

# 8 FINANCIAL FACES OF THE MILLENNIAL

**Gen X & Y =  
\$46 Trillion**<sup>1</sup>  
as of 2020



## Financially Misguided

**73%** of millennials ignore professional financial advice,<sup>8</sup> and **67%** get their financial advice from Facebook and Twitter<sup>4</sup>



## Innovative

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



## 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>

## 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>

**How does your  
brand fit into  
this equation?**

<sup>1</sup> CNBC, 2017

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

<sup>3</sup> 2017 Fidelity Investor Insights Study

<sup>4</sup> GuideVine, 2018

<sup>5</sup> Millennial Disruption Index, 2016

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

<sup>7</sup> Millennial Disruption Index, 2017

<sup>8</sup> PwC, 2015

<sup>9</sup> Epsilon, "The power of me: The impact of

personalization on marketing performance," 2018

<sup>10</sup> McKinsey, 2017