WEBSITE: PrimeCougar.net  Blog Site: <http://primecougar.wordpress.com>

*The National Chapters of PrimeCougars Salute You with Just The Facts Jack*

 Women are incredibly diverse and can be better defined by their interests and personal identities - focus on older, successful women who want – and you have to make them want – to be Prime Cougars by getting rid of the negative image.

**Did You Know?**

1. High-net-worth women account for 39% of the country’s top wealth earners; 2.5 million of them have combined assets of $4.2 trillion. More than 1.3 million women professionals and executives earn in excess of $100,000 annually. 43% of Americans with more than $500,000 in assets are female – MassMutual Financial Group–2007
2. Over the next decade, women will control two thirds of consumer wealth in the United States and be the beneficiaries of the largest transference of wealth in our country’s history. Estimates range from $12 to $40 trillion. Many Boomer women will experience a double inheritance windfall, from both parents and husband. The Boomer woman is a consumer that luxury brands want to resonate with. – Claire Behar, Senior Partner and Director, New Business Development, Fleishman-Hillard New York
3. The more mature luxury consumer places the highest priority in making memories and experiences. They don’t buy things to have more things; they want the experience to go along with it. Luxury consumers expect superior quality and are extremely discerning. – Pam Danziger, president of Unity Marketing
4. The 55 to 75 year-old female has seen her role change from homemaker to purchaser of security, convenience and luxury items. – Barbara Kleger, president of 55+ Consulting
5. Wealthy boomer women are the marquee players in our country’s culture and commerce. They are educated, have a high income, and make 95 percent of the purchase decisions for their households. – Karen Vogel, The Women’s Congress and co-founder and president of New Generation Event Solutions
6. Once the college bills are out of the way and children launch their own households, the discretionary spending power of 50-plus women soars. They spend 2.5 times what the average person spends. Women are the primary buyers for computers, cars, banking, financial services and a lot of other big-ticket categories. – Marti Barletta, Primetime Women
7. The Baby Boomer Generation has more money, leisure time and technology than any other generation in history. They can not only stay in touch with family and friends but actually continue to pursue their careers while traveling. Thanks to Wi-Fi, satellite Internet hookups, e-mail and cell phones, baby boomers can continue running businesses from RV’s from just about anywhere in the United States. – Baby-Boomer Magazine.com
8. Affluent women juggle demands of career and family, are concerned about the environment and are discriminating shoppers. – The Affluent Market in the U.S., Dr. Robert Brown and Ms. Ruth Washton
9. The number of wealthy women investors in the U.S. is growing at a faster rate than that of men. In a two-year period, the number of wealthy women in the U.S. grew 68%, while the number of men grew only 36%. – The Spectrem Group
10. Affluent working women with family incomes of $75,000 or more are growing in number, and 94.3 percent access the Internet during an average month. About half are now considered heavy users of the Internet, while heavy use of radio, television, newspapers and direct mail has declined within this group. – Ten Marketing Trends to Watch, Kim T. Gordon, Entrepreneur.com