The Credit Union Guide To

Born between 1981-1996

Current age <u>22-3</u>7



Millennials make up

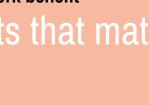
24.7% of the U.S. population

Relationship to the internet

Grew up at the same time as the internet

Important work benefit Benefits that match values









Callahan Employee Liz, Senior Manager **Industry Analytics**

Generation

What's on their minds Being underemployed

What they're looking for

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



What's coming up Buying <u>a first house</u>



Grew up watching

Barney & Friends

92% Own Smart Phones

