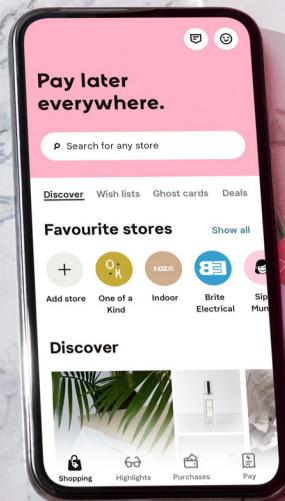


Gen Z and Millennials turn to technology and transparency to manage money

Uncovering younger generations attitudes to and habits around money management in the US.



Responsible money management is a priority for younger generations.

52%

of Gen Z and Millennials see themselves as 'financially savvy'.

38%

think they are more financially responsible than they are given credit for.

50%

have a rainy-day fund that they regularly put money aside for.

53%

say they are financially stable.

Technology is playing a particularly important role in helping Gen Z and Millennials effectively manage their money.

84% say that this is the case while **65%** use technology to track how they spend, compared to **57%** of older generations.

63% also say that technology enables them to have better oversight of all their finances.

Gen Z and Millennials are more likely to discuss money with friends, family and colleagues than older generations.

46% think it is important to talk openly about money so it isn't a taboo.

47% say that transparency around finances is important for people's wellbeing.



Klarna spoke to 2,012 shoppers in the US. The research uncovered attitudes to and habits around money management across different age groups, including 1,000 people aged 18 to 38. For the purposes of this analysis, the term "Gen Z and Millennials" refers to the grouped 18-27 and 28-38 age brackets.

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