INDUSTRY CASE STUDY

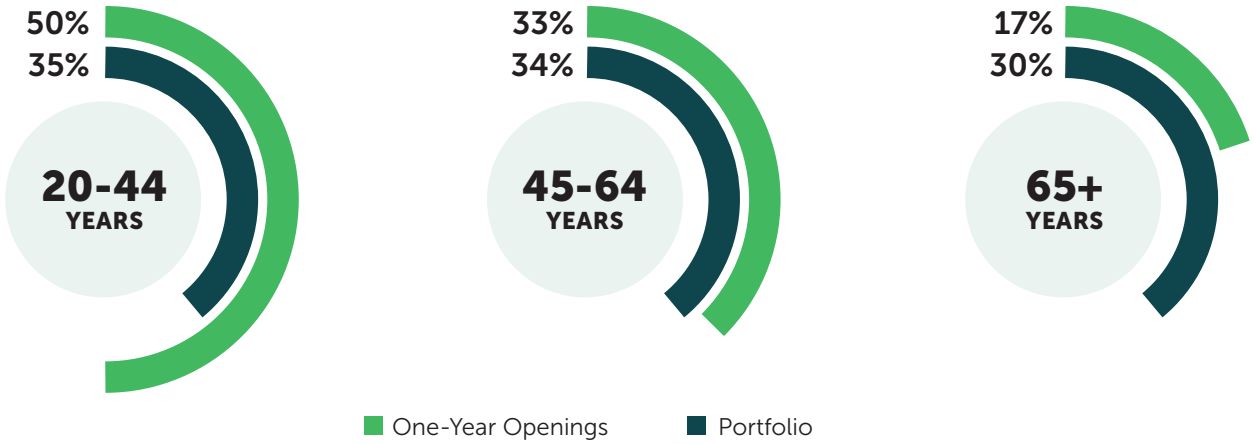
Age Demographics of Portfolio vs. One-Year Openings

Are you doing all you can to attract and retain younger accountholders in order to strengthen the future of your institution?

Always relying on the most recent data to help our clients, Haberfeld calculated cross-client age demographics for retail checking accounts. The study analyzed portfolio and one-year openings for 120 client institutions to create a robust composite Haberfeld client average.

The High Performance Growth Strategy™ produced significantly increased account openings, half of which came from prospects 44 years or younger. What does this mean for our current and future client institutions? Put simply, the large number of openings from younger age brackets will help to prevent the aging of their overall portfolios in the years to come.

For reference the age demographics of the United States from the 2021 census are as follows: 18-44 years, 36%; 45-64 years, 25%; 65+ years, 17%.



Make success a sure thing.
Don't leave your institution's future to chance.

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