

The Credit Union Guide To

Generation Y



Born between
1981-1996

What's on their minds

Being underemployed



Current age
22-37

What they're looking for

- Student loan relief
- First mortgages
- Mobile banking
- Pet insurance



Millennials make up
24.7%
of the U.S. population

What's coming up

Buying a first house

Relationship to the internet

Grew up at the same time
as the internet



Grew up watching

Barney & Friends

Important work benefit

Benefits that match
values



92%

Own Smart Phones



Social Media

Instagram



Callahan Employee

Liz, Senior Manager
Industry Analytics

CALLAHAN
ASSOCIATES
the credit union company