

Baby Boomer Wallets are Booming

Insights That Drive Marketing

How do Boomers handle their finances?
Where can marketers find this attractive audience?

If you are planning to market to Boomers read on, and then contact us to gain a more detailed picture of your best customers and prospects for enhanced marketing effectiveness.



Baby Boomers, born 1946-1964, may have faced lower interest rates in the last few years, but for many of them, the rising stock market and high incomes have stacked the cards in their favor. Their wallets are booming!

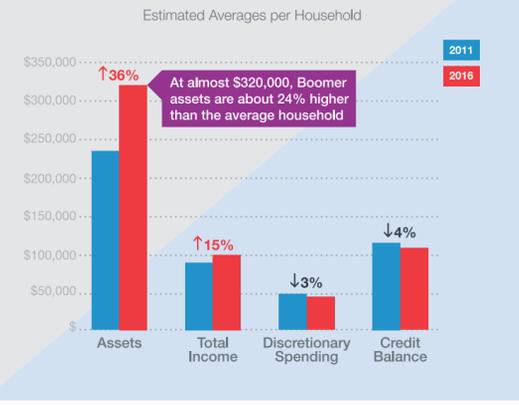
All data and statistics from Equifax Inc. June 2011 – June 2016. Cities data includes MSAs with over 50,000 households.

Baby Boomers Key Stats:

High Assets Can Fund Their Future

- Over **46 million households** – represent about **37.5%** of all U.S. households
- Control over **46%** of total U.S. invested assets, with average assets at almost **\$320,000** per household
- Increased share of total U.S. assets by about **2.1%** in the last five years
- Total income of almost **\$103,000** – **9% higher** than the average U.S. household
- About **\$48,000** of annual discretionary spending
- Hold about **40%** of the nation's credit balance with average outstanding credit of about **\$112,000** per household

Change in Baby Boomer Financial Wallet



Which Cities Attract Boomers?

Boomers represent about 37.5% of all households. Here is where to find them.



Cities with Highest Boomer Concentration

Boomer Households	Average Boomer Assets	Average Boomer Income
Portland, ME 59.1% 92,000 HHs	\$352,000	\$99,000
Bridgeport-Stamford, CT 58.6% 141,000 HHs	\$1,294,000	\$170,000
Buffalo-Niagara Falls, NY 58.5% 194,000 HHs	\$314,000	\$94,000
Canton, OH 58.2% 67,000 HHs	\$215,000	\$83,000
Flint, MI 58.1% 69,000 HHs	\$140,000	\$67,000

Cities with Highest Number of Boomers

Boomer Households	Average Boomer Assets	Average Boomer Income
New York, NY 2,803,000 HHs	\$591,000	\$127,000
Los Angeles, CA 1,642,000 HHs	\$445,000	\$100,000
Chicago, IL 1,349,000 HHs	\$448,000	\$104,000
Philadelphia, PA 923,000 HHs	\$443,000	\$109,000
Dallas-Fort Worth, TX 902,000 HHs	\$322,000	\$132,000

Markets with the Highest Boomer Assets

- Jackson, WY\$1,438,000
- Bridgeport-Stamford, CT\$1,294,000
- Naples-Marco Island, FL\$1,208,000
- San Jose, CA\$1,054,000
- Hood River, OR\$928,000

Markets with the Highest Boomer Total Income

- Bridgeport-Stamford, CT\$170,000
- Austin-Round Rock, TX\$166,000
- Raleigh, NC\$156,000
- Los Alamos, NM\$155,000
- Houston, TX\$154,000

Boomers on the Move



Cities that have GAINED the Most Boomers 2011-2016

City	Number of HHs GAINED	Average Boomer Assets	Average Boomer Income
New York, NY	81,000	\$591,000	\$127,000
Charlotte, NC	78,000	\$310,000	\$145,000
Phoenix-Scottsdale, AZ	57,000	\$307,000	\$120,000
Miami-Fort Lauderdale, FL	45,000	\$436,000	\$102,000
Los Angeles, CA	36,000	\$445,000	\$100,000

Cities that have LOST the Most Boomers 2011-2016

City	Number of HHs LOST	Average Boomer Assets	Average Boomer Income
Wilmington, NC	20,400	\$323,000	\$118,000
Washington D.C.	14,000	\$538,000	\$136,000
Charleston, WV	13,000	\$196,000	\$71,000
Springfield, MA	13,000	\$197,000	\$74,000
Toledo, OH	9,000	\$253,000	\$83,000

How Do Boomers Spread Their Wealth?

Boomer Portfolio Allocation

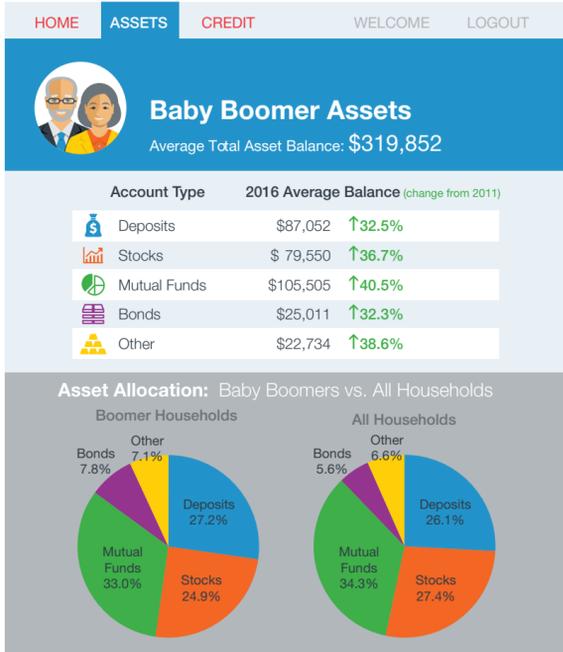
Rising Assets and Steady Portfolio Allocation:

Boomers tend to allocate their wealth slightly more conservatively toward deposits and bonds compared to the average U.S. consumer.



Since 2011, Baby Boomers have made a modest, less than one percent shift from deposits to mutual funds, while their allocation toward stocks has stayed about the same.

Boomers control about **65%** of all bond assets, with average bond balances over **73% higher** than the average U.S. household.



Shift to Higher Asset Tiers

Compared to five years ago, there are many Baby Boomers that have climbed their way into higher asset tiers; almost 10% of Boomer households grew their wealth to have over \$125,000 in estimated assets.

Percent of Boomer Households by Estimated Asset Tier in 2016 (change from 2011)

\$125,000 +	43.1% (↑9.7%)
\$25,000 - \$125,000	21.3% (↓2.0%)
\$0 - \$25,000	35.6% (↓7.7%)

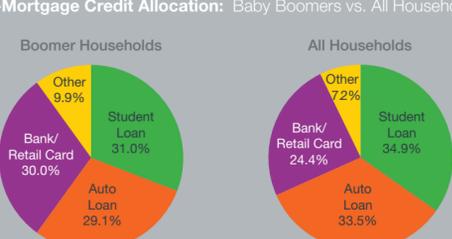


Baby Boomer Outstanding Credit

Average Total Credit Balance: \$112,243

Account Type	2016 Average Balance (change from 2011)
Mortgage	\$ 89,333 ↓2.4%
Bank/Retail Card	\$6,877 ↓5.1%
Auto Loan	\$6,677 ↓9.0%
Student Loan	\$7,091 ↓16.4%
Other	\$2,264 ↓1.4%

Non-Mortgage Credit Allocation: Baby Boomers vs. All Households



How Do Baby Boomers Borrow?

Boomer Outstanding Credit

Diminishing Outstanding Credit, but High Mortgage Balances:

Baby Boomers may have reduced their outstanding credit by about **4%** between 2011 and 2016, but their average total outstanding credit balance is still about **7.3% higher** than that of the average U.S. household.

The leading contributor to that is likely their high mortgage balances, which are almost **16% higher** than the average household.



That said, Boomers have made good strides in reducing their outstanding auto and student loan balances in the last five years.

More Boomers with Credit Balances above \$25,000

Compared to five years ago, about 1.7% of Baby Boomer households shifted from holding \$0 to \$25,000 in estimated credit balances to having balances over \$25,000.



Percent of Boomer Households by Estimated Credit Balance Tier in 2016 (change from 2011)

\$100,000 +	40.9% (↑0.2%)
\$25,000 - \$100,000	41.2% (↑1.4%)
\$0 - \$25,000	17.8% (↓1.7%)

Real-life Boomers

Baby Boomers are more likely than the average consumer to portray these characteristics and behaviors.

If you are marketing to Boomers, then consider incorporating these preferences into your marketing campaign messages and offers.



Life Stage

- Considering retirement and may have children leaving for or graduating from college or getting married



Financial Habits

- Prefer credit/debit cards that offer airline miles, hotel and car rental awards, and gifts
- More likely to turn to brokers for advice or price quotes
- Prefer to contribute to arts/cultural organizations



Shopping

- Splurge on golf and walking shoes
- Items they like to purchase either online or by phone/mail include: purchase tickets, car rental reservations, bedding/linens, CDs, coffee/tea, collector's items, flowers, gift baskets, and prescription drugs



Leisure Activities

- Gambling, listening to sports events on the radio, buying lottery tickets, and fine dining



Travel

- Prefer foreign travel, combining work with pleasure trips, and watching 24-hour cable news at the airport



Transportation

- Regularly check traffic reports and prefer to take train, bus, or subway for weekday transportation
- More likely than most consumers to own or lease 4+ vehicles
- More likely than most consumers to buy or lease an imported vehicle, a hybrid vehicle, or a convertible



Attitudes

- Consider themselves to be Category Influential Consumers regarding business travel, gardening, interior decorating, news, politics, and real estate
- Feel that they are culturally connected
- Many consider themselves to be techno-laggards although some think of themselves as tech-thusiasts

Data-driven Marketing

We are **Equifax** — a global information solutions company. Through our Data-driven Marketing capabilities and unique insights into household economics, Equifax enables brands to convert marketing precision into customer value. Fueled by our superior data, technology, and analytical expertise, our integrated marketing solutions enable targeted, meaningful interactions across the customer lifecycle — helping drive acquisitions, increase engagement and loyalty, and improve marketing ROI.

Contact Us Today

To find out which metro areas in your footprint have had a large growth in Boomers and to discover their likely financial profile, please contact:

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