

New Study Finds Boomer Women Have Tech Toys on Their Wish List This Holiday Season; Buying Tablet Computers at 3x National Average

New Research from VibrantNation.com and Silvers Summit Reveals Smartphones, Tablets and e-Readers among Boomer Women's Technology Must Haves

LAS VEGAS and LOUISVILLE, KY, November 16, 2011 – Technology adoption among women age 50+ is accelerating, with smartphones, computer tablets, and e-readers topping the list of holiday must haves, according to “*Boomer Women 50+ and Technology*,” a new study from [VibrantNation](#) and [Silvers Summit](#).

Conducted online in October 2011, this new research gathers insights on the attitudes and motivations of boomer women when it comes to technology. VibrantNation.com, the leading online community devoted exclusively to the influential and fast-growing demographic of women over 50, and Silvers Summit, the premier thought leadership industry conference on an aging society and technology, partnered on the research to be discussed during the 4th Annual Silvers Summit at 2012 International CES in January 2012. Key findings include:

- 32 percent purchased an iPad or tablet or computer in the past year, when over 11% of Americans own them, according to [Pew research](#)
- Among those who do not have an iPad or tablet computer, 59 percent want one
- Of those who own an e-reader, 66 percent own a Kindle
- 46 percent have purchased music from iTunes
- Two-thirds have smartphones, with 54 percent purchasing a new one in the past year
- 45 percent of smartphone users have downloaded more than 10 apps in the past year
- 34 percent use QR codes on their smartphone or tablet
- 78 percent text with their adult children, while 31 percent video chat with their children

“Boomer women are driving a lot of the new technology purchases and usage because they are the command center of the family – raising children as well as caring for older parents,” said Stephen Reily, Founder and CEO of VibrantNation.com. “Women now represent more than half of the U.S. workforce and have been using technology in business for more than 20 years. As such boomer women have lived their entire adult lives as tech adopters and they don’t stop just because they turn 50. This new research reflects that they are an increasingly important force in the consumer electronics world.”

“One of the key reasons for conducting the Silvers Summit Conference is to debunk the myths around aging and technology,” said Sherri Snelling, executive producer, Silvers Summit. “This new research proves that boomer women are a valuable audience for marketers because of their incredible purchasing power and a viable target demographic for developers given their growing role as early adopters and influencers of technology adoption across the lifespan.”

Vibrant Nation is the leading online community for women 50+ - a safe place where they can connect with women like them on issues unique to their stage of life. In addition to research surveys and Special Reports, Vibrant Nation publishes conversations and weblogs about a variety of topics, from work & money, to fashion & beauty, from love & sex, to family & relationships. VibrantNation.com is *the* reliable online source for information, inspiration and peer support for 50 million women over 50.

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The 4th Annual Silvers Summit at the 2012 International CES will examine the catalysts driving changes in the way consumers age 50 + stay engaged, empowered and help enhance their lives, while also showcasing the products meeting the growing needs of the mature market. For more information about Silver Summit, including date, location, agenda, and how to register, visit www.silverssummit.com.

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Survey Methodology

The Vibrant Nation / Silvers Summit *What Boomer Women 50+ Know, Think, Do and Buy* was conducted October 2011 by VibrantNation.com. Approximately 500 respondents completed the online survey.

About VibrantNation

VibrantNation.com is the leading online community for Baby Boomer women – the place where they connect and support each other on issues unique to life after 50, including fashion, beauty, family, relationships, work, money, and sex. A trusted resource for women 50+, Vibrant Nation features a growing network of over 150 midlife bloggers, promotes offline gatherings, and publishes digital health and beauty content written by Vibrant women experts. A strategic marketing partner, VibrantNation helps marketers understand and reach this influential and fast-growing demographic. It has managed online marketing campaigns for major companies like Pfizer and Coca-Cola, and compiled its ongoing research in a book, [Vibrant Nation: What Boomer Women 50+ Know, Think, Do & Buy](#). For more information, visit www.vibrantnation.com.

About Silvers Summit

The Silvers Summit at the 2012 Consumer Electronics Show (CES) is where the thought leaders on an aging society and technology come together. The conference and exhibit assembles companies, distributors, journalists, research firms, and think tanks, to demonstrate the products and services that will help consumers age 50+ stay engaged, empowered and help enhance their lives. The Silvers Summit and Exhibition is presented by Living in Digital Times, producer of the following summits and exhibitions at the 2011 Consumer Electronics Show: Digital Health, Fitness Tech Summit, HigherEd Tech Summit, Kids@Play Summit, MommyTech Summit, Mobile Apps Showdown, and Last Gadget Standing. For more information about The Silvers Summit, visit www.silverssummit.com.

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