

MILLENNIALS ARE A POWERFUL MEMBER SEGMENT

25%
of the
US population¹

Age:
18-34


\$200+ billion in direct
purchasing power²

AND THEIR NEEDS ARE VERY DIVERSE

ALMOST
1/2

of Millennials
are parents³

AND
65%

live paycheck to
paycheck³



57%
of Millennials
own their
home³

13%
plan to buy
one in the
next year³

SURPRISE: ONLY 1 IN 7 is single, childless and living at home with their parents³

NEARLY
4 IN 10 Millennial parents hope to buy a
new car in the next 18 months³



WHAT MATTERS TO MILLENNIALS? DEBT

\$47,689
Average Millennial debt⁴

“At this moment, our finances
hold us back from more
meaningful goals.”

- Laura, 33

66%
worry about their
finances on a daily basis⁵

THAT'S WHY THEY NEED A FINANCIAL ALLY LIKE YOU

84%

would value advice or
guidance when it comes to
financial decisions⁵

ONLY
1 IN 4



has a credit card,
investment or loan
with a credit union³

BUT
69%

would consider opening
a credit union account
in the future⁵

Find inspiration and opportunity through a better
understanding of Millennial motivations, worries and hopes at

cunamutual.com/whatmattersnow