



I Know What You Didn't Do Last Summer - Boomers Caring for Aging Parents Cancel Summer Vacation Plans

New Survey from Caring.com and VibrantNation.com Reveals Baby Boomers Caring for Aging Parents Not Able to Afford Vacation or Leave Parents on their Own

San Mateo, CA and Louisville, KY ([PRWEB](#)) August 17, 2009 -- Seventy-nine percent of baby boomers say caring for an aging parent has impacted their vacation plans this summer. This insight is one of many garnered from a new research study conducted by Caring.com and VibrantNation to measure the impact of caregiving on summer travel trends among baby boomers.

"Caring for, and paying for the care of an aging parent, prevented many boomers from taking a vacation this summer," said Andy Cohen, co-founder and CEO, Caring.com. "And in the case a boomer was able to take a vacation, caring for their aging parent hindered their ability to travel far and in some cases, required they bring their parent along with them."

The partner research from Caring.com, a leading online destination for people caring for aging parents, and Vibrant Nation, the first peer-to-peer information-sharing website devoted exclusively to successful women over 50, also uncovered the following:

- 70% of baby boomers cited not being able to leave parent on their own as the main reason they weren't able to go on vacation;
- 55% of baby boomers couldn't afford to go;
- 85% of boomers caring for an aging parent are women.

"Caring for an aging parent, coupled with increased caring for adult children due to the recession, left boomer women with little time to get away this summer," commented Stephen Reily, Founder and CEO, VibrantNation.com. "Based on what we have learned from Vibrant Nation members, women over 50 have a strong sense of connectedness and really carry the load when it comes to caregiving for the generations on either side. When these women are able to get away, they most often depend on other women to help in their absence."

For the thirty percent of boomers that were able to take a summer vacation, even when they were taking a break they weren't really on one:

- 74% planned to limit travel time by visiting destinations that weren't far from home;
- 20% planned to bring their parent with them.

Regardless of whether or not a parent stayed home or came with them, preparation was the name of the game:

- 35% developed medication checklists;
- 32% ask a friend to check in on the parent;
- 54% place daily phone calls.

Caregivers can visit <http://www.caring.com> to find additional information on arranging outside care, how to develop medication checklists, and tips on travel preparation when caring for an aging parent.

Smart and passionate women looking to exchange information with other women like them on issues like work, style, relationships, wellness, money, and books as well as caregiving are invited to visit



<http://www.vibrantnation.com> to join the conversation.

Methodology

The Caring.com and Vibrant Nation Summer Travel Survey was conducted July 2009 by Caring.com and VibrantNation.com. More than 200 respondents completed the online survey. Survey results and demographics can be found at Caring.com.

About Caring.com

Caring.com is a community and content website that provides people who are caring for aging parents with time-saving information to help them make better decisions. Founded in 2007 by a team of people who have taken care of their own aging parents, Caring.com is a free resource to users and is supported by advertisers. Caring.com is backed by leading venture investors DCM and Split Rock Partners. Caring.com is headquartered in San Mateo, California, and can be reached at <http://www.caring.com>.

About Vibrant Nation

VibrantNation.com is the first peer-to-peer information-sharing website devoted exclusively to successful women 50+, creating a place where they can exchange information and join in smart conversation. Stereotypes have for many years kept marketers from appreciating not just the size of their pocketbooks but also the level of connectedness of these women, whose shared interests and goals make them even more networked and even more influential with peers. At Vibrant Nation, we know these women are starting businesses, giving back, making new friends, traveling, learning, shopping - and looking to connect with others who share their desire to make the most of life every day. For several years, we have conducted research into the interests and needs of this fast-growing and important consumer demographic. VibrantNation.com is not only filling a unique need for its members, but also leading the way in helping marketers understand and serve 50+ women. Visit <http://www.vibrantnation.com>.

Caring.com Media Contact:

Danielle Simmons
DMS Public Relations
(650) 991-8899

Vibrant Nation Media Contact:

Tara Madden / Patricia Rallis
Bratskeir & Company
(212) 679-2233

###



Contact Information

Danielle Simmons

Caring.com

<http://www.caring.com>

650-991-8899

Tara Madden

VibrantNation

<http://www.vibrantnation.com>

212.679.2233

Online Web 2.0 Version

You can read the online version of this press release [here](#).