



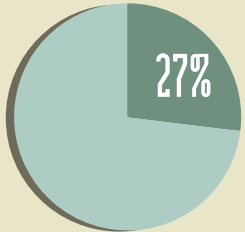
# WHY MAKE YOUR MONEY MATTER TARGETS MILLENNIALS



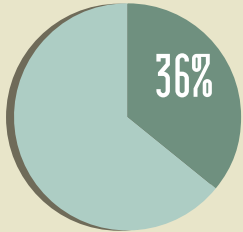
## THEY ARE GROWING



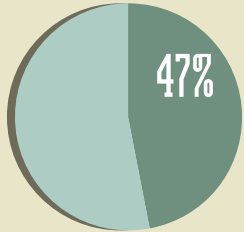
BORN BETWEEN  
**1976 & 1994**



CURRENT  
MILLENNIALS IN  
U.S. POPULATION

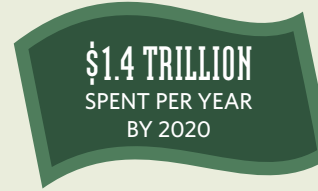


CURRENT  
MILLENNIALS IN  
U.S. WORKFORCE

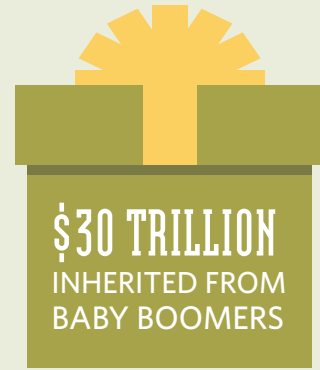
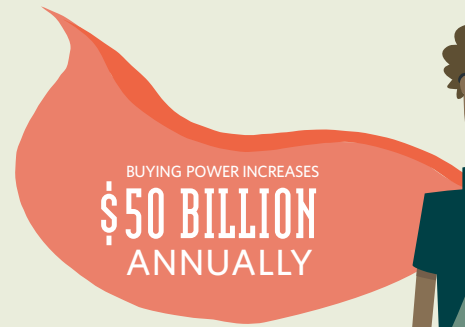


BY 2020,  
MILLENNIALS IN  
U.S. WORKFORCE

## THEY ARE SPENDING



BY 2017 MILLENNIALS  
WILL HAVE  
**MORE BUYING POWER**  
THAN ANY OTHER GENERATION



## THEY ARE BANKING



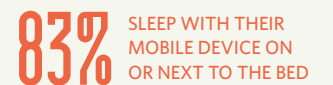
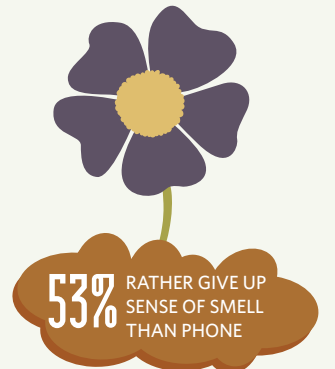
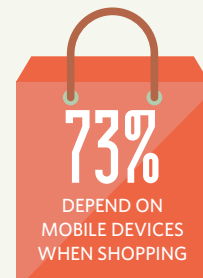
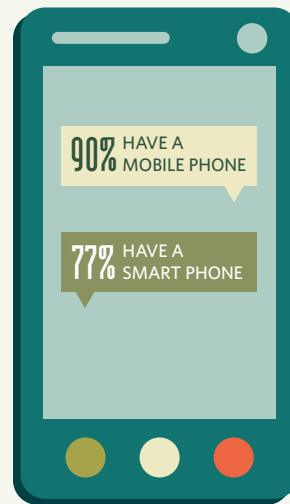
MILLENNIALS SAVE  
**\$300 BILLION**  
EVERY YEAR



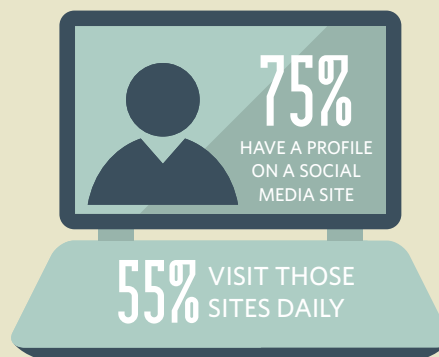
**60%**  
OF ALL  
MILLENNIALS  
**HAVE DEBT**



## THEY ARE MOBILE



## THEY ARE SOCIAL



## 71% DON'T KNOW ABOUT CREDIT UNIONS

Join other credit unions in the Make Your Money Matter movement!  
Contact Myles Bristowe (mbristowe@pscuh.com) to learn more.  
**MakeYourMoneyMatter.org**

