

# DATING & DIGITAL ACQUISITION

WHAT STAGE ARE WE IN?



7%

COUPLES WHO MET ONLINE IN 1997

39%

COUPLES WHO MET ONLINE IN 2017



## FINDING "THE ONE" ONLINE

IF THE \$2.5 BILLION DOLLAR DATING INDUSTRY CAN HELP PEOPLE FIND EACH OTHER ONLINE-

WHY CAN'T THE \$400 BILLION DOLLAR WEALTH MANAGEMENT INDUSTRY DO THE SAME?

## METHOD OF FINDING AN ADVISOR\*

30%

FRIEND OR FAMILY

7%

GENERAL AD

7%

ONLINE NETWORK

7%

GENERAL AD

7%

ONLINE NETWORK

\*FOR HIGH-INCOME MILLENNIALS

49% OF HIGH INCOME MILLENNIALS HAVE A FINANCIAL ADVISOR AND THE INTERNET IS CHANGING THE WAY ADVISORS ARE FOUND.

THE DIGITAL ARENA IS NOT ONLY TRANSFORMING THE WAY WE MEET OUR SIGNIFICANT OTHERS ONLINE, BUT THE WAY WE ACHIEVE OUR FINANCIAL GOALS AS WELL.

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