

# Boomer Women 50+ the Full Nest

October 2011

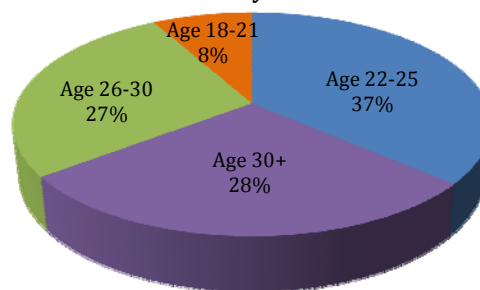
A briefer on behavior and needs of the 50+ woman brought to you by **vibrant nation.com**

## Finding #1

The Recession is making adult children (of all ages) move home.

- The median age of adult children living at home is mid-to-late 20's; 28% are over the age of 30.

What age are your adult children that live with you?

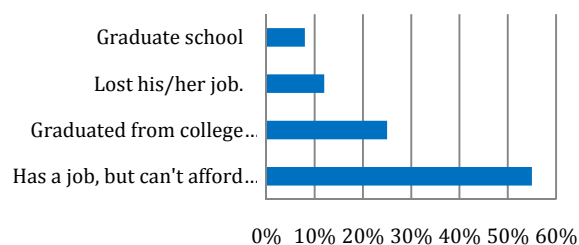


## Finding #2

This phenomenon is not just about college graduates.

- 78% of respondents with adult children living at home say the economy is the primary reason.
- 55% of respondents say their adult children have jobs but can't afford living expenses on their own

If your child is home for economic reasons, please select the reason:

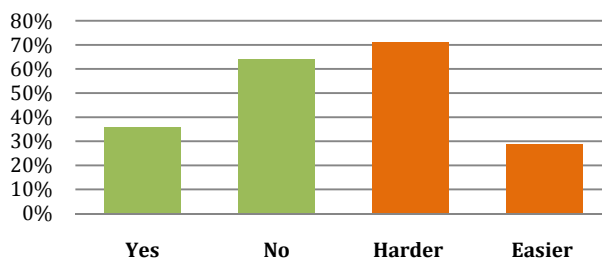


## Finding #3

These Boomer women are confronting a new reality, and one without easy answers or traditional standards.

- Only 36% of them ever returned home to live as adults themselves.
- A majority say they are okay with their adult child staying longer yet 54% say they fear enabling their adult children and 71% it's become harder to achieve personal goals.

Did you return home to live with your parents?



Is it harder or easier to achieve personal goals?

## Tips for Marketing to the Boomer Woman 50+

- Vibrant Women are more than just mothers, but they are still mothers. It's just now she is a mother of 20- (or 30) somethings instead of toddlers and teenagers.
- Since she's managing her own version of a "refilled nest"- show her how your products/services will help her manage the boarding house that her briefly empty nest has now become.