

# Boomer Women 50+ the Vibrant Mom

October 2011

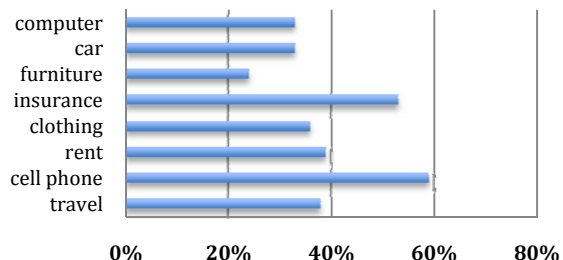
A briefer on behavior and needs of the 50+ woman brought to you by **vibrant**  
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## Finding #1

59% of respondents pay for an adult child's cell phone.

- Over 1/3 pay for everyday expenses like rent, clothing, cars, and computers.

I am paying for all or part of my adult child's expenses for: (Please select all that apply)

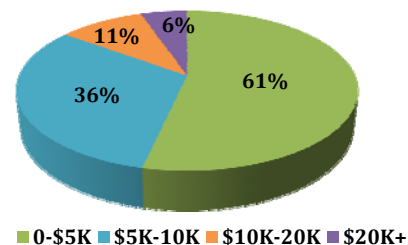


## Finding #2

Boomer women are still financially supporting their adult children aged 18-30.

- 53% of respondents pay more than \$5,000 annually per adult child, not including tuition/education
- 84% of respondents said they cover more costs/expenses than their parent did for them

How much do you spend on each adult child annually (not including tuition/education)?

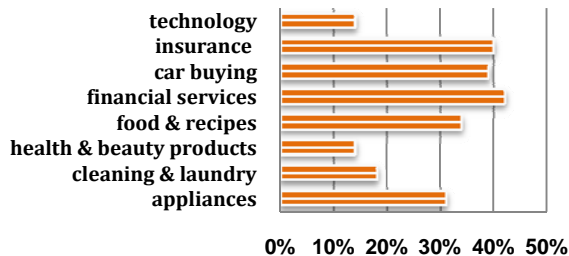


## Finding #3

Boomer women are not purchasing all of their adult child's products/services, but they are the main influencer, especially big ticket items.

- Over 40% of moms influence their adult children's banking, mortgage, and insurance decisions.

My adult children seek advice when purchasing the following:



## Tips for Marketing to the Boomer Woman 50+

- Recognize that she is the chief purchasing or influencing officer for her entire family, including her adult children.
- She is either buying or influencing the purchase decision of everything from cars to laptop computers to financial advisors.