

Boomer Women

Pen Portraits



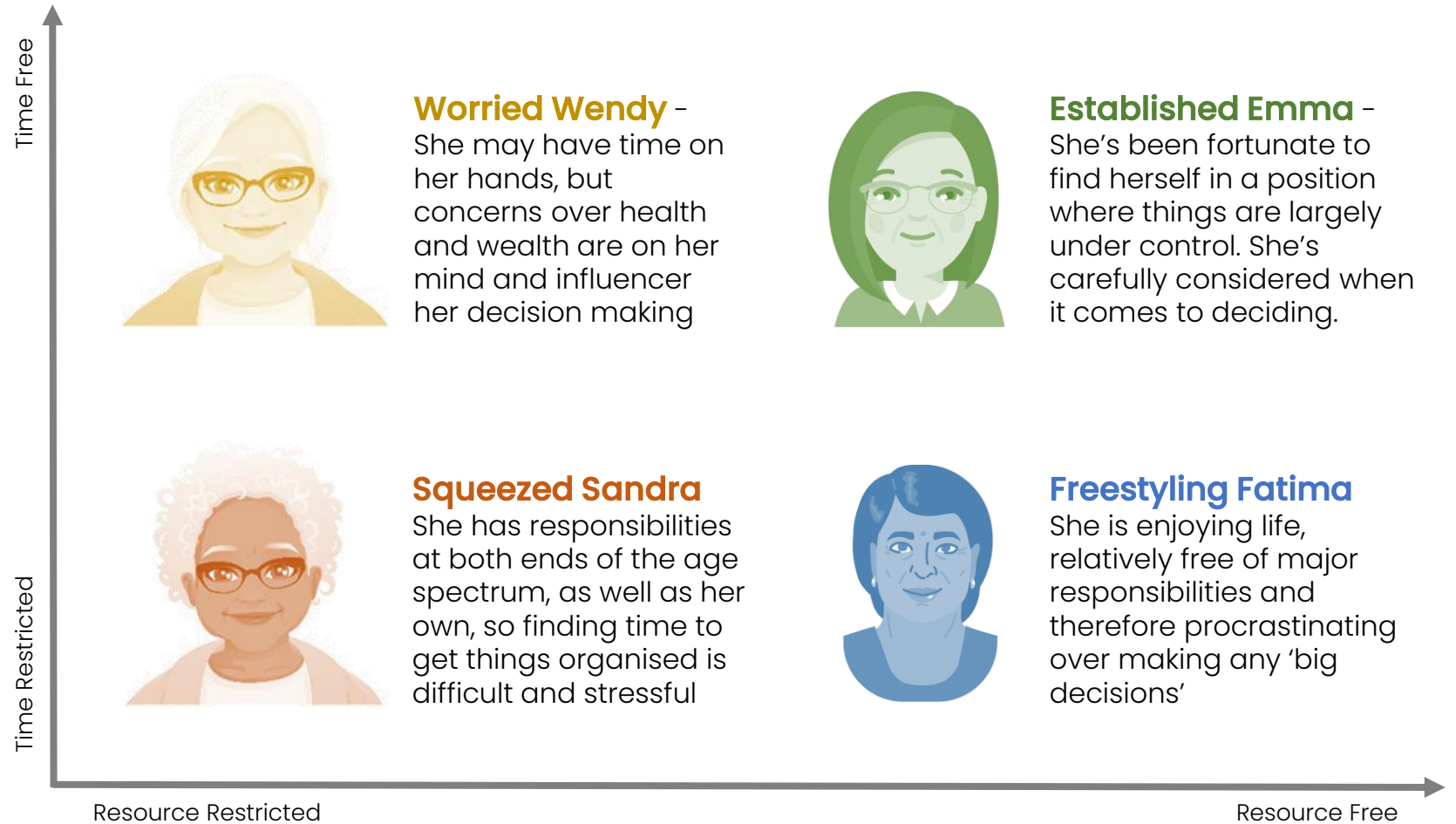
What are pen portraits?

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





Introducing you to...

Freestyling Fatima

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...



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, and while I have a nephew and a niece, they don't live all that near to me so I only see them occasionally.

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. I'm not looking forward to the time when that might change, though.



How does Fatima make decisions?

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

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 – although I'm not sure if he ever will!

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!



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, the big ones you know, like the Turkey earthquake, and conflict in Ukraine. But I do give regularly to animal charities –they can't look after themselves after all!

I do think I'd quite like to try my hand at volunteering when I fully retire, but I'm not quite sure how to go about it.

But I'd rather not get involved with campaigning. I don't think I quite have the personality to do all that shouting and marching on the front lines. Looks a bit worrisome to me, in all honesty!



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 so hopefully I'll get it sorted when the time comes.

I 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.

I haven't yet considered what I'll do with my will. But an animal charity is likely to be in my thinking!

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



Introducing you to...

Worried Wendy

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.



What is Wendy's background?

I'm 72 years old. I was widowed a few years ago when my partner died from cancer, 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 job means that I'm lucky enough to have a relatively reliable pension that I can draw on. So while rising costs of heating and food will always be a concern, I feel ok for now.

We were lucky enough to own property in our lifetime and when we downsized, we released a fair bit of equity which has helped to ease our financial worries.

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.



What is Wendy's relationship with Charities?

I've always enjoyed being involved in the community, both through my church and also through 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 don't have as much time for this as I thought I might!

My parents taught me the importance of giving to charities regularly as it was part of their monthly routines, and donations were in their wills. So while I give as and when I can, this is also on my mind. I've supported a few charities over the years, one of those is the cancer charity who were so helpful to us when my husband was ill. That's the sort of personal experience that draws you closer to a new charity.



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 what a pain that was – they never had a will! 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.

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



Introducing you to...

Squeezed Sandra

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!



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 and are eager to buy their first property. However, they won't be able to do it without my help. I'm doing everything I can to help, and hoping it'll be enough.



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! I 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 I just don't have time to do them currently!

I donate to ad hoc causes that catch my eye at times of great need. I remember Live Aid and the calls to fight poverty in the 90s. However, these days I'm a bit concerned about the salaries that so many CEOs seem to receive. I wish more of the money went to the actual causes rather than just doing up their nice offices. I'm sign petitions online and hope they do some good. But I'm not really sure what else I could do when it comes to campaigning. If someone could find the time to teach me, I'd give it a go!

Key life indicators

Age:	Mid 60s
Children?	Yes
Parents alive?	Yes
Working?	Part-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. If only there was someone I could chat to over a tea...



Introducing you to...

Established Emma

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?

I’ve always been something of a political activist. I feel like we lived through important eras in history where great progress was made in equal rights. This has led me to be involved in campaigning all my life and fighting for important causes. We donate regularly, too – but review our chosen charities carefully every year.

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!