GEN Z & Credit Unions:



The Banking Blend You Didn't Know You Needed

What Really Matters When Picking Your Bank?

DCU's recent survey* reveals how Gen Z manages money, embraces banking tech, and views credit unions—showing they're ready to wake up to a new financial future.



Before the Beans Were Spilled...

of Gen Z were open to joining a credit union. joining a credit union.

36% weren't aware of what you need to join.

25%

thought you needed flawless credit—like, pumpkin spice latte-perfect.

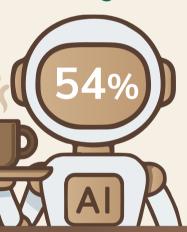


After Pouring Over the Brew

Gen Z is ready to level up.

would now consider joining a credit union, 55% once they have found credit unions offer better rates and the same protection as banks.

Steeped in Tech-Driven Banking: Al vs. Real People



want their bank to use Al—if it means shorter wait times and a smoother online experience.

Big reasons for wanting Al:

Al Chat

Faster help, no more waiting for a reply.

Financial advice and education at your fingertips.

But don't let go of customer service with a real person! Human interaction still matters.

Brewing Up Gen Z's Banking Blend

How Gen Z Picks Their Bank

28% choose their bank for IRL branch access—sometimes you need that face-to-face!

Account security is the #1 must-have. No exceptions.

Bottom Line: Gen Z wants smart tech, real talk, and serious **security** when it comes to their money moves.

Ready to sip on smarter banking? Discover how DCU blends cutting-edge technology,

genuine human support, and enhanced security to help you achieve your financial goals for Personal & Business Banking.