

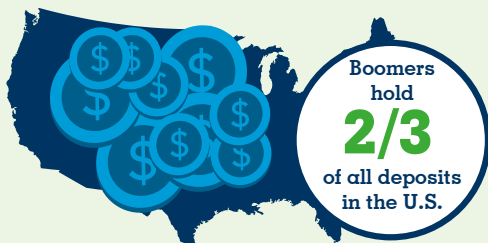
Banking the Boomers

This affluent, loyal generation wants a banking experience that is seamless, safe and helps secure their future.



will be the wealthiest generation until at least 2030

are independent consumers with a great sense of pride



Boomers are loyal bank customers ...



58%

have never switched financial institutions



48%

say their financial institution has their best interest in mind

... whose financial security is a top concern.



only 24%

are confident they'll have enough money to last through retirement



they underestimate the cost of post-retirement healthcare by

10%



\$2.9 billion

in fraud losses reported annually, the top demographic target



their largest asset is often their home—but downsizing may not be easy in today's market

While many are financially savvy, there are still opportunities for banks to engage them more.



71%

use online banking services at least once a week (on par with Gen X and Gen Y)



just 18% over 61 use mobile banking (half the frequency of younger generations)

If banks could convert them to new products and services, it could stimulate the U.S. economy by:



\$82 billion in deposits



and

\$443 billion in investable assets



Banks can engage with Boomers in ways that suit where they are in life.



A seamless online and mobile experience for everyday banking, including mobile alerts

In-person, one-on-one wealth management planning



Pro-active planning for future financial caregiving needs

Guidance on housing finance options as their needs change



For more resources on serving your older customers, go to aba.com/Seniors.