

HOW WELL DO YOU KNOW MILLENNIALS?

The largest and most diverse generation in the United States is challenging the status quo of financial institutions with its demand for convenience, expanded choice, and social responsibility.

WHO ARE MILLENNIALS



→ Born between 1980 and 2000

→ Largest generation in the U.S.

→ Make up 50% of the workforce

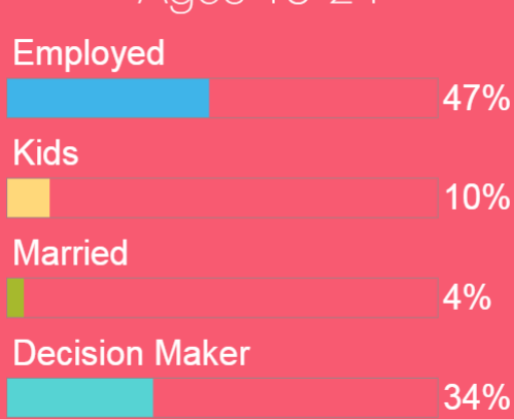
Generation Z (19%) Millennials (27%) Generation X (19%)
Baby Boomers (24%) Mature (8%) GI Generation (2%)

Source: US Census Bureau

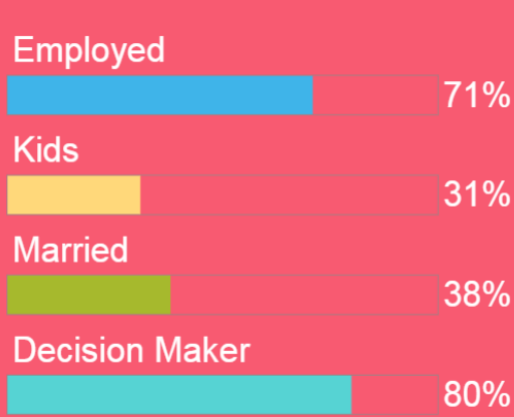
A 2015 study by the Center for Financial Services Innovation divided millennials into three age groups.

Here's what the study found:

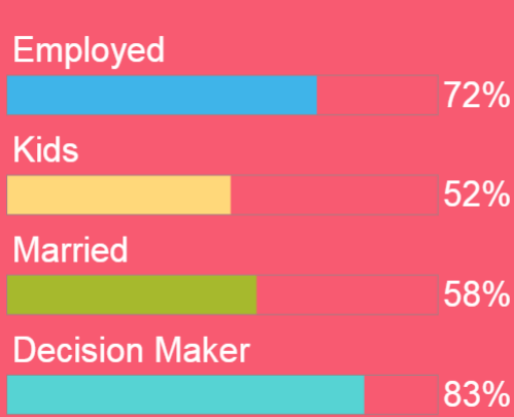
Ages 18-24



Ages 25-29



Ages 30-34



Source: "Understanding and Improving Consumer Financial Health in America," 2015, Center for Financial Services Innovation

MILLENNIALS AND BANKING

Almost half of all millennials are counting on tech startups to shake-up the banking industry, according to The Millennial Disruption Index, which identifies the industries most likely to be transformed by the millennial generation.



71%

of millennials would rather go to the dentist than listen to what banks are saying.



1 in 3

millennials are open to switching banks in the next 90 days.



33%

of millennials think in 5 years they won't need a bank.



All 4

of the largest banks are listed as millennials top 10 least loved brands.

Source: The Millennial Disruption Index