

Millennial Financial Trends:

10 fast facts for marketing to a generation tackling adulthood



1 Millennials are more money skeptical than previous generations.¹



2 Millennials feel that they will not be able to achieve material goals like finding their dream job, buying a house or retiring until much later in their lives than their parents did.²



3 7 out of 10 Millennials define financial stability as being able to pay all of their bills each month.²



4 The recession left over 15% of Millennials in their early twenties out of work, many of whom are still struggling to get their feet on the ground.²

5 About 67% of Millennials say financial stress overtakes their ability to focus and be productive at work.⁴

6 Also known as the “student loan generation,” most Millennials have been crippled by debt with the average student loan debt at \$48,000.³

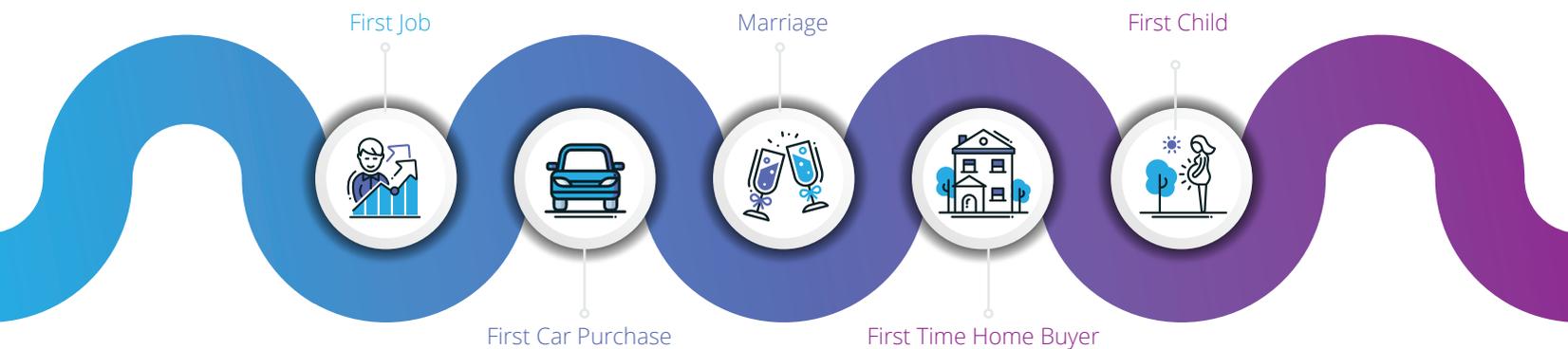
7 Much of the pressure that Millennials feel to conform to the financial habits of their peers comes from social media, where financial milestones such as home and car purchases are routinely posted for all to see and envy.³

8 The number of Millennials getting married before 30 is only 23% compared to 56% who were married by this age in 1968.⁴

9 Many Millennials want to like their jobs and many are delaying getting married and having children because of them –either because they are focused on their careers or don't currently make enough money to afford having a child.³

10 Over three quarters of Millennials want to have the same clothes, cars and technological gadgets as their friends, and that around half of them have to use a credit card to pay for basic daily necessities such as food and utilities.³

Targeting Millennials at every Life Stage



How it Works

Capture consumer's attention when they are going through different life stages and are most receptive to messaging. Exponential leverages multiple data points, uniquely combining content consumption behavior, demographics and third-party data to understand life stage triggers indicating a user will soon be in-market. These consumers have not exhibited typical third party in-market behaviors, so they have not yet been identified and saturated with competitive brands, keeping your brand top of mind.

Sources: 1 [Forbes](#) | 2 [Investopedia](#) | 3 [Millennial Money](#) | 4 [Time](#)