



Survey results from Zoomerang, a division of MarketTools, Inc., as shared on December 12, 2006 Webinar

BOOM: MARKETING TO THE ULTIMATE POWER CONSUMER—THE BABY BOOMER WOMAN

Based on BOOM: Marketing to the Ultimate Power Consumer—The Baby Boomer Woman by Mary Brown and Carol Orsborn, Ph.D.

Presented by:

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Zoomerang Survey Results

MarketTools ZoomPanel



Comprehensive

2.5+ Million Households in
North America, Europe, Australia
+ Worldwide Strategic Global Partners

Strong Foundation

Carefully-Managed, Globally Networked
Community

Representative

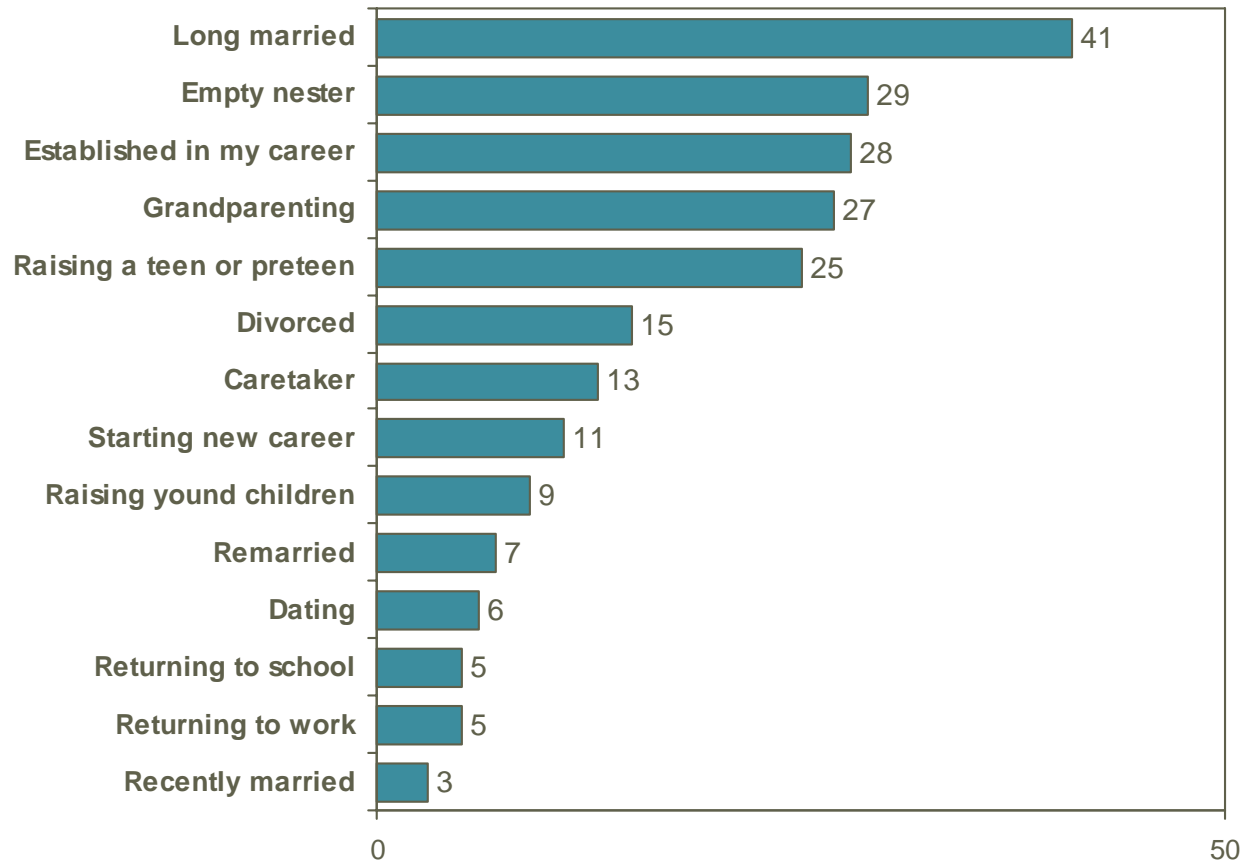
Systematically Track Over
20 Demographic and over
500 Behavioral Attributes

Fast & Easy

Combine Sample from ZoomPanel with
MarketTools Research, Zoomerang Surveys,
and **Zoomerang Online Focus Groups**

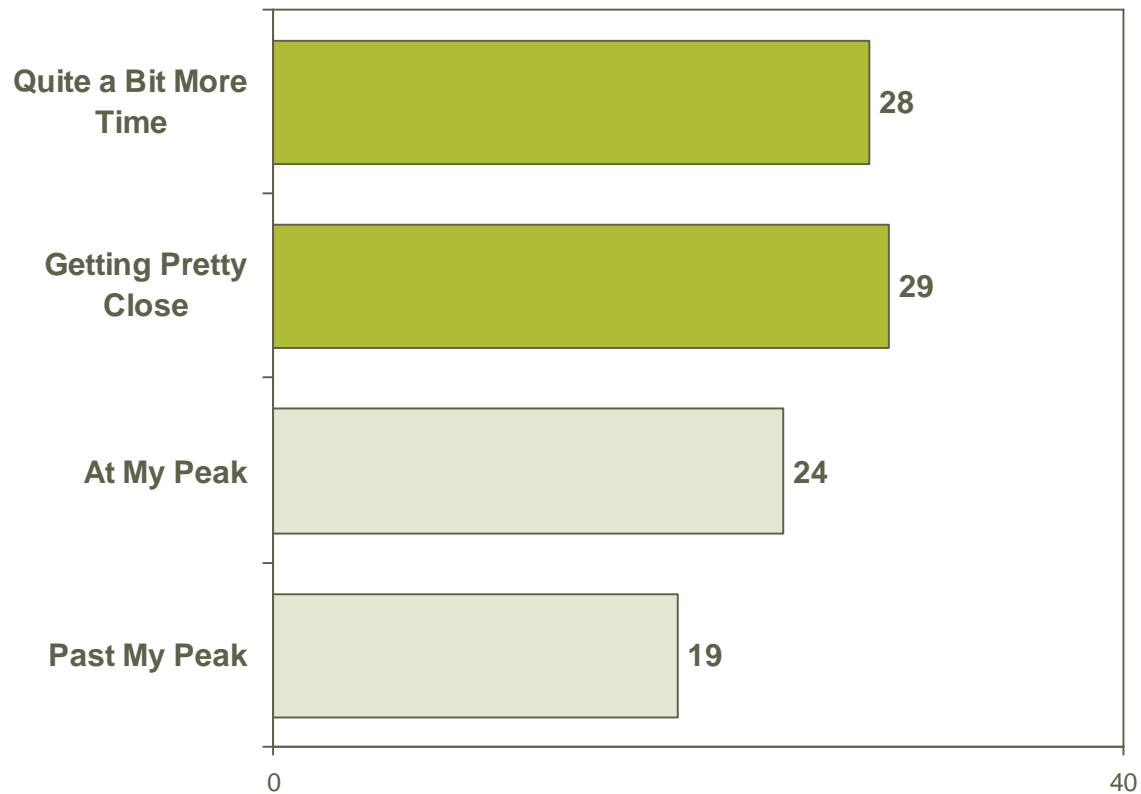
Boomer women wear many hats

Boomer Women Roles
(% choosing; up to three)



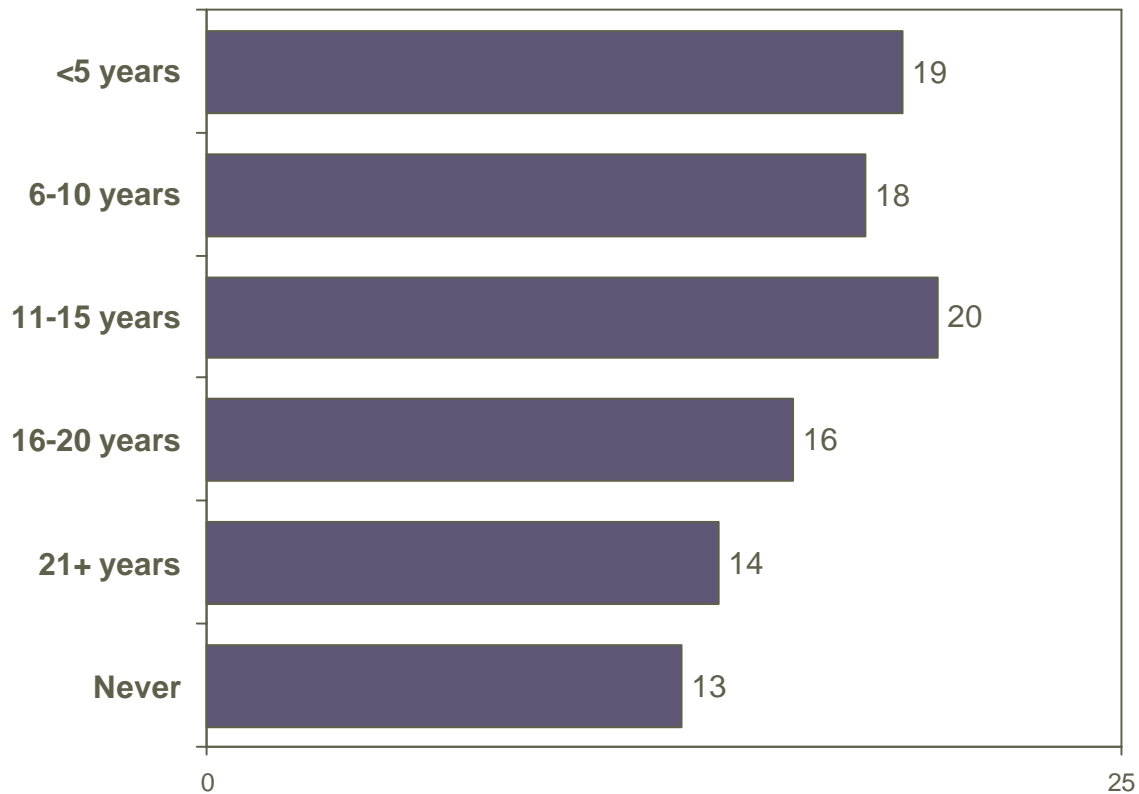
Over half haven't reached the peak of what they can earn

How Close to Peak of Earning Potential (%)



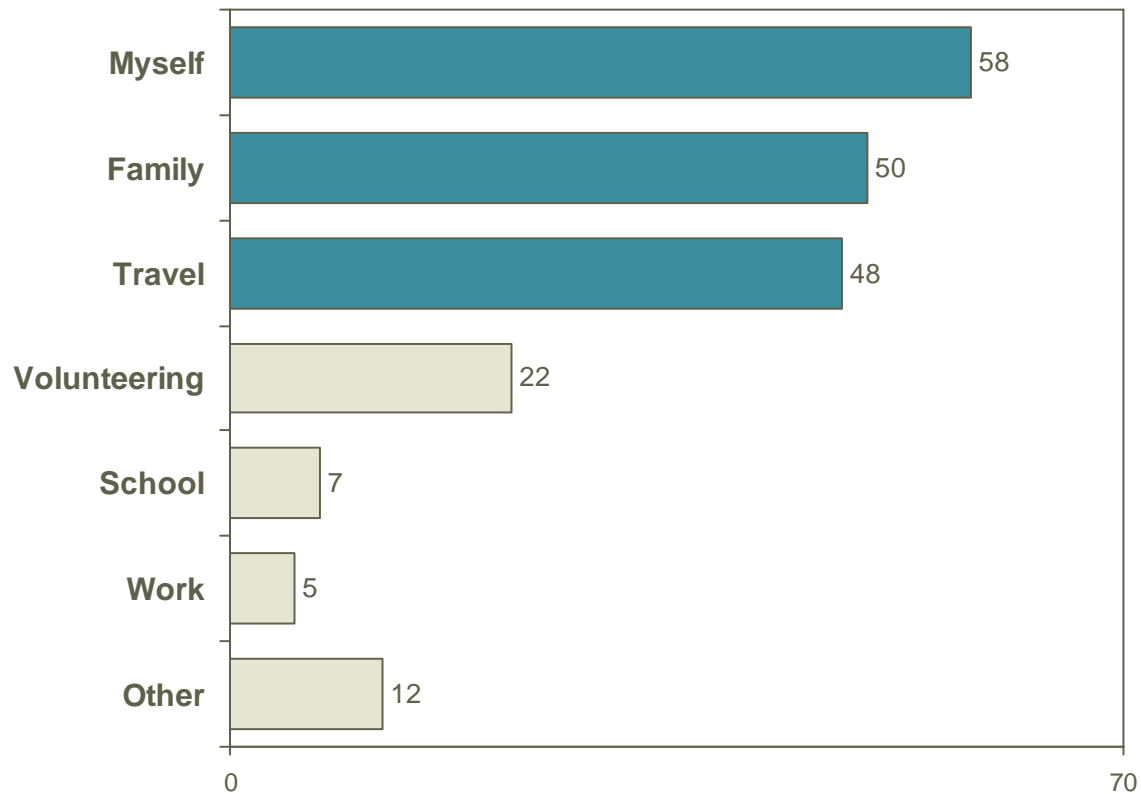
...As evidenced by nearly 2/3 planning to work another 11+ years...and over 10% never planning to retire

When Plan to Retire (%)



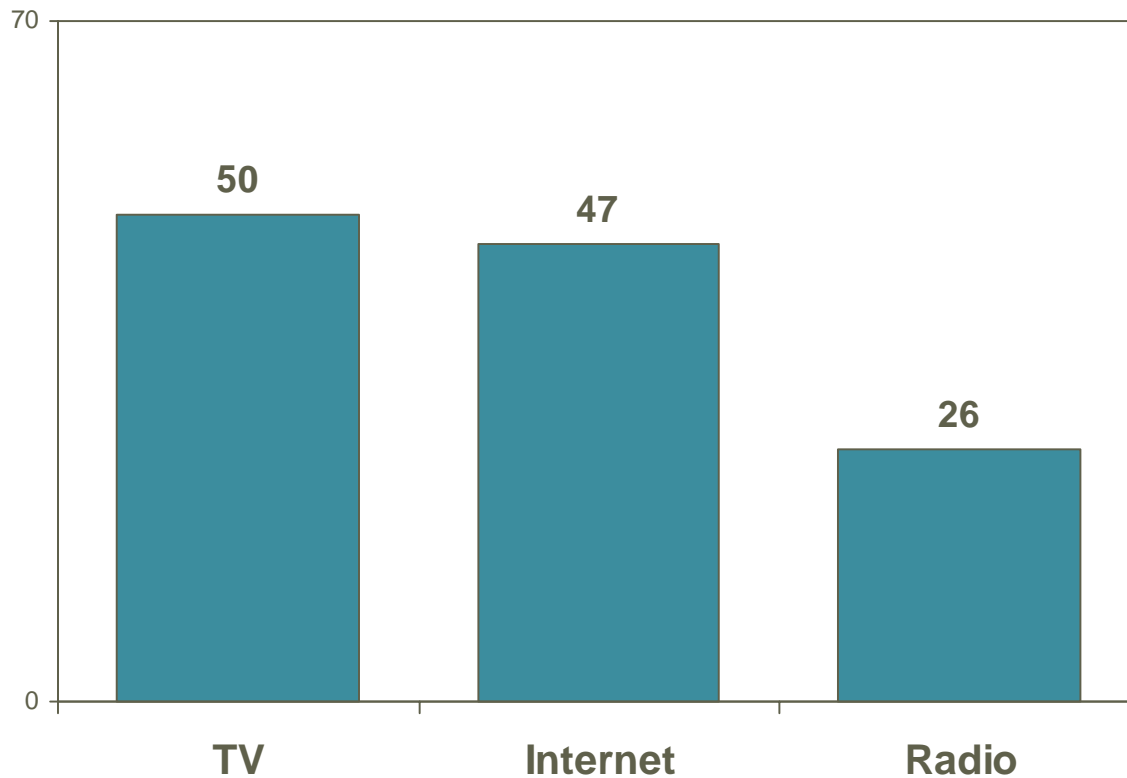
But they want more time for enjoyment

For Which Want More Time (%)



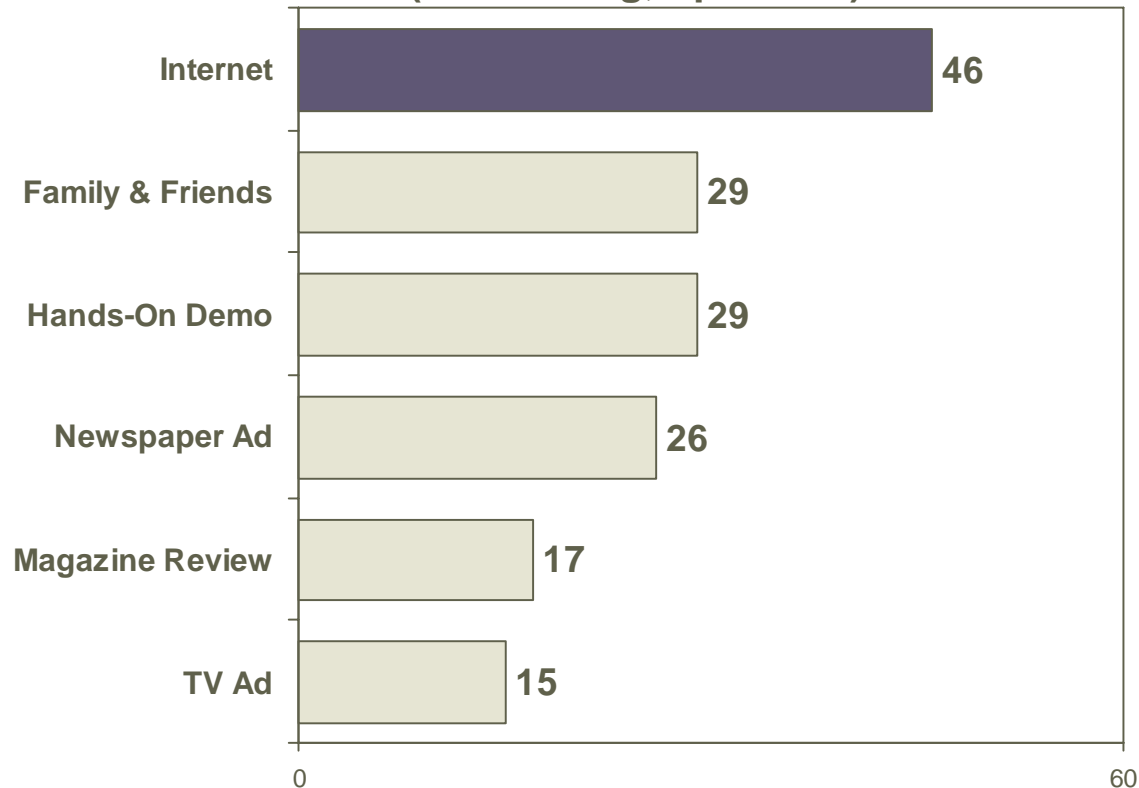
They are media savvy, using the Internet as much as TV for personal use

Percent Doing 1-3 Hours in Typical Day For Personal Use



The Internet is a key information source boomer women use for major purchases

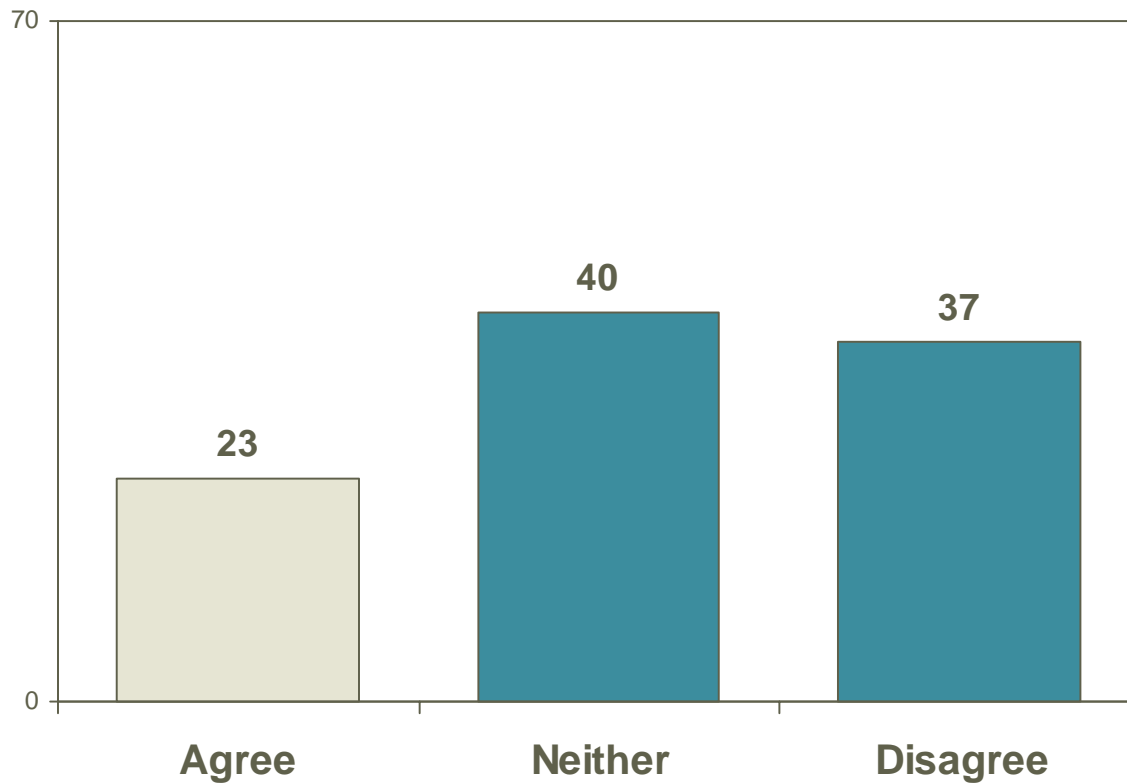
**Info Sources for Last Major Purchase
(% selecting, up to two)**



And they are key decision makers on those purchases

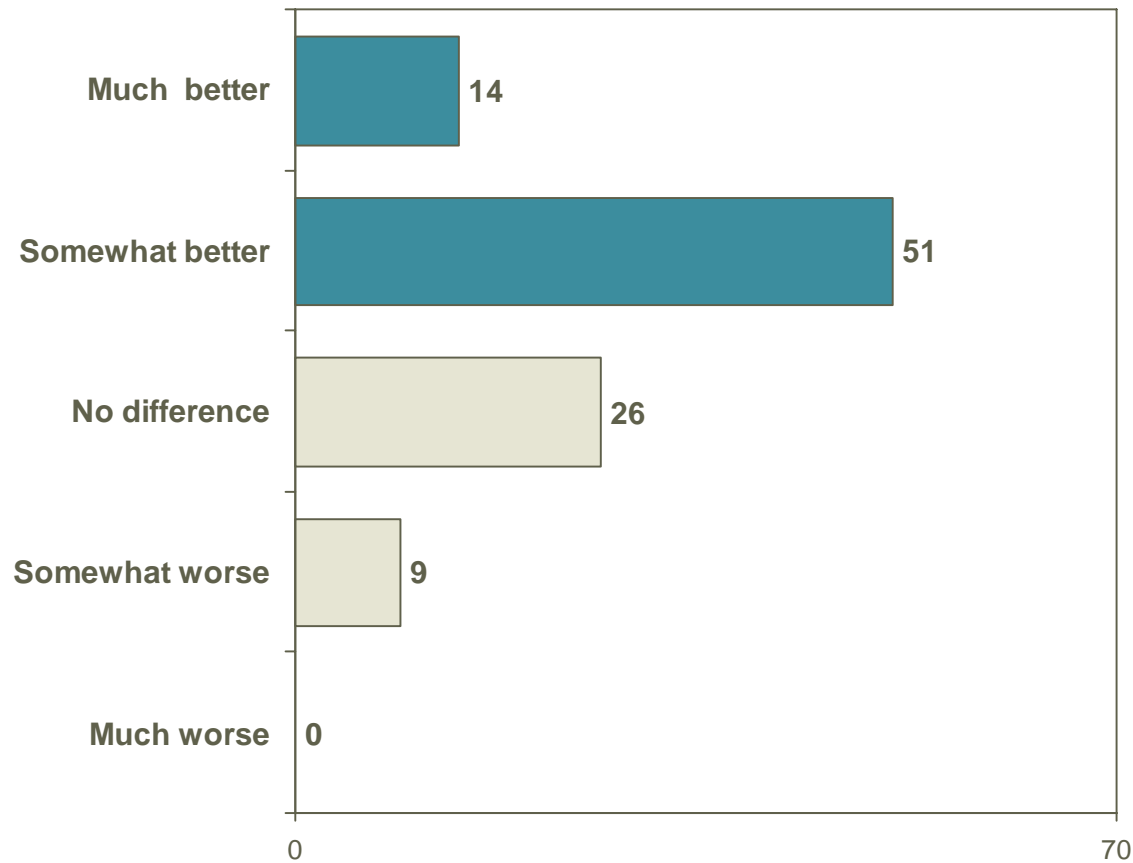
Boomer women feel the media has work to do in how they are portrayed

% Agree/Disagree: The Media Does a Good Job of Portraying Women Today



But the media is doing better than they were a decade ago

% Responding: Companies are doing a better job than 10 years ago communicating their products and services to me



In Summary: The Boomer Woman

- > Wears many hats.
 - From raising preteens/teens to empty nester to caretaker
 - From starting a new career to being well established in her career
 - From dating to long married
- > She still has many years left in the workforce, perhaps never completely retiring.
- > But she wants more time for herself and her family.
- > She's media savvy, using the Internet frequently.
- > She plays a key role in major household purchases, even being the sole decision maker.
- > She feels the media still has work to do in how she's portrayed, but it's getting better.