



ATTRACTING GEN Z AND MILLENNIALS TO YOUR BANK OR CREDIT UNION

A Report For Banks and Credit Unions.

Let the customer or member reveal what drives selection of a new primary banking relationship and what media and content resonate.

Key Findings and Foresight Insights

Banking Relationships and Products Purchased

- ✓ Market size by age and income
- ✓ Where Gen Z and Millennials currently bank
- ✓ Products and accounts they currently maintain

Personal Banking vs. Digital Banking - Access Channels

- ✓ Relative importance of consumer access channels: convenient location, ATMs, mobile banking, online banking
- ✓ Likely to switch financial institution based on access channels

Switching Financial Institutions

- ✓ Gen Z and Millennials likelihood to switch
- ✓ Key criteria young consumers use in selecting a new financial institution
- ✓ Who's most vulnerable to losing this key consumer group large banks, community banks, credit unions – and why

Effective Marketing Content

- ✓ Banking messages that attract Gen Z and Millennials
- ✓ What "fair fees" and "good reputation" means to them

Media: Reaching Gen Z and Millennials

- ✓ How they want to be reached

Source Data

- National survey of 5,645 Gen Z and Millennial households – all make or participate in family banking decisions
- Sampled via major U.S. internet panel - December 2019 to March 2020 in 44 U. S., markets
- Weighted to U.S. Census demographics and population



Subscription:	
Core National Report	\$3,500

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For more information or to subscribe:
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The markets available for the key findings in your market

MARKETS		
Orange County, CA	Houston	Portland, OR
Atlanta	Indianapolis	Raleigh – Durham (NA)
Baltimore	Jacksonville (NA)	Rochester, NY (NA)
Boston	Kansas City	Sacramento
Buffalo (NA)	Las Vegas	Salt Lake City
Charlotte	Los Angeles	San Antonio
Chicago	Louisville	San Diego
Cincinnati	Miami	San Francisco
Cleveland	Oklahoma City (NA)	San Jose
Dallas Fort Worth	Milwaukee	Seattle
Grand Rapids (NA)	Minneapolis	St. Louis
Greenville (NA)	Nashville	Tampa
Hampton Roads (NA)	Philadelphia	Washington, D. C.
Harrisburg (NA)	Phoenix	
Hartford (NA)	Pittsburgh	