

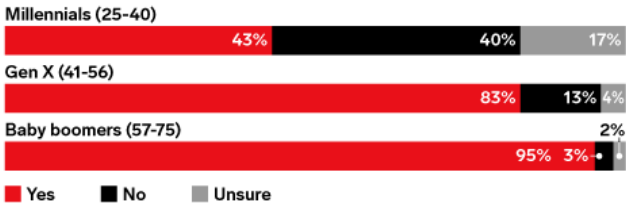
# US banks cater much more to boomers than millennials, executives say

Article

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Among executives at US banks, **less than half** believe their institution has tools in place to effectively serve millennials. Instead, their banks are better tailored to baby boomers, with **95%** of the executives saying they have tools to effectively assist the older generation.

**US Financial Executives Who Believe Their Bank Has the Tools in Place to Effectively Serve Customers, by Customer Generation, July 2021**  
*% of respondents in each group*



Source: Bank Director, "2021 Technology Survey" sponsored by CDW, Aug 31, 2021  
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