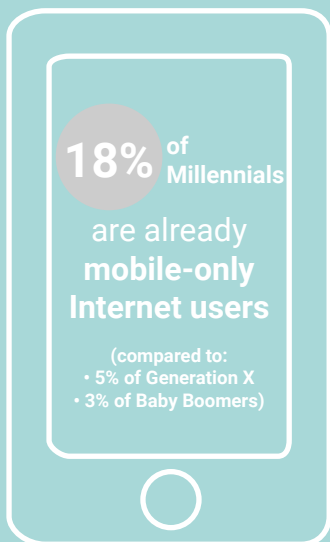


MILLENNIALS & THEIR BANKING PREFERENCES\$

You don't need an infographic to tell you this, but:
the preference for mobile is the defining characteristic of this generation's technology habits.



94% of Millennials are active users of **ONLINE BANKING**

70% of Millennials use **MOBILE BANK APPS**



of Millennials say that their brokerage firm's **MOBILE CAPABILITIES** are 'very' or 'extremely important'

More than **67%** of Millennials would rather visit a dentist than hear what their bank has to say

Millennials already account for **43%** of all **MOBILE BANKING & FINANCE USAGE**



of Millennials say that online banking is **THE MOST VALUABLE ASPECT** of their day-to-day banking experience

67% of Millennials are more excited about a new offering in financial services from a **TECH COMPANY** such as Google or Apple than their nationwide bank



of Millennials use their mobile banking apps **DAILY**

50% of Millennials **DO NOT BELIEVE** their banks offer anything different from competitors

- Top 3 Millennial Digital Banking Activities**
- 1) Checking Account Balances (80%)
 - 2) Checking for Fraudulent Activity (76%)
 - 3) Transferring (Internal) Funds (65%)



33% of Millennials are **OPEN TO SWITCHING BANKS** in the **NEXT 90 DAYS**

Why Millennials & Their Preferences Matter:

2015 was the year that Millennials overtook the Baby Boomers to become the largest generation in the United States; in 2015, there were **75.4 million Millennials** and 74.9 million Baby Boomers.

Today's Millennial segment controls approximately **\$2 trillion** in liquid assets. By 2020, the number is expected to **more than triple**.

SOURCES:

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