

DEMOGRAPHIC PROFILE

America's YOUNGER BOOMERS



Overview of America's Younger Boomers in 2009

This demographic profile is one in a series produced by the MetLife Mature Market Institute. Younger or "Trailing Edge" Boomers are a larger segment of the cohort than the Older Boomers, but somewhat smaller than the Middle Boomers, as the birth rate trailed off to under four million per year after 1964. They represent about 36% of the total Boomer cohort.

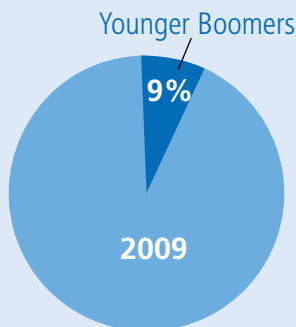
Younger Boomers

Younger Boomers are adults ages 45–50 years old in 2009, born between 1959 and 1964.

	2009	2030
Younger Boomer Males	13,550,593	11,321,235
Younger Boomer Females	13,853,400	12,705,454
Total:	27,403,993	24,026,689

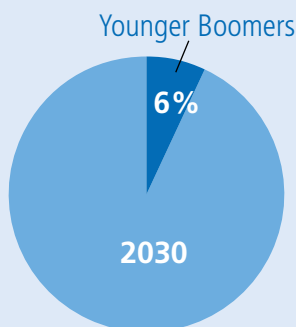
Total U.S. Population in 2009

- > In 2009, Younger Boomers represented **9% of the total population**, or about 1 in 11 people.
- > 49% male
- > 51% female



Total U.S. Population by 2030

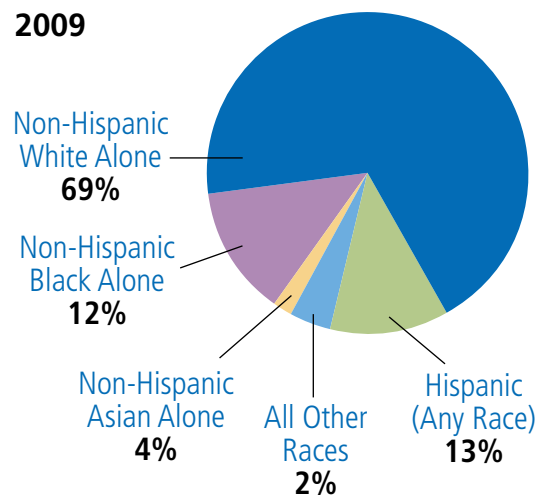
- > By 2030, Younger Boomers will be ages 66–71 and make up **6% of the total population**.



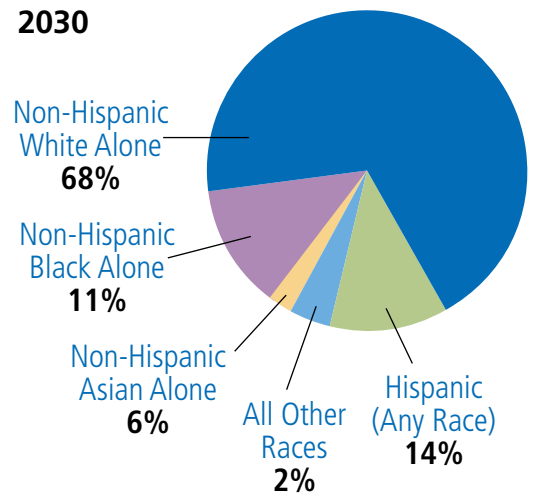
Source: U.S. Census Bureau, National Population Estimates & Projections

Racial and Ethnic Composition*

2009



2030



*Percentages may not total 100% due to rounding.

Source: U.S. Census Bureau, National Population Estimates & Projections

Younger Boomers—A New Realism

As the Younger or “Trailing Edge” Boomers moved into their formative teen and early adult years, realities often imposed the promise of a clouded future rather than a rosy one. Some experts cite 1979, the year this segment was entering their twenties, as the turning point for the transition from Boomers’ generational identity of youthful enthusiasm and promise, to the “New Realism,” resulting from a waning national stature and a weakening economy.¹

Younger Boomers also found themselves associated with a Boomer identity and character more appropriate to their slightly older Middle and Older Boomer siblings than themselves. This may account for the fact that nearly half (48%) of 45-year-olds reject the term “Baby Boomers” to describe themselves, while 35% prefer to be identified with “Generation X” rather than their demographically correct affiliation. While clearly part of the Boomers demographically, Younger Boomers’ self perception puts them in a different part of the generational spectrum.²

¹ J.W. Smith, and A. Clurman, *Rocking the Ages*. New York: HarperCollins Publishers, Inc., 1997.

² MetLife MMI. *Boomer Bookends: Insights Into the Oldest and Youngest Boomers*. NY: Metropolitan Life Insurance Co., 2009.

IN THE SPOTLIGHT

1959

Brian Williams
Eliot Spitzer
Emeril Lagasse
Emma Thompson
Florence Griffith Joyner
Ira Glass
John McEnroe
Lester Holt
Linda Blair
Magic Johnson
Marie Osmond
Randy Travis
Simon Cowell
Tracy Ullman
Weird Al Yankovic

1960

Ari Fleischer
Bono
Branford Marsalis
Cal Ripken
Colin Firth
David Baldacci
Erin Brockovich
Greg Louganis
Hugh Grant
Jane Lynch
John F. Kennedy Jr.
Kathy Griffin
Mark Sanford
Patrick J. Fitzgerald
Robin Roberts
Sean Penn
Stanley Tucci
Valerie Bertinelli

1961

Barack Obama
Bob Woodruff
George Clooney
George Stephanopoulos
Melissa Etheridge
Michael J. Fox
The Edge
Wayne Gretzky

1962

Demi Moore
Garth Brooks
Herschel Walker
Jim Carrey
Jon Bon Jovi
Jon Stewart
William “The Refrigerator” Perry

1963

Brad Pitt
Charles Barkley
Conan O’Brien
Johnny Depp
Mark McGwire
Michael Jordan
Quentin Tarantino
Whitney Houston

1964

Courtney Love
Diana Krall
Jeff Bezos
John E. Sununu
Joseph Simmons
(Run D.M.C.)
Laura Ingraham
Sarah Palin

Variable And Long-Term Care Products Are: • Not A Deposit Or Other Obligation Of Bank
• Not FDIC-Insured • Not Insured By Any Federal Government Agency

Only Variable Annuity Products: • Not Guaranteed By Any Bank Or Credit Union
• May Go Down In Value

Only Long-Term Care Products: • Not Issued, Guaranteed Or Underwritten By Bank Or FDIC
• Not A Condition To The Provision Or Term Of Any Banking Service Or Activity
• Policy Is An Obligation Of The Issuing Insurance Company

HEALTH & LONGEVITY

Most Younger Boomers have the benefit of over 30 years of additional life expectancy on average, and good to excellent health. As middle-agers, the typical challenges of diet, exercise, and increases in chronic conditions confront them, but they still enjoy highly active lifestyles and the prospect of increased longevity.

Self-Reported Health Status: 2006–2008

Ages 45–54	Male	Female
Excellent/ Very Good	59.8%	57.9%
Good	28.0%	28.2%
Fair/Poor	12.2%	13.9%

Source: Centers for Disease Control & Prevention, National Center for Health Statistics, Health Data Interactive

Life Expectancy: 2006

# Years at Age	Male	Female
40	37.6	41.7
45	33.1	37.0
50	28.8	32.5

Source: Centers for Disease Control & Prevention, National Center for Health Statistics, 2009

WORK

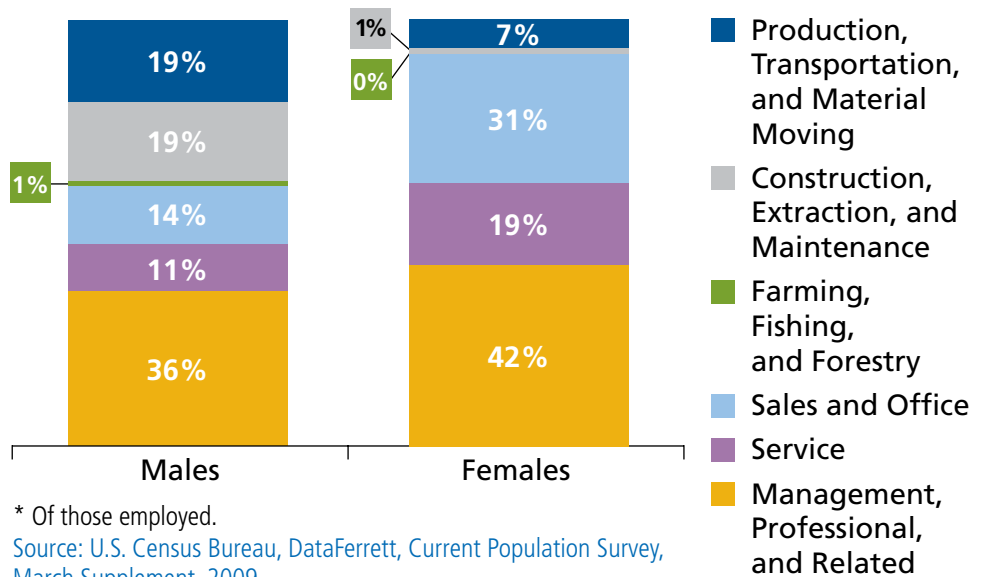
More Younger Boomers are attaining at least a high school education and some college.

More women in this cohort segment have maintained their employment levels in managerial/professional jobs in comparison to Older Boomers, while the percent of males has slipped somewhat in this same category.

Two-earner households predominate in the Younger Boomer segment, leading to greater levels of household income, but with fewer of them having defined-benefit pension plans for retirement.

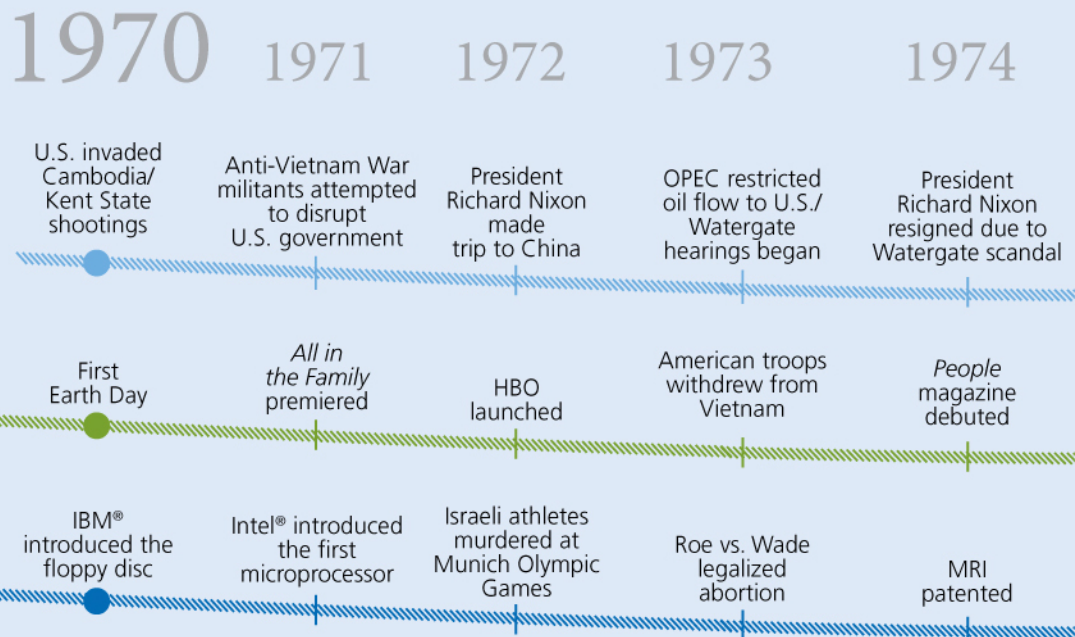


Occupation Group*



TIMELINE

Younger Boomers: Significant historic, social, and cultural events in their teen and young adult years helped shape the values and viewpoints of Younger Boomers.



FAMILY

Younger Boomers continue the trend of somewhat larger families than Middle and Older Boomers, with 3.4 persons per family household, partly a reflection of the increasing diversity in this segment. At the same time, the percentage of never married Younger Boomers is also notably higher in comparison to other Boomers. A larger percentage of Younger Boomer males have never married, in comparison to the older segments of the Boomers.

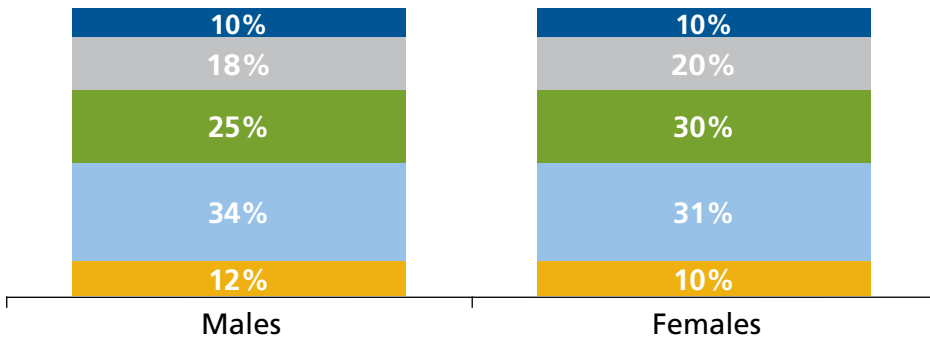
Marital Status

	Males	Females
Married	65.5%	65.4%
Widowed	1.0%	2.7%
Divorced	14.3%	16.8%
Separated	2.5%	3.6%
Never Married	16.7%	11.4%

Source: U.S. Census Bureau, DataFerrett, Current Population Survey, March Supplement, 2009

Educational Attainment

- Master's Degree or Higher
- Bachelor's Degree
- Some College
- High School Graduate
- Less than High School



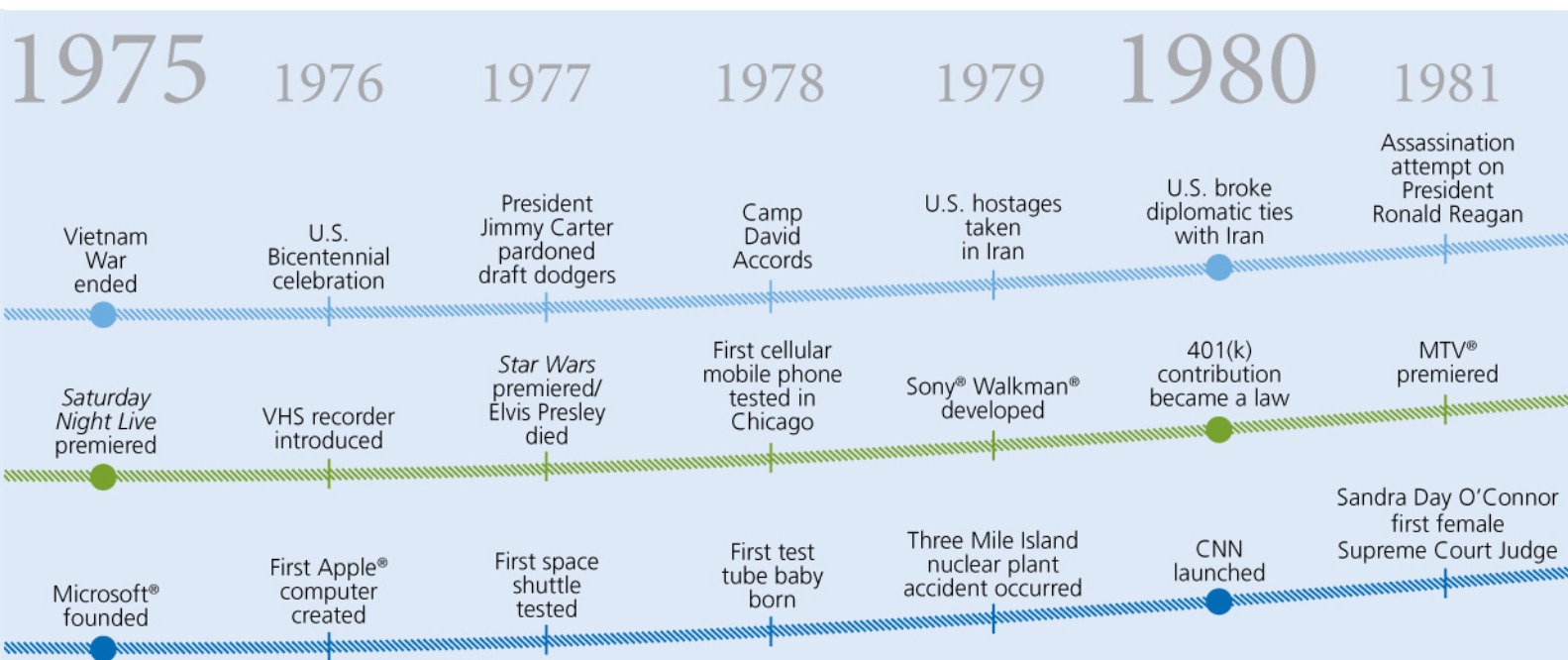
Source: U.S. Census Bureau, DataFerrett, Current Population Survey, March Supplement



YOUNGER BOOMERS

Born in 1959–1964, Younger or “Trailing Edge” Boomers are a larger segment of the cohort than the Older Boomers, but a somewhat smaller segment than the Middle Boomers.

They represent about 36% of the total Boomer cohort. As the birth rate trailed off to under four million per year after 1964, the “Baby Boom” was officially declared over. But the ripple effect of their childbearing is not, giving rise to the large Generation Y, which consists primarily of Younger Boomers’ children.



HOUSING

Homeownership remains very high, at about 88% for Younger Boomers, and continues to be a mainstay of the traditional “American Dream” aspiration. Most intend to stay where they are over the next five years, with only about 20% reporting that they plan on moving.³

³ MetLife MMI. *Boomer Bookends: Insights Into the Oldest and Youngest Boomers*. NY: Metropolitan Life Insurance Co., 2009.

Household Size by Type

	All Households	Family Households*	Non-Family Households**
1	20.8%	—	83.3%
2	25.7%	29.4%	14.4%
3	20.6%	27.0%	1.5%
4	20.3%	27.0%	0.5%
5	8.3%	11.1%	0.2%
6	2.7%	3.6%	0.1%
7+	1.5%	2.0%	0.0%
Average Size	2.9 people	3.4 people	1.2 people

* Family Household—Household maintained by a householder who is in a family (group of two people or more, one of whom is the householder, related by birth, marriage, or adoption and residing together), and includes any unrelated people (unrelated subfamily members and/or secondary individuals) who may be residing there.

** Non-Family Household—Householder living alone (a one-person household) or where the householder shares the home exclusively with people to whom he/she is not related.

Source: U.S. Census Bureau, DataFerrett, Current Population Survey, March Supplement, 2009

Homeownership Rates in 2008 by Family Status and Age of Householder

Age	Married Couple Families	Males Living Alone	Females Living Alone
45–49	87.2%	51.3%	52.8%
50–54	89.2%	56.5%	56.7%

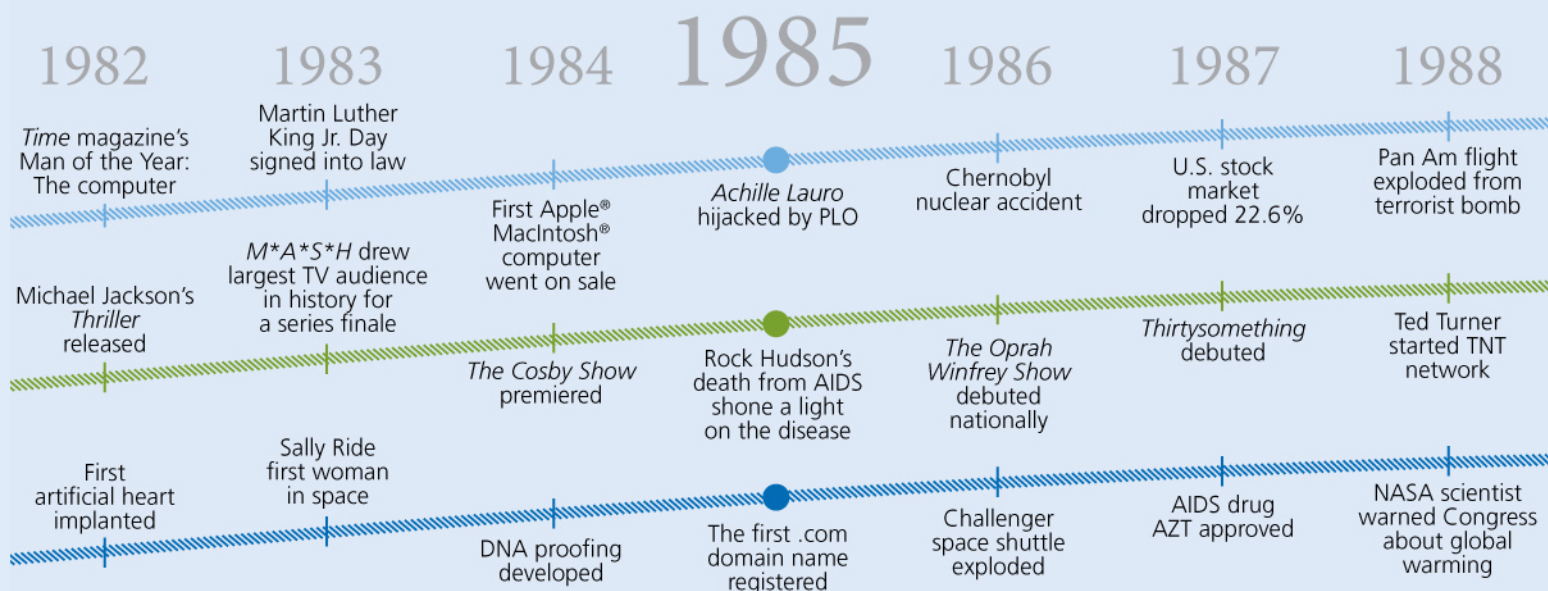
Source: U.S. Census Bureau, Housing and Household Economic Statistics Division

Geographic Distribution in 2008

Younger Boomers represent 10% or more of the state population in the following nine states: Connecticut, Maine, Maryland, Massachusetts, Minnesota, New Hampshire, New Jersey, Vermont, and Wisconsin.



Source: U.S. Census Bureau, Population Division, 2009



FINANCES

Being in their highest earning years allows Younger Boomers to spend slightly more than other Boomers, especially with most still having children at home. But higher earnings do not translate into financial security. Almost 63% feel they are behind in, or have not started, their retirement savings.⁴ Many more of them will be relying on 401(k) and other defined contribution pension plans rather than defined benefit plans in comparison to Older Boomers.

⁴ MetLife MMI. *Boomer Bookends: Insights Into the Oldest and Youngest Boomers*. NY: Metropolitan Life Insurance Co., 2009.

Average Annual Expenditures

Age	45–54
Food and Alcohol	\$8,201
Housing	\$19,562
Apparel and Services	\$2,228
Transportation	\$10,691
Health Care	\$2,930
Entertainment	\$3,297
Personal Insurance and Pensions	\$7,853
Cash Contributions	\$2,152
Education	\$2,012
Miscellaneous	\$2,254
Average Annual Expenditures	\$61,179*

* Total varies due to rounding.

Source: U.S. Department of Labor, Bureau of Labor Statistics, Consumer Expenditure Survey, 2008

Poverty Status in 2008

The poverty rate among Younger Boomers is slightly lower than the national average.

% Below Poverty Level*

Males	9.0%
Females	9.9%

* People and families are classified as being in poverty if their income is less than their poverty threshold. Poverty thresholds are dollar amounts the Census Bureau uses to determine a family's or person's poverty status.

Source: U.S. Census Bureau, Current Population Survey, Annual Social & Economic Supplement, 2009

Household Income in 2008 by Household Type

	Ages 45–49		Ages 50–54	
	Mean	Median	Mean	Median
Married Couple Families	\$109,134	\$88,184	\$108,910	\$86,657
Male Householders Living Alone	\$50,846	\$36,258	\$45,577	\$32,658
Female Householders Living Alone	\$39,086	\$31,291	\$39,976	\$30,687
Overall Male Householders	\$56,603	\$40,844	\$50,253	\$38,750
Overall Female Householders	\$43,104	\$33,910	\$43,726	\$33,980

Source: U.S. Census Bureau, DataFerrett, Current Population Survey, Annual Social & Economic Supplement, 2009

This profile of America's Younger Boomers was prepared by the MetLife Mature Market Institute. This and its many other free publications and research are available online. Check the "Research" tab at www.MatureMarketInstitute.com.

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Established in 1997, the Mature Market Institute (MMI) is MetLife's research organization and a recognized thought leader on the multi-dimensional and multi-generational issues of aging and longevity. MMI's groundbreaking research, gerontology expertise, national partnerships, and educational materials work to expand the knowledge and choices for those in, approaching, or caring for those in the mature market.