

# MTW MARKETING TO WOMEN

TRENDS, RESEARCH & MARKET INTELLIGENCE ABOUT WOMEN AS CONSUMERS SINCE 1987

## Girlfriend Getaways And Mom/Daughter Trips Are The Hot Tickets In Travel And Hospitality

In the past few years, women traveling together have become a major focus of marketing efforts in the travel industry. Where once marketers primarily looked at female travelers only as part of a couple or a family, now there are myriad packages and special offers designed to lure “girlfriends”—a term that often includes mother/daughter groups. A growing number of tour groups market their services exclusively to women who want to travel with other women.

Why all the focus on girlfriend getaways? Because it works.

### Why Women Travel With Other Women

“What we see a lot of are mothers and daughters,” says Gary Grant of Chicago’s Hotel Orrington. “We’ve had a good response from the female population when our packages are out there... [so] every time we put packages together, we try to put something together for female guests, and we will continue to do so.”

Half of married women prefer to take a trip without their husbands at least once a year, often because their vacation schedules don’t mesh or because they want to pursue interests their husbands don’t share, according to research by tour operator Gutsy Women Travel. “Women view travel as a way to reward themselves,” says the company’s April Merenda.

Julie Brosterman of Women and Wine, a tour group specializing in winery tours, tastings, and wine-related education, adds, “Women are the caregivers; they take on a lot of responsibilities. As the Boomer generation gets older, they have even more responsibilities [due to aging parents]; travel is a way of taking care of themselves.”

“[Women and men] are very different,” says Phyllis Stoller of tour group the Women’s Travel Club. “Women are looking for a smaller-size group, and they want to know, ‘Will I fit in, will I be comfortable?’ They’re more interested in people-to-people [interaction], in having in-depth cultural experiences.” They also tend to be more budget-conscious than men, and much

more concerned about safety, she says.

Brosterman notes that “Women tend to be incredibly curious. When women travel with men, they often don’t get their voices heard.”

### What Appeals To Female Travelers

Keys to creating travel packages that appeal to women include offering a variety of activities, incorporating artistic or cultural events, paying attention to amenities and convenience, and building in opportunities to enjoy the company of other women. For longer and foreign tours, it’s also important to offer cultural experiences, especially opportunities to interact with local women. “An educational takeaway is very appealing to women,” says Brosterman.

For example, the Baltimore Area Convention

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### WEB SAVVY

## Women Age 18-29 Lead All Other Consumers In Internet Use

While about two thirds of women (66%) and men (68%) overall are online, young women age 18-29 (86%) are more likely than their male counterparts (80%) to be online, according to the Pew Internet and American Life Project. Among older adults, men are more likely to be online (see chart on page 9).

Black women are significantly more likely than Black men to be online, due to a 30% increase in the number of Black women using the Internet in the past three years. Black men’s Internet use grew only 4% in the same period. Parents are more likely than non-parents to be online, and married adults are more likely than singles to be online (see chart on page 9).

Women and men are about equally likely to go online from home (87% of women and 89% of men) and work (66% and 65%), but men go online more frequently during the day than

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## Chocolate-Covered Strawberries

Watching an industry reach a tipping point in how it views the female consumer is one of my favorite parts of writing **MARKETING TO WOMEN**. It doesn't seem so long ago that I first interviewed Cary Broussard, who at the time was directing Wyndham Hotels' "Women On Their Way" program—arguably the first major hotel to take women travelers seriously enough to put some marketing muscle behind them.

Now it's hard to find a hotel that doesn't have a strategy for catering to female travelers, and many are going after the lucrative "girlfriends" market (though after reading and discussing so many programs that refer to middle-aged women as "girls," I find myself wishing for another term).

Well, hallelujah, and furthermore, what took so long? I suppose it's a case of marketing awareness lagging behind cultural change (a common phenomenon in women's marketing). But given women's social nature, the importance they place on friendships, and their perpetual need for a little R & R, you'd think hotels and other travel businesses would've been doing this forever.

On the other hand, many of the marketers I spoke with referred to a sea change in women's interest in (and by extension, participation in) travel. They note that Boomers are perhaps the first generation of women who have the combination of affluence, independence, and education to seek out travel as a kind of midlife enrichment program.

While that may be true, Phyllis Stoller of the Women's Travel Club tells me that the biggest growth she's seeing is among women younger than 40 and older than 60.

Maybe it's become more acceptable for women to travel without men, or perhaps the media (and marketers) have only recently decided that these travelers are interesting enough to talk about (and chase after). Whatever the reason, I'm glad to see female travelers finally getting their due, and some chocolate-covered strawberries to boot.




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## MOVING UP

### Women Are Less Likely Than Men To Relocate For Work

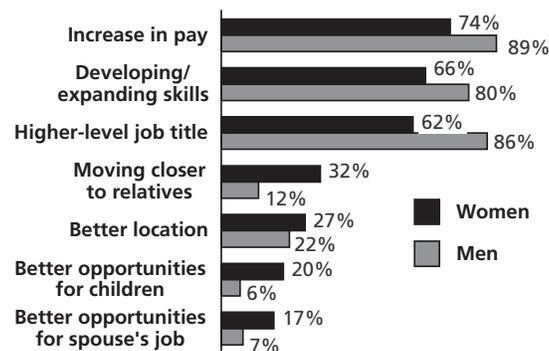
Women are less likely than men to relocate for their jobs, according to a study by Worldwide ERC (Employee Relocation Council) and Prudential Relocation. Women made up 30% of employees who were transferred in 2003 (the most recent figures available), up from 11% in 1986. Married men are the largest group of transferees, comprising 47% of those who make permanent moves, 34% of those who take short-term assignments requiring relocation, and 36% of those who take assignments that require long-distance commutes. Single women (21%) are more likely than married women (12%) to take on short-term assignments, but no more likely to relocate permanently (15% of each).

More than eight in 10 men (81%) accept offers to relocate permanently (within the U.S), compared to 66% of women.

Women's reasons for accepting relocation offers differ somewhat from men's: Women are more likely than men to accept a relocation offer because it would move them closer to relatives or because it would mean better opportunities for their kids. However, women's and men's top three reasons are the same: better pay, opportunities to expand their skills, and higher-level job title (see chart below).

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#### WHY WOMEN AND MEN ARE WILLING TO RELOCATE FOR WORK



SOURCES: Worldwide ERC and Prudential Relocation

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# marketing to moms

## Quality And Healthfulness Are Key When Moms Shop

Having a baby brings on a variety of changes in women's lives, and it also affects their attitudes, according to a new report by Packaged Facts and Silver Stork. Moms are less likely than other women to be attracted to products because they're new—at least in part because they hesitate to experiment on their kids.

Quality is imperative; moms won't buy a brand because it's cheap—though they love to find high-quality brands on sale. Younger moms are especially likely to choose a product perceived as "better" rather than one touted as "new." Healthfulness is another chief consideration when buying products for their kids.

After having a baby, women become much less focused on themselves and their own well-being, and much more concerned about their children's health and happiness. At the same time, however, today's moms don't relinquish their own ambitions when they become moms. Young moms in particular consider both family and work to be of vital importance.

In many cases, women consider motherhood a chance to reinvent their professional (as well as personal) lives. Whether or not they're working, time becomes a precious commodity when women have children, and products that offer moms simplicity and help them streamline complicated tasks are ahead of the game.

Moms are receptive to advertising, especially if it makes them laugh, addresses them respectfully, and offers them detailed information. Moms are big readers of magazines—partly because they don't require a big time commitment. They use the Internet for information, entertainment, shopping, and making friends. When they're watching TV, they're looking for entertainment rather than information. They like reality TV but don't like news programs, and they're not big readers of newspapers. Because they spend so much time in the car, radio is another important source of entertainment. [HUMAN BEHAVIOR, FAMILY]

**SOURCE:** "The U.S. Mom Market Report," November 2005, by Packaged Facts and Silver Stork Research. Packaged Facts, publishing division of Marketresearch.com, Tom Ehart, Marketing & PR Manager, 6101 Executive Blvd., #110, Rockville, MD 20852; phone: 240-747-3014; e-mail: tehart@marketresearch.com; website: <http://www.marketresearch.com>. Silver Stork Research, Marta Loeb, Founder/President, 99 Derby St., #200, Hingham, MA 02043; phone: 781-556-1068; e-mail: marta@silverstork.com; website: <http://www.silverstork.com>

## Moms Say They'd Buy Organics If They Were Cheaper

Most moms are interested in organic foods, including organic baby food, but many are deterred from purchasing them because they generally cost more and are less widely available than conventional foods, according to a survey commissioned by nutrition products manufacturer PBM Products.

More than nine in 10 new moms (97%) say they'd buy organic products if they could afford them, and the same proportion say they'd buy them if they were available at their local retailers. Nearly as many (96%) say they'd buy organic baby formula. More than three quarters (77%) cite price as a reason they don't buy organic products, and 40% cite lack of availability at local retailers.

PBM recently introduced Parent's Choice Organic Infant Formula with DHA and ARA for distribution at Wal-Mart. An online sampling program offers a free one-day supply of the formula (in powdered form in a 4.2-ounce pouch, which makes 32 ounces of formula). [FOOD/BEVERAGES, OPINION, FAMILY]

**SOURCE:** PBM Products, Joe Shields, Director of Public Relations, 204 N. Main St., Gordonsville, VA 22942; phone: 800-959-2066, x131; e-mail: [jshields@pbmproducts.com](mailto:jshields@pbmproducts.com); website: <http://www.pbmproducts.com>

## Natural Baby-Safe Cleaning Products Target Moms

Anscott Industries launches Mother Natural All Natural Baby Cleaning Products, a line of natural cleansers designed to be safely used for babies' clothing and household environments. Products were introduced at the All Natural Products Expo West Convention in March, and include laundry wash and fabric softener, stain remover, odor remover, all-purpose cleaner, and hand sanitizer formulated to be safe for babies.

Products are targeted to moms, and distribution will focus on natural supermarkets and natural-products specialty stores. [HOME/HOUSING, HEALTH/BEAUTY AIDS, FAMILY]

**CONTACT:** Mother Natural Clean, Anscott Industries, James Donnelly, Jr., VP-Consumer Products, 26 Hanes Dr., Wayne, NJ 07470; phone: 973-695-7575; website: <http://www.mothernaturalclean.com>

# advertising & promotions monitor

## CLOTHING/ACCESSORIES

### Karen Neuburger

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A Mother's Day tie-in introduces two cause-related pajama sets—one supporting WomenHeart and one supporting the Breast Cancer Research Foundation. The "Heart-to-Heart" set features pink capri pajamas and matching lounge socks, while the "Think Pink" pajamas are made of wicking fabric and coordinate with other items in the Pink Ribbon Signature Collection. The company is also holding "Pajama Power Walks" with department stores nationwide throughout April and May to promote awareness of women's health. Women are invited to participate by walking in participating malls wearing their pajamas. All walkers receive heart-healthy snacks and goody bags, and are entered for a chance to win KN pajamas.

### Loehmann's

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A partnership with Dress for Success offered \$10 off the purchase of a handbag or pair of shoes valued at \$40 or more to customers who donated shoes or handbags to the charity during the week of April 11-17th. Loehmann's is also contributing 1,000 pairs of new business-appropriate shoes to Dress for Success. (*Dress for Success, Debbie Kellogg, Corporate Relations Director, 32 E. 31st St., 7th Fl., New York, NY 10016; phone: 212-532-1922; e-mail: [debbie@dressforsuccess.org](mailto:debbie@dressforsuccess.org); website: <http://www.dressforsuccess.org>*)

## HOME/HOUSING

### Linens 'n' Things

Robert Homler  
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Announces an exclusive partnership with celebrity wedding and event planner Mindy Weiss, who will act as the retailer's Bridal and Gift Registry Expert. Weiss will offer tips and advice to brides-to-be through in-store experiences and events, as well as online interaction. At the Linens 'n' Things website, brides will be able to access Weiss's countdown calendar for wedding planning, as well as get style tips, read about trends and celebrity events. (*Mindy Weiss, c/o Magna Global Licensing, Andrew Cohan, President, 8687 Melrose Ave., 8th Fl., Los Angeles, CA 90069; phone: 310-854-4800; website: <http://www.magnaglobal.com/licensing>*)

## MATURE MARKET

### Swiss Medica (PMS Escape)

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Website: <http://www.pmsescape.com>

Partners with ChickChat Radio—a nationally syndicated talk radio show aimed at women age 25-54—for a multimedia campaign promoting its PMS Escape nutritional supplement, which is designed to help regulate mood and appetite changes associated with PMS. The partnership includes product integration, sampling, exclusive Podcast sponsorship, 30- and 60-second on-air ads, and website banner advertising. (*ChickChat Radio, Heidi Hanzel, Co-host, PO Box 193, Middleburg, VA 20118; phone: 540-687-4016; e-mail: [heidi@chickchatradio.com](mailto:heidi@chickchatradio.com); website: <http://www.chickchatradio.com>*)

## PRINT MEDIA

### Dorchester Publishing

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Partners with Cupid.com to sponsor speed-dating events in summer 2006 in New York City; Chicago; Washington, DC; Atlanta; and San Francisco. In addition to providing financial support, Dorchester will give away romance novels and thrillers at the events, and will offer dating tips written by its romance authors. The campaign begins May 9 with a kick-off event at New York City's Borgo Antico Restaurant. (*Cupid.com, Eric Straus, President, PO Box 728, Poughkeepsie, NY 12602; phone: 845-471-1450; e-mail: [eric@cupid.com](mailto:eric@cupid.com); website: <http://www.cupid.com>*)



# new & redirected products alert

## MATURE MARKET

### Magazine Targets Female Caregivers

Retirement community developer Sunrise Senior Living launches *Sunrise* magazine, designed to be a resource for family caregivers of elderly parents—primarily women age 45-64. The publication will include articles on holistic wellness, relationships, health and nutrition, legal planning, long-term finances, and inspirational stories that address the emotional issues associated with caregiving.

The magazine will be custom-published twice annually by Haymarket Media, and will be distributed through Sunrise Senior Living communities. Sponsorships will also be available. (*Sunrise Senior Living*, Kurt Conway, SVP of Marketing and Sales, 7902 Westpark Dr., McLean, VA 22102; phone: 703-273-7500; e-mail: [sunrisemagazine@haynet.com](mailto:sunrisemagazine@haynet.com); websites: <http://www.sunrisemagazine.net> and <http://www.sunriseseniorliving.com>. Haymarket Media, 114 W. 26th St., 3rd Fl. New York, NY 10001; phone: 646-638-6000; website: <http://www.haymarketgroup.com>) [MATURE MARKET, PRINT MEDIA]

## RETAIL/SERVICE SECTOR

### Finish Line Launches Women's Chain

Athletic apparel chain The Finish Line is launching Paiva, a chain of athletic and lifestyle specialty stores aimed at women. The chain's name refers to a sun god or source of light, and the theme of light and energy is carried out in the stores' interiors, with bamboo flooring and simple but luxurious décor. The chain targets active women who participate in a variety of fitness pursuits such as yoga, Pilates, dance, running, tennis, or swimming.

Brands carried include Adidas by Stella McCartney, Puma, Nuala, Moving Comfort, Asics, and Omgirl. The stores will be located primarily in malls, with the first ones opening this spring in the Austin, TX; Boston; Seattle; and Annapolis, MD, areas, as well in the Mall of America in Minnesota. (*Paiva*, Jeff Pofsky, VP and General Merchandise Manager, 3308 N. Mitthoeffer Rd., Indianapolis, IN 46235; phone: 317-899-1022; website: <http://www.paiva.com>) [RETAIL/SERVICE SECTOR, CLOTHING/ACCESSORIES, SPORTS/FITNESS]

## ONLINE

### iVillage Adds Pregnancy And Parenting Mags

Building on the success of its magazines *Lamaze Parenting*, *Lamaze Para Padres*, and *BabySteps*, iVillage Parenting Network introduces two new magazines—*Lamaze Pregnancy* (debuting in July) and *BabySteps Toddler* (arriving in September). *Lamaze Pregnancy*, endorsed by Lamaze International, offers information on mind and body practices that can help women undergo natural childbirth.

The publication will be hand-distributed by ob-gyns dur-

ing patients' first prenatal visits. After the first issue, it will be published twice a year, beginning in 2007, with an expected circulation of 1 million.

*BabySteps Toddler* is being developed in partnership with the National Association of Pediatric Nurse Practitioners (NAPNAP) and will be distributed in pediatricians' offices at children's one-year well visits. After the premiere issue in September, it will be published twice annually with an expected circulation of 1 million.

iVillage is also launching a new online parenting area titled *Pregnancy & Baby Plus*, which will include information from *BabySteps* magazine and the Newborn Channel—a satellite TV network that's available in more than 1,000 hospital maternity wards nationwide.

Features of *Pregnancy & Baby Plus* include Photo Journaling (an online photo journal that allows users to share photos electronically or in personalized bound books), Development Calendars, Product Raves & Recalls, how-to videos, and guides to pregnancy and baby care. (*iVillage Parenting Network*, Gregg Zegras, SVP & GM, 500 Seventh Ave., New York, NY 10018; phone: 212-600-6000; e-mail: [gzegras@mail.ivillage.com](mailto:gzegras@mail.ivillage.com); website: <http://www.ivillage.com>) [ONLINE, FAMILY, PRINT MEDIA]

## HEALTHCARE/MEDICAL

### Foot Health Products Are Tailored For Women

Foot Levelers, a manufacturer of foot health products and custom orthotics, introduces the 5th Avenue Collection, a series of orthotic foot supports designed specifically for women's physiology and shoe preferences. The collection includes 3/4- and 7/8-length custom orthotics, which are designed to fit into a wide range of women's shoes, including high heels. (*Foot Levelers*, Kent Greenawalt, President/CEO, 518 Pocahontas Ave., NE, Roanoke, VA 24012; phone: 540-345-0008; website: <http://www.footlevelers.com>) [HEALTHCARE/MEDICAL, CLOTHING/ACCESSORIES]

### Drug Company Offers Menopause Newsletter

Novogyne Pharmaceuticals offers "Making Sense of Menopause," a customized newsletter available for physicians to offer their patients. Women answer a short series of questions to determine their specific needs, and then receive a newsletter that's geared to them. The publication addresses symptoms and treatment options as well as lifestyle issues such as sex after menopause.

In addition to the newsletter, a website—[Hormonepatch.com](http://Hormonepatch.com)—offers downloadable brochures and an educational video explaining treatments (patients can also sign up for the newsletter online). (*Novogyne Pharmaceuticals*, Jorge Lorenzo, Director of Women's Health Marketing, 11960 SW 144th St., Miami, FL 33186; phone: 305-253-5099; website: <http://www.hormonepatch.com>) [HEALTHCARE/MEDICAL, MATURE MARKET]

## Travel

*Continued from page 1*

and Visitors Association (BACVA)'s "In Celebration of Women" program offers more than 50 special events and exhibits centered around women's contributions to the region's art and culture. The program grew out of an exhibit of artist Louise Bourgeois's work, titled "Femme." BACVA developed a microsite ([Baltimore.org/women](http://Baltimore.org/women)), which includes a calendar of events, itineraries for girlfriend and multigenerational getaways, a blog where women can share their favorite places and events, and travel offers as part of the "In Celebration of Women Passport."

"Most women like to go to museums," says Nancy Hinds of BACVA. "And with an arts and culture focus, you can easily get in shopping as well." The website also highlights women who have made (or are currently making) important contributions to the city's life and culture.

In a similar vein, a partnership among Pennsylvania's Office of the Governor, the Pennsylvania Commission for Women, Pittsburgh History and Landmarks Foundation, and the Senator John Heinz Pittsburgh Regional History Center recently produced "Legendary Ladies: A Guide to Where Women Made History in Pennsylvania." The program offers self-guided walking and driving tours in Pittsburgh and Philadelphia, and a

website ([Womenmadehistoryinpa.com](http://Womenmadehistoryinpa.com)) with maps, bios of notable women in Pennsylvania history, and vacation planning tools.

Spa treatments are another theme found in many of the getaways designed for women. The Greater Reading & Berks County Visitors Association's "Girlfriends Getaway" package includes two spa treatments as well as accommodations at either a hotel or a B&B. Apple Vacations (a wholesaler that sells vacation packages through travel agents) reports a growing trend in mother/daughter spa retreats, which, the company says, is encouraging Caribbean resorts to include spa treatments in their all-inclusive packages. Apple is gearing more of its packages toward women, including the mother/daughter "subset" of girlfriend getaways, according to VP Marketing Sandy Babin.

The Greater Reading & Berks County Visitors Association's girlfriends-themed program has been so successful that it's been used as a best practices model for visitors' bureaus across the country. "Women seem to be our force here," says the Association's President Crystal Seitz. "Over half of the visitors who come to us are women between the ages of 30 and 60. We're also getting more Red Hatters [members of the Red Hat Club social group—largely Boomers] and even seniors."

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## Inclusiveness Is Key In Marketing Travel To Women

Marketing efforts should create a sense of inclusiveness, says Women's Travel Club's Stoller. "I think the traditional travel brochure [using models] doesn't work for women anymore. I think photos of perfect people are a big put-off to women. They want to see women who look like them." Stoller relates the story of a woman who was interested in the company's Born to Shop trip, but called to ask about the other participants because she was concerned that she'd be the largest-size person on the trip.

Marketing efforts typically include a heavy dose of PR, focusing on travel magazines and websites as well as women's publications and national and regional newspapers. BACVA markets to women for family vacations in summer as well as for its female-specific programs. The Greater Reading & Berks County Visitors Association advertises in women's magazines and through Absorb Media, which places ads in women's bathrooms at upscale restaurants. Search-engine optimization—tailoring the website design so that it will come up in the first few listings on a search—is another key element.

The Women's Travel Club uses online efforts, speaking engagements, cross-marketing with companies outside the industry, and a print newsletter highlighting upcoming trips—which recipients photocopy and share with an average of three other people, "even though we offer to send subscriptions to their friends, too."

Gutsy Women Travel began advertising in the girlfriend getaway section of *O: The Oprah Magazine* in October 2005. Word-of-mouth can be a major ally, especially for tour groups. In many cases, the word-of-mouth happens before the trip even leaves—"Once they've signed up, they start talking," says Stoller.

Women and Wine has started working with women's organizations, creating special tours or offering discounted pricing as benefits for members. Event marketing efforts include wine pourings at charity events and winetasting events for women's diversity groups within corporations. The company has also done e-mail campaigns to previous customers offering free gifts for referring their friends, and a food tie-in for Valentine's Day—inserting recipes into bags at wine stores. Women and Wine has also just launched an Internet radio show at [Voice.voiceamerica.com](http://Voice.voiceamerica.com).

## Travel

Continued from page 6

Hotels are latching onto a variety of themes that center around spending time with “the girls,” ranging from TV tie-ins to sports “widowhood” to holiday shopping. Several of the Hotel Orrington’s packages are geared to parents visiting their daughters at school, including the “Starving Students” package, designed to give students a break from dorm life.

Shopping is an old standby of women’s travel promotions, but hotels and visitors’ bureaus are coming up with innovative ways to incorporate it, such as the Omni Orlando Resort’s “hide the purchases” shipping service, which sends purchases home separately so women don’t have to arrive burdened with extra bags.

Another twist is to offer free transportation—the Hotel Orrington’s holiday shopping package included a free gift-wrapping service and a chauffeured Lincoln Town Car to the local mall, and the Omni Orlando’s “Football Widows’ Revenge” weekend getaway offered the use of Jaguars or Hummers for shopping at the Mall of Millennia. In the 2005-’06 holiday season, BACVA held a “Leave the Hassles of the Holidays Behind” promotion geared to helping frazzled holiday shoppers (mostly women) unwind; such promotions, while not labeled as being for women, tend to target them through messaging.

Experiential travel has played a major role in the growth of women’s travel clubs and tour groups, and it’s also becoming a part of travel marketing for destinations and hotels. The Cocoa Beach Hilton Oceanfront offered a “Surfer Girls Package,” which included surfing lessons and discounts on surfing equipment and apparel.

The Greater Reading & Berks County Visitors Association is currently working on creating a wine trail package for women and another that would include one-day classes in arts and crafts such as jewelry-making and glassblowing at the Goggle Works art center. “Since our girlfriends package has been so successful, we’re looking at what [other kinds of activities] we can combine for women,” says Seitz.

### Women’s Tours Are Major Niche

Tours designed specifically for and marketed to women have grown to make up a significant niche market of the travel industry. Women’s tours have reached a tipping point in the past year or two, says the Women’s Travel Club’s Stoller, citing signs such as the International Luxury Travel Market adding a session on women’s travel to its December 2005 program, and *Travel & Leisure* magazine including an

annual insert on women and travel. “I’m seeing more non-travel companies wanting to partner with us this year,” she adds.

Most women’s travel groups try to offer cultural experiences that wouldn’t be available to women traveling on their own, such as the chance to meet a professional opera singer at Lincoln Center during a private performance (Gutsy Women Travel) or to learn about wine from a winemaker (Women and Wine).

“Women prefer to do everything and do it in a short period of time,” says Merenda. “Men linger; they like to focus on a particular hobby or spend their time in a resort....You have to design a tour with that level of multitasking, and it didn’t exist before [women-specific tours].”

[TRAVEL/TOURISM]

**CONTACTS AND CONNECTIONS:** Apple Vacations, Sandy Babin, VP Marketing, Apple Vacations West, 101 Northwest Point Blvd., Elk Grove Village, IL 60007; phone: 847-640-1150; e-mail: sbabin@applevac.com; website: <http://www.applevacations.com>

Baltimore Convention and Visitors Association, Nancy Hinds, VP of Public Affairs, 100 Light St., 12th Fl., Baltimore, MD 21202; phone: 410-659-7054; e-mail: nhinds@baltimore.org; website: <http://www.baltimore.org/women>

Cocoa Beach Hilton Oceanfront, Marilyn Haacke, Director of Sales and Marketing, 1550 N. Atlantic Ave., Cocoa Beach, FL 32931; phone: 321-799-0344; website: <http://www.cocoabeachhilton.com>

Greater Reading & Berks County Visitors Association, Crystal Seitz, President, 352 Penn St., Reading, PA 19602; phone: 610-375-4085, x214; e-mail: crystal@readingberkspa.com; website: <http://www.readingberkspa.com>

Gutsy Women Travel, April Merenda, President/Cofounder, 101 Lime Kiln Pike, Glenside, PA 19038; phone: 212-702-4335; e-mail: amerenda@gutsywomentravel.com; website: <http://www.gutsywomentravel.com>

Hotel Orrington, Gary Grant, Director of Sales and Marketing, 1710 Orrington Ave., Evanston, IL 60201; phone: 847-556-7902; e-mail: info@hotelorrington.com; website: <http://www.hotelorrington.com>

Omni Orlando Resort at ChampionsGate, Paul Pebley, Director of Marketing, 1500 Masters Blvd., ChampionsGate, FL 33896; phone: 407-238-6520; e-mail: ppebley@omnihotels.com; website: <http://www.omniorlandoeresort.com>

Pennsylvania Commission for Women, Leslie Stiles, Executive Director, Rm. 504, Finance Bldg., Harrisburg, PA 17120; phone: 717-787-8128; e-mail: ra-pcwwebe-mail@state.pa.us; website: <http://www.pcw.state.pa.us>

Pennsylvania Governor Edward G. Rendell’s Office, Ron Jury, Director, Office of Communications, 225 Main Capitol Bldg., Harrisburg, PA 17120; phone: 717-787-2500; website: <http://www.womenmadehistoryinpa.com>

Women and Wine, Julie Brosterman, 1800 N. Stanley Ave., Los Angeles, CA 90046; phone: 877-804-WINE; e-mail: juliebrosterman@womenwine.com; website: <http://www.womenwine.com>

Women’s Travel Club, Phyllis Stoller, Founder/President, 36 W. 20th St., #301, New York, NY 10011; phone: 646-723-2188; e-mail: womantrip@aol.com; website: <http://www.womenstravelclub.com>

**Women prefer to do everything and do it in a short period of time.**

—April Merenda,  
President, Gutsy Women  
Travel

# news on women

The following excerpts from articles and reports from other sources provide information relevant to marketers targeting female consumers.

## RETAIL/SERVICE SECTOR

### Wal-Mart's Upscale Store Caters To Women

Wal-Mart has opened a new supercenter in Plano, TX, that is designed to test new strategies for appealing to affluent female consumers, reports *Promo Xtra*. The store features a different layout than Wal-Mart's other supercenters; expanded grocery section including a larger selection of natural foods as well as premium wines, cheeses, and meats; in-store sushi bar, Wi-Fi café, and gourmet sandwiches; improved apparel area with dedicated cash registers and more-spacious dressing rooms; and streamlined checkout. The store also offers a quieter environment, with no in-store radio, fewer PA announcements, and less-obtrusive registers. [RETAIL/SERVICE SECTOR]

**SOURCE:** "Wal-Mart Opens Supercenter for Upscale Shoppers," by Patricia Odell for *Promo Xtra*, March 30, 2006; website: <http://www.promomagazine.com>

## YOUTH

### Toy Industry Is Missing Its Female Targets

Girls are an increasingly elusive market for toy marketers, reports the *Washington Post*. Partly because girls tend to "graduate" from toys earlier than boys do, and partly because the toy industry continues to be dominated by men (who often lack an understanding of girls' play patterns), toy manufacturers are having a hard time coming up with toys that girls like.

To some extent, gender-neutral toys—especially electronic ones—are filling the gap, but in many ways toy makers are losing their young female audience to fashion and crafts. Some in the industry say the traditional boy/girl barriers in toy companies' design and marketing staffs are beginning to break down, which may lead to better designs for both sexes. [YOUTH, TOYS/GAMES]

**SOURCE:** "Bored With Her Toys," by Margaret Webb Pressler for the *Washington Post*, April 2, 2006; website: <http://www.washingtonpost.com>

## HUMAN BEHAVIOR

### Sex Is Better When Women Are Equal

People who live in countries in which women and men are considered equals rate their sex lives as more satisfying than those who live in countries where men are considered dominant, according to University of Chicago research reported in the Associated Press. [HUMAN BEHAVIOR]

**SOURCE:** "Sex Is More Satisfying Where Genders Have More Equality," by the Associated Press, published in the *Chicago Tribune*, April 19, 2006; website: <http://www.chicagotribune.com>

## AUTOMOTIVE

### Auto Dealers Seek More Saleswomen

Some auto dealerships are beginning to actively recruit female salespersons, reports *The Wall Street Journal*. One company is even venturing into clothing retailers and

department stores and discreetly approaching saleswomen there about the possibility of switching to car sales. The need for a more gender-balanced sales force is gaining recognition as women's influence on car buying grows—women influenced 81% of new-vehicles sales last year, according to CNW Marketing Research data cited in the article. Not only are some women more comfortable buying cars from female sales reps, but more men prefer buying from women than prefer buying from men, according to data cited. [AUTOMOTIVE, WORKFORCE/EMPLOYMENT]

**SOURCE:** "Car Dealerships Recruit Saleswomen at the Mall," by Jennifer Saranow for *The Wall Street Journal*, April 12, 2006; website: <http://www.wsj.com>

## HEALTHCARE/MEDICAL

### Women's And Men's Brains Work Differently

A new study at the University of California Irvine shows that the brains of women and men process experiences and emotions differently, reports *LiveScience*. In men, the neurons that process emotions such as fear and aggression interact with regions of the brain linked to external stimuli. In women, these neurons interact with parts that respond to internal sensors, which regulate functions such as blood pressure and digestion. Researchers believe the findings may help scientists understand gender differences in a variety of medical conditions. [HEALTHCARE/MEDICAL]

**SOURCE:** "Emotional Wiring Different in Men and Women," by Robin Lloyd for *LiveScience*, April 20, 2006; website: <http://www.livescience.com>

### Women's Heart Disease Gets More Attention

Doctors are discovering an increasing array of differences in the ways heart disease operates in women and men, reports *The New York Times*. Many of the tests used to diagnose problems in men don't work as well for women, and one type of heart problem—microvascular disease—that's difficult to diagnose may be more common among women. Women also tend to have worse outcomes than men do after surgery and other treatments, making them a key focus of new cardiological research. [HEALTHCARE/MEDICAL]

**SOURCE:** "In Heart Disease, the Focus Shifts to Women," by Denise Grady for *The New York Times*, April 18, 2006; website: <http://www.nytimes.com>

## SPORTS/FITNESS

### Women Flock To Triathlons

Participating in triathlons is a growing trend among women, especially among moms in their 30s and 40s, reports *USA Today*. Race directors attribute the growth to word-of-mouth among participants, and the growing number of training groups may also help. Training for and participating in triathlons offers a mix of both camaraderie and competition, which many women—especially those who've left high-powered careers for motherhood—crave. [SPORTS/FITNESS]

**SOURCE:** "Women Run for Their Lifestyle," by Marco della Cava for *USA Today*, April 17, 2006; website: <http://www.usatoday.com>

## Internet

Continued from page 1

women do. Women and men are equal participants in most online activities, such as using search engines, looking for travel information, job searches, research for school, shopping, and banking.

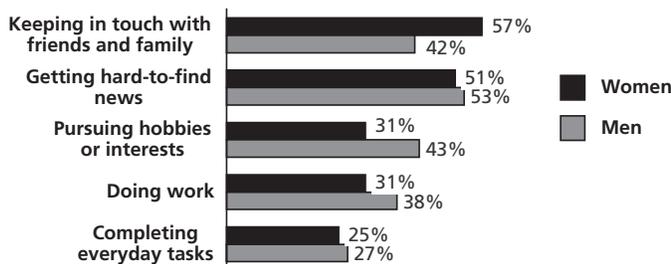
Women are more likely than men to use the Internet for getting maps or directions (87% of women and 82% of men), looking up health or medical information (74% of women and 58% of men), developing or displaying photos (35% of women and 31% of men), and getting religious or spiritual information (34% of women and 25% of men).

**WOMEN AND MEN WHO GO ONLINE, BY AGE, RACE/ETHNICITY, AND INCOME**

	WOMEN	MEN
<b>AGE</b>		
18-29	86%	80%
30-49	79%	76%
50-64	66%	63%
65+	21%	34%
<b>RACE/ETHNICITY</b>		
White	67%	70%
Hispanic	66%	67%
Black	60%	50%
Other	66%	72%
<b>ANNUAL HOUSEHOLD INCOME</b>		
<\$30,000	48%	49%
\$30,000-\$50,000	76%	66%
\$50,000-\$75,000	87%	84%
>\$75,000	95%	90%

SOURCE: Pew Internet & American Life Project, 2005 surveys

**ACTIVITIES WITH WHICH THE INTERNET HELPS A LOT, ACCORDING TO WOMEN AND MEN**



SOURCE: Pew Internet & American Life Project, July 2004 survey

Women are also more active users of online communications, such as e-mail (94% of women versus 88% of men use it, as of September 2005), instant messaging (48% of women and 46% of men), e-cards or invitations (44% and 41%), and text messaging (37% and 33%).

Women (24%) are more likely than men (19%) to feel overloaded by the amount of information they're surrounded by online, even though the majority (65% of women and 70% of men) say they like having lots of information.

As was true in previous years' studies, women are more likely than men to appreciate the communication-oriented aspects of the Internet, while men are more likely to appreciate it for work- and hobby-related uses.

Meanwhile, women now account for 58% of total online spending, and complete more online transactions than men do, according to comScore Networks research for Resource Interactive. Resource Interactive's own qualitative studies show that women feel entertained by shopping in bricks-and-mortar stores—which they view as an important social ritual and also as a sensory experience that offers new discoveries—and empowered by online shopping.

Men, on the other hand, feel powerless and overwhelmed—like prey—when shopping in stores, but powerful and triumphant when shopping online. For men, the Internet brings the advantage of competitive information.

For women, the sense of empowerment online comes not from beating an invisible foe (as it does for men), but from conquering tasks, time constraints, and personal limitations. Women appreciate having the ability to browse and buy at their own pace online, but they feel more pressured to buy when they're in stores. Women enjoy the ability to explore offered by online shopping; they take three times as many tangents as men do.

While women's online habits might look like wandering to an observer, most are shopping within a theme. For example, one participant who was shopping for her upcoming vacation started out looking at bathing suits and ended up buying a kayak.

Nearly two thirds of women (65%) consider online shopping to be like window shopping (compared with 46% of men), and women are 1.5 times more likely than men to add items to an online shopping cart for later viewing. They're twice as likely as men to use online visualization tools (such as virtual models), while men are 20% more likely than women to use comparison tools.

On the whole, women's online shopping style is more visual and less analytical than men's. They also tend to shop for other people (family, friends) as much as (and often at the same time as) they do for themselves. Where men will buy online and pick up at a retail location to get their items as quickly as possible (to get the "task" of buying completed), women often enjoy the element of anticipation that's associated with receiving their items in the mail a few days after ordering.

The study also discusses specific female and male preferences in website design and strategies for building websites that appeal to both sexes and suit women's and men's different navigation patterns. [ONLINE, HUMAN BEHAVIOR]

SOURCES: "How Women and Men Use the Internet," December 2005, Pew Internet & American Life Project, 1615 L St., NW, #700, Washington, DC 20036; phone: 202-419-4500; fax: 202-419-4505; e-mail: data@pewinternet.org; website: <http://www.pewinternet.org>. This study is available online.

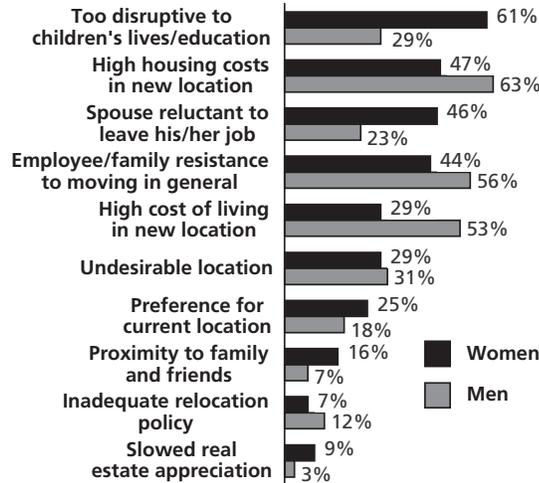
"Gender on the Net: Why It Matters, Where It's Missing, How It Should Work," Resource Interactive, November 2005, Dr. Nita Rollins, Executive Director, Marketing, 343 N. Front St., Columbus, OH 43215; phone: 614-621-2888; e-mail: [nrollins@resource.com](mailto:nrollins@resource.com); website: <http://www.resource.com>

## Relocation

Continued from page 2

Their reasons for being unwilling to relocate also differ: Women are more likely than men to be concerned with how the move would affect their families, while men are more likely to be worried about the cost of living in the new location (see chart below). [WORKFORCE/EMPLOYMENT, FAMILY]

### WHY WOMEN AND MEN ARE RELUCTANT TO RELOCATE FOR WORK



SOURCES: Worldwide ERC and Prudential Relocation

SOURCES: "Relocating Women in the U.S.: Trends and Comparisons," Worldwide ERC and Prudential Relocation. Worldwide ERC, Cris Collie, EVP, 1717 Pennsylvania Ave., NW, #800, Washington, DC 20006; phone: 202-857-0857; website: <http://www.erc.org>. Prudential Relocation, Margery Marshall, President, 751 Broad St., Newark, NJ 07102; phone: 973-802-6000; website: <http://www.prudential.com/wir>

## CONFERENCE CALENDAR

**M2W: The Marketing to Women Conference**, May 8-9, 2006, Chicago Cultural Center, Chicago, IL. This annual event highlights research, trends, and tactics for increasing financial and emotional share in the women's market. Sessions include Prime Time Women 50+ and Women and the Web: Leveraging the Love Affair. Sponsors include MARKETING TO WOMEN newsletter, Frank About Women, Ketchum, Lifetime, and others.

**CONTACT:** PME Enterprises, Liz Fongemie; phone: 860-724-2649, x11; website: <http://www.m2w.biz>

**Science of Shopping Conference**, May 8-10, 2006, Fairmount Turnberry Isle Resort, Aventura, FL. Offers retail intelligence, actionable tactics, and strategies from the leading gurus of shopping.

**CONTACT:** EnviroSell; phone: 212-673-9100; website: <http://www.envirosell.com>

**Electronic Entertainment Expo (E3)**, May 10-12, 2006, Los Angeles Convention Center, Los Angeles, CA. Trade show devoted to the interactive entertainment business.

**CONTACT:** Electronic Entertainment Expo; phone: 800-315-1133; e-mail: [info@e3expo.com](mailto:info@e3expo.com); website: [www.e3expo.com](http://www.e3expo.com)

**EXTRACTS: New Discoveries in Beauty and Wellness**, August 12-15, 2006, Penn Plaza Pavilion, New York, NY.

**CONTACT:** George Little Management; phone: 800-272-7469; website: [www.glmshows.com](http://www.glmshows.com)

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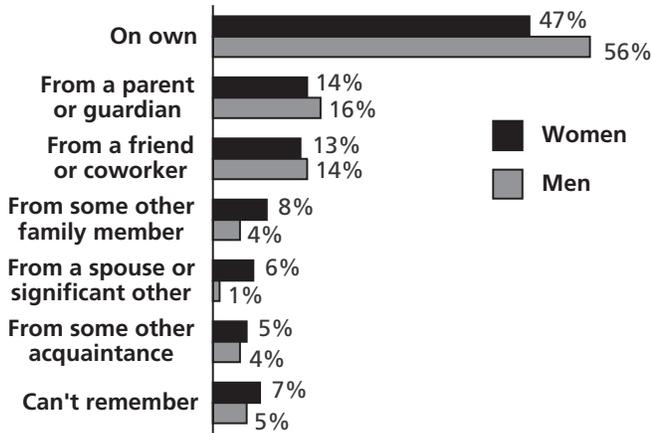
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**research on women**  
Continued from page 12

**WHERE WOMEN AND MEN FIRST LEARNED ABOUT INVESTING**



SOURCE: ShareBuilder

SOURCE: "Women and Investing Study 2006," ShareBuilder, Dick Roth, Director of Marketing Research, 1445 120th Ave., NE, Bellevue, WA 98005; phone: 425-467-7447; e-mail: dickr@sharebuilder.com; website: <http://www.sharebuilder.com>

**HOME/HOUSING**

**In Home Improvement, It's He Said, She Said**

Women and men disagree as to who makes the decisions about home improvement projects, according to a poll by contractor locator website ServiceMagic. A quarter of female homeowners (25%) say they're the primary decision-makers, while only 8% of males say women are the primary decision-makers. Similarly, 30% of male homeowners say they make the decisions, while only 8% of women say men do. Two thirds of homeowners of both sexes say they make these decisions jointly with their spouses/significant others.

The study also polled home improvement contractors. Interestingly, 55% of contractors say female homeowners make the decisions in households they've observed, while only 28% say couples make the decisions jointly, and 17% say male homeowners make the decisions. [HOME/HOUSING, OPINION]

SOURCE: Service Magic, Rodney Rice, Co-CEO, 14023 Denver West Pkwy., Bldg. 64, #200, Golden, CO 80401; phone: 303-963-7200; e-mail: [advertising@servicemagic.com](mailto:advertising@servicemagic.com); website: <http://www.servicemagic.com>

**HUMAN BEHAVIOR**

**Many Women Please Others Before Themselves**

More than half (57%) of women are people-pleasers (feel the need to please others more than the need to please themselves), according to an NOP World study of UK women commissioned by the Priory Group, a British healthcare organization. The same proportion believe that society's expectations of them are higher than they were for previous generations. Half (50%) say they're their own worst critics, and 22% describe themselves as perfectionists.

Nearly four in 10 (39%) often don't say what they think because they are afraid of what others will think, and 37% say they go along with their partners' wishes rather than their own, to keep their partners happy. Almost as many (36%) say how they feel about themselves depends on how other people treat them or what others say about them.

Low self-esteem is a factor in many psychological problems, including addictive behaviors. Nearly four in 10 British women (38%) say they eat out of boredom, while 27% eat when they're stressed and 17% eat when they're upset. Two in 10 (21%) drink alcohol when they feel depressed or low, and 27% drink to get through events such as holiday parties.

Nearly half (46%) of British women think they're overweight, and 31% believe that life would be better and they'd be happier if they were thinner. [HUMAN BEHAVIOR, HEALTHCARE/MEDICAL]

SOURCE: Priory Group, Karen Croft, Group Corporate Communications Manager, Central Office, Priory House, Randalls Way, Leatherhead, Surrey, KT22 7TP, United Kingdom; phone: 011-44-1372-860-416; e-mail: [karencroft@priorygroup.com](mailto:karencroft@priorygroup.com); website: <http://www.prioryhealthcare.co.uk>

**YOUTH**

**Teen Girls Consider Themselves Leaders**

Six in 10 high school girls (60%) consider themselves to be leaders, compared to 54% of boys their age, according to a study of 9th-12th graders by Miss Hall's School, in conjunction with The White House Project and *CosmoGIRL* magazine. Among girls who consider themselves leaders, 70% admire female leaders more than male leaders. More than two in 10 girls (21%) and 23% of boys would consider running for president of the U.S.

Girls consider helping others a crucial part of leadership. The majority of teen girls want to find work that lets them make a difference: 70% (compared to 50% of boys) want to find jobs through which they can help others and make the world a better place. [YOUTH, OPINION]

SOURCE: Miss Hall's School, Jeannie Norris, Head of School, 492 Holmes Rd., PO Box 1166, Pittsfield, MA 01202; phone: 413-443-6401; e-mail: [smoon@misshalls.org](mailto:smoon@misshalls.org); website: <http://www.misshalls.org>

**HEALTHCARE/MEDICAL**

**Women's Reactions To Depression Vary By Age**

Women's reactions to feeling depressed vary by age, according to a study for Eli Lilly and Co. and the National Women's Health Resource Center (NWHRC). The majority (60%) of women in their 20s believe they'll just "get over" their depression, and they rely on support from friends and family. In contrast, women in their 60s are most likely to take medication for depression; relatively few (20%) seek support from friends or family. More than one in 10 women (12%) who experience depression in their 40s or 50s mistakenly attribute their symptoms to menopause. [HEALTHCARE/MEDICAL]

SOURCES: Eli Lilly and Co., Tammy Hull, Global Product Communications, Lilly Corp. Center, Indianapolis, IN 46285; phone: 317-651-9116; e-mail: [hull\\_tamara@lilly.com](mailto:hull_tamara@lilly.com); website: <http://www.lilly.com>. National Women's Health Resource Center, Elizabeth Battaglino Cahill, Executive Director, Director of Marketing & Consumer Affairs, 157 Broad St., #315, Red Bank, NJ 07701; phone: 732-530-3425; e-mail: [ebattaglino@healthywomen.org](mailto:ebattaglino@healthywomen.org); website: <http://www.healthywomen.org>

# research on women

## RETAIL/SERVICE SECTOR

### Better-Dressed Women Get Better Service

Women who are dressed more formally and expensively receive friendlier, faster service in clothing retailers than those who are dressed more casually and cheaply, according to researchers at Ohio State and Oregon State Universities. The study examined the interactions between customers and salespeople at plus-size women's apparel stores, and measured service quality in terms of friendliness and promptness (how long it took for a salesperson to acknowledge the customer's presence).

The researchers found that several aspects of women's dress affect the type of service they receive, including the formality, fabric quality, and overall attractiveness of their clothing; the quality of accessories they wear; the quality of purse they carry; how well-groomed their hair is; and whether they're wearing makeup.

Friendliness of service is affected by more of these factors than promptness is, which the researchers say may reflect a tendency on the part of retailers to train employees to provide prompt service to everyone, but not to specifically instruct them to be friendly to everyone. Nevertheless, women who have well-groomed hair, are wearing high-quality accessories, carrying high-quality purses, or are wearing clothes made of high-quality fabrics are more likely than their less well-dressed and -groomed counterparts to get prompt service.

In post-testing interviews, 86% of salespeople claimed to be able to tell which customers were likely to buy and which ones were just going to browse, simply by looking at them. [RETAIL/SERVICE SECTOR, CLOTHING, HUMAN BEHAVIOR]

**SOURCE:** "The Effects of Customers' Dress on Salespersons' Service in Large-Sized Clothing Specialty Stores," by Minjeong Kim and Sharron Lennon, *Clothing & Textiles Research Journal*, Vol. 23, No. 2. Contact: Sharron Lennon, Professor of Consumer Sciences, 1787 Neil Ave., 265 Campbell Hall, Ohio State University, Columbus, OH 43210; phone: 614-292-4384; e-mail: slennon@hec.ohio-state.edu, or Minjeong Kim, Assistant Professor, College of Health and Human Sciences, Oregon State University, 219 Milam Hall, Corvallis, OR 97331; phone: 541-737-3468; e-mail: minjeong.kim@oregonstate.edu

## FINANCE

### Most Women Are Worried About Retirement

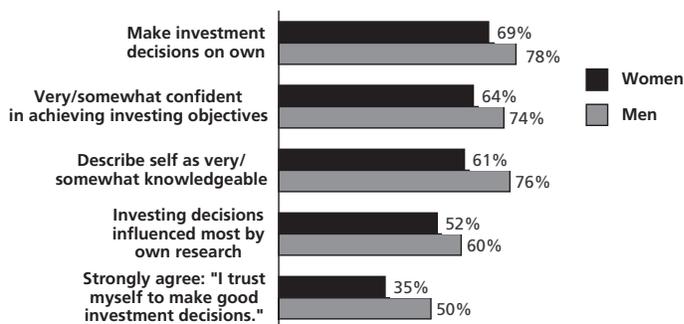
Women (82%) are more likely than men (76%) to be concerned that they aren't saving or investing enough money to meet their retirement objectives, according to a ShareBuilder survey of its investors. This may be due in part to their tendency to save a smaller percentage of their income than men do: 66% of women and 70% of men say they were able to save more than 5% of their incomes last year.

The gender gaps are even wider among adults under 35: 84% of women and 75% of men this age feel they aren't saving/investing enough. Only 53% of women under age 35 saved 5% or more of their incomes last year, compared with 70% of men their age.

Women with lower incomes save less than men in the same income brackets. Nearly nine in 10 women (88%) and 78% of men with incomes of less than \$50,000 are concerned that they aren't saving enough for retirement.

Women are considerably less confident in their knowledge of investing than men are (see chart below). They also exhibit more conservative investing strategies and behavior. For example, if faced with a widespread downturn in the stock market, 54% of women would hold onto their existing stocks and wait for a turnaround, compared with 40% of men. Just over a third (35%) of women would buy stock

#### HOW KNOWLEDGEABLE WOMEN AND MEN FEEL ABOUT INVESTING



**SOURCE:** ShareBuilder

aggressively to take advantage of lower prices, while more than half (52%) of men would do so.

While the majority of investors consider investing fun, women (61%) are less likely than men (74%) to feel this way. Nearly half (49%) of women (versus 38% of men) prefer to review their investments only occasionally rather than "keeping constant watch over them," and two in 10 women (20%)—compared with 16% of men—prefer to have a trusted advisor make their decisions for them.

One of the most striking findings is the degree to which women's retirement savings preys on their minds: 35% say they think about it all the time, and that they're worried about how they'll make ends meet. Only 26% of men worry as often.

Women are more likely than men to have learned about investing from family members other than parents, or from spouses. Men are more likely to have learned from parents or on their own, although the majority of both women and men are self-taught investors (see chart on page 11).

On the whole, the study authors find that women want the investing process to be easier, less intimidating, and more convenient. They prefer investment tools and language that make the process more user-friendly and accessible. [FINANCE, OPINION]

*Continued on page 11*