

# THREE SHIFTS IN TODAY'S AMERICAN REALITY

*Is your credit union in tune with today's trends?*

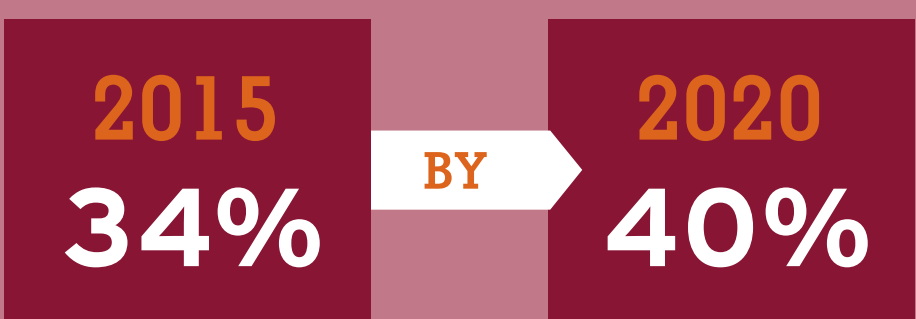
The realities of today's American household have changed in recent years. Between career, family and the emergence of a new generation, there are three key trends to keep in mind.

## TREND #1

### WORKPLACE AND CAREER REALITIES ARE CHANGING

Today's American workers have experienced corporate restructuring, consolidation, downsizing and layoffs in recent years, leading many to work for themselves as freelancers.

U.S. workforce freelancing<sup>1</sup>



Freelancers worry about<sup>1</sup>

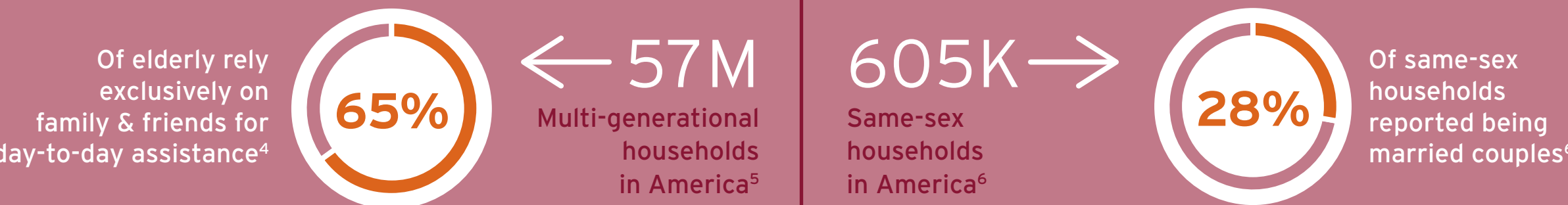
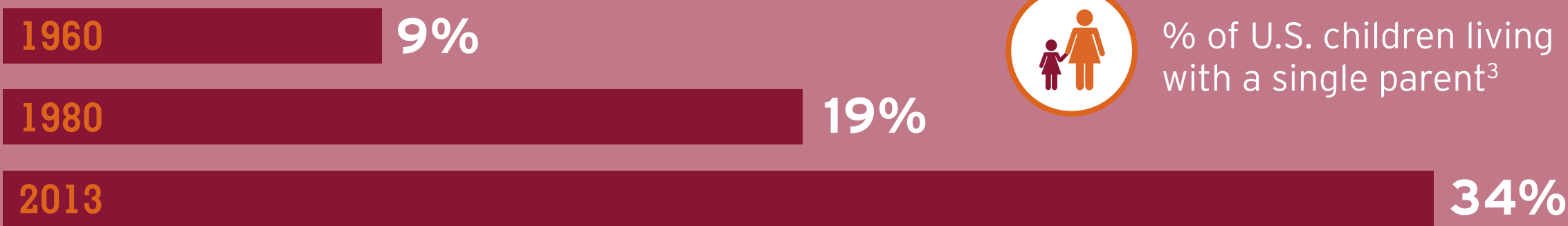


77% of hardworking Americans don't have \$5,000 for an unexpected need<sup>2</sup>

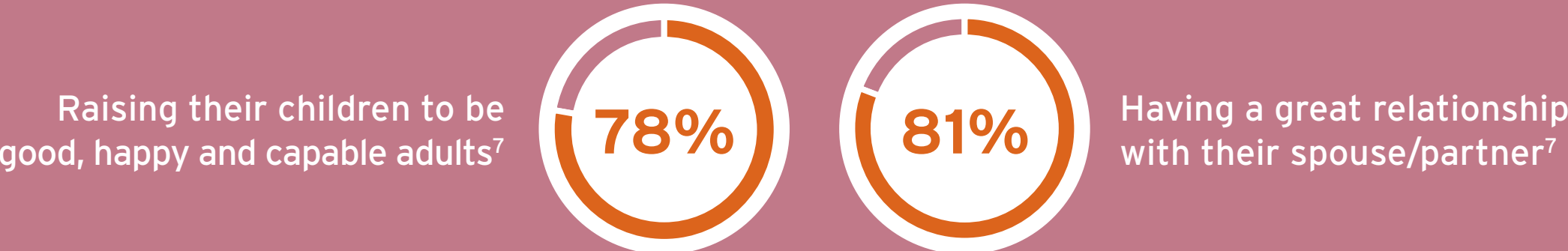
## TREND #2

### THE AMERICAN FAMILY IS CHANGING

Even in the last few years, the dynamics that make up an American family have changed a lot.



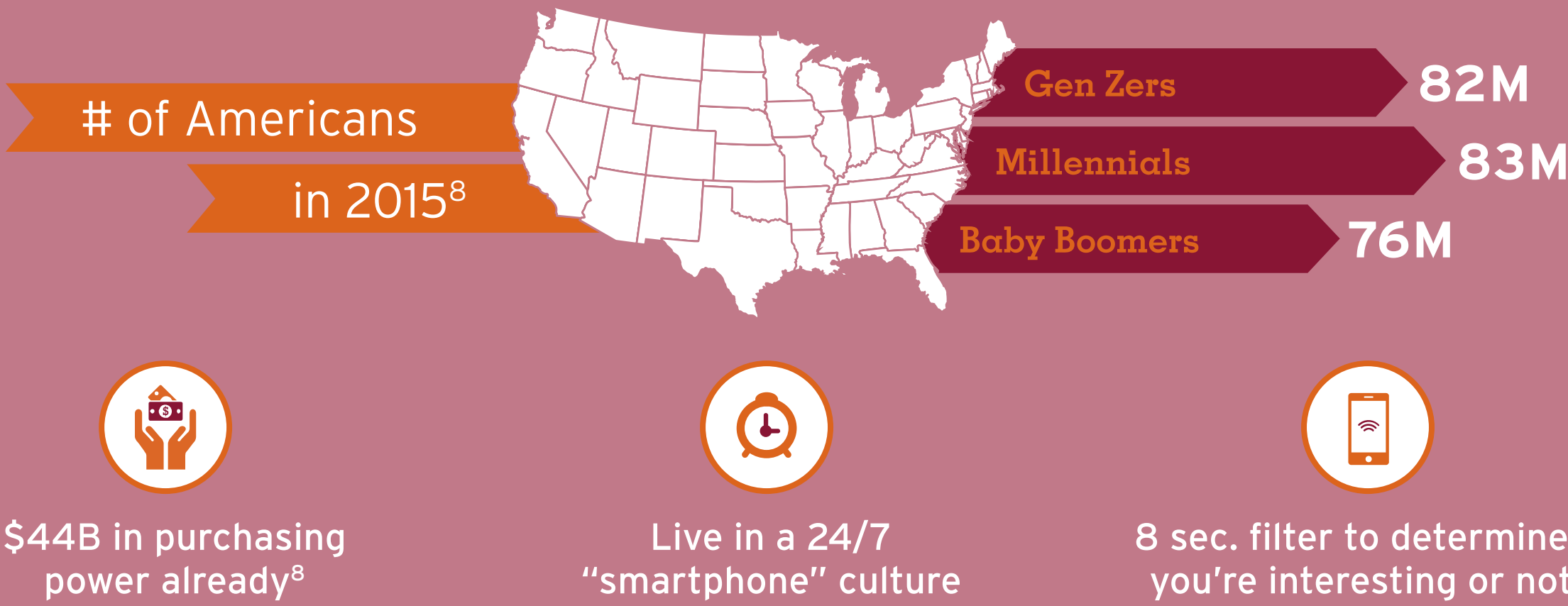
Despite family dynamics changing over the years, how Americans define success holds true.



## TREND #3

### GEN Z IS EMERGING

From toddlers to college students, Gen Z is the newest generation, and emerging as a powerful force.



## TIPS FOR CREDIT UNIONS

Ask yourself these questions to assess if your credit union is in tune with the realities of today's consumers:

What lending, insurance and financial services does your credit union offer that support freelancers, small businesses or households with instable income?

Has your credit union taken steps to ensure your membership, loan and insurance processes are inclusive and supportive of the changing dynamics in America?

Is your credit union connecting with Gen Z and their parents to establish long-term relationships?

Is your credit union promoting financial literacy and college saving programs for Gen Z households?

How do credit unions stay relevant and meet the needs of the families of today?

Sources:  
<sup>1</sup>Freelancers Union, "Freelancing in America: 2015," Oct. 1, 2015; <sup>2</sup>CUNA Mutual Group Beall Research Report, July 2015; <sup>3</sup>Pew Research Center, "Fewer than half of U.S. kids today live in a 'traditional' family," Dec. 22, 2014; <sup>4</sup>Forbes, "Adryenn Ashley: The Unapologetic Sandwich," Oct. 6, 2015; <sup>5</sup>Pew Research Center, "In Post-Recession Era, Young Adults Drive Continuing Rise in Multi-Generational Living," July 17, 2014; <sup>6</sup>Filene Research Institute, "Understanding the LGBT Opportunity in Financial Services," September 2015; <sup>7</sup>CUNA Mutual Group, What Matters Now™ Research, November 2014; <sup>8</sup>Boston Globe, "Move over, millennials. Gen Z is the new target audience," Sept. 1, 2015; <sup>9</sup>Static Brain Research Institute, "Attention Span Statistics," April 2, 2015