

For Immediate Release

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This Holiday Season, Boomers are Feeling the Love

New Research Reveals Majority of Boomers Feel Companies are Doing a Better Job Reaching Them

WASHINGTON, D.C., December 13, 2006 – According to two recent surveys, Santa and Mrs. Claus are not the only older folks getting a lot of attention this holiday season. Baby boomers, the powerhouse generation of consumers ages 42-60, are also feeling the love.

Much of this attention is coming from marketers. A recent survey conducted on behalf of FH Boom, Fleishman-Hillard's practice devoted to marketing to boomers, indicated that 59 percent of boomers believe that companies are doing a better job today than they were 10 years ago when it comes to marketing their products and services to them.

"This marks a watershed moment for men and women at midlife and beyond, who fully expected to be increasingly marginalized by the media and marketing mainstreams as they entered their 50's and 60's," says Eileen Marcus, FH Boom co-chair with Carol Orsborn, Ph.D. "Clearly marketers are increasingly recognizing that, at 78 million strong and with \$2.1 trillion in spending power, this is the generation that outspends all the others."

The results of another recent survey by Zoomerang, a division of MarketTools, Inc., echo FH Boom's findings that companies are doing a better job communicating and marketing to boomer men and women now than ten years ago. Zoomerang's survey also reveals the Internet is the most important source of information for boomers when making a major purchase, such as automobiles or appliances. Surprisingly, boomers spend nearly as much time as Gen X participating in online networks and blogs, marking an important trend to note for consumer marketers.

"With the first of the generation turning 60 this year, boomers are defying the stereotypes of aging, making them an attractive and viable consumer for many products and services traditionally marketed to younger people," says Orsborn. "Products ranging from video and digital cameras to home improvement tools and tickets to adventure travel are all finding their way into gift boxes intended for the boomer consumer."

In terms of purchasing holiday gifts for others, the Zoomerang survey reveals that boomer women are the biggest purchaser overall, with 46% of those surveyed planning on spending \$500 or more on gifts for family members and friends. Gen X clocks in second at 41% and boomer men bring up the rear of these three segments at 36%. Like their younger counterparts, boomer women indicate that they still plan to spend the most on their kids.

Reflecting the growing interest in boomers by marketers, Dr. Orsborn was recently invited to lead a webinar for MarketTools' clients. The webinar featured statistics from these studies, as well as anecdotes from *BOOM: Marketing to the Ultimate Power Consumer—The Baby-Boomer Woman*, (Amacom Books, Fall of 2006 by Mary Brown and Carol Orsborn, Ph.D.). More than 500 marketers registered for the webinar.

“The Boomer generation is a sophisticated audience that requires innovative online research to determine what makes them tick,” said MarketTools’ Chief Marketing Officer Pamela Kramer. “Savvy companies that can tap into this wealth of data to develop targeted products and to refine their communications channels will more effectively sell products and services to this audience.”

About the Surveys:

FH Boom’s Study: Conducted by FH Research, responses were gathered November 17-19 from a survey sample of 500 with a margin of error of +/- 4.5%. The full results of the survey, which studied boomers’ consumer behavior and the impact that various channels of communication have on them, are available on the FH Boom blog: www.TheBoomerBlog.com.

MarketTools’ Study: Conducted by Zoomerang, a division of MarketTools, Inc, the survey took place on December 1 from a survey sample of 900+. For full results of the study, please visit www.MarketTools.com or www.TheBoomerBlog.com.

About FH Boom & Fleishman-Hillard:

FH Boom is Fleishman-Hillard’s marketing-to-boomers practice, one of the few practice groups by a global PR firm dedicated to helping companies build powerful relationships with baby boomers in the US and across the FH international network. The practice offers research, training, program assessments, creative strategy and insider intelligence on how to effectively reach, connect with and motivate the men and women of the boomer generation.

Fleishman-Hillard Inc., one of the world’s leading public relations firms has built its reputation by using strategic communications to deliver what its clients value most: meaningful, positive, and measurable impact on the performance of their organizations. The firm is widely recognized for excellent client service and a strong company culture founded on teamwork, integrity, and personal commitment. Based in St. Louis, the firm operates throughout North America, Europe, Asia, Latin America, Australia, and South Africa through its 80 owned offices. For more information, visit the Fleishman-Hillard Web site at www.fleishman.com.

About MarketTools and Zoomerang:

MarketTools is the defining provider of on-demand market research. MarketTools gives companies and individuals the ability to continuously understand their target customers through innovative approaches based on advanced technology, research expertise, and global market reach. MarketTools’ full range of research applications and services provides organizations ranging from small businesses to Fortune 500 companies with unique access to their target markets—to uncover unmet needs, reduce time to market for new products, and capture more market share. Through Zoomerang™, the pioneer in online surveys, MarketTools provides the leading self-service platform and services for fast feedback. Learn more at www.zoomerang.com and www.markettools.com.

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