

Millennials and Finance - US - April 2017

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"As Millennials continue down their financial journey, reaching this group will require going beyond generational marketing to target these consumers within their specific life stage."

- Jennifer White Boehm, Associate Director - Financial Services

This report looks at the following areas:

- **Urban and suburban Millennials drifting away from the bank branch**
- **Saving for emergencies a struggle**
- **AI awareness exceeds Millennials' willingness to use it**
- **Only half of Millennials confident in their financial knowledge**
- **Millennials still have doubts about banks' trustworthiness**

Financial education will be helpful as these consumers age and take more responsibility for their own finances. They listen most frequently to their own friends and family, so financial services companies should aspire to offer information and advice as a trusted advisor, not just their primary financial institution

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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