

The Credit Union Guide To

Generation X



Born between
1965-1980



Current age
38-53



Gen X makes up
20.3%
of the U.S. population

What's on their minds?
Planning for retirement

What are they looking for?

- First mortgages
- Long-term savings
- Debt consolidation
- Funding for kids' college
- Technology (RDC, P2P)



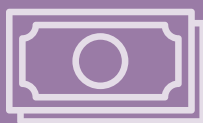
What's coming up?
Aging parent care

Relationship to the internet
Digital Immigrants



Grew up watching
Mister Rogers

Important work benefit
401(k) with matching



Technology tidbit

85%
own a smartphone



Social Media
Facebook



Callahan Employee
Alix, Partner

CALLAHAN
ASSOCIATES
the credit union company