

# The Millennial and the Ageing Population

We asked people about what they thought about their finances in the future.

Millennial (18-34)

Ageing Population (55+)

## Brand Loyalty

How willing would you be to switch bank accounts?	56% willing	81% willing
What would deter you from switching?	51% Poor reputation of alternative provider	20% Competitiveness of current account
What drives your loyalty?	Price	Customer service
When it comes to purchasing a financial product such as a credit card, what do you look for the most?	Best financial deal	Best financial deal
What would influence you to switch bank?	Cash incentive	Better banking benefits
How do you manage your finances at present?	In my head	I write them down
What's most important to you?	Going on holiday	Going on holiday
What's least important to you?	Buying a new car	Having a good social life

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