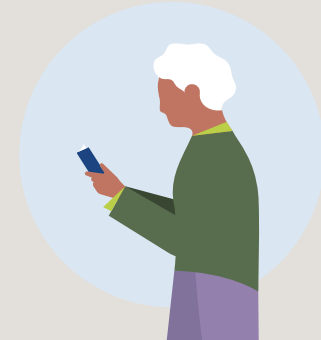
C3a2. Card/Account Benefits/Features Desired

LinkedIn Non LinkedIn



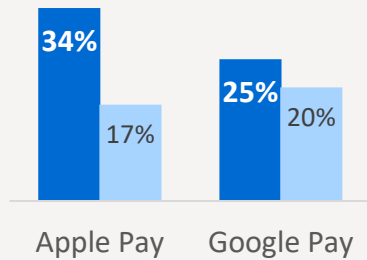
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LinkedIn members of all generations are more innovative in their use of digital payments and pay later services

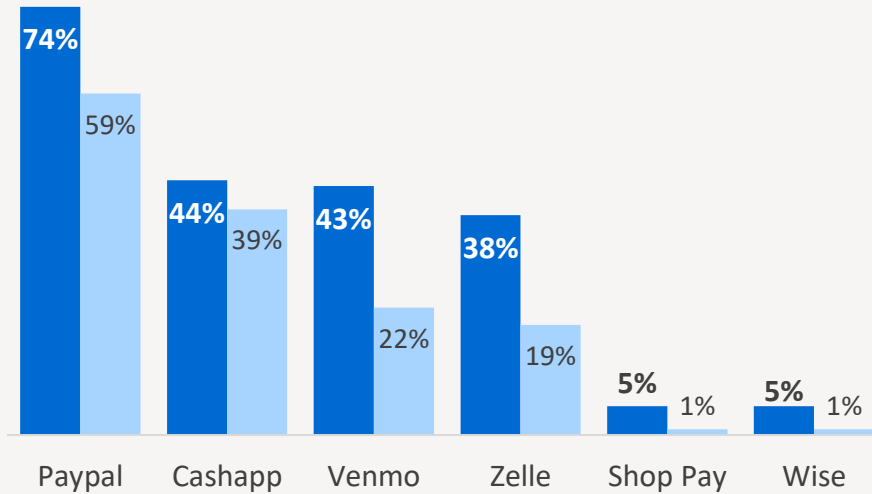


% Financial Sites/Apps Used/Visited in the Past Year (US)

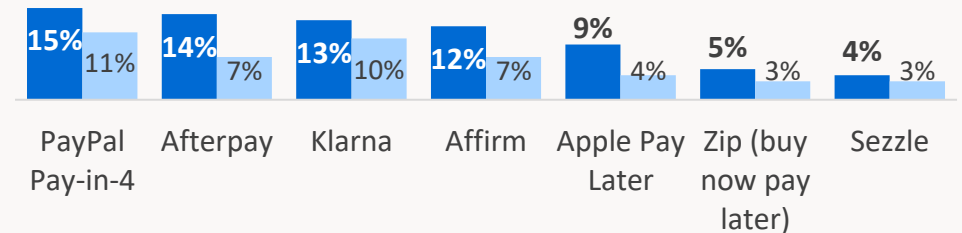
Digital Wallet



Digital Payments



Pay Later



LinkedIn Non-LinkedIn

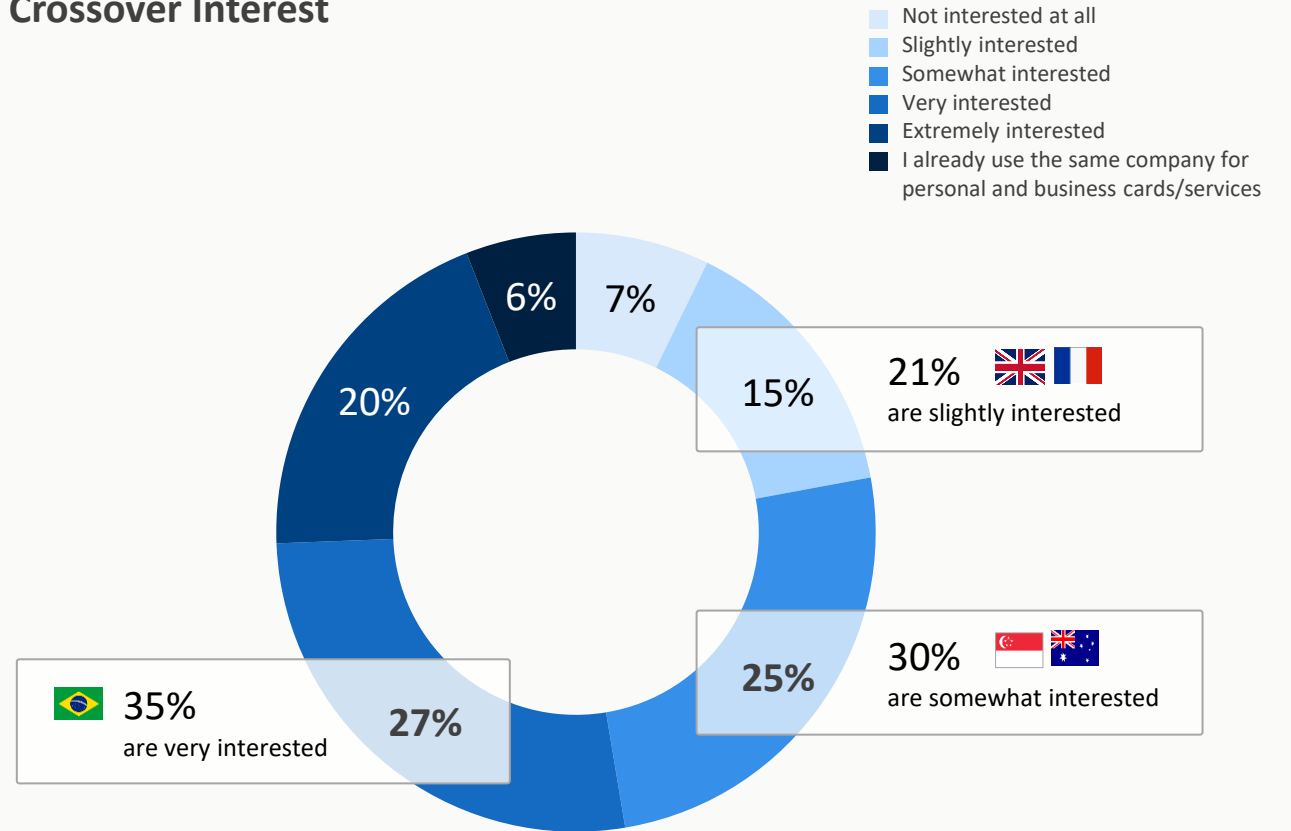
A3b. Financial Service Brands Owned - Summary table

Only

6%

are currently using the **same financial service company for both personal and business card services**, but more than a third are highly interested

Crossover Interest





Savvy spending drives purchase confidence across generations



Savvy spending behaviors apply across generations

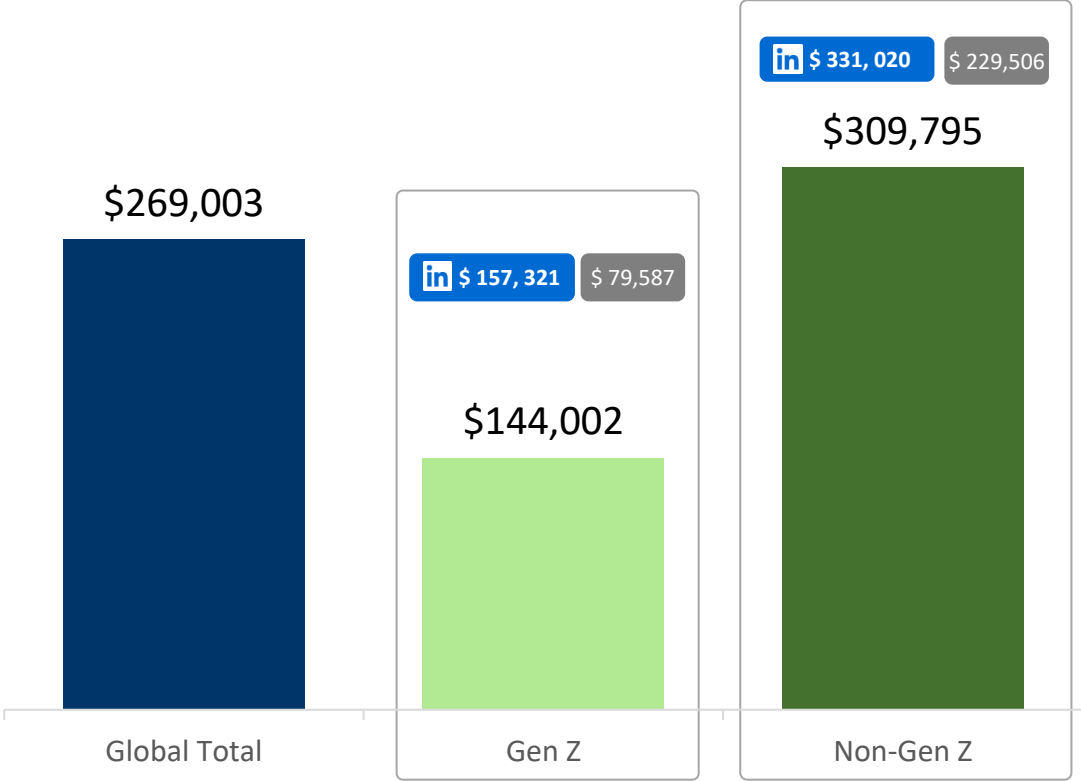
- ✓ Globally, Gen Z's average financial assets are less than half those of other generations, with household income 30% lower.
- ✓ However, active Gen Z LinkedIn are 16% more likely to feel financially literate, 27% more likely to have a saving or investment plan, and 23% more likely to spend on having the best model or version of something.
- ✓ They are significantly more likely than their peers to manage payments in a positive way
- ✓ And this drives consistently higher spending across categories.



Gen Z LinkedIn members have greater financial assets



Global Consumer Financial Asset owned (In USD)



D1a. Affluence - Mean Including Zero

LinkedIn Non LinkedIn

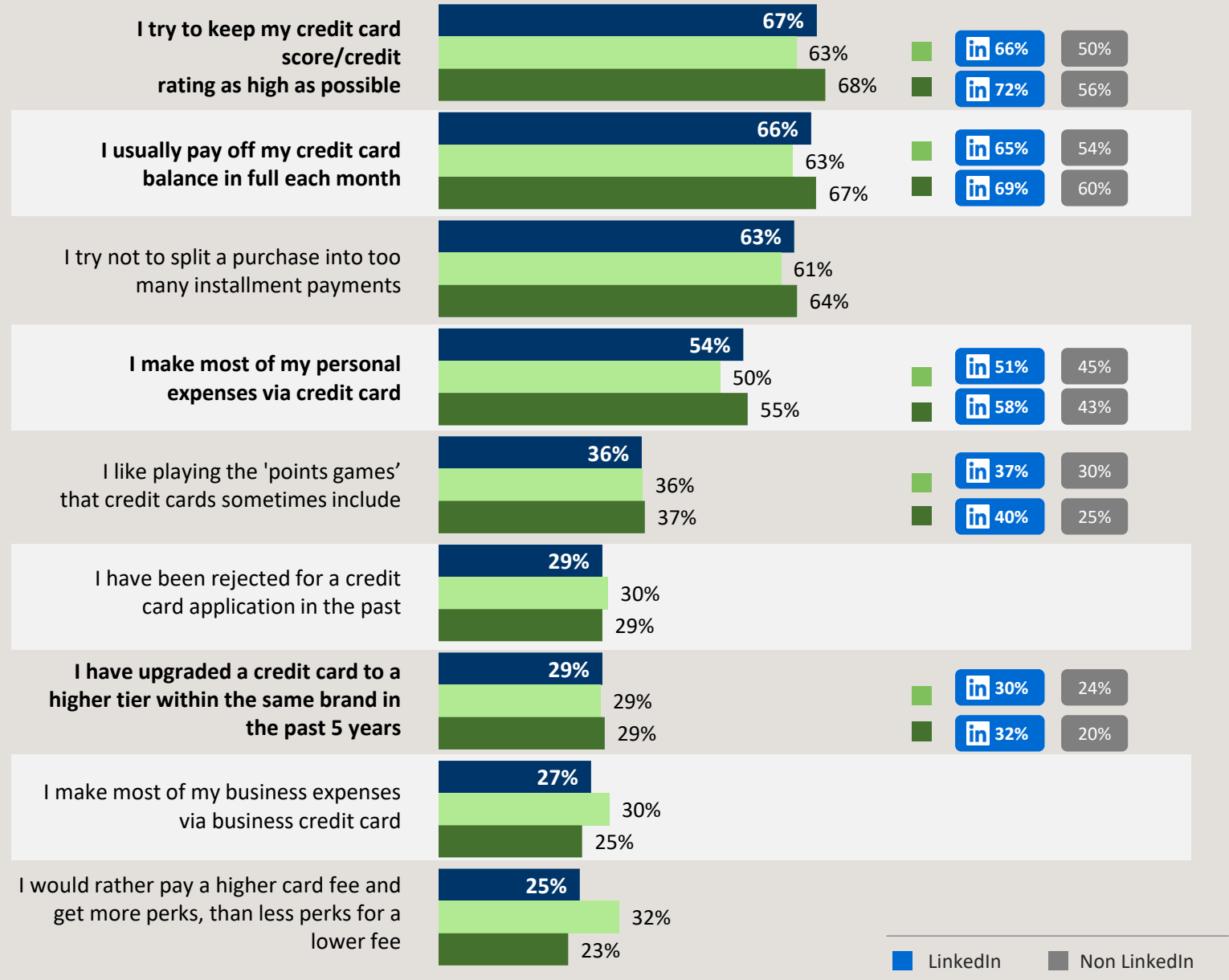
They are significantly more likely than their peers to make spending work for them

% "At Least Somewhat Agree"

■ Total ■ Gen Z ■ Non-Gen Z



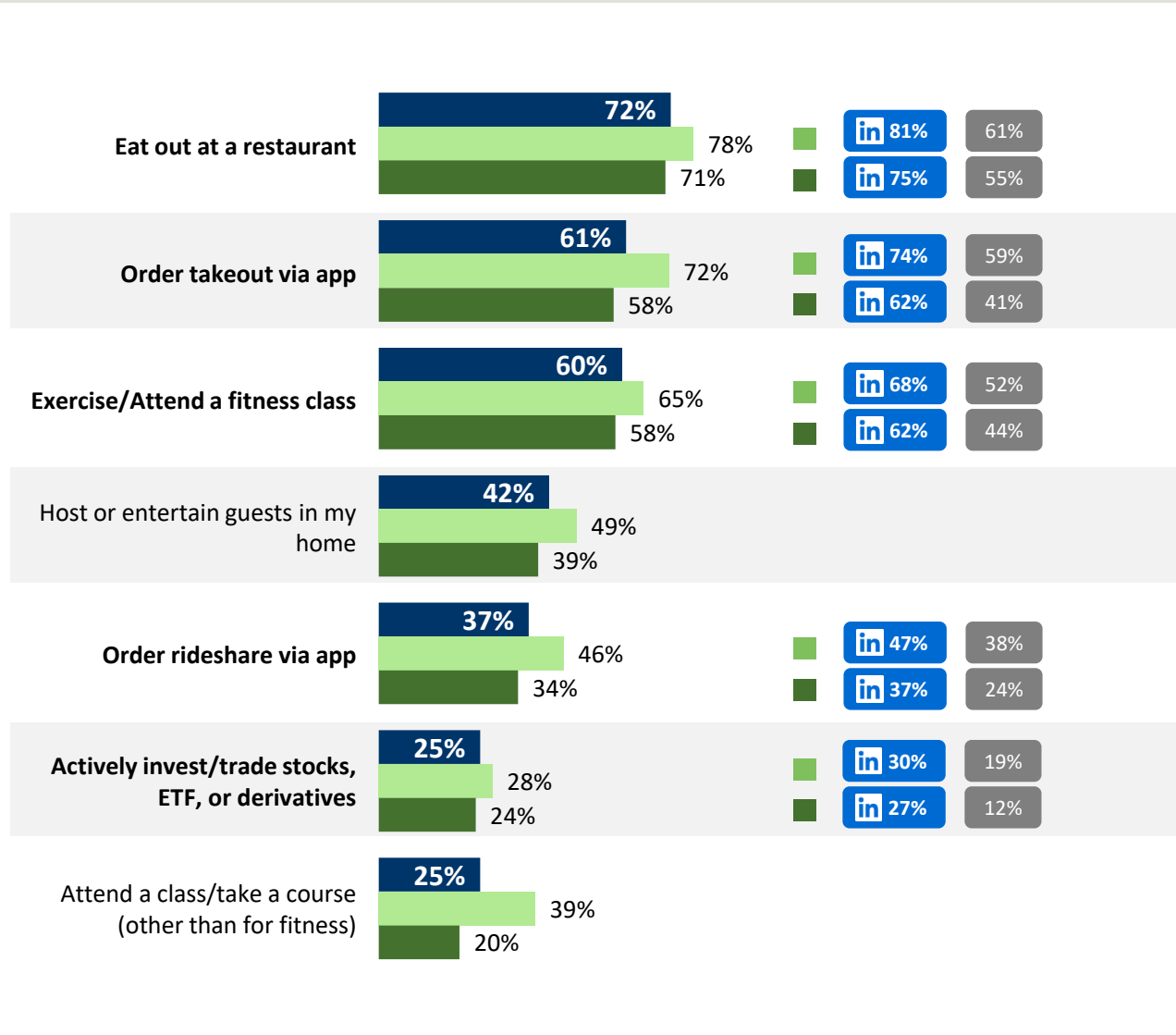
A4. Wealth & Consumption Habits/Attitudes - At Least Somewhat Agree Summary Table



This drives consistently higher spending across categories

% At Least Monthly

■ Total ■ Gen Z ■ Non-Gen Z



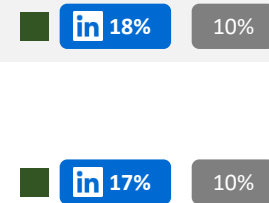
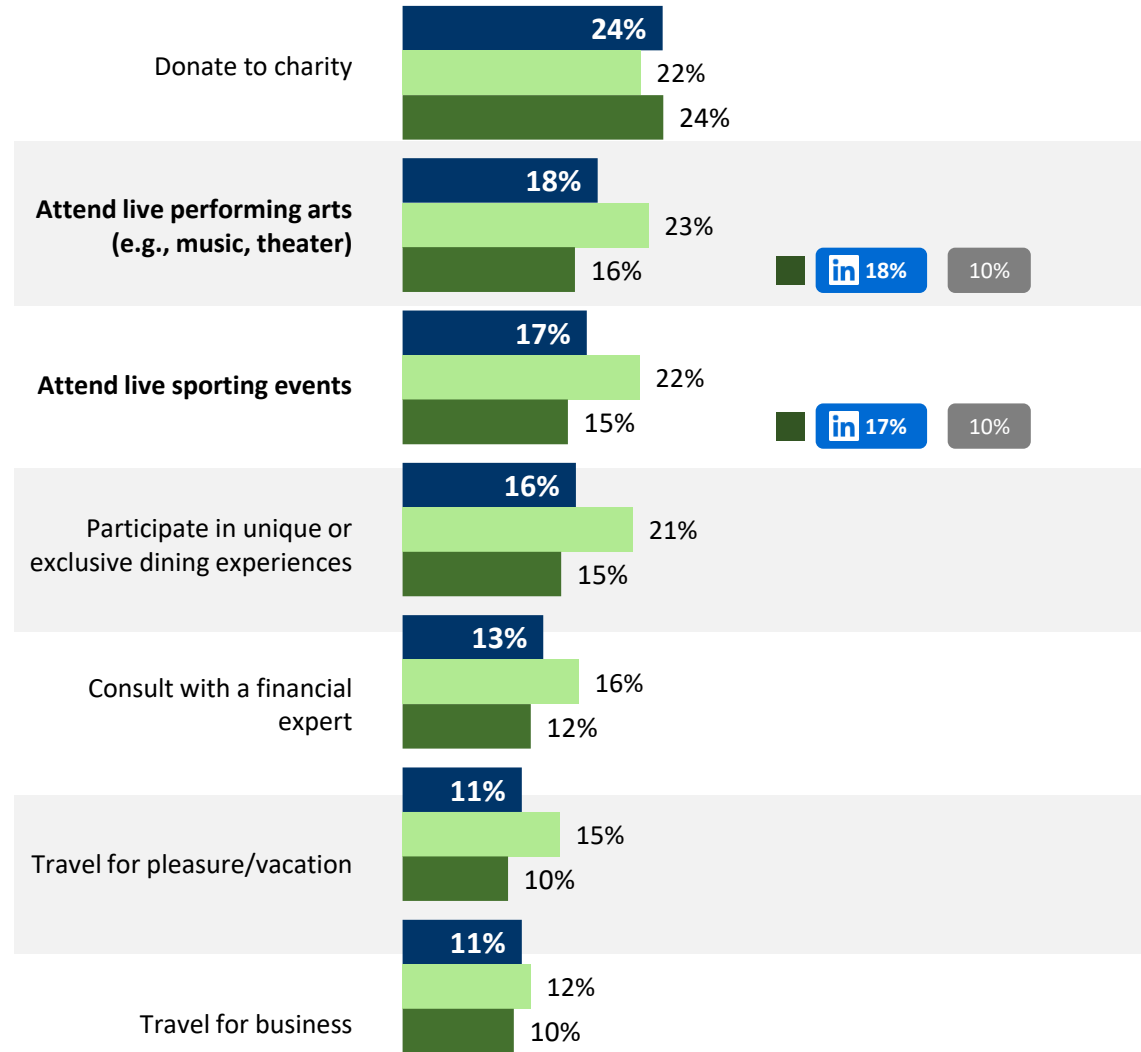
A3. Current Lifestyle Frequencies – At least Monthly Summary Table

■ LinkedIn ■ Non LinkedIn

This drives consistently higher spending across categories

% At Least Monthly

■ Total ■ Gen Z ■ Non-Gen Z

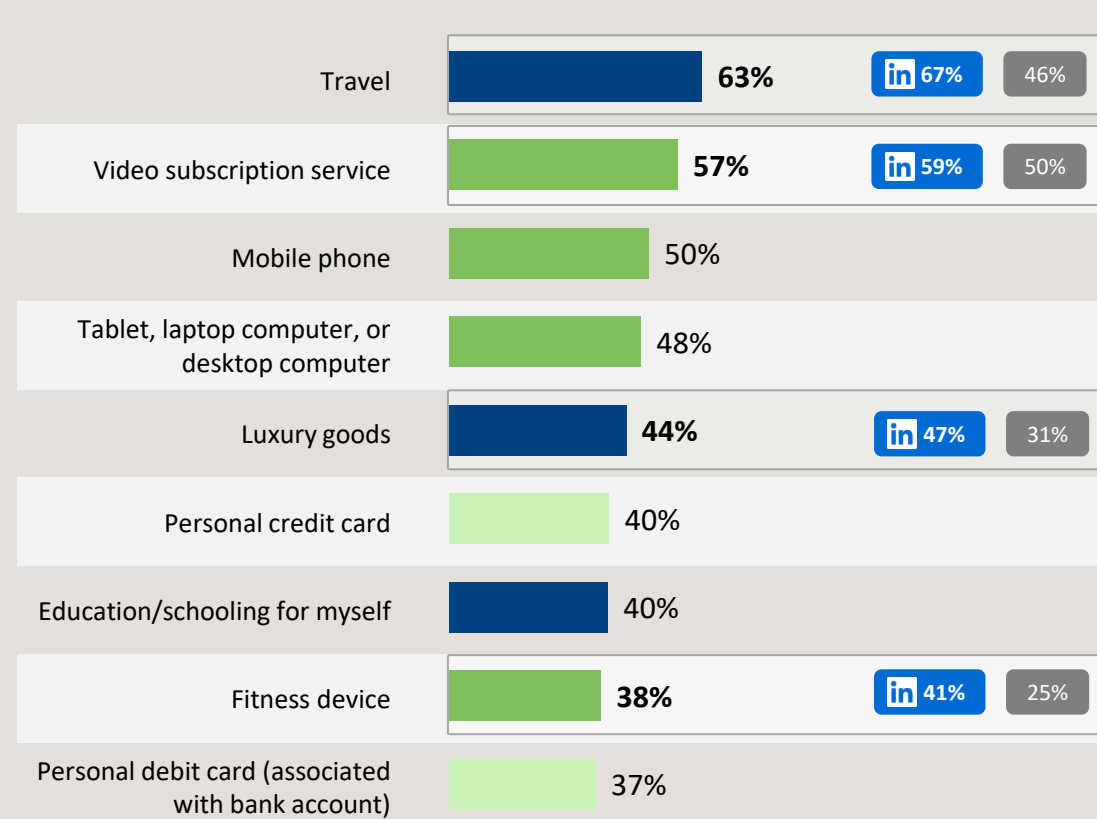


A3. Current Lifestyle Frequencies – At least Monthly Summary Table

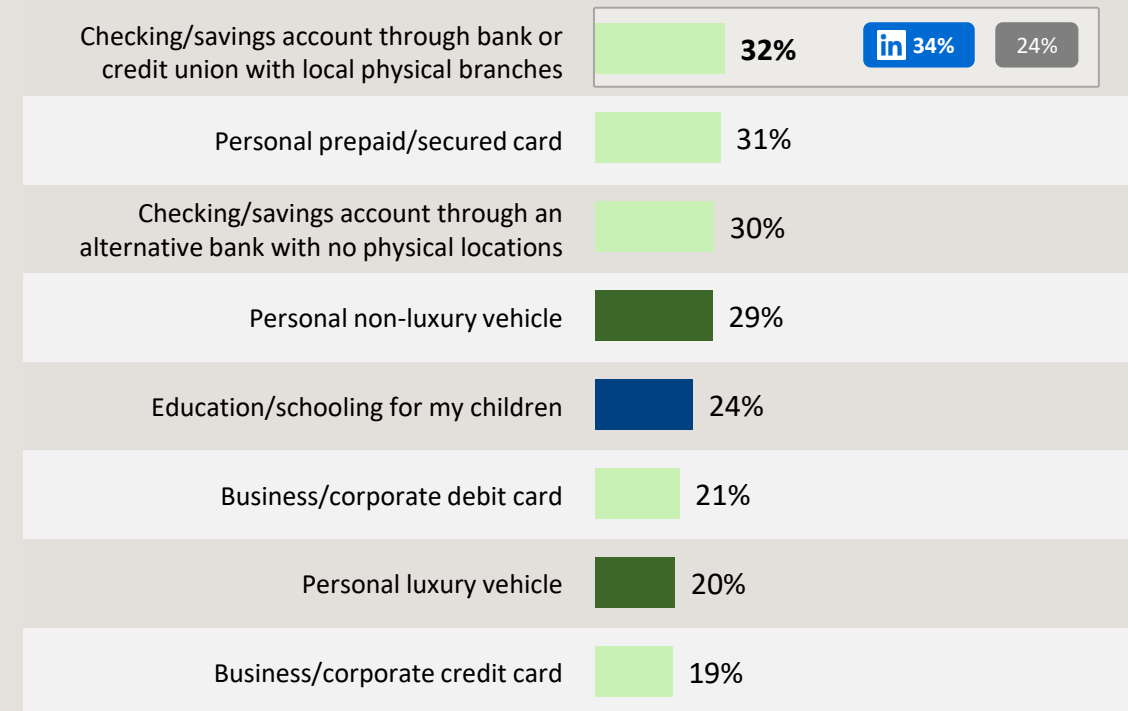
■ LinkedIn ■ Non LinkedIn

This drives consistently higher spending across categories

% Likely to Purchase/Acquire in the Next Year – Among Gen Z



● Finserv-Related
 ● Tech
 ● Auto
 ● Others: Travel, Education, lifestyle



C2. Category Purchase Intent - In the next Year Summary Table

LinkedIn

LinkedIn's
professional
mindset builds
financial
empowerment



LinkedIn's professional mindset helps drive financial empowerment

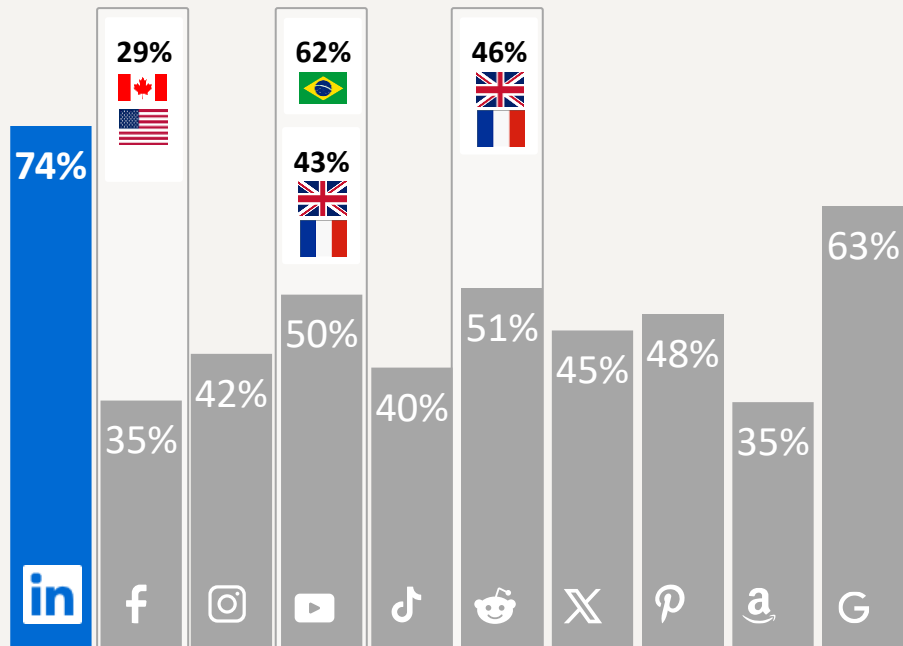
- ✓ The LinkedIn mindset is shaped and informed by members' professional lives.
- ✓ As professionals, they are confident making savvy spending and investment decisions, even in tricky economic times.
- ✓ LinkedIn members invest time in researching their options.
- ✓ They are optimistic that the insights and advice they find will help to bring them closer to their goals.
- ✓ **After time on the platform, they feel significantly more Motivated, Confident, Informed and Inspired.**



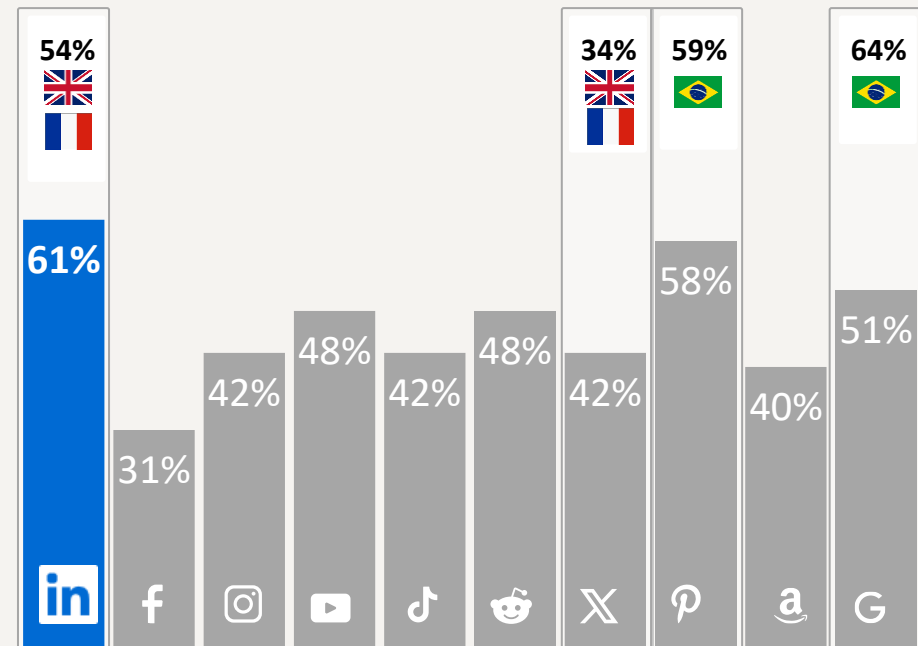
Use of LinkedIn makes people feel productive and successful in professional life

% "Somewhat/Strongly Agree"

[PLATFORM] is a good source of information that relates to my work



After spending time on [PLATFORM] I'm motivated to be more productive and successful

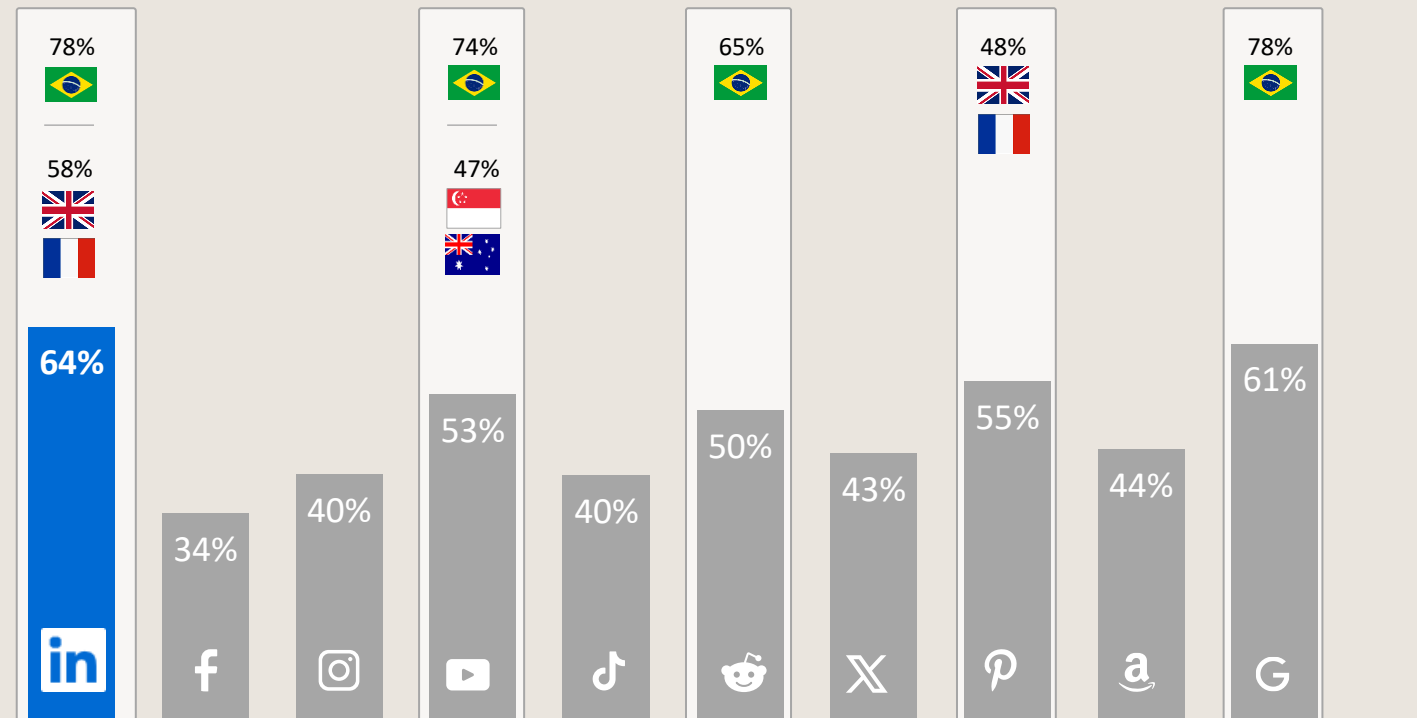


P4_1/_2/_3/_4. Platform Specific Statements - Summary of Somewhat Agree and Strongly Agree

This reinforces the sense that **time on LinkedIn is invested**



I use [PLATFORM] to invest time | % "Somewhat/Strongly Agree"

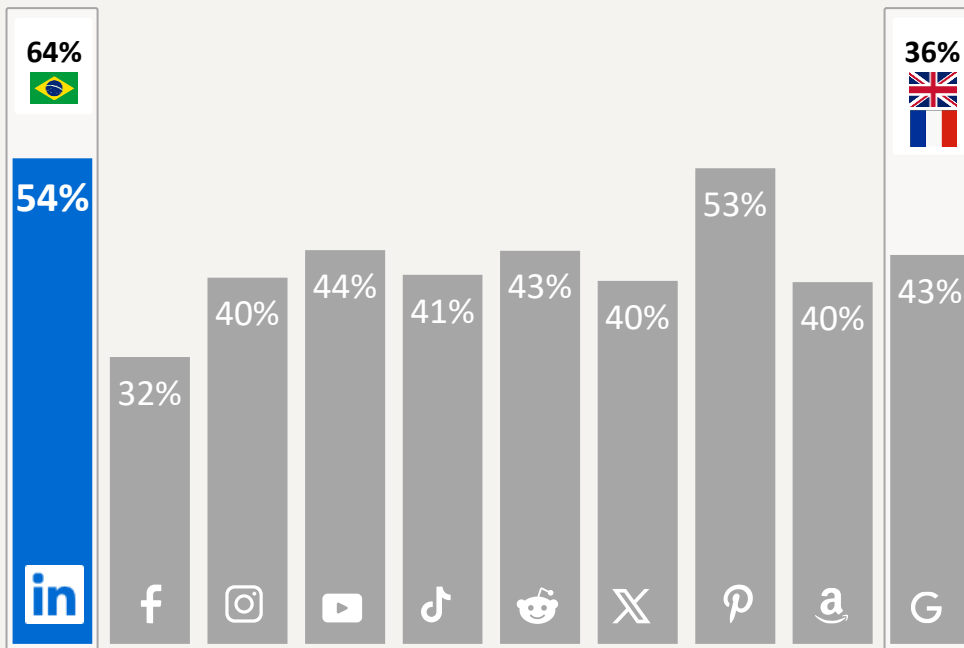


P4_1/_2/_3/_4. Platform Specific Statements - Summary of Somewhat Agree and Strongly Agree

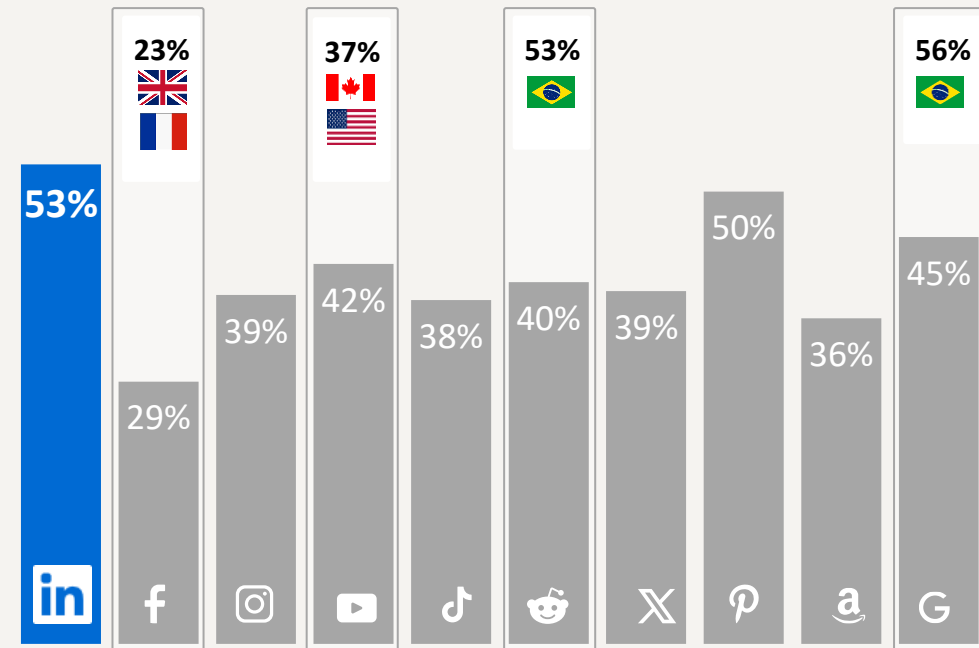
In turn, generating optimism and a sense of agency

% “Somewhat/Strongly Agree”

Spending time on [PLATFORM] makes me feels more optimistic about the future



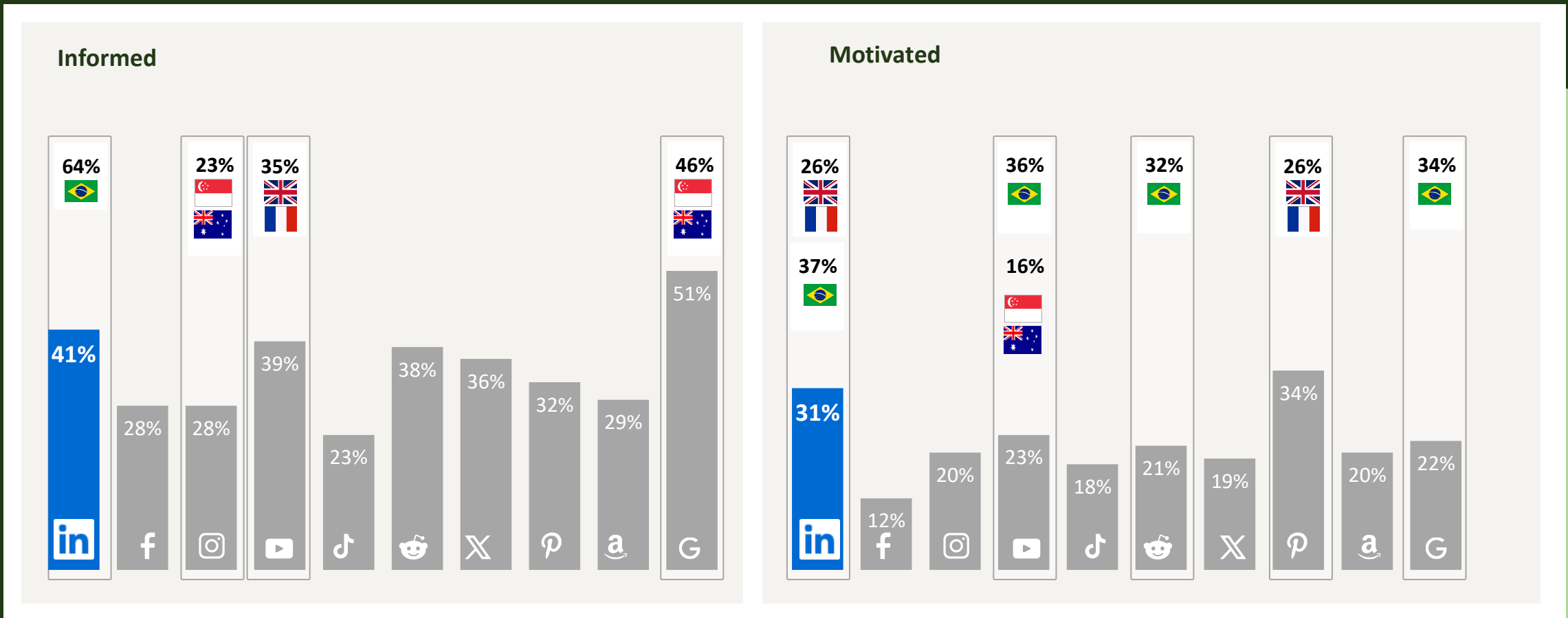
I use [PLATFORM] because it helps me become the person I want to be



P4_1/_2/_3/_4. Platform Specific Statements - Summary of Somewhat Agree and Strongly Agree

After visiting LinkedIn, users feel more informed and motivated

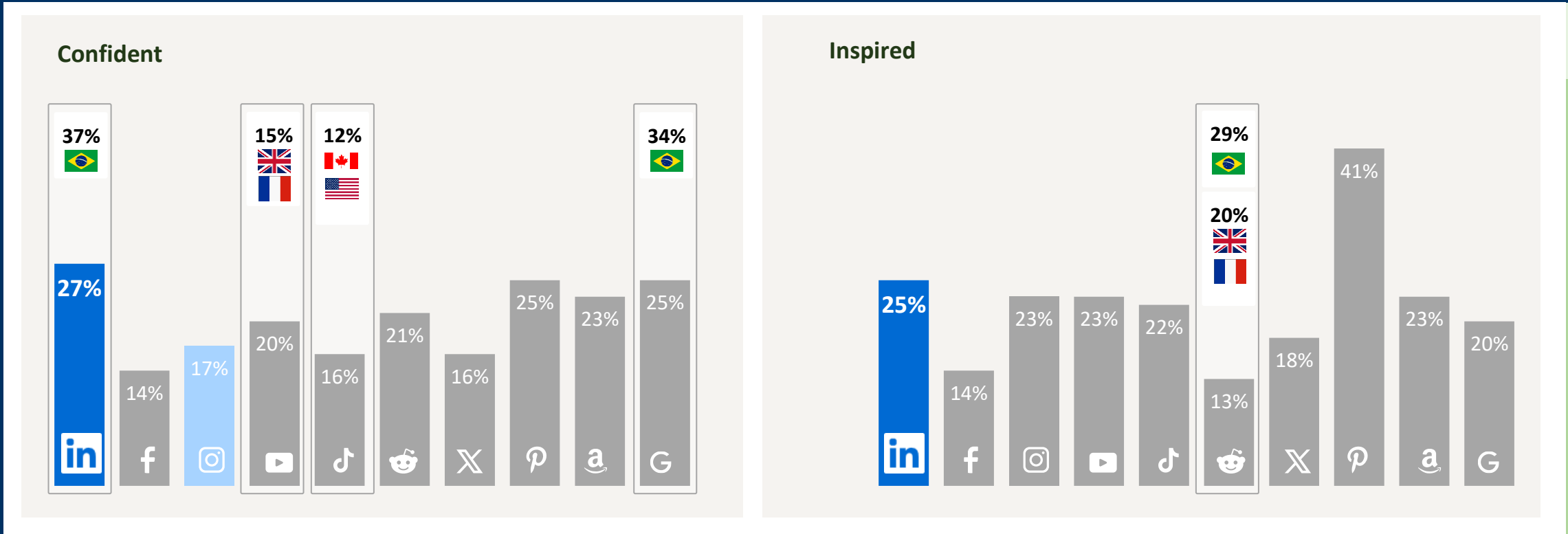
% Selected



P5_1/_2/_3/_4. Platform Specific Affect

Also more confident and inspired

% Selected



P4_1/_2/_3/_4. Platform Specific Statements - Summary of Somewhat Agree and Strongly Agree

LinkedIn 

LinkedIn is the source of truth in times of change: in both professional life and personal finance



Whether for personal or corporate finance, LinkedIn members turn to sources they trust

- ✓ When the old financial rules no longer seem to apply, savvy spenders seek out trusted sources of advice to help them navigate their options.
- ✓ They do so by turning to the same sources that they use to cope with change in their professional lives: trusted experts and insight in the LinkedIn feed.
- ✓ **LinkedIn is the most trusted source of information about financial news, and also about personal financial services and credit cards.**

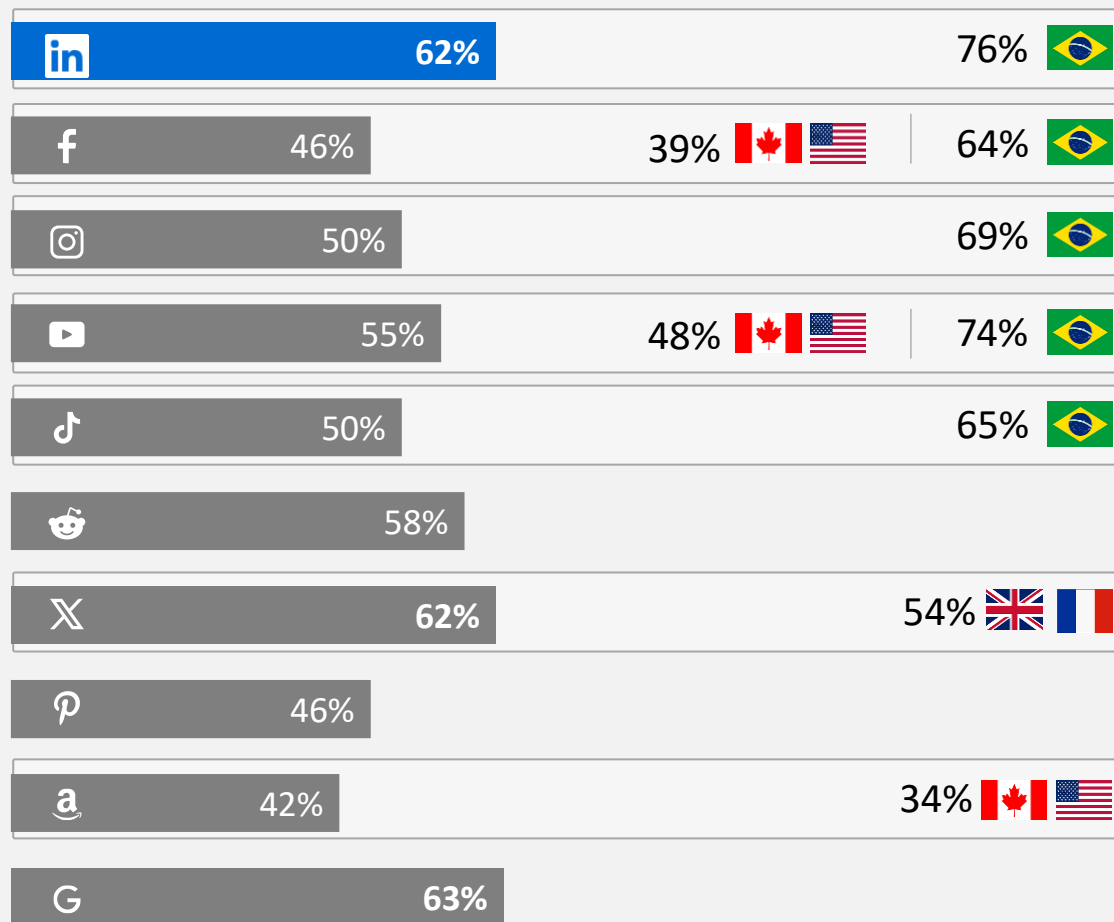


LinkedIn is one of the most trusted sources of financial news

% "At Least Somewhat Valuable"



The latest Financial News

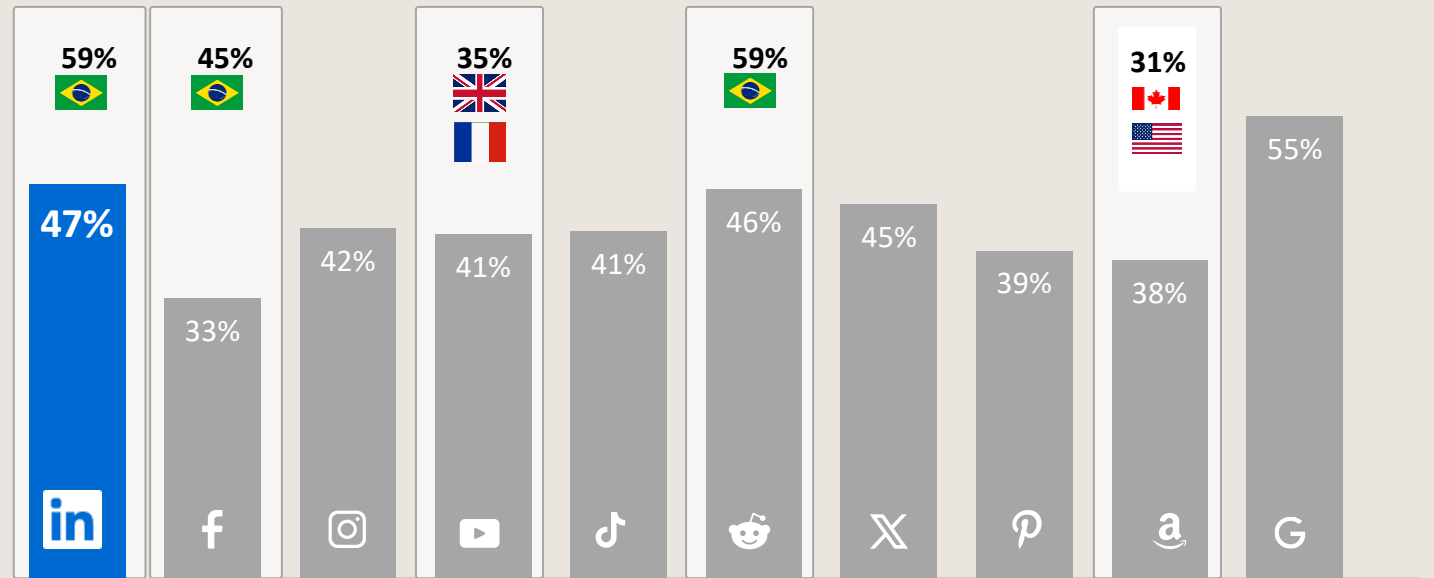


P2_1/_2/_3/_4. Platform Specific Content Types Valued - Summary of At Least Somewhat Valuable

And the most valued social platform for tips on personal banking and cards



I value information about banking services/cards for my personal use with ways to save money on [PLATFORM] | % “Somewhat/Strongly Agree”

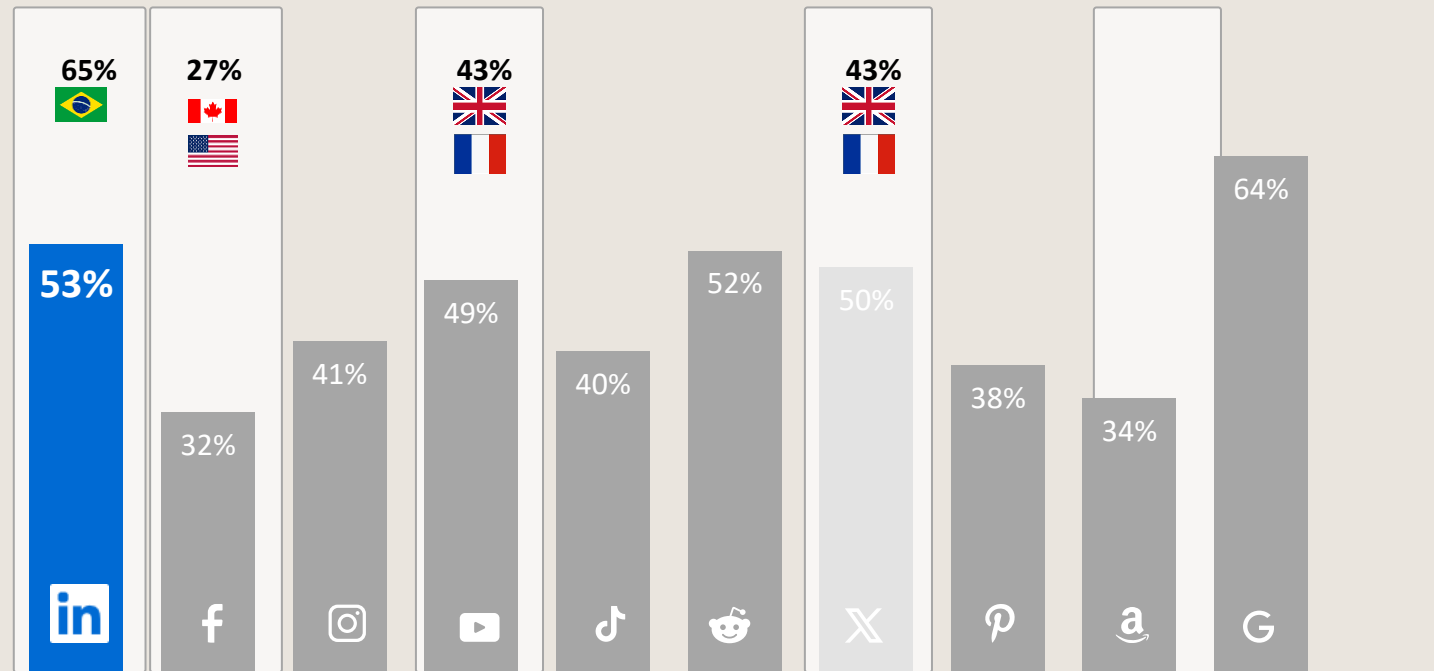


P4_1/_2/_3/_4. Platform Specific Statements - Summary of Somewhat Agree and Strongly Agree

LinkedIn is the most valued social platform for personal finance news



[PLATFORM] is a good source of news about personal finance | %
 "Somewhat/Strongly Agree"



P4_1/_2/_3/_4. Platform Specific Statements - Summary of Somewhat Agree and Strongly Agree

LinkedIn

Trusted by
design



LinkedIn is dedicated to maintaining a **trusted experience**

LinkedIn policies are consciously designed to preserve a trusted and professional space

No Political Ads

People come to LinkedIn to connect with others, find career opportunities, and engage on topics they care about. Years ago, we decided political ads aren't right for us; we don't allow ads intended to influence an election outcome, or advocate for a specific party or candidate.



Member Control and Content Visibility

If you see irrelevant content on your Feed, use the "I don't want to see this" option. US users can also choose to hide political content, including content about political parties, candidates, election outcomes, and ballot initiatives.



Civic Integrity

We prioritize civic integrity through advanced AI and regulatory compliance, identifying and stopping 99.6% of detected fake accounts proactively.



Three Layers of Protection

We use a three-layered approach to filter or remove content that violates our policies, including **automatic prevention, AI and human review, and member reporting.**



Explore LinkedIn's [Advertising Policies](#), [Professional Community Guidelines](#) & [Transparency Report](#) to learn more on how we keep the platform safe, trusted, and professional.

Strong Policies keep our platform safe, trustworthy and professional

Safe



- ✓ Our Professional Community Policies apply to all content on the platform.
- ✓ We encourage members to bring safe conversations to LinkedIn and don't allow bullying, harassment, or hateful content.
- ✓ False or misleading content isn't allowed.

Trustworthy



- ✓ We require members to use their true identity and to share content and information that is real and authentic.
- ✓ We don't allow fake profiles, jobs or companies on the platform.
- ✓ LinkedIn verification is now available to over 700m members globally.
- ✓ We recently introduced verification badges for LinkedIn Pages, which help signal that a Page is an official Page of a company.

Professional

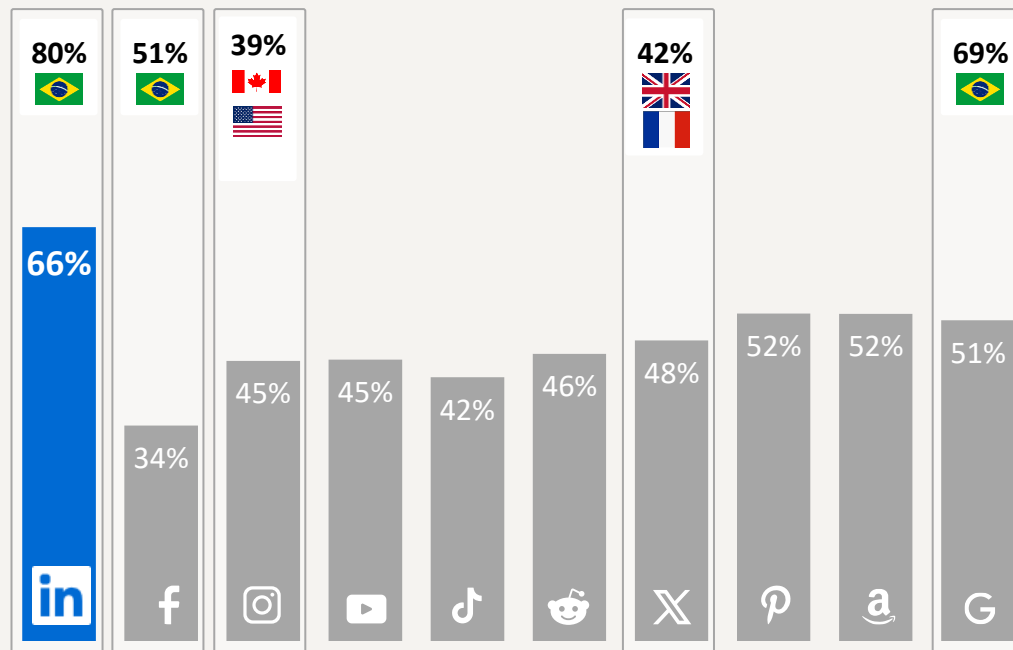


- ✓ We allow broad conversations about the world of work but require professional expression.
- ✓ We encourage our members to treat each other with respect and help each other succeed.
- ✓ We use technology, human teams, and reports to help detect and remove any content that violates our Professional Community Policies.

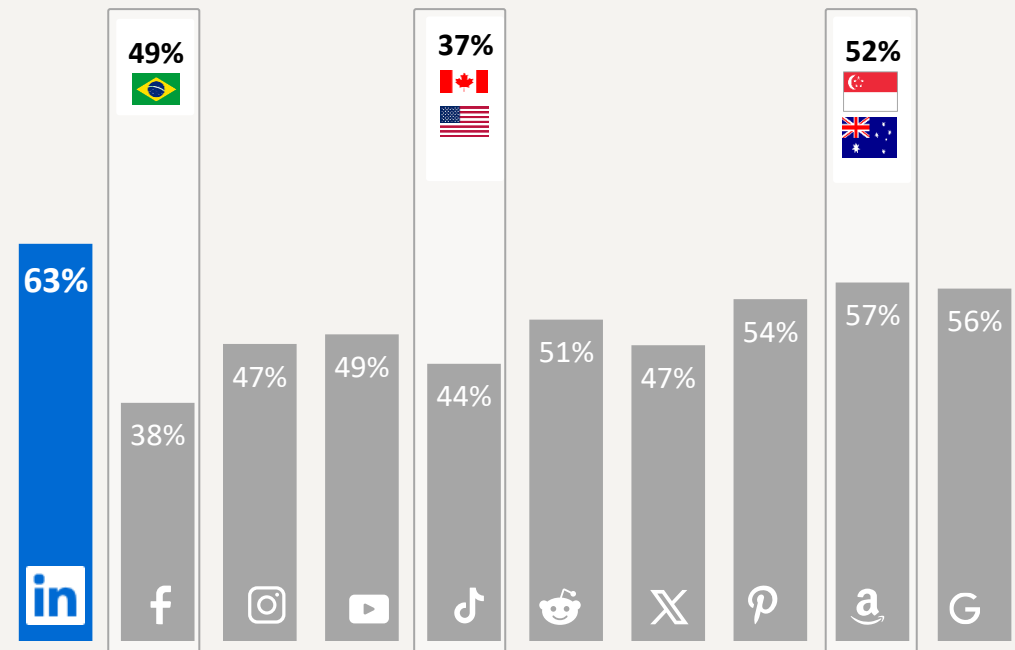
This earns trust for content on LinkedIn and for the way that LinkedIn uses data

% "Somewhat/Strongly Agree"

I trust the things I see companies post on [PLATFORM]



I trust [PLATFORM] not to misuse the information I give it



P4_1/_2/_3/_4. Platform Specific Statements - Summary of Somewhat Agree and Strongly Agree

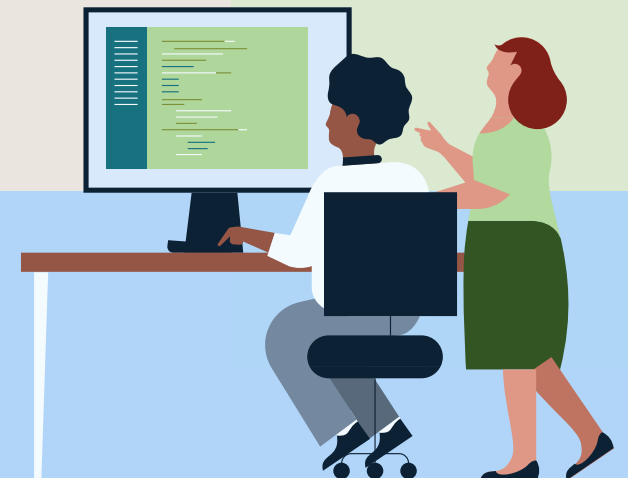
LinkedIn

Trust creates a space
where savvy spenders
give themselves
permission to be
inspired



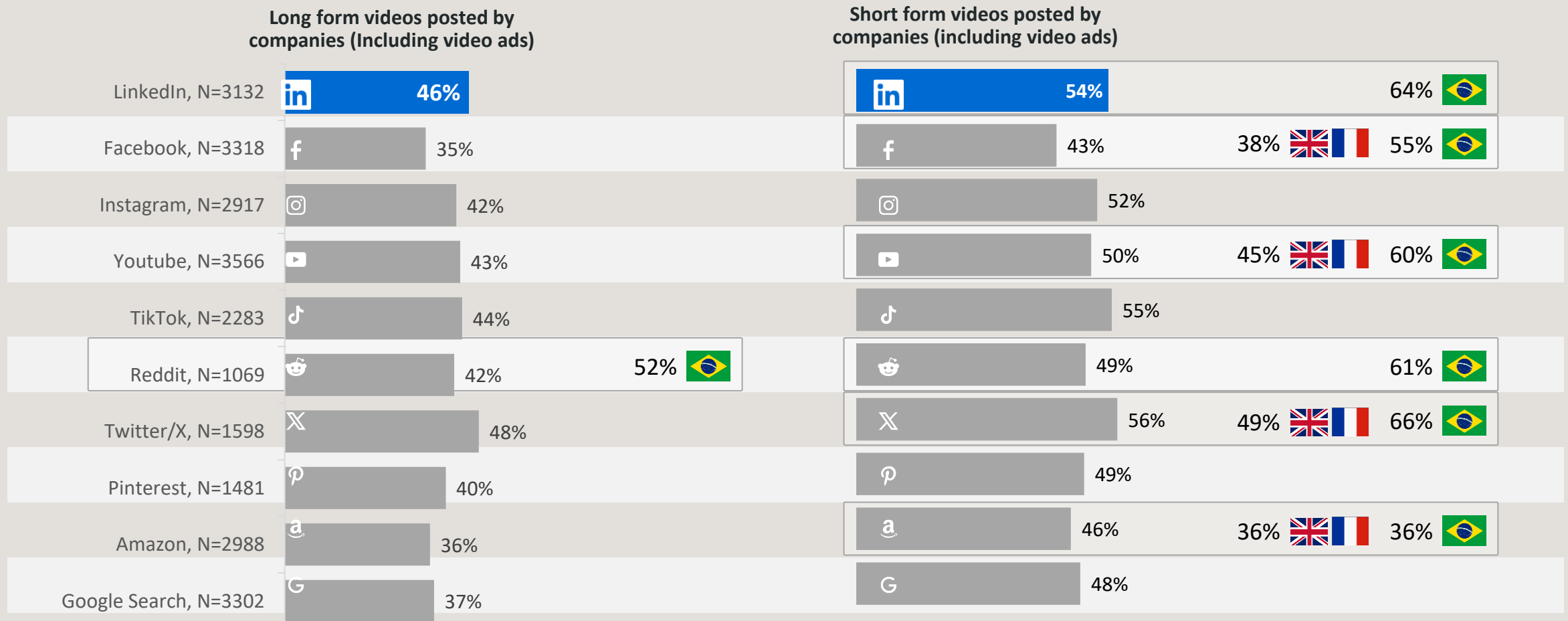
The opportunity to inspire Savvy Spenders on LinkedIn

- ✓ LinkedIn is where savvy spenders feel most savvy: most informed, most empowered, and most open to new ideas for what to purchase and how to purchase it.
- ✓ Not only do they feel more informed than when engaged on any other social platform, they also feel more inspired.
- ✓ They are as likely to value short-form video content as users of TikTok, Instagram or YouTube.
- ✓ **They are the most likely of all social media users to value what companies post and take action in response.**



LinkedIn users value short-form video as highly as TikTok users and more highly than Instagram users

% “At Least Somewhat Valuable”

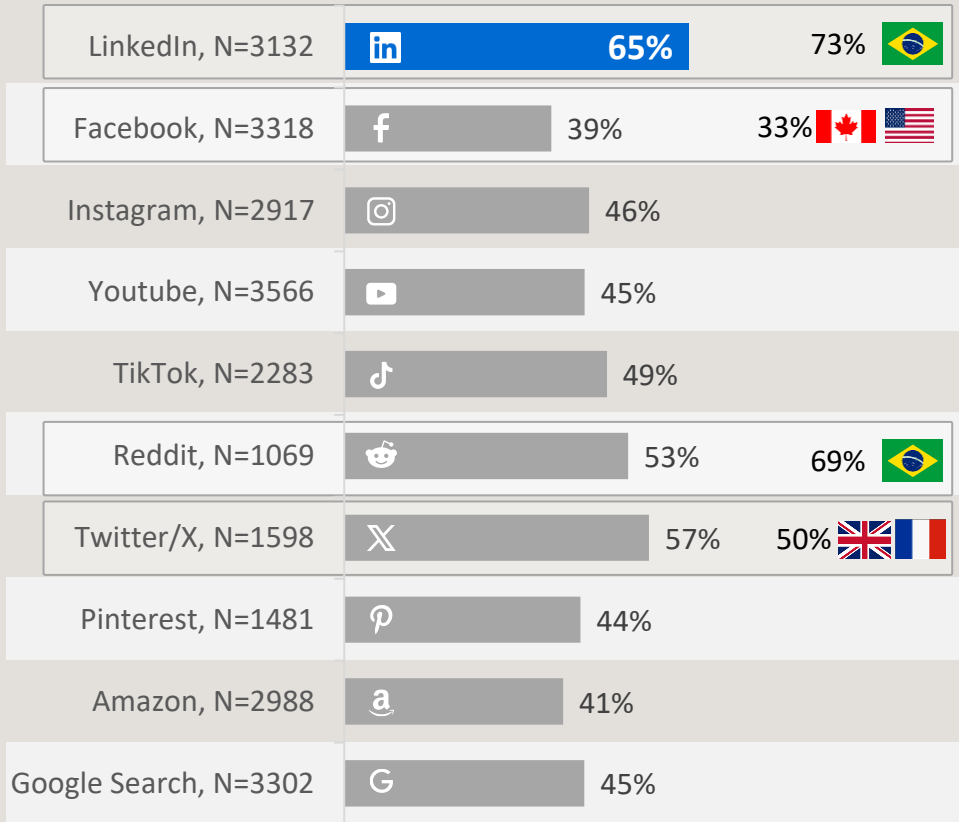


P2_1/_2/_3/_4. Platform Specific Content Types Valued - Summary of At Least Somewhat Valuable

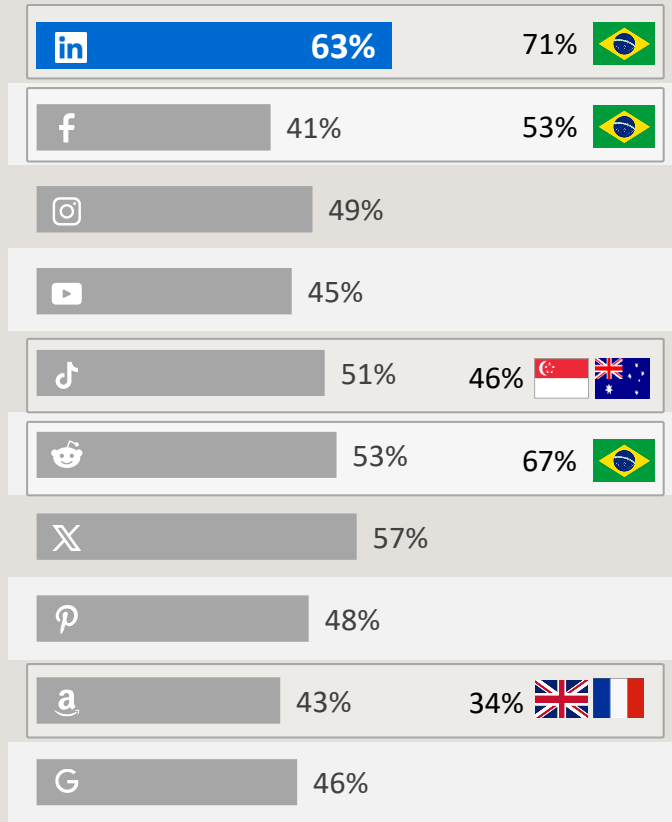
They are more receptive to company posts and messages than any other platform

% “At Least Somewhat Valuable”

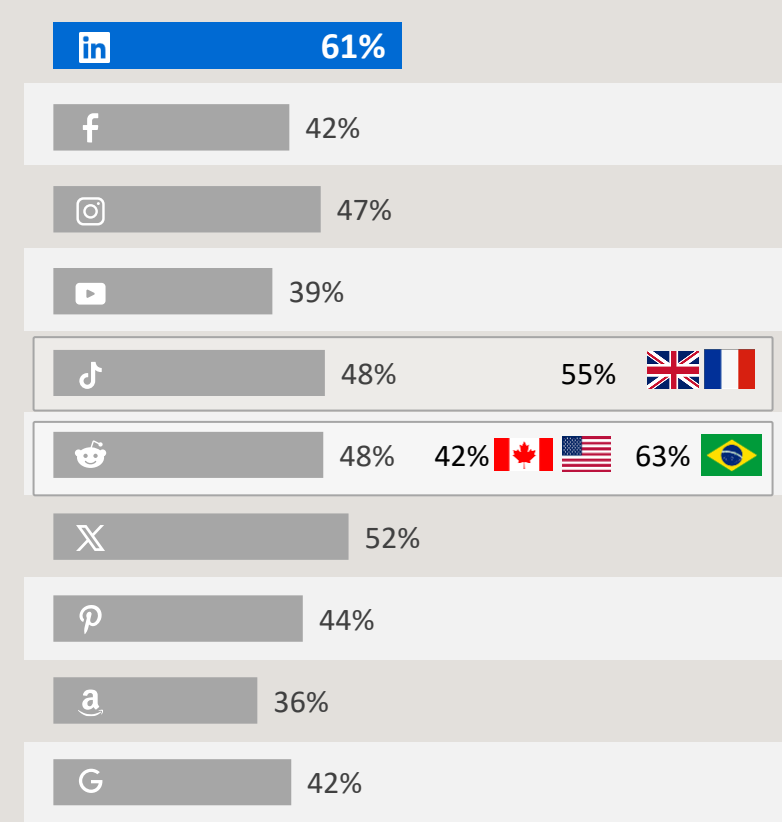
Posts by company representatives in the newsfeed/landing page



Posts by companies in the newsfeed/landing page

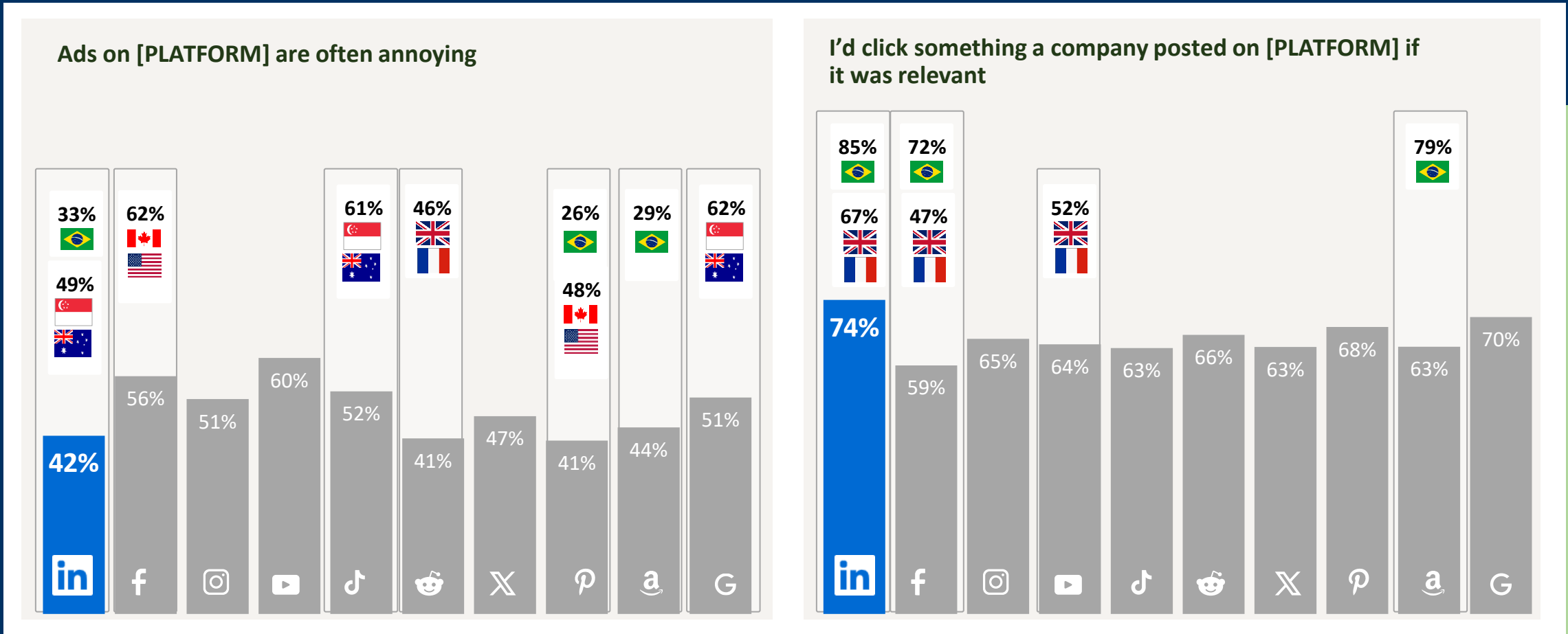


Private/direct messages in my inbox from companies or company representatives



LinkedIn ads are less annoying, and users are more willing to click on them

% “Somewhat/Strongly Agree”



P4_1/_2/_3/_4. Platform Specific Statements - Summary of Somewhat Agree and Strongly Agree

Conclusion

- ✓ Financial confidence and license to spend are a function of income and assets, and also of how consumers manage their spending.
- ✓ LinkedIn members exceed users of all other platforms in this sense of financial agency. Their higher levels of financial confidence are fueled by payments confidence.
- ✓ This includes being the most open to innovative new digital payment platforms and experiences, underpinned by a positive relationship to payments providers.
- ✓ **This savvy spender mindset leads to members informing themselves about payments on LinkedIn and giving themselves permission to be inspired**
- ✓ They attach as much if not more value to short-form video content than users of dedicated video platforms like TikTok, Instagram and YouTube.
- ✓ They actively seek out insights from brands and their spokespeople, in order to guide personal finance choices.



Thank you