

## Lifestage Marketing in Financial Services - US - January 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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There are many ways to define a lifestage, including by age, marital status, or parental status. The financial needs of each lifestage are unique and financial institutions are always seeking ways to appeal to the needs of each one.

This report looks at the following areas:

- America is aging
- Different generations use different media channels

While the recent recession affected everybody, it may have permanently altered the way Millennials, in particular, look at the financial world. This report examines the differences in the financial goals of each lifestage, how each gets information about financial services topics, what they are looking for from financial institutions, and how they make their decisions on which institutions to use – or not to use.

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### DID YOU KNOW?

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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## What's More Important: Money or Time?

Millennials  
Older Millennials/Younger Gen Xers  
Older Gen Xers/Early Baby Boomers  
Late Baby Boomers/WWII/Swing generations

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Abbreviations

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Please select ALL that apply." Base: 2,002 internet users aged 18+ I have enough life insurance to protect myself and my family % All 32 Gender: Male 36 Female 30 Age: 18-24 17 25-34 28 35-44 32 45-54 36 55-64 41 65-74 41 75+ 36 18-24 17 25-34 28 35-44 32 45-54 36 55-64 41 65+ 39 18-24 17 25-34 28 35-44 32 45-54 36 55+ 40 18-34 23 35-44 32 45-54 36 55+ 40 18-34 23 35-54 34 55+ 40 18-44 27 45+ 39 Gender and age: Male, 18-34 30 Male, 35-54 36 Male, 55+ 42 Female, 18-34 17 Female, 35-54 33 Female, 55+ 39 Male, 18-44 30 Male, 45+ 41 Female, 18-44 23 Female, 45+ 36 Generations : iGeneration 12 Millennials 28 Generation X 31 Baby Boomers 40 World War II/Swing generation 37 Younger Millennials 24 Older Millennials 31 Non-Millennials 35 Hispanic origin: Hispanic 27 Not Hispanic 33 Language primarily spoken in the home: Only English 30 Mostly English, but some Spanish 23 Race: White 35 Black or African American 30 Asian or Pacific Islander 21 White 35 Black or African American 30 Asian or Pacific Islander 21 Other race 20 White 35 Black 30 Other race 20 Race and Hispanic origin: White, Non-Hispanic 35 Black, Non-Hispanic 32 Asian, Non-Hispanic 21 Hispanic (of any race) 27 Household income: Less than \$25,000 14 \$25,000-49,999 22 \$50,000-74,999 29 \$75,000-99,999 38 \$100,000-149,999 47 \$150,000 or more 46 Less than \$25,000 14 \$25,000-49,999 22 \$50,000-74,999 29 \$75,000-99,999 38 \$100,000 or more 46 Less than \$50,000 19 \$50,000-74,999 29 \$75,000 or more 44 Less than \$50,000 19 \$50,000 or more 40 Region: Northeast 34 Midwest 32 South 34 West 29 Area: Urban 31 Suburban 34 Rural 31 Education: High school or equivalent

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Source: Lightspeed GMI/Mintel

Figure 64: Five most important features in a primary financial institution, by demographics, October 2015

Figure 65: Believe have enough life insurance, by demographics, October 2015

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