

What Every Credit Union Needs To Know About

Young Adults

Who Are Millennials?

Born between **1980** and **2000**



The largest generation in the United States. There's 87 million of them. They comprise 27.4% of the total population and 50% of the workforce.

Source: US Census Bureau

\$\$\$ They spend \$1.3 trillion annually. That's 21% of total consumer spending in the United States.

Source: Barkley

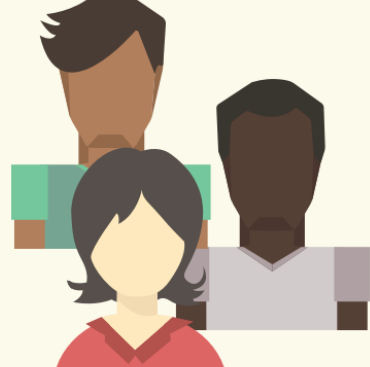


More than 63% of millennials do not have a credit card because they are afraid of getting into debt they might not be able to pay off.

Source: Bankrate August 2014 Financial Security Index

Approximately 43% of millennials in the United States are nonwhite. That's the largest percentage of any generation. One-fourth of U.S. millennials speak a language other than English at home.

Source: Pew Research Center & US Census Bureau



What Do Millennials Do?

61%

of millennials rate products and services online.



Source: Barkley

56%

say they will switch brands for a cents-off coupon.



Source: Barkley

Millennials check their smartphones

43 times a day.

Source: Entrepreneur

75%

of millennials are more excited about a new financial service offering from non-traditional financial service providers than from financial institutions.



Source: Millennial Disruption Index, 2014

Top 5 Millennial Brands

2. Apple



1. Nike



3. Samsung



4. Sony

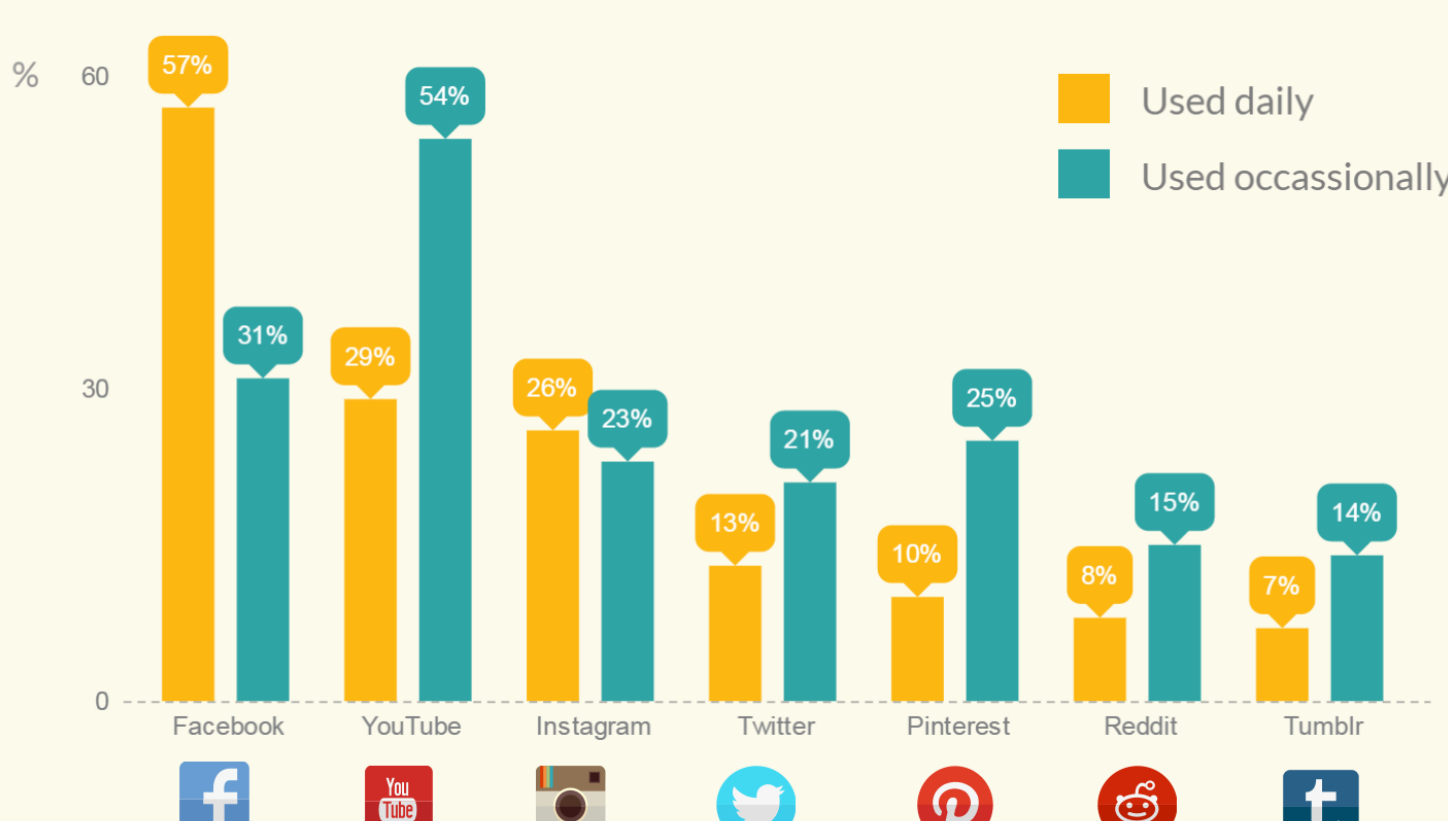


5. Walmart

Source: Moosylvania

Social Media And Millennials

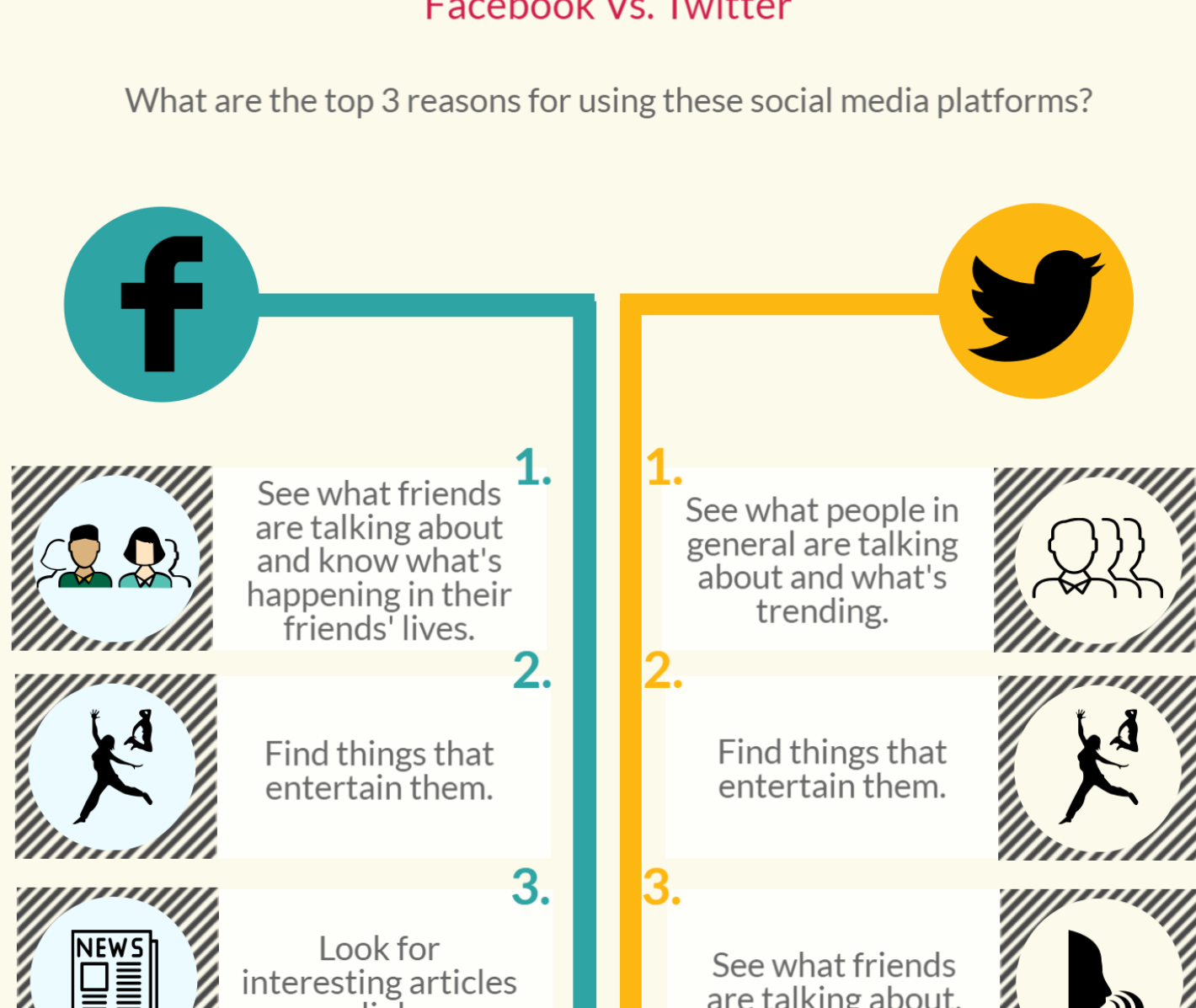
What Social Media Platforms Do Millennials Use For News And Information?



Facebook is the most popular among all millennials, but millennials 18-21 years old are more likely to use a mix of social networks. The younger group uses 3.7 out of seven given social networks compared to 2.9 for older millennials, according to a survey by the American Press Institute.

Facebook Vs. Twitter

What are the top 3 reasons for using these social media platforms?



Source: American Press Institute

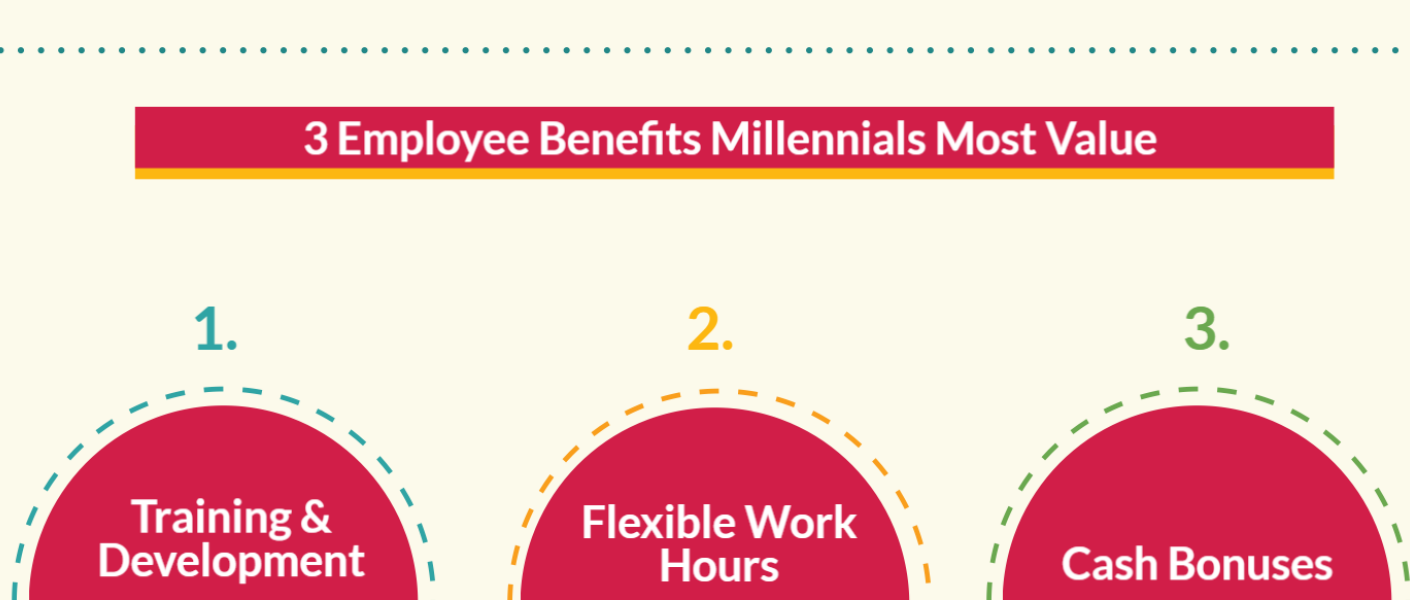
3 Ways Employers Can Attract Millennials



*% of survey respondents saying that the listed aspect makes an organization an attractive employer

Source: PWC Millennials Survey

3 Employee Benefits Millennials Most Value



*% ranking each 1st place

Source: PWC Millennials Survey