# 8 FINANCIAL FACES OF THE MILLENNIAL

**Gen X & Y = \$46 Trillion**as of 2020



### **Financially Misguided**

73% of millennials ignore professional financial advice, and 67% get their financial advice from Facebook and



### **Innovative**

**33%** of millennials believe they won't need a bank in the future<sup>5</sup>

How does your brand fit into this equation?



### **Mobile-first**

98% of banking customers make electronic transfers, and the digitally-raised millennial is no exception<sup>2</sup>



### **Skeptical**

71% of millennials would rather go to the dentist than listen to what banks tell them<sup>7</sup>

# **Crave Personalization**

**80%** of consumers are more likely to engage with a brand offering a personalized experience<sup>9</sup>

#### CNBC 2017

### Resourceful

58% of millennials say online financial tools and resources make them more comfortable making investment decisions<sup>3</sup>



#### **Social**

**One third** of millennials mobile bank while socializing<sup>6</sup>



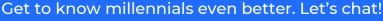
### Digital & Brand Aware

73% of millennials would be more excited about a new financial service from digital brands than their bank<sup>10</sup>

<sup>&</sup>lt;sup>9</sup>Epsilon, "The power of me: The impact of personalization on marketing performance," 2018







<sup>&</sup>lt;sup>2</sup>Citi State of Mobile 2019: Banking & Finance report

<sup>&</sup>lt;sup>3</sup>2017 Fidelity Investor Insights Study

GuideVine, 2018

<sup>&</sup>lt;sup>5</sup> Millennial Disruption Index, 2016

<sup>&</sup>lt;sup>6</sup>Goldman Sachs & Co., 2018

<sup>&</sup>lt;sup>7</sup>Millennial Disruption Index, 2017

<sup>&</sup>lt;sup>8</sup> PwC, 2015