

MEET THE RETIREMENT AFFLUENCERS

Finance-savvy, the Retirement Affluencer is successful in business and skews male. Despite their personal finance know-how, they often seek professional financial advice and are more positive towards advertising as a source of information.

Source: IAS US Fall 2018; all indices are against Non-Retirement Affluencers



DEMOGRAPHICS

Median Age

43



Male Female

67% 33%



Top Management

40%

Index: 203



Median HH Net Worth

\$1.33M

Index: 166



ATTITUDES

I keep up with financial news

87%

Index: 181



I am a risk taker

69%

Index: 168



I am actively looking for financial advice from professionals

54%

Index: 213



I usually consult with a financial expert before deciding on money issues

54%

Index: 187

