

Baby Boomers and Finance - US - November 2015

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Financial services institutions may be focusing a lot of attention on Millennials, but Boomers are still a very influential group. According to the US Bureau of Labor Statistics' Consumer Expenditure Survey, Boomers earn an estimated \$2.4 trillion each year. This report examines how the Boomers feel about retirement: how much they have saved for it; their plans for how to live it; and their major concerns about retirement life.

This report looks at the following areas:

- Many haven't saved enough and they know it
- Boomers are not loyal to their financial institution

For the purposes of this report, Mintel has used the following definitions:

- Baby Boomers – those born between 1946-64 (aged 51-69)
- Early Boomers – those born from 1946-55 (aged 60-69)
- Late Boomers – those born from 1956-64 (aged 51-59).

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Many haven't saved enough and they know it

Figure 1: Concerns about retirement life, by amount of retirement savings, August 2015

Boomers are not loyal to their financial institution

Figure 2: Purchased multiple products from primary financial institution, by generation, January 2015

The opportunities

Boomers can help advisers grow their business

Figure 3: Use of financial advisers, by amount of retirement savings, August 2015

Boomers trust credit unions more than banks

Figure 4: Boomers' level of trust in financial services institutions, January 2015

Most Boomers don't have enough life insurance

Figure 5: Life insurance needs, by age, August 2015

What it means

The Market – What You Need to Know

Boomers are still relevant

Boomers are not very diverse

Low interest rates have hurt

Longer life expectancies

Market Size

Boomers are still one-quarter of US population

Figure 6: US population, by generation, 2010-20

Market Breakdown

The racial diversity of Boomers

Figure 7: Distribution of generations by race and Hispanic origin, 2015

More female Boomers than male

Figure 8: US population, generations by gender, 2015

Market Factors

Impact of low interest rate environment

Boomers' investments in equities

Life expectancies are increasing

Figure 9: Life expectancy in US, 1980-2012

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Key Players – What You Need to Know

- Aging in place – A new trend
- Boomers are starting businesses
- Single Baby Boomers are struggling
- Workplace flexibility helps Boomers continue to work

What's In?

- Boomers want to age in place
Figure 10: Plans to move in retirement, by generation, August 2015

- Boomers are well-positioned to start businesses

What's Struggling?

- The effect of Social Security payments on Boomers
Figure 11: Finances in retirement, by gender and age and Hispanic origin, August 2015

- More single Baby Boomers
Figure 12: Retirement savings, by marital status, August 2015

- Many Boomers are not taking steps to improve their retirement prospects
Figure 13: Attitudes toward retirement, by generation, August 2015

- Lack of planning leads to miscalculations
Figure 14: Baby boomers' steps taken toward retirement planning, January 2015

What's Next?

- Flexible work schedules are helping Boomers continue working
Figure 15: Desire to work after retirement, by age, gender and household income, August 2015

- Growth of the sharing economy
- Boomers are selling – And starting – Small businesses

- Boomers' effect on the housing market
Figure 16: Importance of owning a home, by generation, May 2015

The Consumer – What You Need to Know

- Most Boomers have never retired
- Most haven't waited for full Social Security benefits
- Money and health – Two main concerns
- Most do have retirement savings
- Advisers can help Boomers realize plans
- Boomers aren't comfortable with their saving, but are not getting help

Retirement Status

- Most Boomers have never retired
Figure 17: Retirement status, by gender, August 2015

- The role of age and income in decision to retire
Figure 18: Retirement status, by age and household income, August 2015

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The impact of education on retirement

Figure 19: Retirement status, by level of education, August 2015

Health considerations are a major reason for young Boomer retirement

Figure 20: Reasons for retiring, by gender and age, August 2015

At What Age Do Boomers Retire?

Maximum Social Security benefits not a driving retirement force

Figure 21: Age at retirement, by gender and age, August 2015

Most won't retire until after age 65

Figure 22: AARP online retirement planning ad, 2015

Impact of marital status

Figure 23: Age plan to retire, by marital status, August 2015

The role of income in determining retirement age

Figure 24: Age plan to retire, by household income, August 2015

Concerns about Retirement Life

Most are worried about money

Figure 25: Concerns about retirement life, by age, August 2015

Priorities change with savings

Figure 26: Concerns about retirement, by retirement savings, August 2015

Type of Retirement Account(s) Owned

Most Boomers have a retirement account

Figure 27: Type of retirement account(s) owned, by generation, August 2015

Women are less likely to have corporate-sponsored plans

Figure 28: Type of retirement account, by gender, August 2015

Minority Boomers have fewer retirement accounts

Figure 29: Type of retirement account, by race, Hispanic origin, August 2015

Amount of Retirement Savings

Many late Boomers may be in trouble

Figure 30: Amount in retirement savings, by generation, August 2015

Women Boomers lag men

Figure 31: Amount in retirement savings, by gender and age, and generation, August 2015

Single Boomers are in trouble

Figure 32: Amount in retirement savings, by marital status, August 2015

Figure 33: Wells Fargo Retirement Resources email, 2015

Plans for Retirement

Most looking forward to traveling

Figure 34: Plans for retirement, by generation, August 2015

Family is important to Hispanics

Figure 35: Plans for retirement, by Hispanic origin, August 2015

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Many want to stay active

Figure 36: Plans for retirement, by generation, household income, August 2015

Managing Money

Most don't know enough

Figure 37: Money management activities, by gender and age, August 2015

Whites and married couples are in better shape

Figure 38: Money management activities, by race and marital status, August 2015

Advisers not used by many

Figure 39: Money management activities, by amount of retirement savings, August 2015

Figure 40: AARP direct mail and online ads, 2015

Source of retirement income

Figure 41: Source of retirement income, by gender, generation, August 2015

Factors Affecting Retirement Income

What Boomers are counting on for income

Figure 42: Factors affecting retirement income, by gender, generations, August 2015

Race and income have an effect

Figure 43: Factors affecting retirement income, Hispanic origin, household income, August 2015

Attitudes toward Retirement

Lack of excitement about retirement due to lack of comfort about money

Figure 44: Attitudes toward retirement, by gender, generation, August 2015

Life in retirement

Figure 45: Retirement assumptions, by gender, generations, August 2015

Race and income affect retirement life

Figure 46: Retirement assumptions, by race, household income, August 2015

Retirement readiness

Figure 47: Retirement readiness, by gender, generation, August 2015

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Direct marketing creative

Abbreviations and terms

Abbreviations

Terms

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