



She Report

Zeno Group's Guide to Speaking Female

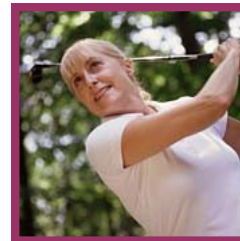
April, 2009

She posts photos of the last family vacation on Facebook and rarely makes a big purchase before researching online. When she's sick, she consults the top medical sites and when she has a problem, someone in her online network can usually relate and give her advice. She twitters, she texts and she blogs. For her next birthday, she has her eye on a new digital camera. She is a boomer woman.

When it comes to the nation's most powerful consumers, boomer women continually keep growing in size and consumer influence. Women represent just **more than half of baby boomers, the 78 million born between 1946-1964. By 2030, there will be nearly 10 million more boomer women than boomer men**¹. What makes this group so powerful? Boomer women **influence 80% of the \$2.1 trillion in consumer goods purchases** made by the boomer demographic each year². Even in this current economic climate, boomers still have the most discretionary income and **55% of boomer women still intend to purchase** in most major consumer spending categories, more so than younger women³. So how can you reach this powerful purchaser? **Since 88 percent of baby boomers research products on the internet**⁴ and **65% of those women are sharing information online**⁵ - the internet may be a good place to start. Reaching out to them may be easier than you think as **nearly two-thirds of baby boomers are receptive to new brand messages**⁶.

Boomer Blurbs:

- **Women 55-65 years of age are the fastest growing group of new Facebook users, increasing by 175 percent in just four months**⁷
- Boomer women are tech savvy: 63 percent own an iPod or other MP3 player, 30 percent use Skype and 28 percent use a camera to shoot videos and upload them to the web⁸
- **Younger baby boomers (aged 45-54) are the top consumer of video media, which includes TVs, DVDs, computers, wireless devices and all other media with a screen**⁹
- Boomer women rely on word-of-mouth marketing, with 68 percent rating the information they hear in conversation being very credible¹⁰
- **23 percent of boomers find ads geared toward their age group insulting**¹¹
- 10 million boomer women volunteered time to a charitable or philanthropic organization in 2008¹²
- **Nearly half of the 44 million caregivers caring for an aging parent or loved one are baby boomers**¹³
- Three out of four baby boomers expect to stay in their current home for the future, defying the stereotype that most boomers downsize or move out of their family homes¹⁴
- **Over 70 percent of boomers rate their own health and their spouse's health as good or excellent**¹⁵
- The anti-aging skincare market rose to \$1.6 billion in sales in 2008 and is expected to grow 20 percent by 2013¹⁶



For Further Reading:

- [Boomers Zero in on Social Networks](#)
- [Baby Boomers and Wellness](#)
- [Boomers and the Job Market](#)
- [Ageless Baby Boomer Celebrates Her 50th Birthday](#)

You already know about the Red Hat Society, but check out these other places where boomer women gather...

- [Blue Thong Society](#)
- [Eons](#)
- [Vibrant Nation](#)
- [Grandparents.com](#)
- [BoomJ](#)
- [Boomer411](#)

1.U.S. Census Bureau Population Projections 2010-2050

2.Vibrant Nation

3.Prevention/Keller Fay Group "Talk Track", Nov. 2008

4.ThirdAge,Boomers Online Media and Social Networking Study", 2008

5.Vibrant Nation Networked and Wired Survey, March 2009

6.Focalyst, "Busting Baby Boomer Myths", April 2008

7.Inside Facebook

8.Vibrant Nation Technology Survey, March 2009

9. Neilson-funded Council for Research Excellence, March 2009

10.Prevention/Keller Fay Group "Talk Track", November 2008

11.Focalyst, "Busting Baby Boomer Myths", April 2008

12.Focalyst "Boomers and Giving Back",

August 2008

13.National Council of Aging, April 2009

14.Opinion Research Corporation for AARP, November 2008

15.Energize. "Keep Going: Live Healthy Survey", 2009.

16.Mintel, February 2009