



# **Boomer Women**

## **Pen Portraits**

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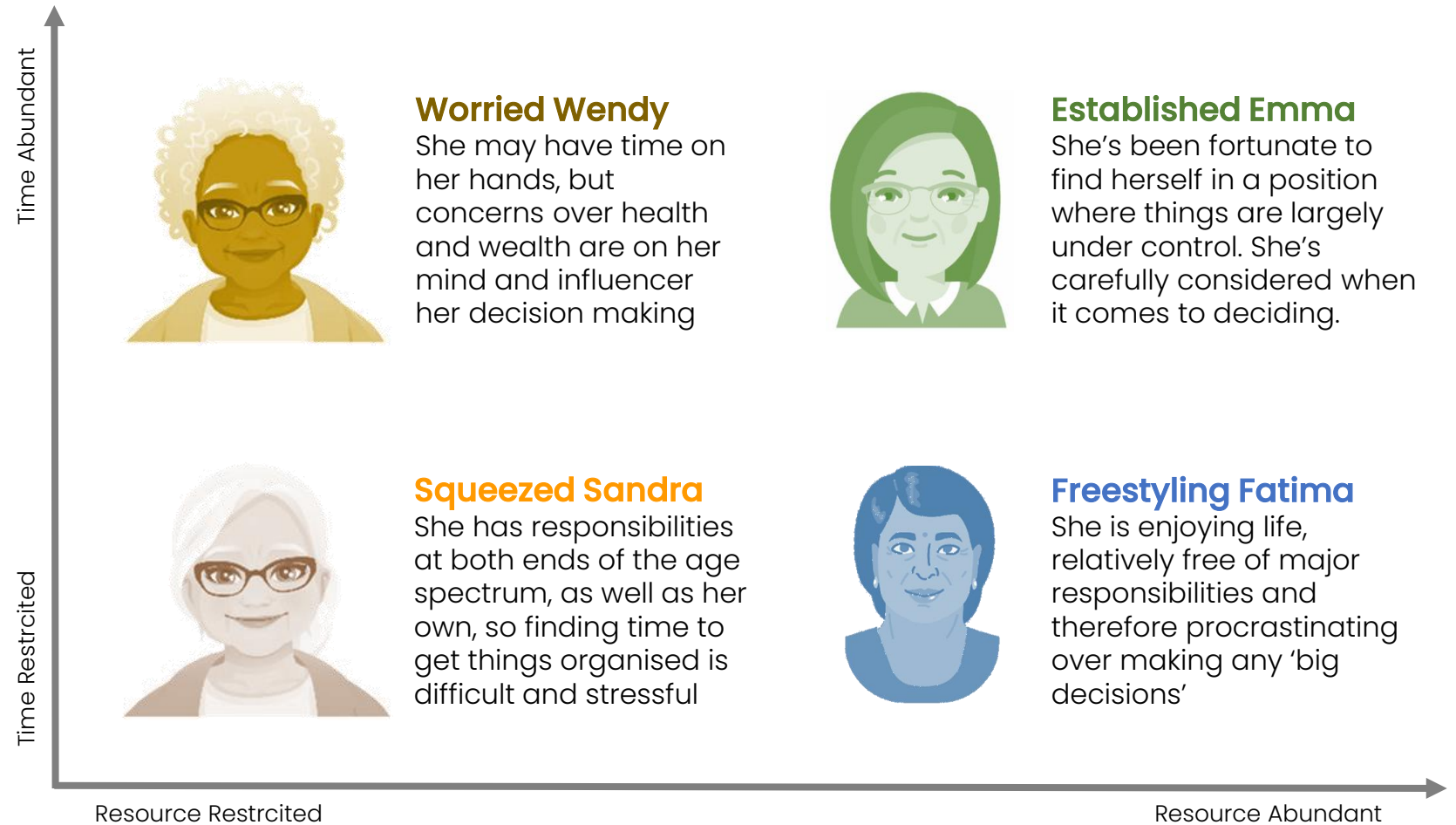
### What are pen portraits?

They are informal descriptions which summarise a group of people, broadly applicable for age and other 'hard' variables, but mainly focus on softer dimensions such as attitudes, behaviours and lifestyle.

### Why do we use pen portraits?

Our research uncovered defining markers across demographics and life experiences that separate our varied women into identifiable groups based on attitudes and behaviours. This is owing in part to the 20 year gap that spans Boomer Women, allowing for the influence of things like age, children, retirement, and family responsibilities to play defining roles in their attitudes and approaches to key life decisions.

### Introducing our Four Pen Portraits







# Squeezed Sandra

**Time Restricted  
Resource Restricted**

Life is full! I do like the challenge and excitement that it brings, but it doesn't come without its stresses. Juggling needs for my mum and my daughter's family mean I don't often have a lot of time, or money, for myself. But I want them to be happy so I'll do what I can!

Key life indicators	
Age:	Mid 60s
Children?	Yes
Parents alive?	Yes
Working?	Part-time



### What is Sandra's background?

I'm 63 years old and a divorced, single parent. I work part-time to keep on top of the bills, but I'm not quite sure when I'll be able to retire. I'm currently covering some care costs for my mum, too, so I'm feeling the pinch.

I'm relieved I was able to buy property at a young age and know I can downsize if I need to in the future.

My only daughter's family have only recently moved out of my house as they've been staying here to save up for a deposit for their first house.



### How does Sandra make decisions?

I'm used to making decisions on my own as I've had to do it for a while now. Mostly I feel ok doing so, but when it comes to more complicated things like finances, I would appreciate some help from a professional. It's the sort of thing you want to get right, but advice like that doesn't come cheap.

For example, sorting out the details in my will is very much on my 'to-do' list. I have a basic one in place, but it's just so difficult to know how the next few years will pan out, so it makes planning quite daunting. I know I will need some help with this though as things like inheritance tax are on my mind when I think about my daughter.



### What is Sandra's relationship with Charities?

I actively help out in my community whenever I get the chance and love being involved! For I while I used to lead local singing groups and take meals over to the elderly who live on their own and aren't able to look after themselves. These activities really give me a sense of purpose, but as my daughter just had a baby I don't have time to do them currently!

I donate to ad hoc causes that catch my eye at times of great need. I'll also sign petitions online as they're really quick and I hope they do some good. But I'm not really sure what else I could do when it comes to campaigning as I don't have time.



### What is Sandra's view of the future?

It's difficult to plan too far into the future currently. I'd like to have more concrete plans in place, but there are a few balls in the air and until they land, I'm just not sure I'm in a position to make big decisions.

When it comes to my legacy, I'd hope that the example and values I set in my community would be what I'd be remembered for. I always did my best for those in need, and hope I've passed those values to my daughter.

There are a few charities that I would consider to leaving something to, but who knows what that might look like down the line, and now I have a granddaughter I'm not sure how I feel.

## Pen Portrait – **WORRIED WENDY**



### Worried Wendy

**Time Abundant  
Resource Restricted**

While I *think* I'll be ok financially, rising costs are always a worry. But primarily I'm concerned about my health and lack of mobility. I want to do all I can to avoid being a burden for my children, but you sadly can't control everything in life.

Key life indicators	
Age:	Early 70s
Children?	Yes
Parents alive?	No
Working?	Retired



#### What is Wendy's background?

I'm 72 years old. I was widowed a few years ago when my partner died, and I'm not currently in the best of health myself.

My children are grown up and living their own lives. One of them is nearby, and I love spending time with my grandchildren. The other lives overseas and I wish I could see them more often.

I enjoyed my working life in the public sector, and felt a part of something. I sometimes wish I could tap into that feeling again, but certain physical limitations do limit what I'm capable of these days sadly.



#### How does Wendy make decisions?

My old job means that I'm lucky enough to have a relatively reliable pension that I can draw on, but money is something I am always thinking about..

I've made most of my big decisions in my life – the ones I can at least! The big unknown is my health and what happens if I have to pay for significant care in the future. I don't want that to be a burden for my children so I'm doing what I can to get my plans in place now.

I take my time to make decisions and am delighted by everything that you can now find out online! I also ask around a lot before committing to anything like a new energy supplier.



#### What is Wendy's relationship with Charities?

I've always enjoyed being involved in the community helping out with various organisations as my children grew up. As a result, I've done a fair bit of volunteering over the years at a local foodbank, and have baked cakes for sales to help out when I can. Helping out with the grandkids and my reduced mobility means I can't do as much of this as I thought I might!

My parents taught me the importance of giving to charities regularly as it was part of their monthly routine. I've supported a few charities over the years, one of those is the health charity who were so helpful to us when my husband was ill.



#### What is Wendy's view of the future?

Family comes first, and I want to do what I can to ensure that neither my nor my affairs are a burden to my children. I'd want their needs to be looked after first & foremost where possible.

My parents passed away about 10 years ago, and I remember how distressing it was that their will wasn't up to date! So I've been careful about drawing up mine, and keeping my children across it. I learnt the hard way that if you don't keep everyone informed, you make life hard for those left behind!

I would like to think that there will be something left over to donate and do some good, though.



# Freestyling Fatima

**Time Restricted  
Resource Abundant**

My husband and I enjoy the time that we have to ourselves. We haven't yet faced too many big challenging decisions in terms of health or finances, and truth be told are putting off thinking about them. But I know that'll change sometime...

Key life indicators	
Age:	Late 50s
Children?	No
Parents alive?	Yes
Working?	Yes



### What is Fatima's background?

I'm 59 years old. I'm married and still working in the private sector but hope to retire in about 6 years time, around the age I'm expected to.

I've never had kids,, just a nephew and niece. They don't live all that near to me so I rarely see them.

My husband and I love our hobbies and travelling, although I wish we could do it more often and hope to do so once he retires fully.

My parents are still alive and fairly able to look after themselves. I help them out from time to time, but fortunately they don't yet need me beyond the odd errand currently.



### How does Fatima make decisions?

We're fortunate in that most of our decisions about income and wealth is largely up to us, really.

Life is about enjoying the activities that we have on offer, while we're still in good health. Although I do sometimes wonder if there is more to life?

We haven't yet been forced to think about exactly what we'll do in retirement, or deal with our parents' affairs. I guess that'll change!

We research carefully but are always looking to shortcut decisions with advice from friends or a good blog or something online!



### What is Fatima's relationship with Charities?

I've always felt most comfortable with donating rather than participating myself. I've always worked full time, and enjoy my hobbies, so time has been an issue when it comes to volunteering.

We donate when we see a cause that's worthy of our attention, and I have two other charities I give regularly to.

That's all I have the time and space for right now - things may change in future but I'd have to look at what was out there before making any big commitments.



### What is Fatima's view of the future?

I know I have some big decisions to make in the coming years, but right now it's all going ok. I know that things could change at any moment with my parents, and that's a big concern, but at the moment I don't have the time to address all the possible things that could happen - so I'm not thinking about the big picture. Hopefully I'll get it sorted when the time comes.

I haven't yet considered what I'll do with my will, and don't really see myself as leaving a legacy as such, but I hope people will remember me as someone who was a good person and did their bit.



## Established Emma

Time Abundant  
Resource Abundant

I feel fortunate with our position in life, and as a result I have the time and resources to consider how I might help others – as I’ve tried to do for many years. However, I want to put my efforts where I know they’ll make the most impact, so I’ll do my research before I commit into anything fully.

Key life indicators	
Age:	Late 60s
Children?	Yes
Parents alive?	No
Working?	Retired



### What is Emma’s background?

I’m 67 years old. I know I had a fortunate upbringing with parents I could rely on to provide a comfortable life. I was able to have a fulfilling work career and my husband and I both retired early with good pensions in place.

We were able to set our children up solidly, and they are establishing their own families. We enjoy being involved, but have our own hobbies to keep up with at the moment!

We are recently retired and are both looking to fill our time actively. We’ve always kept busy lives and see retirement as a great opportunity to keep that up.



### How does Emma make decisions?

We really value doing our research and consulting with people who we think are experts in their fields. We’ve always had that approach when it came to mortgages, planning our retirement and other big decisions. We value the input of those who have a track record in their fields.

Our children are grown up and established in their lives. As a result, our wills are very well planned. In fact we got help from our financial advisor to do this and we spoke about the benefits of setting up trusts and how best to donate to charities to avoid taxes.



### What is Emma’s relationship with Charities?

We donate regularly to a portfolio of charities – but review our chosen ones carefully every year, alongside our investments..

It feels like we were raised in an era where it was important to share what you had with others less fortunate. My parents had a will and donated money to charities in theirs, so I’ll do the same.

But I want to do my research first. There are a few charities who’ve been caught out with scandals in recent years so I want to ensure that any I choose to leave anything to have the right ethics in place when I’m gone.



### What is Emma’s view of the future?

We feel comfortable that we’ve given our children the right start in life.

We’re looking forward to being a part of their lives, but also filling time with meaningful activities of our own that give us a sense of purpose.

I’d like to think that part of this will be taken up by activities that help others, primarily through our actions. Our legacy will be rooted in the values we leave behind, ultimately.

I will donate something to important causes in our will, but I’m going to do my research first to ensure the money will go to where they say it will!