

The Credit Union Guide To

Generation Z



Born between
1997 - 2018

What's on their minds

Affording college



Current age
21 and younger

What they're looking for

- Student loans
- "Safe" savings
- Mobile banking
- Peer-to-peer transactions



Gen Z makes up
21.5%
of the U.S. population

What's coming up

Entering the workforce

Relationship to the internet

Digital native



Grew up watching

Phineas and Ferb

Important work benefit

Workplace flexibility/
mentorship



Technology tidbit

77%
own a smartphone



Preferred social
media channel
Snapchat



Callahan employee
Surina, Intern

CALLAHAN
ASSOCIATES
the credit union company