

# The Credit Union Guide To

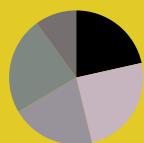
# Generation Z



**Born between**  
**1997 - 2018**



**Current age**  
**21 and younger**



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

**Relationship to the internet**  
**Digital native**



**Important work benefit**  
**Workplace flexibility/**  
**mentorship**



**Grew up watching**  
**Phineas and Ferb**

**Technology tidbit**

**77%**  
**own a smartphone**



**Preferred social**  
**media channel**  
**Snapchat**



**Callahan employee**  
**Surina, Intern**

**CALLAHAN**  
**ASSOCIATES**  
the credit union company