

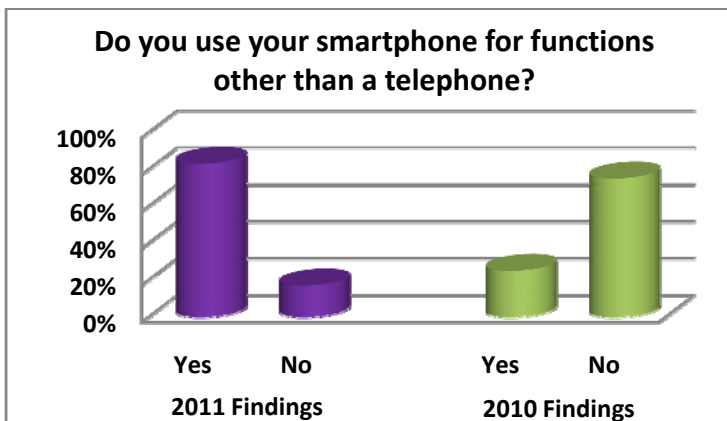
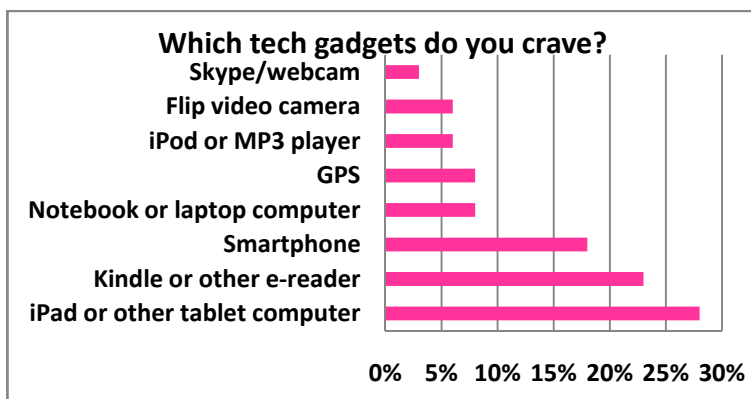
Boomer Women 50+ & Technology & Consumer Electronics

A briefer on behavior and needs of the 50+ woman brought to you by



Finding #1: Boomer Women aren't the earliest adopters, but they're quicker than marketers think.

- They are willing to pay top dollar for gadgets like the iPad which 28% identify as the technology product they most desire.

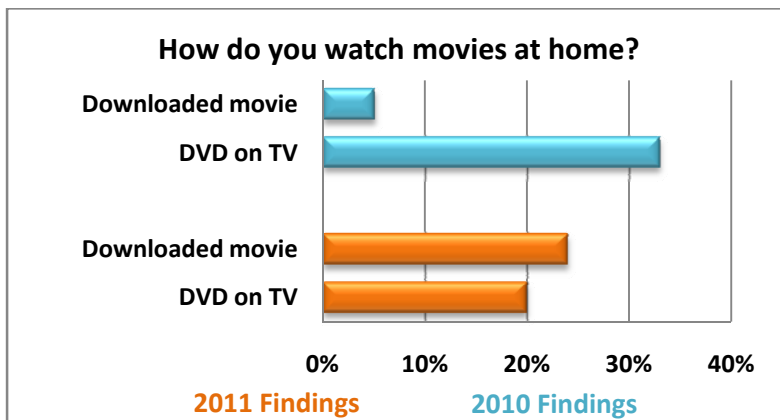


Finding #2: Boomer Women are primarily concerned with convenience, and will pay for gadgets that make their lives easier.

- 83% are using smartphones for functions other than a telephone- a 232% increase from last year's findings

Finding #3: Boomer Women are adapting to new technologies

- This year's findings show that 5 times as many Boomer Women are downloading movies at home as last year
- They are also renting fewer DVDs- 13% decrease from last year



TIPS FOR MARKETING TO THE BOOMER WOMAN 50+:

- To get Boomer Women to buy a technology product, highlight the life benefits, not how "cool" the technology is.
- Boomer Women are an unprecedented generation of technology users, and the stereotypes of the technically averse "senior" audience will be challenged by their savvy.

For more information on the boomer woman and technology, request a copy of *Vibrant Nation: What Boomer Women 50+ Know, Think, Do and Buy* by emailing us at info@vibrantnation.com. This is the first book of its kind to dive into the behavior and needs of the 50+ woman and determine the best opportunities for marketers. Contact us to get more information or schedule a meeting with the author.