



demographic disruption: banking in an aging America

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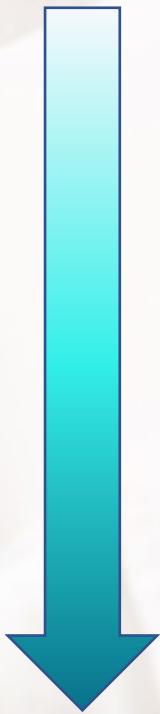
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key demographic trends



**1.78
births**





SOUTH
1.1%
(1,423,260)



WEST
0.2%
(137,299)



MIDWEST
0.2%
(126,255)



NORTHEAST
-0.1%
(-43,330)



**no racial majority
by 2045.**

40%

*of Americans
reported their
finances were
worse than
planned.*

Source: TransUnion's Q4 2023 Consumer Pulse Survey



A photograph of an older man with a grey beard and glasses, wearing an orange jacket, sitting behind a younger man with brown hair wearing a green t-shirt. They are both looking at a white smartphone held by the younger man. The background is a bright, modern interior with a white wall and a potted plant.

2030

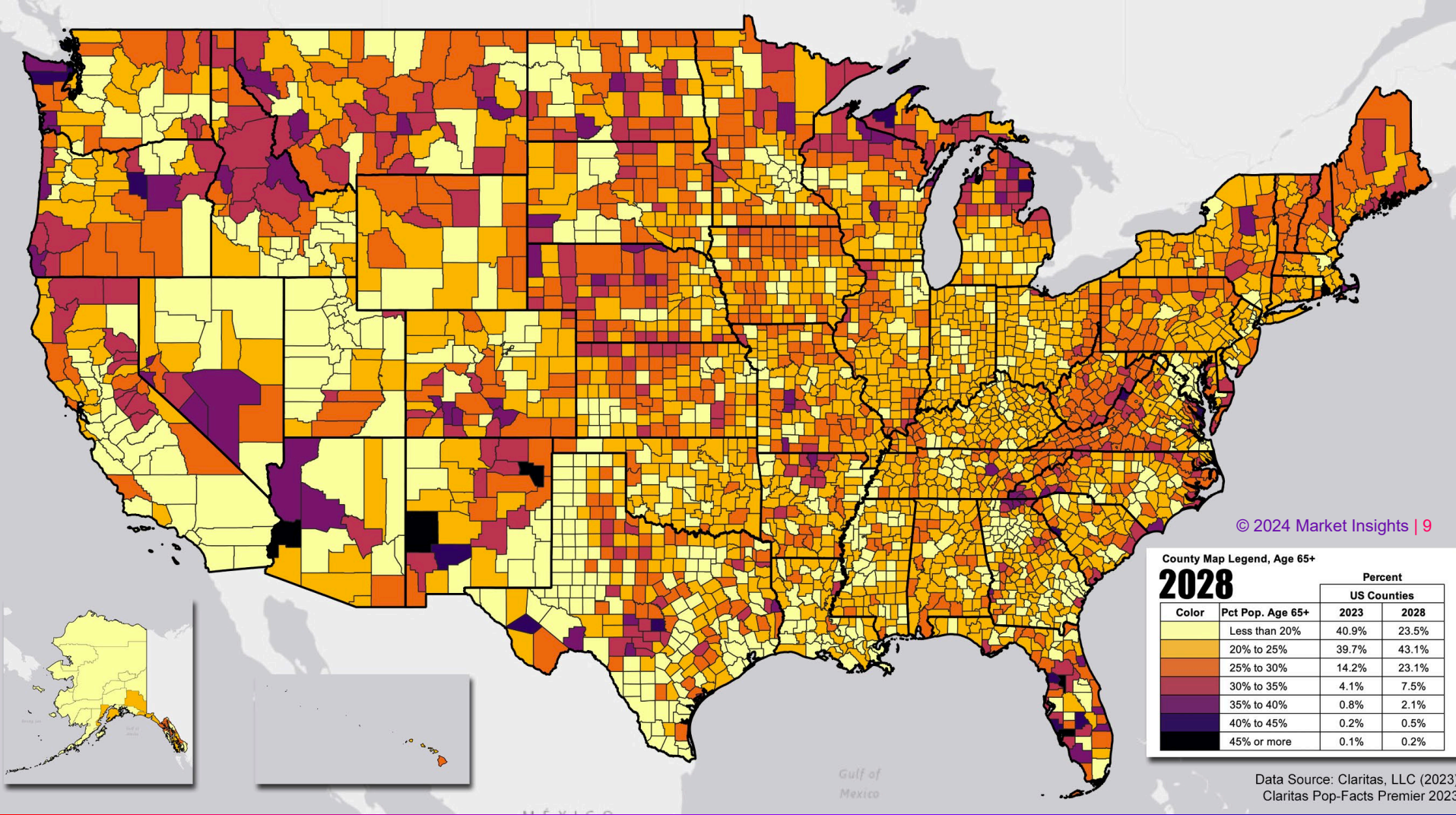
Gen A: 18 years old

Gen Z: 34 years old

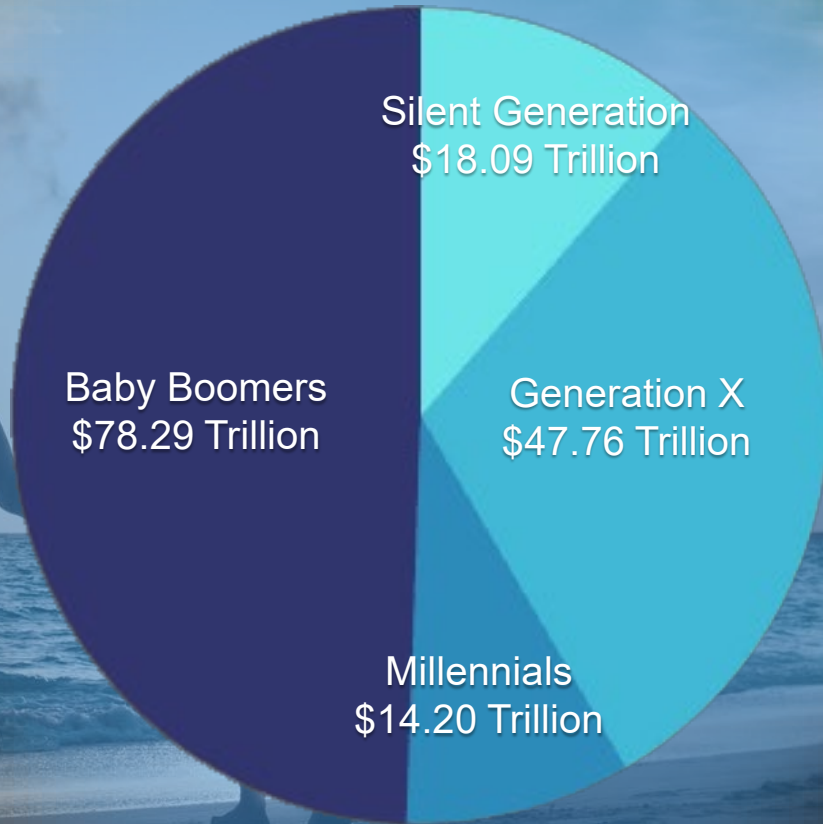
Millennials: 49 years old

Gen X: 59 years old

Baby Boomers+: 65+

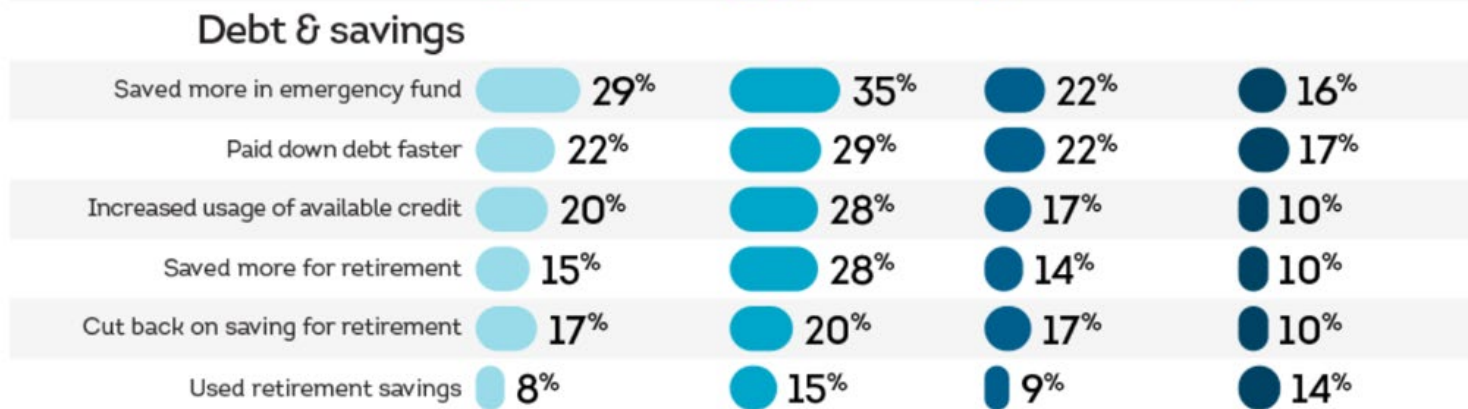
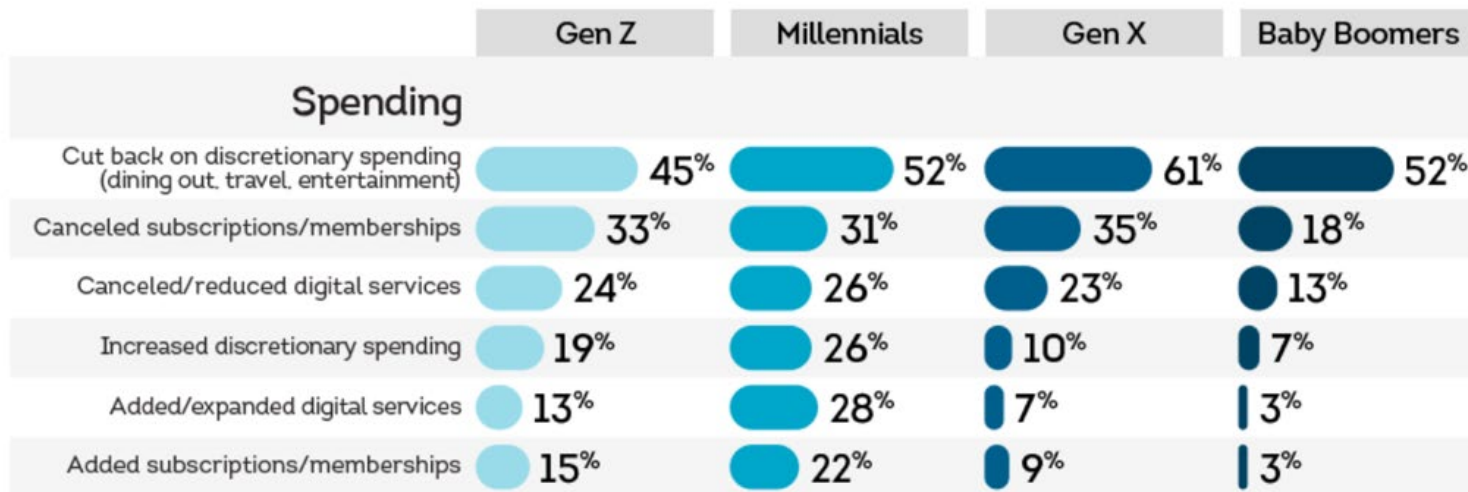


\$84 Trillion
to change hands
in next 20 years





impact on consumer behavior



Household
Saving Rate

1959-2023

8.48%

April 2024

3.60%





Adults over age 60

lost \$28.3 billion in
2022 to financial fraud and
exploitation.

only **19%** of adult
children of seniors state
they currently receive
fraud alerts



implications for service delivery

Are you 62+? Welcome to Charlie. Banking built for you.

You've been the everything to everyone. Now it's your turn.

[Learn more](#) ↓

As Featured In



Charlie is a financial technology company, not a bank. Banking services provided by Sutton Bank, Member FDIC.



VISA
DEBIT





**adjust your
strategies**

- unlock data insights
- listen to consumers
- adjust products and services
- add value



implications for your workplace



by 2030, more than
85 million jobs could go
unfilled because there aren't
enough skilled people to take
them



workforce implications

- adapt hiring and retention policies
- shift toward flexible work arrangements
- proactively address sources of age-related conflicts
- plan for transfer of knowledge
- foster a culture of collaboration



Market
Data

Workforce
Data

Employee
Voice

Policies and
Procedures

action item #1

assess the generational distribution
of your existing customers

– especially impact of
65+ deposit runoff.



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action item #2

adjust and align your marketing messages and CX with the realities of your target segments.



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action item #3

assess the generational distribution of your current employees – and recalibrate your talent recruitment strategy.



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A close-up, low-angle shot of a silver microphone with a mesh grille, positioned in the lower right foreground. The background is a blurred audience of people, suggesting a conference or event setting. The overall color palette is cool and monochromatic, with shades of blue and grey.

questions?



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thank you

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