MILLENIALS ARE A POWERFUL MEMBER SEGMENT

AND THEIR NEEDS ARE VERY DIVERSE

ALMOST 1/2 of Millennials are parents³

AND 65% live paycheck to paycheck³

57% of Millennials own their home²

13% plan to buy one in the next year²

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

66% worry about their finances on a daily basis⁵

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

- Laura, 33

THAT’S WHY THEY NEED A FINANCIAL ALLY LIKE YOU

84% would value advice or guidance when it comes to financial decisions⁴

1 IN 4 has a credit card, investment or loan with a credit union¹

69% would consider opening a credit union account in the future⁴

Find inspiration and opportunity through a better understanding of Millennial motivations, worries and hopes at cunamutual.com/whatmattersnow

Sources:
¹ U.S. Census Bureau, Millennials: comforts, concerns and Ambitions, June 2015
³ The Futures Company and TGI, 2015
⁴ iQuantifi, Millennial Money Mindset Report, 2015
⁵ TruStage What Matters Now ™ 2015–16 Consumer Survey

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