

# Marketing To WOMEN

Trends, Research & Market Intelligence About Women As Consumers Since 1987

## Generation X Moms Put Family First, But Expect To Move In And Out Of Workforce

A new study comparing the lifestyles and work habits of Generation X and Boomer parents illustrates a major shift in attitudes between the two generations that signals a need for marketers to change how they approach marketing to mothers and families.

The majority of women with children at home are now Gen Xers, not Boomers, and their priorities are very different from those of the "soccer moms" marketers are accustomed to targeting, according to a study by **Reach Advisors**.

Instead of following the Boomer model of trying to fit family into their work life, women and

men from Generation X view their family lives as central, with work fitting into and around them. Gen X moms are less likely than Boomer moms to return to the workforce within the first year after giving birth, and they're less likely in general to be working outside the home.

This doesn't, however, signal a return to traditional family structures, with women embedded in the homemaker role. Instead, Gen X women view both work and childcare as integral parts of their lives, and they expect to weave in and out of the workforce over time.

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### Female Shoppers Report

## Women Speak Out On The Auto Repair Industry

The automotive industry is one of several sectors in transition from a strong focus on male consumers to a more gender-balanced, or even female-focused, approach. But as is the case in many such industries, progress can be hard to measure, and there are widely varying attitudes among the major players. The need to make the auto sales process more female-friendly has garnered a lot of attention from marketers and media in recent years, but a subject that's less widely addressed is what happens after the sale—repair and maintenance.

Without resorting to rubber-meeting-road clichés, the maintenance cycle is much longer than the car-buying cycle, and can have a more lasting impact on how women feel about their cars, the manufacturers, the dealerships, and even the automotive industry as a whole.

While the automotive sector—and its service component in particular—is still largely a male bastion in terms of personnel, its customers are

*Continued on page 10*

### Common Denominator: Reflective Humor

## Funny Ads Capture And Hold Women's Attention

Trying to get women's attention on TV? Aim for their funnybones. The vast majority of women age 18-49 enjoy watching funny TV commercials and prefer them to other types of commercials (89%), including those that attempt to tug at the heartstrings (77%), according to **Roper ASW** research for **Oxygen Media** and **Media-Com**.

More than nine in 10 women age 18-49 (93%) say that if they find a TV commercial funny, they like to watch it again, and 89% say they're more likely to remember funny ads than other kinds. Nine in 10 will tell other people about a funny commercial they like, and 88% are less likely to change the channel during a commercial break if the ad that's on is funny.

Specific preferences in humor vary by age and also by attitudinal mindset, but women of every age and lifestyle enjoy reflective humor—a style that points out the funny aspects of the details of everyday life. Majorities of women age 18-34

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## Laughter Is The Best Marketing

For years, we've been urging marketers not to shy away from using humor when creating campaigns targeting women. Now a study from Oxygen Media should make this tactic irresistible—not only do the vast majority of women like humorous ads, they prefer them to all other kinds (see page 1). This holds true across age groups, though women's preferences for specific types of humor vary with age.

Why haven't more marketers used humor to reach women? Partly it's a fear of offending the target they want to win over. There's a perception (largely unfounded, as the study shows) that women are touchy about humor—that the kinds of things that make men laugh (jokes about sex, physical comedy, jokes about bodily functions) turn women off.

As it turns out, women are remarkably open to a wide variety of humor, and the majority of them like the way comedy pushes the envelope these days. More important to marketers is the positive impact humor has on the level of attention women give to a commercial, on how long they remember it, and on how likely they are to tell their friends about it.

Another reason marketers hesitate to use humor is that they don't know what women find funny. The segmentation part of the study will help there, but there's also an easy rule of thumb. Women of all ages find life itself funny; they appreciate "reflective" humor, which comments on the quirks of everyday life.

Thinking about the women I know, they not only appreciate humor but are also very funny themselves. They view laughter as a gift, a moment of relaxation in a busy day—whether it comes from a friend, a TV show, or an advertisement. Make women laugh and not only will they be interested in what you have to say, they'll be thankful for the break.

*Lisa Finn*

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## Percentage Of Women With High Salaries Tripled In Past Decade

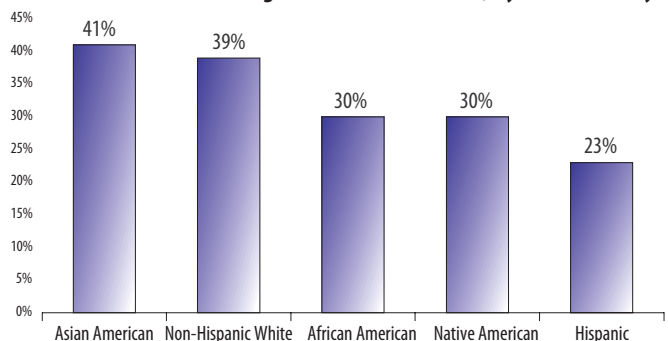
The proportion of women earning more than \$100,000 per year tripled between 1991 and 2001, according to an **Employment Policy Foundation** analysis of Government Accounting Office data. In 1991, one in 143 women who worked full-time earned over \$100,000; by 2001, one in 48 women earned that much (dollars adjusted for inflation).

Similarly large gains occurred in the number of women who earned over \$80,000 (166% increase, compared to 58% for men), and over \$60,000 (171% increase, compared to 65% increase for men). Nearly two million women earned salaries of over \$80,000 in 2001. Real earnings of all women working full-time increased 19.1% between 1991 and 2001. The study also found a shift from part-time work to full-time work. [WORKFORCE/EMPLOYMENT, DEMOGRAPHICS, FINANCE]

### SOURCE

Employment Policy Foundation, 1015 15th St., NW, #1200, Washington, DC 20005; phone: 202-789-8685; e-mail: [info@epf.org](mailto:info@epf.org); website: <http://www.epf.org>

### Women Who Work In Managerial/Professional Jobs, By Race/Ethnicity



Source: Institute for Women's Policy Research, 1707 L St., NW, #750, Washington, DC 20036; phone: 202-785-5100; e-mail: [iwpr@iwpr.org](mailto:iwpr@iwpr.org); website: <http://www.iwpr.org>

## MARKETING TO WOMEN

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(69%) and age 50+ (68%) choose reflective humor as the topic they most like to see in TV shows. Both younger women (91%) and those over 50 (78%) think humor that deals with sex can be funny. Two thirds of women (67%) like to see funny commercials aired during sitcoms and other comedy programs, particularly those shown at night. Women feel funny ads are not as appropriate during documentary, educational, and news programs, however.

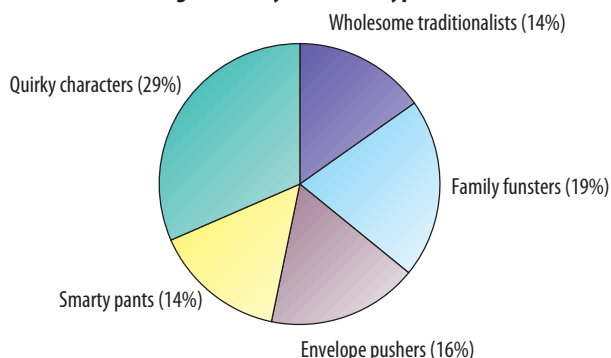
Women age 18-34 are twice as likely as those age 50 or older to consider sarcasm funny (79% versus 39%). Women age 50+ are more likely to appreciate "good family humor" (56% of 50+ and 37% of 18-34), while those age 18-34 appreciate humor that mocks (62% of 18-34 versus 33% of 50+). Six in 10 women age 18-34 find jokes about religion and ethnicity amusing, compared to four in 10 women age 50+ who think these jokes are funny. Eight in 10 women age 18-34 find humor about bodily functions funny, while only half of those age 50 and older do.

Both Democratic (92%) and Republican women (91%) appreciate politicians who are willing to make fun of themselves at times, and 90% of both groups say having a good sense of humor makes a political candidate more appealing. Women who describe themselves as conservative are less likely than those who consider themselves liberal to agree with the statement "a lot of today's comedy pushes the envelope in a good way" (55% of conservatives and 79% of liberals). There's less difference on this issue by age, however: 73% of women age 18-34 and 63% of those age 50+ agree with the statement.

Women say they've noticed an increase in the amount of humor in TV ads in the last few years, but that they'd like to see even more of it. Women believe that about 40% of TV commercials are intended to be funny, but they say only about half that number actually are funny. Although they don't think funny ads are appropriate during serious shows, they do feel that humor is an appropriate means of advertising most product categories, with the exception of pharmaceuticals for serious medical conditions.

The study groups women age 18-49 into five attitudinal segments based on their approach to humor and what kinds of humor they appreciate most.

**Women Age 18-49 By Preferred Type Of Humor**



Note: Does not total 100% due to participants who did not classify their values and preferences.

Source: Oxygen Media

**Wholesome Traditionalists** prefer humor that can be shared with the whole family; they don't like humor that makes fun of people with disabilities or mocks religious groups. They also dislike slapstick or risqué humor, and jokes about weight and body size. TV shows that exemplify their preferred style of humor include "The Tonight Show with Jay Leno" and "Life with Bonnie."

- Median age: 38
- 34% have a college degree or more
- 61% are employed; median income: \$52,000
- 72% are married; 68% have kids under 18
- 49% use dial-up to go online; 46% use broadband

**Family Funsters** are similar to wholesome traditionalists in their focus on family, but they're less conservative in their tastes. Six in 10 find sexual and racy humor appealing, compared to only 22% of Traditionalists. Their favorite comedians include Ray Romano, Whoopi Goldberg, and Ellen Degeneres.

- Median age: 38
- 26% have a college degree or more
- 58% are employed; median income: \$51,000
- 68% are married; 68% have kids under 18
- 58% use broadband

**Quirky Characters**, who represent the largest of the five groups, like silly, over-the-top characters. Their favorites include "Absolutely Fabulous," the Karen character on "Will & Grace," and Jim Carrey.

- Median age: 34
- 23% have a college degree or more
- 62% are employed; median income: \$43,000
- 59% are married; 60% have kids under 18
- 54% use broadband

**Envelope Pushers** like sarcasm, mocking humor, pranks, and racy or taboo topics. They tend to be young, and enjoy watching "The Osbournes," "Seinfeld," "Roseanne," and "Girls Behaving Badly."

- Median age: 29
- 28% have a college degree or more
- 55% are employed; median income: \$42,000
- 52% are married; 53% have kids under 18
- 58% use broadband

**Smarty-pants** women appreciate spoofs and political or social commentaries. They love irony and satire, and are big readers. Over eight in 10 (82%) rate themselves as extremely funny, and 97% say they can laugh at themselves. Favorite shows include "Curb Your Enthusiasm" and "The Daily Show."

- Median age: 29; 31% are age 18-24
- 34% have a college degree or more
- 59% are employed; median income: \$42,000
- 44% are married; 42% have kids under 18
- 65% use broadband

[HUMAN BEHAVIOR, ADVERTISING]

**SOURCE**

Oxygen Media, Sarah Chaikin, 75 Ninth Ave., New York, NY 10011; phone: 212-651-5093; e-mail: schaikin@oxygen.com; website: <http://www.oxygen.com>

## ADVERTISING & PROMOTIONS MONITOR

### AUTOMOTIVE

#### Volvo Cars

Thomas Andersson  
EVP Marketing, N. America  
One Premier Pl.  
Irvine, CA 92618  
Phone: 949-341-6500  
Website: <http://www.volvocars.com>

Takes its women-designed concept car, Your Concept Car, to the National Museum of Women in the Arts, where it will be displayed as part of an exhibit titled "Nordic Cool: Hot Women Designers." The car, which debuted at the New York Auto Show in April, features exchangeable seat covers in a variety of colors and materials including linen and leather, computerized parallel parking assistance, gull-wing doors for easy loading of large items, and automated seat-position assistance using Ergovision (which scans the driver's body and stores data on the best seat position). Other features are designed for ease of maintenance and extra storage capacity—some of them borrow from airplane cabins and race-car design. The majority (54%) of Volvo's car buyers are women.

### CLOTHING/ACCESSORIES

#### Reebok

Jan Sharkansy  
VP, Women's Marketing  
1895 J. W. Foster Blvd.  
Canton, MA 02021  
Phone: 781-401-5000  
Website: <http://www.reebok.com>

Launches a "Wear Your Heart on Your Feet!" campaign, supporting the fight against women's heart disease. Beginning in May 2004, each female consumer who donates \$25 or more to the American Heart Association via Reebok's new walking website, [Reebok.com/walking](http://Reebok.com/walking), will receive a free pair of Reebok's latest walking shoes, the VersaSport DMX Max. The shoes hit store shelves in June and are designed in multiple widths to help women get the best fit. The company will give away up to one million dollars' worth of shoes as part of the promotion. (*American Heart Association, Coletta Barrett, Chairman of the National Board, 7272 Greenville Ave., Dallas, TX 75231; phone: 214-373-6300; website: http://www.americanheart.org*)

### FOOD/BEVERAGES

#### Wm. Wrigley Jr. Company

Kathryn Olson  
VP Consumer Marketing  
410 N. Michigan Ave.  
Chicago, IL 60611  
Phone: 312-644-2121  
Website: <http://www.wrigley.com>

Partners with the Women's Sports Foundation for SportsGirl2004, an awards program honoring 50 female athletes (one from each state in the U.S.) for their athletic and leadership skills. The contest is open to girls age 10-14; participants may either be nominated by their schools or may nominate themselves; entries are available at [Sportsgirl2004.com](http://Sportsgirl2004.com) or from the Women's Sports Foundation at 800-227-3988. One grand-prize winner will receive a three-day trip to the Women's Sports Foundation's Annual Salute to Women in Sports Awards Dinner in New York City, plus a \$5,000 award to be used for a girls' sports program at her school or in her community. Four finalists will also receive trips to the Awards Dinner in New York, and will each receive a \$1,000 award for girls' sports programs. Forty-five semi-finalists will each receive a \$250 award for their local sports programs, or they may elect to attend a sports camp of their choice. (*Women's Sports Foundation, Dawn Riley, President, Eisenhower Park, East Meadow, NY 11554; phone: 516-542-4700; e-mail: wosport@aol.com; website: http://www.womenssportsfoundation.org*)

### PRINT MEDIA

#### REAL Magazine (Revue Media)

Tony Golden  
Publisher  
1327 West Quail Meadow Rd.  
Park City, UT 84098  
Phone: 435-602-2714  
E-mail: [tony@realmagazine.net](mailto:tony@realmagazine.net)  
Website: <http://www.realmagazine.net>

This women's lifestyle magazine promotes its June launch with a six-city REAL Woman Model Search in New York City, Chicago, Los Angeles, Atlanta, Dallas, and Kansas City. The contest invites women of all ages and sizes to submit a current photo of themselves and a brief letter describing themselves including what's important to them, and what makes them "REAL" women. The slogan is "If you accept your body, your size, and your life, we want to put you in the magazine!" A winner from each city will be selected to model in the September/October 2004 issue. Winners will also be featured in marketing photos and will each receive a \$1,000 American Express gift certificate and a gift basket from the magazine's advertisers. The contest kicks off with an event at Hollywood & Vine restaurant in Los Angeles on May 17.

Source: MARKETING TO WOMEN

## NEW & REDIRECTED PRODUCTS ALERT

### Print Media

#### Singer Headlines Hispanic Women's Magazine

Latin pop star Thalia Sodi has launched an eponymous magazine aimed at Latina women age 18-35, who make up the majority of the singer's fans. The monthly, which is published by American Media, launched in April and will run at least two more issues, after which it may continue, based on consumer response. Editorial is in Spanish and includes health, beauty, fashion, spiritual advice, celebrity interviews, and inspirational stories.

Thalia serves as Editorial Director for the publication, which is designed to project an upbeat, encouraging tone. An autograph signing at Kmart in New York City (where the Kmart Thalia apparel collection is sold) celebrated the magazine's launch. (*American Media, Stuart Zakim, SVP Corporate Communications, 1 Park Ave., 3rd Fl., New York, NY 10016; phone: 212-743-6524; e-mail: szakim@amilink.com; also, Donna Hernandez, Editor-in-Chief*) [PRINT MEDIA, EMERGING MAJORITIES]

#### Magazine Targets Value-Conscious Women

Time plans to launch *All You*, a monthly women's magazine, in September 2004. The publication is aimed at value-conscious women and focuses on practical solutions and down-to-earth encouragement, with articles on topics ranging from relationships to home repair. The initial circulation will be 500,000, and distribution will begin in Wal-Mart stores, expanding to other retail channels and at newsstands. (*All You, Diane Oshin, Publisher, 1271 Ave. of the Americas, New York, NY 10020; phone: 212-522-1212; e-mail: diane\_oshin@timeinc.com; website: http://www.time.com*)

### Entertainment

#### Bravo Spins Off "Queer Eye" For Women

Bravo is set to debut "Queer Eye for the Straight Gal," a female spinoff of its hit series "Queer Eye for the Straight Guy" (which has many female fans). The show debuts in 2005 and will feature gay men giving straight women fashion and lifestyle makeovers. It will be set in Los Angeles (the original is set in New York). (*Bravo, Vivi Zigler, SVP Consumer Marketing and Advertising, 2 Park Ave., 11th Fl., New York, NY 10016; phone: 212-561-3300; website: http://www.bravotv.com. Scout Productions, David Collins, Executive Producer, 100 Ave. of the Americas, 12th Fl., New York, NY 10013; phone: 212-581-8200; e-mail: info@scoutvision.com; website: http://www.scoutvision.com*) [ENTERTAINMENT]

### Health/Beauty Aids

#### "Bladeless" Razor Launches With Comedy

Reckitt Benckiser introduces the Veet Bladeless Razor Kit

for women. The product includes a gel hair-removal cream and a bladeless razor that removes the loosened hair. To promote the product launch, the company hosted a comedy event titled the "Hair Removal Monologues." The show appeared at New York City's Caroline's comedy club in April and featured four female comedians sharing funny stories about hair removal. The product comes in two scents—Floral Sensation and Aloe Vera—and is available at drugstores, grocery stores, and mass merchants for \$7.99. (*Reckitt Benckiser, Christin Lambert, Senior Brand Manager, Personal Care, 399 Interpace Pkwy., Parsippany, NJ 07054; phone: 973-633-3600; website: http://www.reckitt.com*) [HEALTH/BEAUTY AIDS]

### Business/Industry

#### Website Offers Tools For Businesswomen

American City Business Journals launches Bizwomen.com, an online initiative which provides tools for women business owners, networking resources, and the opportunity to be listed in the site's Bizwomen Directory. Bizwomen includes 41 separate local-market websites, each with local business news, profiles of local female business leaders, access to an online networking calendar specific to the market, advertising for women business owners and operators, weekly networking tips, expert advice, and a local resource guide. Female business owners can be listed in the Bizwomen Directory for \$35.99 per year; non-profits are listed free of charge. The site is sponsored by Office Depot. (*American City Business Journals, Kathleen Stockham, VP of Segment Marketing, 120 W. Morehead St., Charlotte, NC 28202; phone: 704-973-1000; websites: http://www.bizwomen.com and http://www.bizjournals.com*) [BUSINESS/INDUSTRY, ONLINE]

### CONFERENCE CALENDAR

**2004 Food Marketing Institute Show**, May 2-4, McCormick Place Convention Center, Chicago, IL. Includes a Healthy Living Pavilion with presentations on nutraceuticals and women's health. Contact: Food Marketing Institute, Susan Loving; phone: 202-220-0842; website: <http://www.fmi.org>

**The Gourmet Products Show**, May 9-11, Moscone West, San Francisco, CA. Contact: George Little Management; phone: 800-272-SHOW(7469) or 914-421-3200; e-mail: [christine\\_spero@glmsshows.com](mailto:christine_spero@glmsshows.com); website: <http://thegourmetshow.com>

**Camp WorldWIT: Upward Bound**, May 20-23, Appel Farm Arts and Music Center, Elmer, NJ. This women-only conference includes Professional, Entrepreneurial, and Creativity and Wellness tracks. Topics range from work/life balance to developing business plans, to branding, to negotiating strategies. Speakers include Terry Neese, President of Women Impacting Public Policy (WIPP), and Kat Carney, Health Anchor, CNN Headline News. Contact: WorldWIT, Kristi Hughes, Director of Communications; phone: 215-816-2954; e-mail: [kristih@worldwit.org](mailto:kristih@worldwit.org); website: <http://www.camp.worldwit.org>

**2004 National Rural Women's Health Conference**, October 28-30, The Hershey Lodge & Convention Center, Hershey, PA. Theme of the conference is "Improving the Health of Women: Meeting the Challenges of the Rural Setting." Contact: Penn State College of Medicine, Bonnie Bixler, M.Ed., Director of Special Projects; phone: 717-531-6483; e-mail: [bbixler1@psu.edu](mailto:bbixler1@psu.edu); website: <http://www.hmc.psu.edu/ce/RWH2004.htm>

Gen X women have higher levels of education than Boomers; they typically married later and had kids later than their Boomer predecessors—all of these factors have affected how they view work and family, giving them increased confidence in their ability to move in and out of the workforce.

While many campaigns still aim at the “soccer mom,” fewer than one in 10 Gen X moms feel that phrase describes them. Gen X moms are more than twice as likely as Boomer moms to spend 12 hours or more per day on childcare and household responsibilities. Gen X fathers also spend more time on these tasks than their Boomer counterparts.

Although both Gen X women and men spend more time with their kids than Boomers do, they’re less satisfied with the amount of time they spend, and would like to have more time for family. Where Boomer parents have focused on spending “quality time” with their children, Gen X parents want to spend as much time as they possibly can with theirs.

**Hours Per Day Spent On Childcare And Household Responsibilities, Gen Xers Versus Boomers**

|                                    | Gen Xers | Boomers |
|------------------------------------|----------|---------|
| Mothers who spend 12 or more hours | 25%      | 12%     |
| Fathers who spend 0-3 hours        | 33%      | 46%     |
| Fathers who spend 3-6 hours        | 48%      | 39%     |

Source: Reach Advisors

**Attitudes Of Gen X And Boomer Parents Toward Childcare**

|   | Gen Xers | Boomers |
|---|----------|---------|
| Currently non-working moms who will not consider returning to work                                | 16%      | 43%     |
| Moms who are happy with the amount of time they spend on childcare and household responsibilities | 25%      | 35%     |
| Dads who are happy with the amount of time they spend on childcare and household responsibilities | 28%      | 41%     |
| Dads who wish they could spend more time on childcare responsibilities                            | 47%      | 36%     |

Source: Reach Advisors

Part of the difference in attitudes about women’s work stems from Gen Xers’ and Boomers’ experiences growing up. Four in 10 Gen Xers (41%) had moms who worked full-time outside the home while they were growing up, while only 27% of Boomers had moms who worked. [FAMILY, WORKFORCE/EMPLOYMENT]

**SOURCE:**

“Generation X: From Grunge to Grown Up,” Reach Advisors, James Chung, 20 Richmond Rd., Belmont, MA 02478; phone: 617-489-6180; e-mail: james@reachadvisors.com; website: http://www.reachadvisors.com

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**Consumer Spending & Attitudes**

**Spending For Mother’s Day 2004 Will Top \$10 Billion**

Mother’s Day spending is expected to total \$10.4 billion in 2004, according to a **BIGresearch** study for the **National Retail Federation** (NRF). Consumers will spend an average of \$98.64 on gifts for their own moms and other women they know. This represents a modest increase over last year’s average of \$97.37. Women plan to spend an average of \$87.21 and men an average of \$109.83. Although men spend more overall, women buy gifts for a wider range of people.

[CONSUMER SPENDING & ATTITUDES, FAMILY]

**People For Whom Women And Men Plan To Buy Mother’s Day Gifts**

|                      | Women | Men |
|----------------------|-------|-----|
| Mother or stepmother | 71%   | 62% |
| Wife                 | **    | 43% |
| Grandmother          | 10%   | 4%  |
| Daughter             | 9%    | 4%  |
| Sister               | 8%    | 3%  |
| Friend               | 7%    | 4%  |
| Other relative       | 15%   | 7%  |

Source: National Retail Federation

**Average Spending on Mother’s Day, By Category**

|            |         |
|------------|---------|
| Jewelry    | \$62.40 |
| Clothing   | \$31.89 |
| Eating out | \$40.54 |

Source: National Retail Federation

**Gifts Consumers Plan To Buy For Mother’s Day in 2004, By Gender**

|   | Women | Men |
|---|-------|-----|
| Greeting cards                          | 60%   | 59% |
| Flowers                                 | 32%   | 44% |
| Meals at restaurants                    | 28%   | 45% |
| Clothing or accessories                 | 17%   | 16% |
| Gift certificates                       | 17%   | 15% |
| Housewares or gardening tools           | 9%    | 8%  |
| Personal services (day at spa, massage) | 7%    | 8%  |
| Other                                   | 20%   | 14% |

Source: National Retail Federation

**Where Consumers Plan To Shop For Mother’s Day in 2004, By Gender**

|  | Women | Men |
|--|-------|-----|
| Discount store   | 33%   | 27% |
| Specialty store (greeting card/gift, florist, jeweler) | 31%   | 34% |
| Department store                                       | 26%   | 27% |
| Online   | 14%   | 16% |
| Catalog  | 4%    | 3%  |
| Specialty clothing store                               | 3%    | 6%  |

Source: National Retail Federation

**SOURCE:**

National Retail Federation, Liberty Pl., 325 7th St., NW, #1100, Washington, DC 20004; phone: 202-783-7971; website: <http://www.nrf.com> This study is available online, segmented by age, gender, and geography.

## Teen Girls Prefer Healthy Foods

Teenage girls have healthier eating habits and different attitudes about food than their male peers do, according to a study of 13-18-year-olds by **BuzzBack Market Research**. The majority of teens want to improve their eating habits, but girls (84%) are significantly more likely than boys (60%) to say so. Although girls are more likely than boys to cite excess weight and lack of physical fitness as top health concerns, boys get more exercise in an average week: 3.72 hours compared to 3.31 hours.

In keeping with their focus on health and weight maintenance, teen girls are most likely to drink bottled water and

### Top Health Concerns Among Teens 13-18, By Gender

(multiple responses allowed)

|   | Females | Males |
|---|---------|-------|
| Not being in good shape (lack of muscle tone, excess fat) | .74%    | .63%  |
| Weight gain   | .66%    | .33%  |
| Stress/anxiety  | .60%    | .43%  |
| Eating the rights foods/balanced diet                     | .54%    | .38%  |
| Being overweight  | .51%    | .39%  |

Source: BuzzBack

### Teens' Feelings About Weight And Dieting, By Gender

|   | Females | Males |
|---|---------|-------|
| Are happy with their current weight   | .33%    | .47%  |
| Usually get upset with themselves when they don't eat what's right for them | .32%    | .16%  |
| Often diet to try to lose weight  | .24%    | .9%   |

Source: BuzzBack

### Beverages Teens Drink In A Typical Week, By Gender

|   | Females | Males |
|---|---------|-------|
| Bottled water                               | .75%    | .54%  |
| Fruit juice                                 | .62%    | .57%  |
| Milk  | .53%    | .64%  |
| Tap water                                   | .53%    | .63%  |
| Regular dark soda (such as Coke, Dr Pepper) | .38%    | .58%  |

Source: BuzzBack

### Eating Habits Of 13-18-Year-Olds, By Gender

|  | Females | Males |
|--|---------|-------|
| I generally eat whatever is available  | .68%    | .78%  |
| I often skip meals when I'm not hungry   | .62%    | .53%  |
| I tend to eat a full meal when I'm hungry  | .56%    | .67%  |
| When I eat out, I tend to eat more than when I'm home  | .48%    | .51%  |
| When I'm depressed, I normally eat something sweet to make me feel better                        | .42%    | .19%  |
| I normally snack throughout the day, and try to eat healthy snacks                               | .41%    | .35%  |
| I sometimes binge eat (have the equivalent of two meals at once after not eating for many hours) | .28%    | .28%  |
| When I'm depressed, I can't eat  | .23%    | .14%  |
| I often skip meals so I can eat more at a later time   | .12%    | .9%   |

Source: BuzzBack

fruit juice in a typical week, and they're least likely to drink regular soda. Boys are more likely than girls to drink milk, soda, and tap water, although many also drink bottled water and juices.

Both girls and boys eat about three snacks a day, but their choices of snack differ. Girls are more likely than boys to snack on fresh fruit, cereal bars or granola bars, yogurt, and smoothies. They're also more likely to chew gum in lieu of snacking. Boys favor chips, cookies, ice cream, and candy bars. Girls' criteria for choosing foods focus on freshness, ease of preparation, portability, and nutrition.

The researchers note that because many girls are making a concerted effort to eat healthy meals and snacks, there's a particular opportunity for food manufacturers to create and market new items that are high in nutrients and low in calories, fat, and carbohydrates. Girls are also more likely than boys to believe they have a great deal of influence on what their families buy at the supermarket—thus they'd be in a good position to purchase items that appeal to their health concerns and convenience preferences. Subway, with its healthier-food positioning and emphasis on fresh ingredients, is the most popular fast-food restaurant among teen girls (68%); it's also popular with boys (60%).

Teen girls are much more likely than teen boys to practice good oral hygiene, and they express greater interest in various benefits of toothpaste. Six in 10 girls brush their teeth twice daily, compared to only 40% of boys. More than half of boys (56%) say they rarely or never use dental floss, compared to 42% of girls. While the majority of female and male teens don't bother with whitening products, girls (34%) are almost twice as likely as boys (18%) to use these products.

### Teens Who Consider Specific Benefits Important When Choosing Toothpaste, By Gender

(% who rank the benefit 4 or 5 on a 1-5 scale)

|  | Females | Males |
|--|---------|-------|
| Prevents cavities                          | .90%    | .76%  |
| Keeps breath fresh and mouth smelling good | .89%    | .80%  |
| Makes/keeps teeth white                    | .88%    | .78%  |
| Kills germs and bacteria                   | .86%    | .74%  |
| Fights plaque                              | .86%    | .73%  |

Source: BuzzBack

Teens' activities also vary somewhat by gender; girls spend more time hanging out with their families, day-dreaming, and shopping than boys do. Boys spend more time surfing the Internet or e-mailing, hanging out with their friends, and watching TV than girls do. However, sleeping (37.5 hours for girls and 38.0 hours for boys) and surfing the Internet/e-mailing (12.5 hours for girls and 16.3 hours for boys) are the top two activities among teens of both genders. [YOUTH, FOOD/BEVERAGES, EXERCISE/FITNESS]

### SOURCE

"Understanding Teen Attitudes Toward Health and Nutrition," Buzzback Market Research, Carol Fitzgerald, President, 36 W. 44th St., #1400, New York, NY 100136; phone: 646-519-8010; e-mail: carol@buzzback.com; website: <http://www.buzzback.com> Price: \$750.

## NEWS ON WOMEN

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

### Leisure

#### Knitting Groups Attract Young Women

Knitting has become a social activity among young women, with the numbers of knitting-and-conversation groups growing significantly in the last few years, reports the *Chicago Tribune*. According to data cited from the Craft Yarn Council of America, the number of female knitters under age 35 grew a whopping 400% between 1998 and 2000. The proportion of all women under age 45 who know how to knit doubled between 1996 and 2002 (to 18%). Nearly two thirds of knitters say they do it for stress relief and relaxation.

The knitting trend is part of an overall resurgence in handcrafts, cooking, and other domestic arts among young women, although knitting seems to lend itself to social groups particularly well. One such group makes the social aspect clear in its name—Stitch ‘n’ Bitch (Stichnbitch.org).

[LEISURE, YOUTH]

Sources: “Pearls of Knitting Wisdom,” by Lisa Skolnik for the *Chicago Tribune*, April 14, 2004; website: <http://www.chicagotribune.com>

Craft Yarn Council of America, PO Box 9, Gastonia, NC 28053; phone: 704-824-7838; e-mail: [cycainfo@aol.com](mailto:cycainfo@aol.com); website: <http://www.craftyarnCouncil.com>

### Sports/Fitness

#### Tours, Clinics Target Female Golfers

An increasing number of golfing clinics, schools, and trips are targeted exclusively to female golfers, reports *The Wall Street Journal*. Some package golf instruction with luxurious retreat activities such as spa treatments, wine tasting, and gourmet dining. Tour operators say women’s approach to the game is often different from men’s, focusing on nuances in technique rather than powerful swings. While much of the difference lies in anatomy, there’s also evidence that women may seek different things from golf than men do.

A separate article in *The New York Times* describes a trend toward “his and hers” golfing groups. Many couples who share an enjoyment of golf prefer not to play with each other because their styles are so different. Women who prefer to play with only women say they play for the social aspect of the game, and for fresh air and mild exercise, while men focus more on competition. [SPORTS/FITNESS, TRAVEL/TOURISM]

Sources: “Ladies’ Tee Time,” *The Wall Street Journal*, April 19, 2004; website: <http://www.wsj.com>

“Golf Widows Take Up the Game But Play It in a Different Spirit,” by Dennis Blank for *The New York Times*, April 13, 2004; website: <http://www.nytimes.com>

### Mass Media

#### Female Anchors Criticized For Skimpy Outfits

Some female newscasters are under fire for dressing provocatively on the air and appearing in men’s magazines, reports the *Los Angeles Times*. One California anchor has a personal website with beauty secrets and workout tips. Another does her broadcast on UPN in miniskirts and revealing tops, accompanied by techno theme music. One newscast featured its female anchor wearing costumes from the WB series “Charmed” and rolling around on a bar as part of a reenactment of a scene from the show. Some of the women who’ve been criticized for blurring the lines between news and entertainment say they’re hoping to make a crossover into acting. [MASS MEDIA, ENTERTAINMENT]

Source: “Anchors Take A Sexy Turn,” by Greg Braxton for the *Los Angeles Times*, April 14, 2004; website: <http://www.latimes.com>

### Family

#### Single Women Are Adopting Kids

Single women are increasingly accepted—even sought after—as adoptive parents, reports *USA Today*. AdoptUSKids, a project of the U.S. Department of Health and Human Services’ Children’s Bureau, is currently launching a family recruitment campaign for foster kids, and the campaign invites single parents to apply.

Single women adopted 30% of all children who were adopted from foster care in 2001, not including private adoptions, according to National Adoption Information Clearinghouse data cited in the article. More than half of single adoptive moms are African American. [FAMILY, DEMOGRAPHICS]

Source: “Wanted: Single, Female Mom?” by Joy Thompson for *USA Today*, April 8, 2004; website: <http://www.usatoday.com>

### Education

#### Harvard Admits More Women Than Men

Harvard University has admitted more female than male students in its fall 2004 freshman class; this marks the first time in the university’s history that it has done so, reports the Associated Press in the *Chicago Tribune*. The institution has been making efforts to raise its enrollment of female students for years; in the 1960s, the ratio of men to women was four-to-one. [EDUCATION]

Source: “Harvard Admits More Women Than Men for Fall,” by the Associated Press, published in the *Chicago Tribune*, April 14, 2004; website: <http://www.chicagotribune.com>

Continued on page 9

## Government/Politics

**Single Women Are Key Voter Group**

The unmarried professional woman has been dubbed this year's political "it" group, report *Newsweek* and Salon.com. Their social and political interests make them particularly appealing to the Democratic party—they're strongly in favor of affordable healthcare solutions and better public schools, and largely against the war in Iraq and policies that benefit large corporations, reports *Newsweek*. If single women had voted at the same rate that married women did in 2000, there would have been an extra 6 million votes. For a variety of reasons, however, unmarried women make up the largest group of unregistered voters in the U.S.

Traditional political campaign tactics aren't likely to win them over, reports Salon.com. Part of the problem lies in candidates' heavy focus on benefiting the American family, and on supporting family values—speeches about family values and tax breaks for families with children may leave single working women feeling left out and ignored. Another problem lies with the candidates themselves, who are invariably middle-aged men in nuclear families, who appear to represent the interests of single women's fathers rather than themselves.

Campaign styles that focus on power, war, and "beating the other guy," also turn women off, as can the assumption that women are only interested in "female issues" such as abortion rights, rather than broader concerns such as the economy. [GOVERNMENT/POLITICS]

Sources: "The Disconnected," *Newsweek*, April 21, 2004; website: <http://www.newsweek.com>

"Sex and the Single Voter," by Rebecca Traister for Salon.com, April 12, 2004; website: <http://www.salon.com>

## Clothing/Accessories

**Women's "Career Wear" Gets Adventurous**

Women's working wardrobes are becoming more diverse and adventuresome, reports *The Wall Street Journal*. So-called "career wear" is the hottest-selling category in clothing this spring, primarily because of a trend toward formal dress in offices. Instead of relying on suits and matched separates, women are experimenting with more cutting-edge fashion separates, such as leather blazers, sold separately and mixed with basics.

The most popular styles are feminine, fashionable, and polished, in rich materials that add formality to casual silhouettes. Even fairly conservative retailers such as Talbots are making an effort to modernize their career separates by shortening hemlines and showing tailored jackets with jeans. Part of what's driving the popularity of such items is the need for clothes that transition well between work and social activities. [CLOTHING/ACCESSORIES, RETAIL/SERVICE SECTOR]

Source: "Career Wear, Revisited," by Shelly Branch for *The Wall Street Journal*, April 2, 2004; website: <http://www.wsj.com>

## Healthcare/Medical

**Women's Health Book Takes Tribal Perspective**

A book addressing women's health from the perspective of Native American tribal traditions has become a surprise bestseller, reports *Women's eNews*. The *Indigenous Women's Health Book: Within the Sacred Circle*, written by Native American women and published by the Native American Women's Health Education Resource Center, has sold out its first edition and is expected to go into second and perhaps third printings. The book includes guidance on topics ranging from contraception to domestic violence to traditional herbal remedies. [HEALTHCARE/MEDICAL, EMERGING MAJORITIES, PRINT MEDIA]

Source: "Native American Women Snap Up Health Book," by Suzanne Batchelor for *Women's eNews*, April 16, 2004; website: <http://www.womensenews.com>

**Lung Cancer Rates Soar Among Women**

Lung cancer is now epidemic among women; death rates due to the disease soared 600% between 1930 and 1997, reports *BusinessWeek*. At the same time, men's rates of death due to lung cancer have been steadily declining since the early 1980s. While breast cancer gets far more attention from cause marketers and continues to top women's list of feared diseases, lung cancer overtook breast cancer as the leading cause of cancer death among women in 1987.

About nine in 10 lung cancer deaths in women occur in current or former smokers, and there's been a dramatic rise in the number of women who smoke. About a quarter of adult women in the U.S. currently smoke, and the proportion is higher among teenage girls. Studies have found that women's physiology makes them more susceptible to lung cancer—even when they don't smoke. Scientists suspect that estrogen has a role in the development of lung cancer, but they haven't yet isolated the mechanism. [HEALTHCARE/MEDICAL, HUMAN BEHAVIOR]

Source: "Why Women Shouldn't Light Up," *BusinessWeek*, April 13, 2004; website: <http://www.businessweek.com>

**Scientists Come Closer To Male Pill**

A number of studies are currently underway to develop a male contraceptive pill, injection, or implanted device, reports the Associated Press in the *Dallas Morning News*. The National Institute of Child Health and Human Development will be gathering researchers, drug companies, and federal regulators for meetings to assess the progress and plan the direction of male contraceptive research. Despite the limited options currently available (condoms and vasectomies), men account for almost a third of all contraceptive use.

Reasons for the lack of other options include sporadic research funding, cultural issues, and limited interest by drug companies. Biological challenges include the large number of sperm that need to be blocked, as compared to contending with a single egg cell. [HEALTHCARE/MEDICAL]

Source: "Research Making Progress in Quest for Male Version of The Pill," Associated Press, published in the *Dallas Morning News*, April 18, 2004; website: <http://www.dallasnews.com>

increasingly female. Women make up 63% of service and repair shop customers and 65% of those who pay to have someone else service their vehicles (as opposed to doing the work themselves). The share of women who do their own repairs has grown from 27% in 1994 to a current level of 34%. More than eight in 10 (83%) are responsible for the maintenance of their vehicles, according to the **Car Care Council**.

So it's not just good for business to ensure that repair shops serve their female customers well—it's vital. Unfortunately, the automotive service industry doesn't have a great track record with women. For many years, service centers had a reputation for treating female customers with less respect than male ones, and in some cases with trying to swindle them because they assumed that women knew less than men did about cars. As recently as 2001, more than eight in 10 women (87%) and men (86%) believed that auto technicians treated men and women differently, according to a survey conducted by the **National Institute for Automotive Service Excellence (ASE)**.

ASE's qualitative research finds that women want to be "supported" with information throughout the car repair process, and that friends and family are a key source of information for them. Women are also more likely than men to say that ASE certification (an assurance of a mechanic's training and expertise) is important.

**Sources of Information on Auto Repair, By Gender**

*(multiple responses allowed)*

| Source   | Women age 35-54 | Men age 35-54 |
|--|-----------------|---------------|
| Friends, family members, coworkers                           | 69%             | 52%           |
| Owner's manual   | 64%             | 65%           |
| Newspapers   | 11%             | 20%           |
| Internet   | 9%              | 18%           |
| TV   | 9%              | 14%           |
| Magazines  | 8%              | 14%           |
| Local radio shows/personalities                              | 6%              | 8%            |
| Proportion of all ASE-certified mechanics who are female: 8% |                 |               |

Source: National Institute for Automotive Service Excellence (ASE)

My own experience with auto repair shops has improved considerably over the years; as recently as a decade ago, the attitudes of two mechanics were so patronizing, they did all but pat me on the head when I left. Even the "good" mechanic I switched to had calendars featuring nude women posted all over the walls.

Comparing that with recent trips to two different repair shops, it seems like 50 years have passed instead of 10. None of the mechanics at these shops (I spoke to a total of four different male technicians between the two shops) talked to me in a patronizing (or leering, for that matter—another problem I'd encountered in the past) manner. All of them explained things clearly and in sufficient detail, and answered my questions patiently.

In neither of these shops did I have the impression that they'd talk to a male customer any differently. Both shops were spotless and well-organized; no engine parts jumbled on the floor. The contrast between past and recent experi-

ences was so strong that I couldn't help but wonder whether it was just a matter of luck.

To find out how other women's experiences at the auto service shop compare, I asked an unscientific sampling of women I know (and the women they know) to tell me about their experiences. Participants range in age from early 20s to late 50s; most are professionals.

For marketers, one of the most significant findings is how loyal women are to a good mechanic, and how much they depend on word-of-mouth to find one. The women's descriptions of their experiences also indicate that, as with so many other industries, women are highly attuned to their surroundings, and are eager to share the details—both positive and negative—with others.

*"I like the fact that they have print-outs of what services should be performed at what mile intervals, so you know that when you come in for your 30,000-mile oil change, they really aren't trying to sell you some extra services that they'll try to sell you again in 6,000 miles."*

While men and women may be equally likely to wonder whether they're getting a fair price ("Men and women seem equally flummoxed by whatever...goes on in the repair shop, and feel that prices are set by a spin on the mechanic's wheel of fortune"), other aspects of the auto shop experience have particular resonance for women—and many apply to other industries.

Mechanics receive highest marks for explaining problems clearly and for treating their female customers with courtesy and respect. Aspects of their experience women find less satisfactory include feeling they're being given a fair price, being treated the same way as male customers, being given credit for intelligence, and feeling welcome/like they aren't intruding in a male domain.

The shops included our survey are divided evenly among independent repair shops (33%), national chains such as Midas or Jiffy Lube (33%), and dealerships' service centers (33%). Two respondents mention that they have friends or relatives repair and maintain their cars.

Among those who do pay for car repairs, women who visit independent shops are most satisfied with their experience, while those who visit national chains are least satisfied. Dealerships fall in between, receiving rave reviews from some women and pretty dismal ones from others.

For example, two women mention positive experiences at their Saturn dealerships. One, in her early 20s, says of Saturn: "They keep to their appointment times, are always really pleasant and to listen to what is wrong with the car, even the little things. The shops are really clean and they have nice waiting areas. I like the fact that they have print-outs of what services should be performed at what mile intervals, so you know that when you come in for your 30,000-mile oil change, they really aren't trying to sell you some extra services that they'll try to sell you again in 6,000 miles.

"Also, it's nice that the mechanics and desk attendants

*Continued on page 11*

are trained to be able to explain what they've done/are going to do in a way that doesn't talk down to you but at the same time isn't over your head." She also notes that this aspect of the Saturn experience is consistent with the Saturn sales style, providing a sense of continuity.

Marketers from automotive and other industries should note the level of detail this female consumer is retaining—and how eager she is to describe the positive experience she's had with a company that has made the effort to ensure that both its service and sales personnel are trained to serve the needs and wants of female customers.

They should also be aware of the impact of a negative experience. Another respondent vows she'll never again patronize a national chain where she was treated poorly. Her chief complaints were not being believed by the mechanic, and having her time wasted. Another woman says that while she thinks the "sloppy customer service [gets] applied equally to men and women[,]...it just doesn't seem to bother my husband nearly as much."

Respect is a key to winning women's loyalty, and lack of respect turns them off swiftly. For instance, consider the following descriptions of recent repair shop experiences:

- "He treated me like I was a mental patient."
- "I had to continually ask for him to be clearer about the problem/costs and explain things."

Contrast those comments with these:

- "He doesn't make fun of me when I say, 'the car is making this kind of noise,' and [he] takes my concerns seriously."
- "The mechanic treated me with respect and didn't talk down to me. He made an effort to answer all of my questions in a manner that I would understand."

Some women say gender does enter into how fairly

they're treated, such as one who brought her boyfriend with her to a national chain shop to ensure she'd be treated properly, because the previous time they'd tried to swindle her.

Another says that while her experiences at repair shops "have always been decent[,]...I did feel a little uncomfortable when I went in because I am a female and instantly all eyes turned to me." On the other hand, one respondent feels she gets even better treatment than male customers do: "If anything, [my mechanic] is more considerate of me than he is of his male customers. We have mutual respect, built by years of an honest, good-faith service-customer relationship."

Another woman says she's gotten better treatment since she's "learn[ed] to talk the mechanic's lingo. I have learned that you have to...make it clear you're not some clueless girl, be really friendly (bordering on flirty), while at the same time showing him (I've never had a her...) respect."

The women who've had good experiences with their mechanics are extremely loyal—they'll drive farther to see a favorite mechanic, and some will even buy a specific brand of car if their mechanic has a specialty: "Our car guys are the best in every way. They're so good, I wouldn't dream of buying anything other than a Honda or Toyota, because that's all they work on." [AUTOMOTIVE, SERVICE SECTOR]

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## CONTACTS AND CONNECTIONS

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Car Care Council, 4600 East-West Hwy., #300, Bethesda, MD 20814; phone: 240-333-1088; e-mail: [info@carcare.org](mailto:info@carcare.org); website: <http://www.carcare.org>

National Institute for Automotive Service Excellence, Trish Serratore, Group VP, Industry Relations, 101 Blue Seal Dr., SE, #101, Leesburg, VA 20175; phone: 703-669-6633; e-mail: [tserratore@asecert.org](mailto:tserratore@asecert.org); website: <http://www.asecert.org>

## RESEARCH ON WOMEN

### Sports/Fitness

#### Women Want Female-Specific Outdoor Gear

The majority of women who enjoy outdoor activities want gender-specific gear for those activities, and 36% believe women's gear can enhance their athletic performance, according to a **Western WATS Market** research poll for **Recreational Equipment Inc. (REI)**. More than one in 10 women (14%) believe that having gender-specific gear would make them participate in outdoor activities more frequently.

While nine in 10 women and an equal number of men are aware of women-specific bicycle designs, few (about 35% of each) know about the existence of female-specific sleeping bags and pads, hiking poles, and hydration backpacks.

Men (56%) are more likely than women (44%) to describe themselves as "very confident" about making outdoor gear purchases. Women are particularly interested in yoga as a complement to their outdoor activities: 70% of women think practicing yoga will improve their performance in outdoor pursuits, compared to 59% of men who think so. Nearly half (49%) of women surveyed have tried yoga in the past two years, and say they're likely to try it again in the next 12 months. A quarter of men have tried yoga during the same time and are likely to try it again this year. [SPORTS/FITNESS, OPINION]

Source: REI, Sally Jewell, COO, 1700 45th St. E., Sumner, WA 98352; phone: 253-863-5550; website: <http://www.rei.com>

### Human Behavior

#### Women Are Better At Being Supportive

The concept of "separate but equal" gender cultures, in which women and men each have their own styles of communication and prefer to get support in gender-specific ways, appears to be inaccurate, according to a recent study at **Purdue University**. Instead, researchers find that women and men both respond best to a supportive, sympathetic style of helping, and that women are better than men at providing this kind of support to friends and loved ones.

In a test of how women and men are likely to respond to friends going through a difficult situation, the study finds that women are slightly more likely than men to offer support by affirming the friend's feelings ("I understand why you feel this way") and offering help, while men are more likely to offer advice. However, these differences are small, and the primary gender difference appears in the quality of sympathy they provide.

While both women and men respond to a friend's distress by providing sympathy, women offer more sophisticated and sensitive forms of it. Another experiment in the study finds that both women and men prefer the kinds of support that are typically considered feminine—expressions of understanding and empathy, support of how the person

feels, and offers of emotional support.

Women are more adept at providing this kind of comfort, possibly because of differences in how girls and boys are socialized. The researchers point out that studies of children as young as two or three have shown that girls are more likely than boys to be encouraged to consider and understand the feelings of others, while boys are taught to be tough instead of compassionate. The researchers believe this explains why both women and men tend to look to women for emotional support when they're going through a difficult time. [HUMAN BEHAVIOR]

Source: "The Myth of Gender Cultures: Similarities Outweigh Differences in Men's and Women's Provision of and Responses to Supportive Communication," by Erina MacGeorge et al, published in *Sex Roles*, Vol. 50, Nos. 3/4, February 2004. Contact: Erina MacGeorge, Asst. Professor of Communication, Purdue University, West Lafayette, IN 47907; phone: 765-494-3329; e-mail: [emacgeorge@sla.purdue.edu](mailto:emacgeorge@sla.purdue.edu)

### Clothing/Accessories

#### Fashion Shoppers Mix Luxe And Mass

Female shoppers are stretching their wardrobe dollars by buying a mix of luxury goods and mass-merchant basics, according to **Cotton Inc.'s** Lifestyle Monitor. Gone is the belief that high fashion equals high price.

Nearly three quarters of women (72%) agreed with the statement, "Lower-priced clothes look as good as higher-priced clothes" in 2003, up from 70% in 2002. Two thirds said higher-priced clothing isn't necessarily of better quality than lower-priced clothing, and 61% didn't feel that a higher price makes an item more stylish. The researchers also find that women feel more confident than ever mixing high-end and low-end pieces to achieve an individual look.

More than half of women (52%) said they were more likely to buy clothes at Wal-Mart in 2003 than they'd been two years previously. Reasons included price (39%), better styles (30%), and quality (19%). Many women appreciate the convenience of one-stop shopping at mass merchants, and the efforts of such retailers to make their selection more fashionable have also changed how women feel about shopping there.

Another strategy for getting good value for their money is to buy new clothes toward the end of the season, when they go on sale. In third-quarter 2003, 68% of women said they typically waited till the end of the season to buy new clothes, an increase of 9% from the previous year.

Getting a bargain has become something to be proud of, and when they receive compliments on a new outfit, many women enjoy telling their friends how little they've paid for it. [CLOTHING/ACCESSORIES, RETAIL/SERVICE SECTOR, CONSUMER SPENDING/ATTITUDES]

Source: **Cotton Inc. Lifestyle Monitor**, Paula Rosario, Senior Executive, Retail and Fashion Marketing, 488 Madison Ave., New York, NY 10022; phone: 212-413-8300; website: <http://www.cottoninc.com>