

# The Credit Union Guide To

# Baby Boomers



Born between  
**1946-1964**



Current age  
**53-72**



Baby Boomers make up  
**23.5%**  
of the U.S. population

What's on their minds?

Preparing for medical expenses

What are they looking for?

- Wealth management
- Wealth transfer
- Housing finance
- Parental financial security

What's coming up?

Retirement

Relationship to the internet

Digital immigrants



Grew up watching

Bonanza

Important work benefit

Health Insurance



Technology tidbit

**67%**

own a smartphone



Social Media

Facebook



Callahan Employee

Marc Rapport,  
Senior Writer

CALLAHAN  
ASSOCIATES  
the credit union company