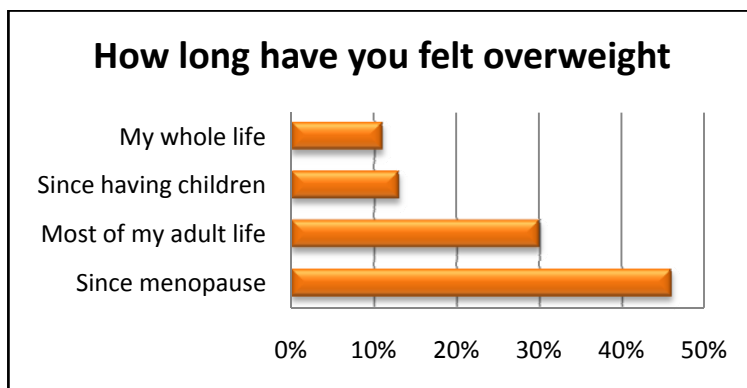


Boomer Women 50+ & Health

A briefer on behavior and needs of the 50+ woman brought to you **vibrant**
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Finding #1: For many Boomer women, being overweight is a new condition.

- While 86% of respondents reported feeling overweight, almost half of those (46%) said that they have felt overweight only since menopause.

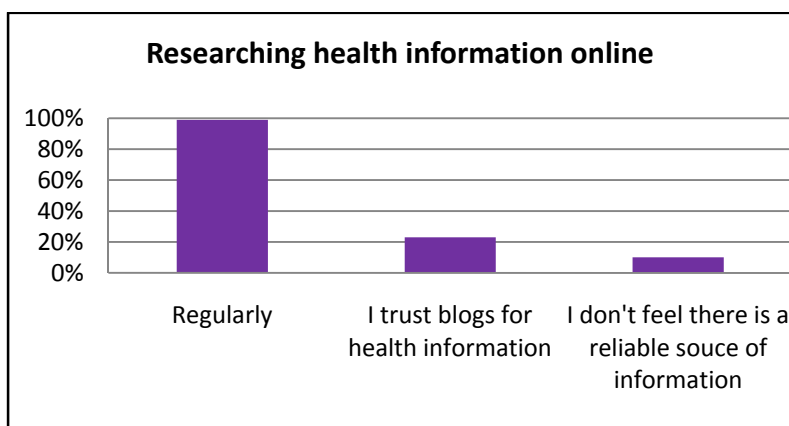


Finding #2: Food companies aren't helping Boomers manage their weight.

- Only 6% believe that food marketers provide the information they need in a useful way.

Finding #3: They're online but don't trust blogs.

- I research health information online (99%)
- I trust blogs for health information (23%)
- I don't feel there is a reliable source of information for me (10%)



TIPS FOR MARKETING TO THE BOOMER WOMAN 50+:

- Deliver lifestage-appropriate messaging, since for so many women the weight issue is a new one and one they associate with the new post-menopausal stage of life.
- Boomer women are highly suspicious, trusting information from others like them (not necessarily doctors) and shying away from anything that appears to be trying to sell them something.

For more information on the boomer woman and health, 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.