

Seifried  
& Brew  
LLC

# U.S. Average Deposit Rates

- Interest Checking = 0.09%
- Savings Rate = 0.13%
- Money Market = 0.14% (\$2.5K) - 0.30% (\$250k)

# U.S. Average Time Deposit Rates

	1/29/2016	1/20/2017	Change
1 Mo CD - \$10k	NA	0.12	NA
3 Mo CD - \$10k	0.16	0.17	0.01
6 Mo CD - \$10k	0.26	0.28	0.02
9 Mo CD - \$10k	NA	0.30	NA
1 Yr CD - \$10k	0.42	0.45	0.03
18 Mo CD - \$10k	0.51	0.54	0.03
2 Yr CD - \$10k	0.64	0.68	0.04
30 Mo CD - \$10k	0.69	0.72	0.03
3 Yr CD - \$10k	0.87	0.89	0.02
4 Yr CD - \$10k	1.06	1.08	0.02
5 Yr CD - \$10k	1.32	1.33	0.01

# 401(k) Mandatory Withdrawals

- Individuals 70½ years old
- Estimated \$10 trillion in tax-deferred savings accounts of Baby Boomers (Bank of New York Mellon)

# Demographic Data

- 9.9% of the U.S. population is 70+
- 20.8% of the U.S. population is 60+
- Review your data
- Review the market area

Annual Estimates of the Resident Population for Selected Age Groups by Sex for the United States, States, Counties and Puerto Rico Commonwealth and Municipios: April 1, 2010 to July 1, 2015

Source: U.S. Census Bureau, Population Division

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