By 2025, Millennials will represent 75% of the workforce.

Millennials are 3x more likely to open a new bank account on their phone than they are in person.

Millennial Mobile Banking usage increased 62% over the last year.

76% of Millennials were more likely to change to an alternative digital financial services provider because of lower costs or fees, and 68% because of advanced and mobile technology for more helpful financial services.

42% of Millennials continue to participate in a loyalty program because it has a mobile payment option.

68% of channel users are Millennials.

Millennials are 3x more likely to open a new bank account on their phone than they are in person.

49% of Millennials continue to participate in a loyalty program because it has a mobile payment option.

*Source: Ernst & Young (EY)
*Source: Viacom
*Source: Citi 2018 Mobile Banking Study
*Source: American Bankers Association
*Source: Makovsky
*Source: Colloquy
*Source: Digital Payments Adoption Study, Early Warning Services, LCC
*Source: US Bank Data
*Source: Colloquy