

## Millennials and Finance - US - June 2019

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"Millennials are the generation born between 1977 and 1994, who in 2019 are between the ages of 25 and 42. Millennials are now the largest consumer generation, with roughly 79 million members, and their incredible diversity presents both challenges and opportunities for brands and marketers."

- **Chris Shadle, Financial Services Analyst**

This report looks at the following areas:

- Millennials defy easy categorization
- Millennials are family-oriented
- Debt is a burden and a stressor

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Abbreviations

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