

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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