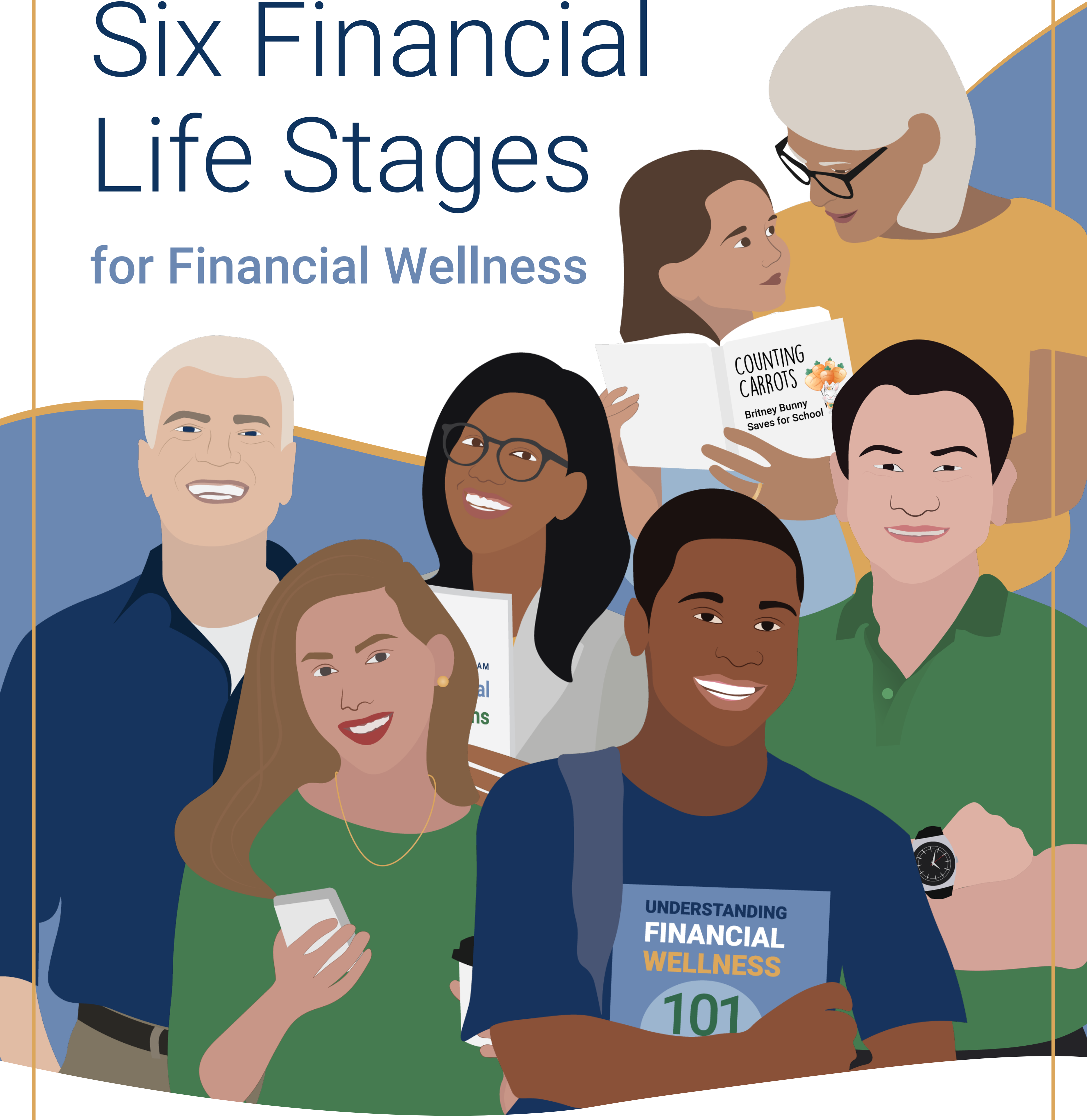
# Six Financial Life Stages

## for Financial Wellness

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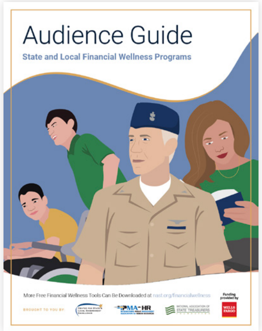
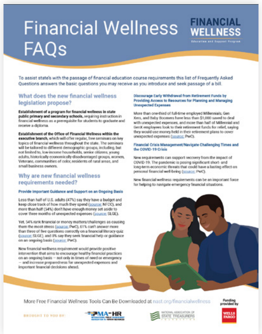
# Welcome Message






As public sector employees progress through the different life stages, both professional and personal events will impact their financial goals. The following six financial personas capture common events in an individual's journey through the financial cycle. Of course, age is only one factor that may affect financial planning and goals. Changes in family status, education, employment, health, and other life events can also have a significant financial impact.

We invite you to use this information from the Six Financial Life Stages as you plan your events, create your messaging, or conduct outreach. We also recommend you review the Audience Guide, Speaker's kit, Conference-in-a-Box, and State Legislative Toolkit for additional resources. These free tools will help your office plan for other financial wellness programming in your agency.

The Audience Guide offers practical tips to help you connect with your audience, tailor content to meet specialized audience needs and interests, and present a well-received and effective financial wellness program. The Speaker's Toolkit includes tools to support you in launching a presentation to introduce your new financial wellness program, including a preloaded PPT deck, supporting handouts, and more. The Conference-in-a-Box will make planning an in-person or virtual conference a snap. You'll find checklists to easily coordinate logistics, budgets, and speakers, along with an agenda template, event tip sheet, and sample program. The State Legislative Toolkit will assist you when introducing a bill, gathering support, and celebrating success.

## A NOTE ABOUT DEMOGRAPHICS:

Each of the six narratives depicts life events and financial challenges that are often experienced by employees in that stage of life. To keep the jargon to a minimum, we refer you to the chart below from the Pew Research Center. Unless noted, we are using this guide when we name the various generations and the birth years associated with that cohort.

## THE GENERATIONS DEFINED | SOURCE: PEW RESEARCH CENTER

| Generation Name | Generation Years |
|---|---|
| Generation Z | Born between 1997 – 2012 |
| Millennials | Born between 1981 – 1996 |
| Generation X | Born between 1965 – 1980 |
| (Baby) Boomers | Born between 1946 – 1964 |
| Silent | Born between 1928 – 1945 |

FINANCIAL LIFE STAGE:
PREPARING FOR THE WORKFORCE

# Jordan


Jordan is a 16-year-old high school junior. He is a two-sport athlete and involved in the environmental and multicultural clubs at his school. He is an honor student and has a part-time job at a local pizzeria where he makes about $150 a week.

Jordan is in the early stages of his college search and will be a first-generation college student. With three other siblings, he knows he will have to fund most of his own college costs and hopes to receive some scholarship money.

## NOTES TO PRESENTER

Your audience may include nontraditional high school and college students such as those who enter the workforce directly after high school, students interested in trades/career-tech vocations, or students returning to school later in life or going to college part-time.

## RELEVANT RESEARCH

- Only 21 states require high school students to take a course in personal finance, an increase of four states since 2018. **Source:** Council for Economic Education
- Despite most students having to make their own fiscal decisions regarding loans, credit cards, and personal money management, only 40% of four-year students and 45% of two-year college students report having ever taken a personal finance course. **Source:** EVERFI
- The National Report Card on Adult Financial Literacy provides report card grades for each state on five category areas. Based on this data, no state received a final grade of A+ or A, and more than three-quarters of adult Americans (77%) reside in states that have a grade of C or lower. **Source:** Champlain College
- Among the class of 2019, 69% of college students took out student loans, and they graduated with an average debt of $29,900, including both private and federal debt. Meanwhile, 14% of their parents took out an average of $37,200 in federal parent PLUS loans. **Source:** Student Loan Hero
- First-generation college students face more debt by the time they graduate. Women whose parents held a high school diploma borrowed, on average, $4,145.80 more than women whose parents held a bachelor's degree. **Source:** AAUW
- Nationally, of the 7.3 million undergraduates attending four-year public and private colleges and universities, about 20% are first-generation students. About 50% of all first-generation college students in the U.S. are from low-income families. **Source:** GreatSchools.org
- More than half (54%) of the surveyed students taking out college loans reported that they "worried about their debts," while only 31% of the students without loans felt the same anxiety. Source: EVERFI
- Two-thirds of the students surveyed responded that making a plan to pay off their loans would help them feel less stressed or better prepared for paying off their college loans, while six in 10 responded that a better understanding of loan repayment options would help in this regard. Source: EVERFI
- 67% of Gen Z indicated they have an account at a financial institution, either in their own right or as a joint account with their parents. Source: Raddon
- For all students, 59% claimed that they had checked their account balances in the past year, and fewer had created a budget (40%) or used a budget (43%) to manage their personal finances. Source: EVERFI
- Only 37% of respondents reported currently having any credit cards, but 80% of those students acquired their first card when they were age 18 or younger, suggesting many of these young adults are starting their credit card experiences around the same time they transition to higher education. Source: EVERFI
- By 2020, more than 2.6 billion people will be part of Gen Z, and, by 2025, they will be the largest age group in the world, amounting to 29% of the total population. Source: Bankingly
- 58% of teens consider whether or not they have enough money saved before making a purchase. Source: TransUnion
- 84% of 13- to 17-year-olds responded they learned about money from their parents or guardians. Source: TransUnion

**Social Media and Mobile Technology**

- Just over half of children in the United States — 53% — now own a smartphone by the age of 11. And 84% of teenagers now have their own phones. Source: NPR
- More than any other generation, Gen Z says mobile is the most important device to get online (78%). Source: Snapchat
- Roughly half (51%) of U.S. teens aged 13 to 17 say they use Facebook, a notably lower percentage than those who use YouTube (85%), Instagram (72%), or Snapchat (69%). Source: Pew Research

## RECOMMENDED FINANCIAL WELLNESS TOPICS

**Credit cards/credit scores**
- How to choose a student credit card

**Budgeting and planning**
- Getting a job
- Preparing a budget
- Paying bills on time

**Spending vs. saving**
- Managing rent and utilities
- Grocery shopping vs. eating out
- Making smart purchase decisions
- Travel and entertainment

**Planning for higher education**
- 529 College Savings Plans
- Types of student loans and smart borrowing
- Understanding financial aid
- Scholarship opportunities
- Work-study programs
- Paying for college "extras" — books, technology, food, fees, etc.

**Debt**
- Good debt vs. bad debt
- Credit cards
- Student loan debt
- Buying or leasing a car

**Rainy day funds**

**Banking and payment methods**

**Identity theft/cybersecurity**

**Insurance**
- Health insurance
- Renter's insurance
- Auto insurance

**Investments**
- How can my money grow?

## BEST METHODS TO ENGAGE AND INCREASE PARTICIPATION WITH THIS AUDIENCE

- Require financial wellness/personal finance courses in middle and high schools.
- Offer financial wellness webinars, counselors, courses, and online resources to students of all ages.
- Make it relevant — use simulated budgets with real-life examples.
- Make it fun with game-based learning.
- Use social media — consider Instagram, YouTube, Snapchat, blogs, and podcasts for marketing and follow-up to this audience.
- Use mobile apps and online platforms.
- Invite recent grads and those starting a career to speak to students about their financial wellness experiences.

## FINANCIAL WELLNESS ACTIONABLE GOALS

- Open a bank account with autosave options.
- Set financial goals.
- Make a budget and stick to it.
- Spend less than you earn.
- Check your credit report.
- Build credit but avoid credit card debt.
- Begin a rainy day fund for unanticipated expenses.
- Invest in something such as retirement plans, a target-date fund, or a robo-advisor account.

FINANCIAL LIFE STAGE:
STARTING A CAREER

# Yvonne

Yvonne is a 26-year-old single female who graduated from a state university last year with her bachelor's degree in rhetoric and composition. She recently started an entry-level professional position with a medium-sized city's Community Affairs division, making an annual salary of $42,000.

Yvonne has about $40,000 in student loan debt. She rents an apartment with two other friends and is hoping to buy a car in the next few months. Prior to the pandemic, she spent money on travel and dining out with friends, but since she hasn't been able to do these activities, she is starting to save for future travel, entertainment, and eating out.

Her HR director recommended that she take advantage of her employer's non-wage benefits, but she's not sure where to begin.

## NOTES TO PRESENTER

Your audience may include those who are entering the workforce directly after secondary school, and also participants entering the workforce after a change in life status (e.g., parenthood, divorce, illness, disability, or job loss), as well as veterans reentering civilian life.

## RELEVANT RESEARCH

- Among the class of 2019, 69% of college students took out student loans, and they graduated with an average debt of $29,900, including both private and federal debt. Source: Student Loan Hero
- Americans owe more than $1.64 trillion in student loan debt, spread out among about 45 million borrowers. That's about $587 billion more than the total U.S. credit card debt. Source: Student Loan Hero
- More than eight in 10 (81%) of Gen Zs surveyed report money as a source of significant stress, and personal debt is another source of stress (33%). Source: American Psychological Association
- 62% of Gen Z employees have less than $1,000 saved to deal with unexpected expenses: Source: PwC
- 40% of Millennial employees have a student loan(s), and 74% of them say that their student loans have a moderate or significant impact on their ability to meet their other financial goals. Source: PwC
- Recent data showed that Gen Zers saw average credit card debt increase by 11% since Q1 2018 — from $1,851 to $2,057 — the highest of any generation. The youngest Millennials, around age 23, carried an average credit card balance of $2,288, while the oldest, around age 38, carried an average balance of $6,675 in Q1 2019. Source: Experian
- Statistics compiled by Click Boarding found that new employees who went through a structured onboarding program were 58% more likely to be with the organization after three years. Source: SHRM
- Only 29% of state and local government employees who responded to a 2019 national online survey conducted by the Center for State and Local Government Excellence (SLGE) are being offered a financial literacy or financial education program by their employer. Source: SLGE
- In a recent survey, half of the oldest Gen Zers reported that they or someone in their household had lost a job or taken a cut in pay because of the COVID-19 outbreak. Source: Pew Research
- As many state and local employees face increased financial challenges and stress amid the coronavirus pandemic, a new report found that these public employees were already worried about their personal finances. Prior to the current global health crisis, the vast majority (88%) worried about their personal finances and financial decisions; of those who worry about finances, two-thirds (66%) worry while on the job. Source: SLGE
- Among Millennials, 46% said loyalty to their employer was influenced by how much the company cares about their financial well-being. Source: PwC
- 31% of Millennials say "better job security" is the factor that would most help them achieve their future financial goals. Source: PwC
- In 2018, 15% of Millennials reported they were living in their parents' homes. Source: Pew Research Center

**Social Media and Mobile Technology**

- 96% of U.S. adults between the ages of 18 and 29 own a smartphone. Source: Pew Research Center
- Social media use among 18- to 29-year-olds varies by platform: 91% use YouTube; 79% use Facebook; 67% use Instagram; 62% use Snapchat; and 38% use Twitter. Source: Pew Research Center

## RECOMMENDED FINANCIAL WELLNESS TOPICS

**Debt**
- Managing student loan debt and repayment options
- Managing credit card debt

**Credit cards/credit scores**

**Budgeting and planning**

**Spending vs. saving**

**Purchasing a car (new vs. used vs. lease)**

**Rainy day funds**

**Banking and payment methods**

**Identity theft/cybersecurity**

**Insurance**
- Health insurance
- Renter's insurance, homeowner's insurance
- Auto insurance

**Investments**

**Non-wage employee benefits**
- Health insurance
- Flexible spending accounts (e.g., health savings account)
- Retirement programs

## BEST METHODS TO ENGAGE AND INCREASE PARTICIPATION WITH THIS AUDIENCE

- Take advantage of onboarding new employees to promote and offer financial wellness programs.
- Consider opt-out vs. opt-in programs.
- Make use of social media — consider Instagram, Snapchat, Facebook, blogs, and podcasts for marketing and follow-up to this audience.
- Use online materials.
- Offer "Lunch & Learns" and opportunities for personal engagement.
- Use your employees to promote your program and mentor newer employees.

## FINANCIAL WELLNESS ACTIONABLE GOALS

- Take advantage of optional non wage employee benefits.
- Sign up for health insurance and/or retirement programs.
- Sign up for flexible benefits.
- Sign up for a save-as-you-go program; autosave options.
- Pay down student loans; begin income-driven repayment plan.
- Pay credit card balance in full each month.
- Begin to save for future expenses such as buying a condo/home.

FINANCIAL LIFE STAGE:
CAREER BUILDING

# Tamara

Tamara is a 34-year-old mother of a four-year-old son and is expecting another child. She has worked as a program planner for an urban county's health department for nearly eight years. Her partner also works in the public sector as a city employee. The couple bought their first home six months ago, which put a dent in their savings. Now that they have settled into their new home and have a handle on their monthly mortgage and other bills, they would like to find a way to begin saving for their children's future college costs, while managing day care bills and other monthly expenses.

Her mother frequently reminds Tamara that she needs a will and other necessary legal documents to ensure the children's security.

### NOTES TO PRESENTER

The family and marital status of your audience in the career-building financial life stage will likely be diverse (e.g., single, unmarried and married couples, divorced individuals, parents, those with no children, those caring for an adult child or elderly family member). Your financial wellness subject matter may vary based on the needs of your audience.

## RELEVANT RESEARCH

- About four in 10 (41%) Millennial employees say they would be able to meet their basic expenses if they were out of work for an extended period of time. Source: PwC
- More than half (55%) of Millennial employees think it's likely they'll need to use money held in retirement plans to deal with an unexpected expense other than retirement. Source: PwC
- Only 36% of Millennial and Gen X employees say that their compensation is keeping up with the rising cost of their living expenses. Source: PwC
- Nearly half of all employees say they find it difficult to meet household expenses on time each month. For Millennial respondents, that figure increased to 57%. Source: PwC
- Millennials are carrying an average of $36,000 in debt and put 34% of their monthly income toward paying it down. Their overall debt levels are exactly on par with Baby Boomers who are also carrying $36,000 in debt, and slightly less than the $39,000 that Gen Xers are carrying. Source: Northwestern Mutual
- A majority (78%) of Millennials feel pulled apart by the pressure to find the right balance between present and future financial responsibilities. This compares to 57% of Baby Boomers and 74% of Gen Xers who say the same. Source: Northwestern Mutual
- 40% of Millennial employees have a student loan(s), and 74% of them say that their student loans have a moderate or significant impact on their ability to meet their other financial goals. Source: PwC
- 49% of employees plan to fund education expenses for children or grandchildren, and 29% plan to fund education expenses for themselves or a spouse/partner. Source: PwC
- A 2018 national study showed that six in 10 parents are saving for college and six in 10 parents make regular deposits to their college fund. Sources: Sallie Mae® and Ipsos
- As of June 30, 2020, there are more than 14.5 million 529 College Savings Accounts. Source: College Savings Plans Network
- 76% of respondents said education debt had affected their decision to purchase a home; 55% said it delayed starting a family. Sources: American Student Assistance and the National Association of Realtors
- In 2015, the average homeownership rate among Millennials was 32%, which is 28% lower than Gen Xers and 43% lower than Baby Boomers. Source: Urban Institute
- Three in 10 Millennials live with a spouse and child, compared with 40% of Gen Xers at a comparable age. More than half of Millennials are not married, and those who are, got married later in life. Source: Pew Research Center
- When it comes to estate planning, 13% of Millennial employees said they have a will, 20% a living will, 15% a durable power of attorney for financial matters, and 17% a durable power of attorney for health matters. Source: PwC

**Social Media and Mobile Technology**

- 92% of U.S. adults between the ages of 30 and 49 own a smartphone. Source: Pew Research Center
- Social media use among 30- to 49-year-olds varies by platform: 87% use YouTube; 79% use Facebook; 47% use Instagram; 37% use LinkedIn; and 26% use Twitter. Source: Pew Research Center

## RECOMMENDED FINANCIAL WELLNESS TOPICS

**Debt**
- Managing loans (mortgages, student loan repayment options)
- Managing credit card debt

**Credit cards/credit scores**

**Budgeting and planning**
- Spending vs. saving
- Buying a home

**Planning for a family and child care**

**Planning for higher education (529 College Savings Plans)**

**Rainy day funds**

**Identity theft/cybersecurity**

**Insurance**
- Health insurance
- Auto/life/homeowner/renter's insurance

**Risk management**

**Estate planning — wills, durable power of attorney, advance directive**

**Non-wage employee benefits**

- Health insurance
- Flexible spending accounts (e.g., health savings account, dependent care flex account)
- Retirement programs
- Credit unions

**Investments**

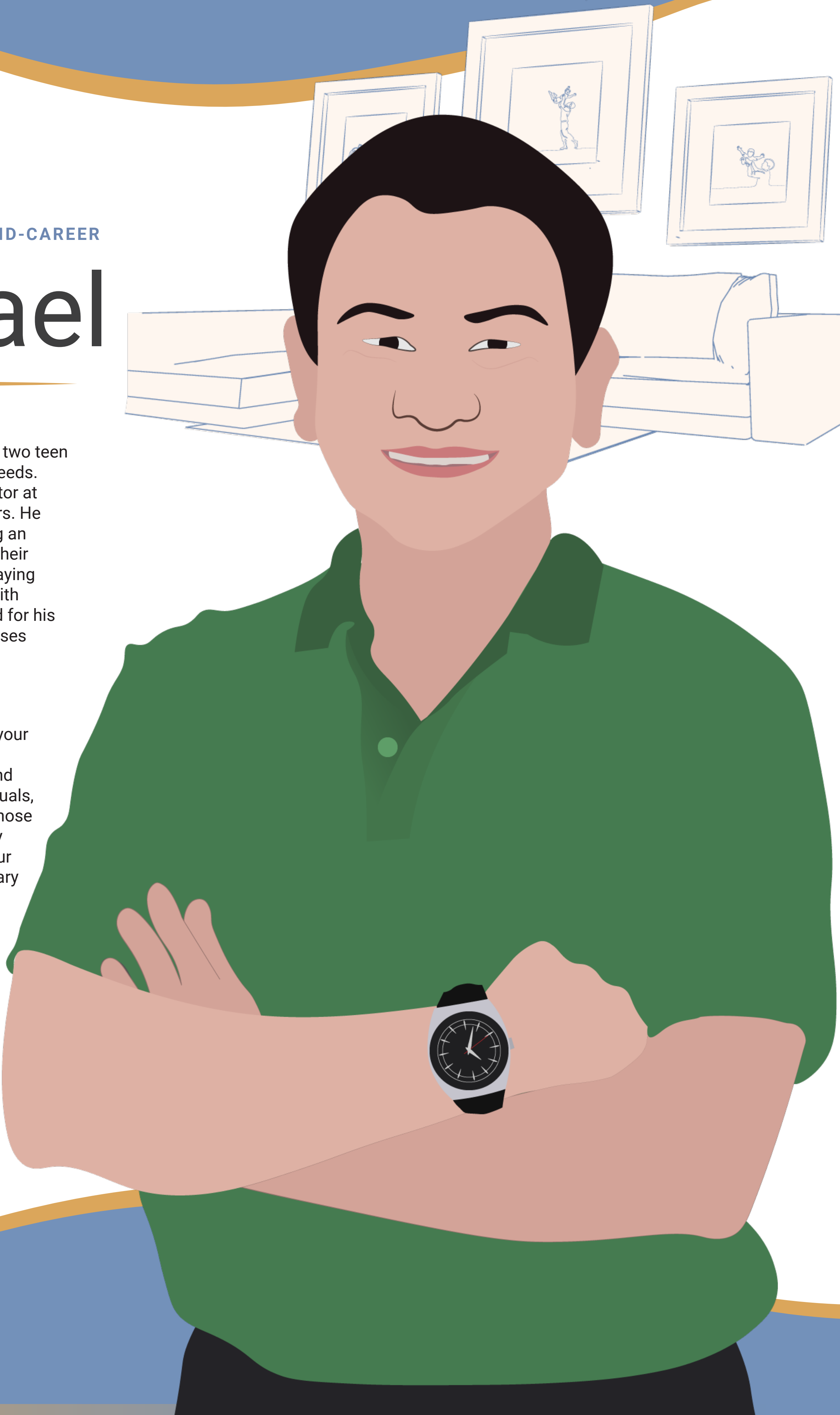
**Planning for retirement**

## BEST METHODS TO ENGAGE AND INCREASE PARTICIPATION WITH THIS AUDIENCE

- Offer employee financial wellness workshops during work time. Provide online options so employees and their spouses, partners, and dependents can view on demand if they cannot attend in person.
- Offer Lunch & Learns and opportunities for personal engagement.
- Consider opt-out vs. opt-in programs.
- Make use of social media — consider Instagram, Facebook, blogs, and podcasts for marketing and follow-up to this audience.
- Utilize online materials and mobile technology.
- Provide resources with a digital platform for banking and portfolio management.
- Recruit other employees as financial wellness ambassadors to promote your program to peers and colleagues.

## FINANCIAL WELLNESS ACTIONABLE GOALS

- Take advantage of optional non-wage employee benefits.
- Enroll in retirement program or increase your investment.
- Sign up for flexible benefits (health and dependent care flex accounts).
- Sign up for a save-as-you-go program; autosave options.
- Make a budget and stick to it.
- Select a 529 College Savings Plan and begin making automatic contributions.
- Make a plan to pay down student loans; begin income-driven repayment plan.
- Pay credit card balance in full each month.
- Review insurance needs (health, life, auto, home).
- Make a will, durable power of attorney, and advance directive legal documents.
- Check whether your employer or professional union offers discounts or free legal document preparation for paying members.



FINANCIAL LIFE STAGE: MID-CAREER

# Michael

Michael is a 47-year-old father of two teen boys, one of whom has special needs. Michael has worked as an educator at a regional high school for 20 years. He is recently divorced and is renting an apartment; his children live with their mother. He is trying to balance paying monthly bills and child support with saving for his own retirement and for his children's future education expenses and medical needs.

## NOTES TO PRESENTER

The family and marital status of your mid-career audience will likely be diverse (e.g., single, unmarried and married couples, divorced individuals, parents, those with no children, those caring for an adult child or elderly family member). The focus of your financial wellness content may vary based on the needs of your audience.

**RELEVANT RESEARCH**

- While 64% of Americans agree there are likely to be more financial crises in the future, 20% say their retirement/ financial plan has not been created to endure ups and downs in the market. Source: Northwestern Mutual
- Both Gen Xers (30%) and Baby Boomers (28%) note mortgages as their leading source of debt, followed by credit card bills (at 24% and 18%, respectively). Source: Northwestern Mutual
- Nearly one-third of Americans (31%) are paying interest rates greater than 15% on their credit cards. Source: Northwestern Mutual
- 55% of Gen X employee respondents said that not having enough emergency savings for unexpected expenses was their top financial concern, while 25% felt better job security would help them achieve their future financial goals. Source: PwC
- 60% of Gen X employees consistently carry balances on their credit cards, and 25% of this group owes more than $10,000. Source: PwC
- 47% of Gen Xers, also called the Sandwich Generation, have a parent 65 or older and are also raising a youngster or supporting a grown child. In fact, one in seven of these adults are financially assisting both their parents and one or more children. Source: Pew Research Center
- More than one in four (27%) employees has already withdrawn money held in retirement plans to pay for expenses other than retirement, and nearly half (49%) think it's likely they'll need to use money held in retirement plans for expenses other than retirement. Source: PwC
- In a recent study, households with a past divorce are much more likely to be at risk for maintaining their standard of living in retirement. Source: Center for Retirement Research at Boston College
- More than a fifth (22%) of Americans have less than $5,000 saved for retirement, and nearly half of working adults (46%) expect to work past the traditional retirement age of 65. Source: Northwestern Mutual
- Half of Gen X employees say they find it difficult to meet their household expenses on time each month, while one-third responded they would be able to meet their basic expenses if they were out of work for an extended period of time. Source: PwC
- When it comes to estate planning, 31% of Gen X employees said they have a will, 30% a living will, and 23% durable powers of attorney for financial and for health matters. Source: PwC
- In total, 56% of parents who expect their child to attend college have started saving for college, and 47% have created a plan for how to pay for college. Sources: Sallie Mae® and Ipsos
- In a national study, 59% of parents say paying for college should be a shared responsibility between the parent and child. In addition, 69% say they will not use their retirement fund to help pay for college. Sources: Sallie Mae® and Ipsos
- The lifetime cost for a person with autism averages between $1.4 million and $2.4 million, depending on if the person has an intellectual disability. Source: Autism Speaks
- U.S. families provide nearly $36 billion annually in uncompensated medical care at home to children who have special health-care needs, such as muscular dystrophy and cystic fibrosis. Source: University of Southern California, Boston Children's Hospital, and Rand Corp

**Social Media and Mobile Technology**

- 92% of U.S. adults between the ages of 30 and 49 own a smartphone. Source: Pew Research Center
- Social media use among 30- to 49-year-olds varies by platform: 87% use YouTube; 79% use Facebook; 47% use Instagram; 37% use Linkedin; and 26% use Twitter. Source: Pew Research Center

## RECOMMENDED FINANCIAL WELLNESS TOPICS

**Planning for retirement**

**Investments**

**Debt**
- Managing loans (mortgages, student loan repayment options)
- Managing credit card debt

**Credit cards/credit scores**

**Budgeting and planning (rent, child support)**
- Spending vs. saving
- Planning for higher education (529 College Savings Plans)
- Planning for expenses related to living with a disability (ABLE account)

**Rainy day funds**

**Identity theft/cybersecurity**

**Insurance**
- Health/life/home/auto insurance
- Homeowner/renter

**Investments**

**Risk management**

**Estate planning — wills, durable power of attorney, advance directive**

**Non-wage employee benefits**
- Health insurance
- Flexible spending accounts (e.g., health savings account, dependent care flex account)
- Retirement programs
- Credit unions

## BEST METHODS TO ENGAGE AND INCREASE PARTICIPATION WITH THIS AUDIENCE

- Offer financial wellness workshops to your employees during work time. Provide online options so employees and their spouses, partners, and dependents can view on-demand if they cannot attend in person.
- Offer Lunch & Learns and opportunities for personal engagement.
- Make use of email, text messaging, and social media (consider Instagram, Facebook, blogs, and podcasts for marketing and follow-up to this audience).
- Offer online options for those who need flexibility.
- Recruit other employees as ambassadors/mentors to promote your program to peers and colleagues.

## FINANCIAL WELLNESS ACTIONABLE GOALS

- Take advantage of optional non-wage employee benefits.
- Enroll in retirement program or increase your investment.
- Sign up for flexible benefits (health and dependent care flex accounts).
- Sign up for a save-as-you-go program; autosave options.
- Sign up for an ABLE account (tax-advantaged savings accounts for individuals with disabilities and their families), if eligible.
- Learn more about available government benefits and other resources for people with disabilities.
- Make a budget and stick to it.
- Select a 529 College Savings Plan and begin making automatic contributions, and for ABLE accounts, if eligible.
- Make a plan to pay down debt (especially higher interest loans) and begin income-driven repayment plan.
- Review insurance needs (health, life, auto, home).
- Pay credit card balance in full each month.
- Update will, durable power of attorney, and advance directive legal documents.

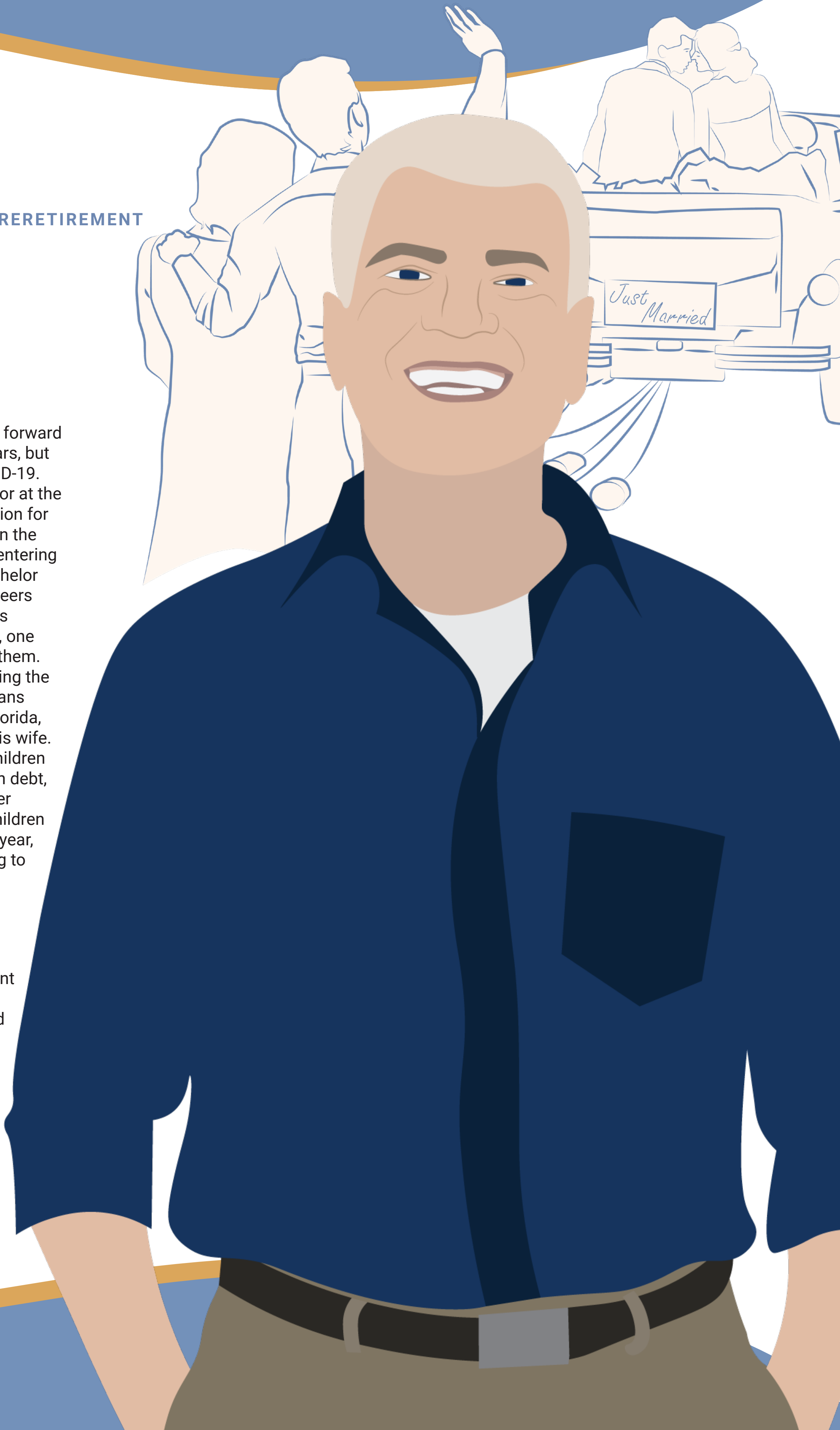
FINANCIAL LIFE STAGE: PRERETIREMENT

# Lee

Lee just turned 60 and is looking forward to retiring within the next five years, but is reconsidering this due to COVID-19. He has worked in the public sector at the State Department of Transportation for more than 24 years. Lee served in the Navy after high school before reentering civilian life and obtaining his bachelor of science degree. He still volunteers with local Veterans groups. Lee is married with three adult children, one of whom still lives at home with them. He was looking forward to traveling the country pre-COVID, but he still plans to purchase a second home in Florida, although he needs to convince his wife. While he would like to help his children reduce their existing student loan debt, he wants to see them make better financial decisions. One of his children will also be getting married next year, and Lee and his wife are planning to contribute to the wedding expenses.

## NOTES TO PRESENTER

Your audience in the preretirement life stage will have varying personal retirement goals related to age, health, family status, and retirement plans. Consider this audience's needs and retirement goals when tailoring financial wellness content.



## RELEVANT RESEARCH

- While 64% of Americans agree there are likely to be more financial crises in the future, 20% say their retirement/financial plan has not been created to endure ups and downs in the market. Source: Northwestern Mutual
- Baby Boomers had the second-highest student loan balances of any generation in Q1 2019. Boomers carried an average of $34,703 in student loan debt. A portion of the high balances is attributable to the increase in parents taking specialized student loans to fund their children's education. Source: Experian
- Among the 10% of Baby Boomers with student loans 40% say the loans are for their own education expenses. Source: PwC
- Nearly half (47%) of adults in their 40s and 50s have a parent age 65 or older and are either raising a young child or financially supporting a grown child (age 18 or older). About one in seven middle-aged adults (15%) is providing financial support to both an aging parent and a child. Source: Pew Research Center
- About six in 10 parents with children aged 18 to 29 (59%) say they have given their kids at least some financial help in the past year. Source: Pew Research Center
- When it comes to retirement savings, seven in 10 U.S. adults (70%) say they save some portion of their household's annual income for retirement, which is significantly higher than previous years, according to the 2020 Consumer Financial Literacy Survey. Source: NFCC
- 43% Boomers anticipate remaining in their current residence throughout their retirement, while 33% of those in that age range say they'll move. Source: Ipsos/USA TODAY
- More than half (55%) of the nation's households are now headed by someone at least 50 years of age. Source: Joint Center for Housing Studies at Harvard University
- A majority of older households — 76% of households aged 50 and over, and 79% of households aged 65 and over — own their homes. Source: Joint Center for Housing Studies of Harvard University
- Half of all Baby Boomers are planning to postpone retirement, largely because they haven't saved enough and because of growing concerns around health-care costs in retirement. Source: PwC
- About one in five Americans (21%) have no retirement savings at all. One in three Baby Boomers (33%) have less then $25,000 in retirement savings. Source: Northwestern Mutual
- When it comes to estate planning, 53% of Baby Boomer employees said they have a will, 44% a living will, 37% durable power of attorney for financial matters, and 40% durable power of attorney for health matters. Source: PwC

**Social Media and Mobile Technology**

- Social media use among 50- to 64-year-olds varies by platform: 70% use YouTube; 68% use Facebook; and 23% use Instagram. Source: Pew Research Center
- According to a 2019 study, 91% of those aged 50 and older report using a computer, and 94% say technology helps them keep in touch with friends and family. More than 80% of Americans aged 50 to 64 have smartphones. Source: AARP
- Nearly all Baby Boomers use search engines (96%) and email (95%). Source: DMN3

### RECOMMENDED FINANCIAL WELLNESS TOPICS

**Planning for retirement**

**Investments**

**Risk management**

**Debt**
- Managing loans (mortgages, personal student loans or those of children/grandchildren)
- Managing credit card debt

**Credit cards/credit scores**

**Budgeting and planning**
- Buying a second home

**Rainy day funds**

**Identity theft/cybersecurity**

**Insurance**
- Health/life/home/auto insurance
- Homeowner/renter

**Estate planning — wills, trusts, durable power of attorney, advance directive**

**Long-term care/elder care**

**ABLE account for gifting grandchildren with disabilities**

**529 College Savings Plans to assist grandchildren in planning for higher education**

**Non-wage employee benefits**
- Health insurance
- Flexible spending accounts (e.g., health savings account)
- Retirement programs

### BEST METHODS TO ENGAGE AND INCREASE PARTICIPATION WITH THIS AUDIENCE

- Offer retirement and financial wellness workshops for employees during lunch and work time. Encourage employees' spouses, partners, and dependents to attend.
- Make use of email, text messaging, and online surveys to market and follow up with this audience.
- Offer online options for those who need flexibility, or to engage employees' families outside of the workplace.
- Utilize retired employees to talk with your employees about financial wellness during retirement.

### FINANCIAL WELLNESS ACTIONABLE GOALS

- Take advantage of optional non-wage employee benefits.
    - Manage your risk appropriately:
        - Review your retirement program and other investments; update accordingly, based on your goals and projected retirement date; and
        - Meet with your retirement plan provider and/or a certified financial advisor to help ensure you reach your retirement goals.
    - Bring your spouse/partner to financial wellness programs to help you make informed decisions. Consider bringing your adult children to set them on the right financial path.
    - Veterans: learn about the available veterans' benefits including financial wellness resources, health/medical insurance and assistance.
- Protect your assets: learn about trusts, and update your will, durable power of attorney, and advance directive legal documents.
- Make a plan to autosave for planned expenses such as weddings, travel, etc.
- Review insurance policies (life, health, home, and auto).

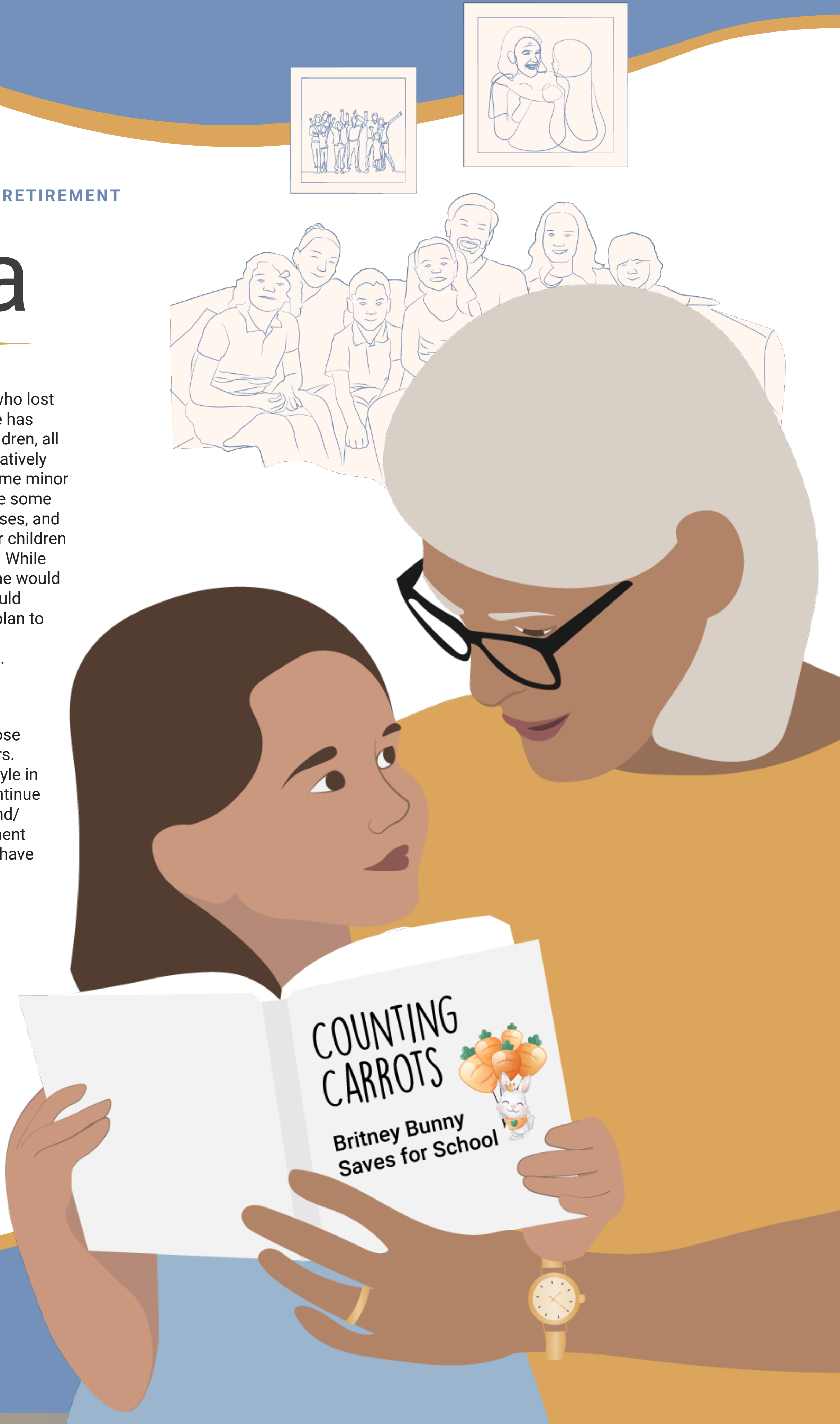
FINANCIAL LIFE STAGE: RETIREMENT

# Maria

Maria is a 75-year-old widow who lost her spouse two years ago. She has two children and five grandchildren, all of whom she adores. While relatively healthy, Maria suffers from some minor medical conditions that require some moderate out-of-pocket expenses, and she doesn't want to burden her children with any of her long-term care. While she owns her current home, she would like to downsize soon. She would also like to update her estate plan to ensure her assets will benefit her children and grandchildren.

## NOTES TO PRESENTER

Your audience may include those in early or later retirement years. Those enjoying an active lifestyle in early retirement years may continue to work part-time, volunteer, and/or travel. Those in later retirement years may be less mobile and have changing financial and health needs.



## RELEVANT RESEARCH

- The Silent Generation comprises roughly 20 million adults in their 70s and 80s. Source: Forbes
- By 2050, the 85+ age group will reach 19 million — 24% of older adults and 5% of the total population. Source: Institute on Aging
- The likelihood of living alone increases with age. Among women over the age of 75, almost half (47%) lived alone in 2010. Source: Institute on Aging
- In a recent study, 53% of homebuyers between the ages of 74 and 94 list proximity to friends and family as a high priority. Source: NAR
- The number of households aged 80 and over jumped 71%, from 4.4 million in 1990 to 7.5 million in 2016. With the aging of the Baby Boomers, the number of households in this age group will more than double by 2037. Source: Joint Center for Housing Studies of Harvard University
- Homeownership rates tend to rise with age, with fully four out of five households of this generation owning homes in 2016. After age 80, however, the homeownership rate dips and renting becomes more common. Source: Joint Center for Housing Studies of Harvard University
- Each year, older Americans lose approximately $3 billion to an ever-growing number of financial scams. These scams steal much-needed resources from seniors, which are often never recovered. Source: U.S. Senate, Special Committee on Aging
- According to a 2019 survey, 66% of respondents 65 and over have a will or another type of estate planning document. Source: Caring.com
- Among men born in the Silent Generation, 47% are veterans. Source: Pew Research Center
- The Silent Generation are civic-minded and loyal to their country and to their employers. In fact, they still register as the largest voting population in the U.S. Source: The Balance Careers
- Reverse mortgages account for 1% of the $11.5 trillion in U.S. mortgages. But the number of eligible applicants — people over the age of 62 — is expected to go from 46 million to 98 million in 2060, according to 2017 statistics from the U.S. Department of Health and Human Services. Source: Debt.org
- According to the Social Security Administration, a woman aged 62 today has a 20% chance of becoming a widow by 75 and a 33% chance by the age of 85. Source: Center for Retirement Research at Boston College
- 61% of the Silent Generation are worried about no longer being capable of managing their own finances. 75% of the Silent Generation believe their adult children's first priority is to their own families, not to their parents. Source: Society of Actuaries
- Someone turning age 65 today has an almost 70% chance of needing some type of long-term care services and supports in their remaining years. Source: U.S. Dept. of Health and Human Services

**Social Media and Mobile Technology**

- Social media use among seniors aged 65 and up varies by platform: 46% use Facebook and 38% use YouTube. Source: Pew Research Center
- 60% of this generation use the Internet, 63% own a cell phone, of which 31% are smartphones, while only 17% of those aged 80 and older are smartphone owners. Source: Pew Research Center

## RECOMMENDED FINANCIAL WELLNESS TOPICS

**Staying financially on track post-retirement**

**Investments (including cash and real estate)**

**Risk management**

**Long-term care/elder care**

**Debt**
- Managing loans (mortgages and reverse mortgages)

**Budgeting and planning**
- Income streams
- Planning to downsize home

**Identity theft/cybersecurity**

**Insurance**
- Health/life/home/auto
- Homeowner/renter
- Riders may be needed for art, jewelry, antiques

**Risk management**

**Estate planning — wills, trusts, durable power of attorney, advance directive**

**ABLE account for gifting grandchildren with disabilities**

**529 College Savings Plans to assist grandchildren in planning for higher education**

**Non-wage employee benefits**
- Retired employee insurance
- Pensions
    - Retirement income withdrawals

## BEST METHODS TO ENGAGE AND INCREASE PARTICIPATION WITH THIS AUDIENCE

- Offer financial wellness workshops for retired employees and encourage their families to accompany them.
- Phone calls and mail may be the primary means to market and follow up with this audience. Make use of email if you've assessed that your audience uses it often.
- Collaborate with state and county offices of aging or local senior centers to offer financial wellness programs.

## FINANCIAL WELLNESS ACTIONABLE GOALS

- Take control of your living expenses: periodically meet with your retirement plan provider and/or a certified financial advisor to review your investment strategies.
- Review your estate plan: will, trusts, durable power of attorney for health and financial accounts, and advance directive.
- Speak to an expert and do your homework when making important financial decisions (e.g., downsizing your home, loans, reverse mortgages, investments and large purchases).
- Meet with an eldercare attorney or qualified expert to discuss your wealth transfer strategy, and to ensure your assets are protected and your long-term medical care is secure.
- Review insurance: health, life, home, auto.
- Take advantage of optional non-wage employee benefits:
    - Pensions and retirement income withdrawals,
    - Health and Medicare benefits, and
    - Financial wellness programs for retired employees.
- Veterans: learn about the available veterans' benefits including financial wellness resources, health/medical insurance and assistance.