

MILLENNIALS AND MONEY



KEY FINDINGS OF A STUDY ON WHY THESE WHINERS ARE IGNORING YOUR MARKETING CAMPAIGNS

SAMPLE DETAILS

A BREAKDOWN OF THE MILLENNIALS WE SURVEYED

401

Total participants age 20-35



58%

Bachelor's degree or higher

67%

Female



33%

Male



80% White

12% Asian

7% African-American

<1% Native

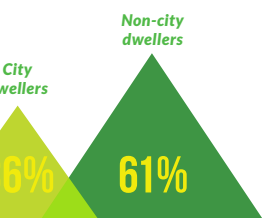
Q Which millennials are trusting of others?

43%

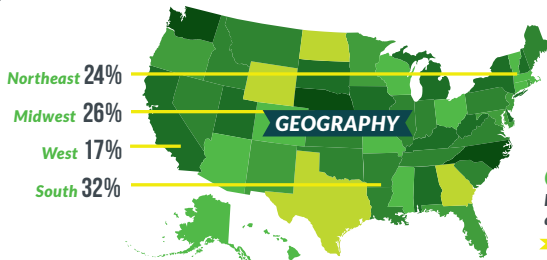
Innately trusting

57%

Trusting but cautious



Which millennials feel uncertain about the economy?

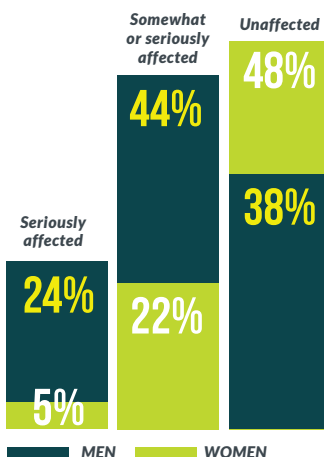


GEOGRAPHY

Q Which product payments do you use the most?



Q Were you affected by the 2008 banking crisis?



61%

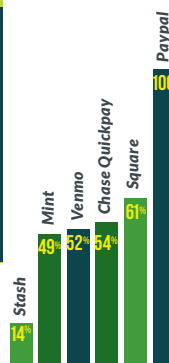
Married

35%

Single

2%

Divorced



FAMILIARITY WITH PAYMENTS PRODUCTS

WHAT'S A MILLENNIAL?

80s-90s babies

DIGITAL NATIVE

AKA GENERATION Y



700+ credit score: 55% (self-reported)

Q Which millennials like credit card perks and rewards?



73%



57%

Q Which millennials trust big tech companies?

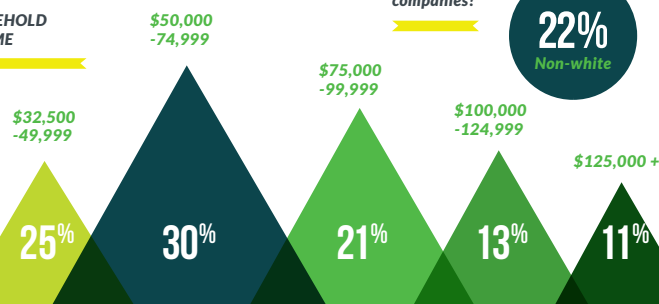
37%

White

22%

Non-white

HOUSEHOLD INCOME



KEY FINDINGS

MILLENNIALS BETWEEN 18 AND 22 YEARS OF AGE SAY THE GREAT RECESSION DID NOT IMPACT THEM, while those at the other end of the age bracket very greatly felt, and continue to feel, negative impact.

FEMALE MILLENNIALS are significantly less likely to use a credit card than males.

HAVING A HIGH INCOME, BEING MALE, AND LIVING IN A CITY are predictive of high levels of interest in cloud banking, or banks without physical branches.

MILLENNIALS LOVE POINTS AND PERKS. The vast majority of Millennials, 88 percent, would adopt more financial products if those products offer more incentive programs.

MILLENNIALS' TRUST IN BANKS IS DRAMATICALLY LOW. They trust governments and press, two notoriously untrusted institutions, more than they trust banks.

92 PERCENT OF MILLENNIALS PLACE SIGNIFICANT TRUST IN BIG TECHNOLOGY FIRMS.

MILLENNIALS CARE ABOUT DATA SAFETY but not about data privacy.

SOCIAL MEDIA INFLUENCES THE FINANCIAL DECISIONS OF MEN AND THE AFFLUENT more than those of women and Millennials who earn less.

MILLENNIAL MEN TRUST PRESIDENT TRUMP ON FINANCIAL MATTERS more often than women do. This surprising stat headlined our announcement on the research.

FOR A FULL REPORT, EMAIL ME AT DAN@FULLYVESTED.COM

**MILLENNIALS ARE NOW THE
LARGEST LIVING GENERATION.**

– Pew Survey on Millennials and Trust

