



VIBRANTNATION.COM RESEARCH SHOWS THAT “EMPTY NEST” IS NOW A DREAM AS MOST BOOMERS ARE RUNNING MULTI-GENERATIONAL BOARDING HOUSES

March 1, 2010 (Louisville, KY) – A recent survey by VibrantNation.com, the leading online community for smart, successful women over 50, reveals that while members of the Baby Boomer generation typically would be dealing with “Empty Nest” syndrome as their children leave home, many Boomer women are in fact running multi-generational boarding houses.

Nearly 2/3 of Boomer women respondents reported that one or more of their adult children have returned home to live and of those adult children, nearly half have brought one or more of their own children along too. And that’s on top of the 13% of Boomer women who report that their parents or in-laws are living with them as well.

“The Recession is making the “Empty Nest” a historical relic, at least for Boomers,” said [Stephen Reily](#), Founder and CEO of VibrantNation.com. “Our research suggests that they are footing the bill for their children, grandchildren and even parents who have moved into their homes and are now assuming multi-generational housing responsibilities that we probably haven’t seen since the Great Depression.”

According to the Vibrant Nation survey, Boomer women are dealing with a “Full Nest:”

- **63%** have an adult child living with them now (only 41% report **ever** having returned home to live as adults themselves) and most expect their adult child(ren) to remain with them for more than one year.
- **27%** have grandchildren living under the same roof
- **13%** have parents or in-laws living with them as well

70% blame the economy as the reason for this outcome.

Boomer moms are feeling increased stress with **39%** reporting that the experience has either strained or greatly worsened their relationship with the adult child now living with them. In addition, they continue to make personal sacrifices: **71%** report that living in a multi-generational household makes it harder for them to achieve their personal goals.

"This new "Full Nest" syndrome is likely to be with us for a while," added [Carol Orsborn](#), VibrantNation.com Senior Strategist. "Smart marketers will look for ways to support the Vibrant Boomer Woman as the overtaxed innkeeper she is, offering solutions to her multi-generational challenges, whether they involve food-preparation, household cleaning, legal services, financial planning, or even just offering her a break at a hotel or day spa. While she is patient, she is not going to put her personal goals on hold forever."

About VibrantNation.com

VibrantNation.com is the leading online community devoted exclusively to the influential and fast-growing demographic of smart, successful women over 50. At Vibrant Nation, these women (whom we've named "Vibrant Women") can look for tips, share information, and join smart conversations about work, style, relationships, wellness, books, and more. VibrantNation.com is the place where they can connect with other women at their lifestage and discuss the issues they are passionate about. For more information, please visit www.vibrantnation.com.

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