

8 FINANCIAL FACES OF THE MILLENNIAL

Gen Y =
\$46 Trillion
by 2020¹



Financially Misguided

73% of millennials ignore professional financial advice, and **67%** get their financial advice from Facebook and Twitter⁴



Innovative

33% of millennials believe they won't need a bank in the future⁵



Mobile-first

98% of banking customers make electronic transfers, and the digitally-raised millennial is no exception²



Skeptical

71% of millennials would rather go to the dentist than listen to what banks tell them⁷

Crave Personalization

80% of consumers are more likely to engage with a brand offering a personalized experience⁹

Resourceful

58% of millennials say online financial tools and resources make them more comfortable making investment decisions³



Social

One third of millennials mobile bank while socializing⁶



Digital & Brand Aware

73% of millennials would be more excited about a new financial service from digital brands than their bank¹⁰

How does your
brand fit into
this equation?

¹ CNBC, 2017

² Citi State of Mobile 2019: Banking & Finance report

³ 2017 Fidelity Investor Insights Study

⁴ GuideVine, 2018

⁵ Millennial Disruption Index, 2016

⁶ Goldman Sachs & Co., 2018

⁷ Millennial Disruption Index, 2017

⁸ PwC, 2015

⁹ Epsilon, "The power of me: The impact of

personalization on marketing performance," 2018

¹⁰ McKinsey, 2017