



Making TDM Boom with Boomers

February 28, 2006

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"Get Your Motor Runnin'
 Head out on the Highway"
 ★ ★ ★ ★ ★
**How to Make TDM Programs BOOM
 with BOOMERS**
 ★ ★ ★ ★ ★
 Netconference
 Tuesday, February 28 2006




The Boomer Opportunity

- Understanding Boomers Today
- Communicating with Boomers
- What to Do Next



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**Understanding TDM:
 The Numbers**



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Survey Says

| Disagree | Neither disagree nor agree | Agree |
|----------|----------------------------|-------|
| 11% | 6% | 83% |


"When it comes to consumer marketing in general, I think it's important to customize marketing messages for each generation."

| | | |
|----|----|-----|
| 6% | 9% | 86% |
|----|----|-----|

"When it comes to TDM marketing specifically, I think it's important to customize marketing messages for each generation."

| | | |
|-----|-----|-----|
| 69% | 11% | 11% |
|-----|-----|-----|

"I think the TDM industry leaders do a good job in advancing an appreciation of how generational differences impact the market for ridesharing."



Pre-conference survey, February 2006

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Do You or Don't You?

Do you currently manage a TDM-related marketing communications program?

| | |
|-----|-----|
| 31% | 69% |
| No | Yes |

Do you currently customize your communication materials in targeting different generations? For example, do you market to Baby Boomers in a separate and different way than how you market to Gen Xers?

| | | |
|-----|-----------------------------------|-----|
| 79% | 11% | 4% |
| No | No, but I plan on developing more | Yes |



Pre-conference survey, February 2006

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**Understanding Boomers:
The Numbers**

Source: US Census

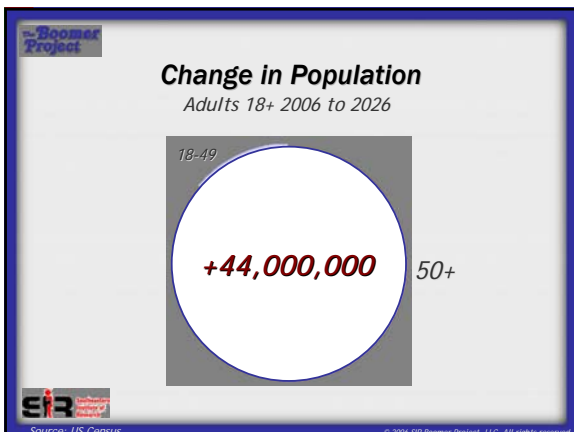
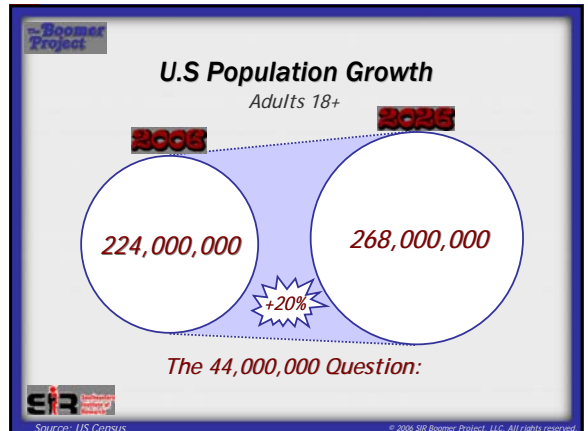
Are you a Baby Boomer?

| | | |
|---------------------|----------------|-------------------|
| GI Generation | 1905-25 | 28,000,000 |
| Silent Generation | 1926-45 | 20,000,000 |
| Baby Boomers | 1946-64 | 76,000,000 |
| Generation X | 1965-82 | 50,000,000 |
| Millenniums | 1983-01 | 70,000,000 |

Source: US Census

One out of every **three** adults in America is a Baby Boomer.

Source: US Census



By 2025, **27** states will have 20% plus population over 65 – higher than the percent **Florida** has today.

Source: US Census

**Boomers
are
Transformers**

Society Transformers:

Business Transformers:

| | | |
|--------------|----------------|---------------|
| Infants | Food | Gerber |
| Kids | TV | Fads, Cereal |
| Teens | Convenience | McDonalds |
| Young Adults | Rebellion | VW, Honda |
| Adults | Exercise | Nike, Fitness |
| Parents | Transportation | Minivans |
| Over 50 | Aging | ??? |

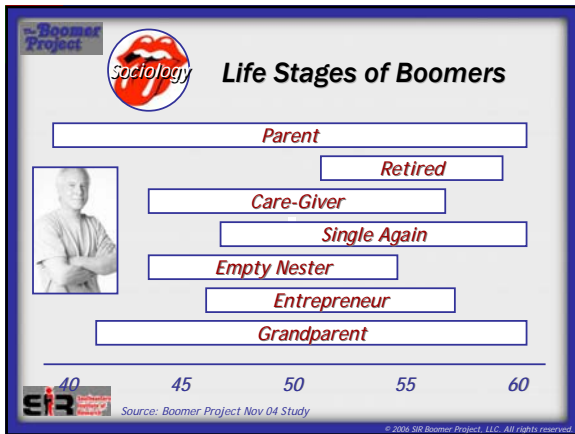
**Understanding Boomers:
Their Mind-set**

Understanding Boomer Behavior:

| | |
|--------------|------------------------|
| Psychology | Season of Life |
| Sociology | Life Stages and Styles |
| Anthropology | Cultural Experiences |

Psychology

24 **44**



Understanding Boomer Behavior:

- Psychology** **Season of Life**
- Sociology** **Life Stages and Styles**
- Anthropology** **Cultural Experiences**

- The Boomer Opportunity**
- **Understanding Boomers Today**
 - **Communicating with Boomers**
 - **What to Do Next**

- Baby Boomer Trends:**
Impact On Transportation Category
- Compared to previous 50 plus generations:
- They will "age in place"
 - They will be more active
 - They will drive more
 - They will need more transportation alternatives

- Driving will become more of privilege**
- 14** states have accelerated renewals
 - 17** states have laws requiring physicians to report physical or mental conditions that might impair driving
 - Most** states are planning for additional restrictions
-



**76 Million Taking
A New Road...**

We need a new rule book

50 THINGS EVERY MARKETER NEEDS TO KNOW ABOUT BOOMERS OVER 50

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Seven Tips for Making TDM Programs Boom with Boomers

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Seven Tips for Making TDM Programs Boom with Boomers

- 1 "Just Give Me Some Kind of Sign, Girl"
- 2 "Be Young, Be Foolish and Be Happy"
- 3 "Don't Do Me Like That"
- 4 "Second that Emotion"
- 5 "There is a Season, Turn, Turn, Turn"
- 6 "Are You Experienced?"
- 7 "Touch of Gray"

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1

"Just Give Me Some Kind of Sign, Girl"
Provide Information & Make It Easy To Find

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1 More info, not less

What Boomers over 50 want from ads:

Give me info I need **91%** Top Two Box "Important"

Make it easy for me to get more info **91%**

Question: Different things are important to different people. How important is it to you that advertisements do each of these?

Source: Boomer Project Nov 04 Study

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1 More info, not less

What Boomers over 50 want from ads:

| | Scores of "A" or "B" | Top Two Box "Important" |
|--------------------------------------|----------------------|-------------------------|
| Give me info I need | 29% | 91% |
| Make it easy for me to get more info | 37% | 91% |

Question: Thinking about yourself and your impressions of the advertisements you see or hear, what grade would you give advertisements these days when it comes to these things?

Source: Boomer Project Nov 04 Study © 2006 SIR Boomer Project, LLC. All rights reserved.

1 More info, not less

www.virginiadot.org

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1 More info, not less

Implications:

- Educate, inform and enlighten
- Multiple points of distribution – on-air, online, on the bus, on the road
- Make it easy to **read**
- Make it easy to get more

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2

"Be Young, Be Foolish, And Be Happy"
Use Life Stage, Not Age,
in Boomer Communication Materials

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2 Age is relative, life stage isn't

Boomers feel younger than they are:

| | | |
|------------------|-----------------|---------------------|
| 54 actual age | Gap of 14 years | 40 perceived age |
|------------------|-----------------|---------------------|

Boomers 50+

Questions:
 In what year were you born?
 They say you are as old as you feel.
 In your mind, how old do you feel you are?

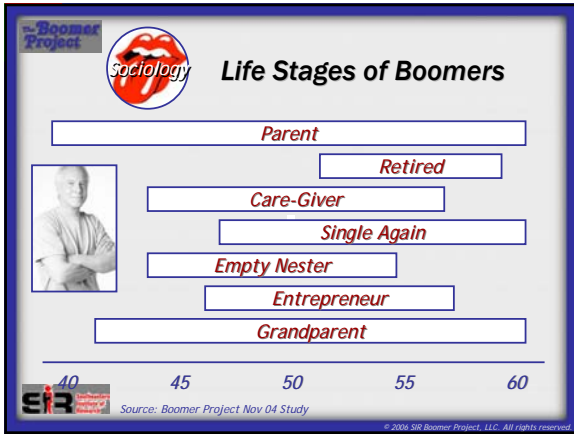
Source: Boomer Project National Research © 2006 SIR Boomer Project, LLC. All rights reserved.

Survey Says:

Q: At what age does "Middle Age" begin. At what age does "Old Age" begin?

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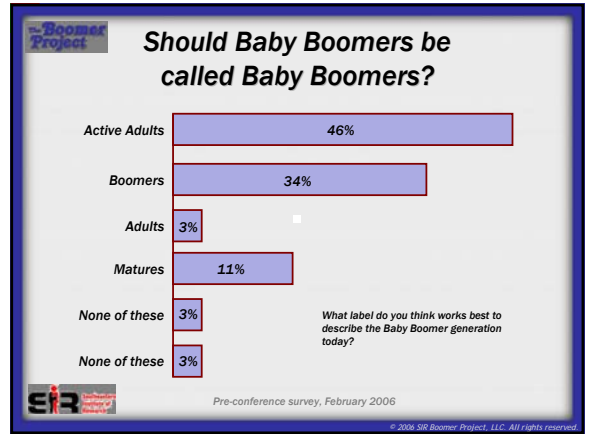
2 Age is relative, life stage isn't

Implications:

- Think "young" even as they grow older
- Try to avoid depicting them in your materials
- Use talent that appears 40ish, in situations right for the life stage

3

"Don't Do Me Like That"
Don't Call Them Seniors!



Be careful what you call them

52 52 51

3 "Boomers" fits best

Boomer Project



50
MAGNETIC
MOMENTS

4 Use emotional appeals

"Second That Emotion"
Use Emotion When You Communicate

EIR Emotional Intelligence Research

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4 Use emotional appeals

Rational


Younger

Emotional

How People Make Purchase Decisions

"Gut Feelings"

Older



EIR Emotional Intelligence Research

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Boomer Project

Now that you're 55 the road to retirement has gotten shorter.



Make sure you've got the right direction.



BMF Financial
The financial experts.

Ready to plan for the time of your life?



BMF Financial
Helping you ahead your own course.

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Boomer Project

4 Use emotional appeals

"Gut Feelings"

- Companies focus on features
- Consumers focus on feelings

Ready to plan for the time of your life?



BMF Financial
Helping you ahead your own course.

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Boomer Project

4 Use emotional appeals

Implications:

- Cloak your selling message in feelings and emotional benefits, not just rational product or service features.
- Don't present just facts
- Present more and more reasons to consider making smart travel choice.

EIR Emotional Intelligence Research

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50
MAGNETIC
MOMENTS

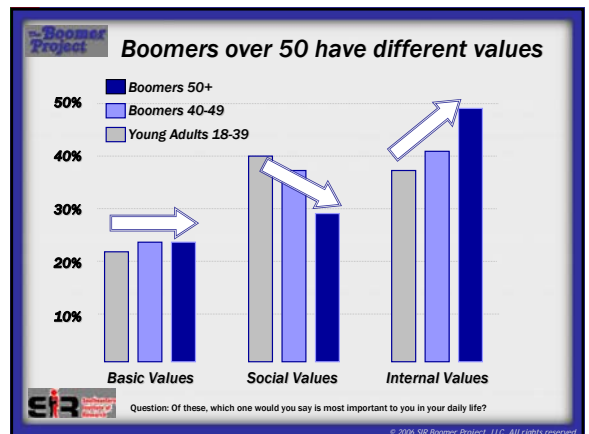
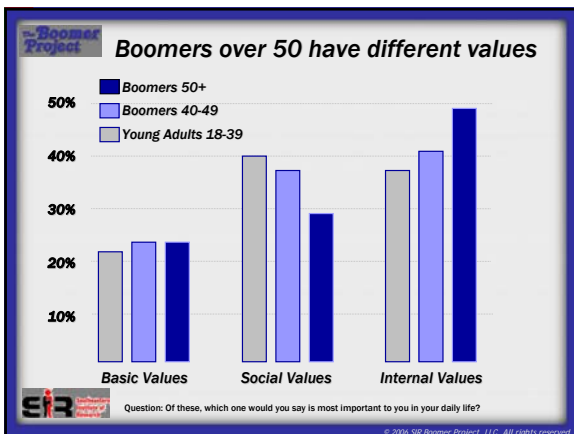
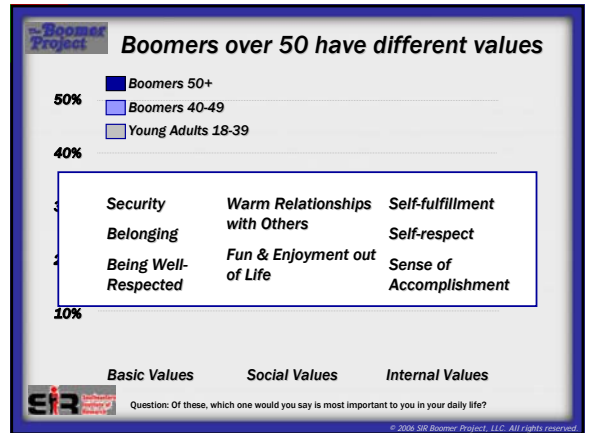
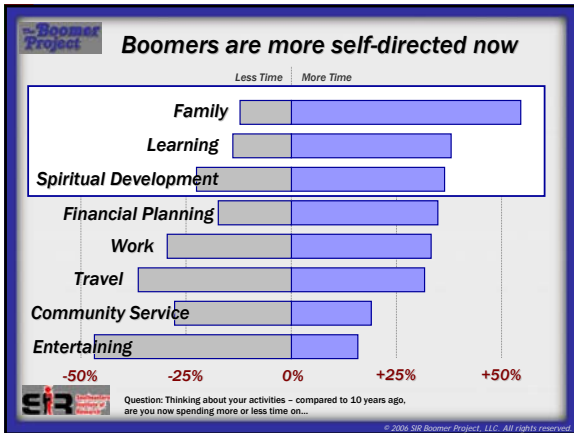
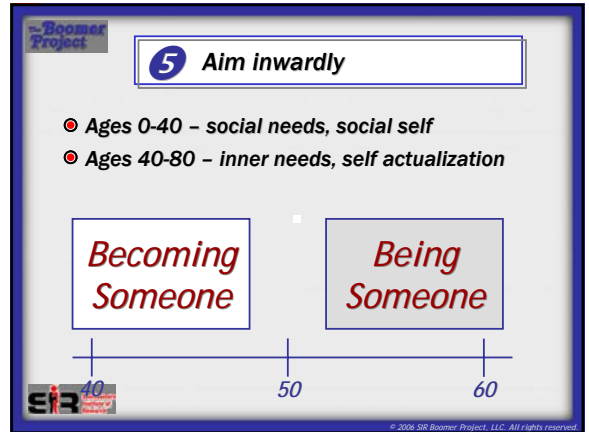
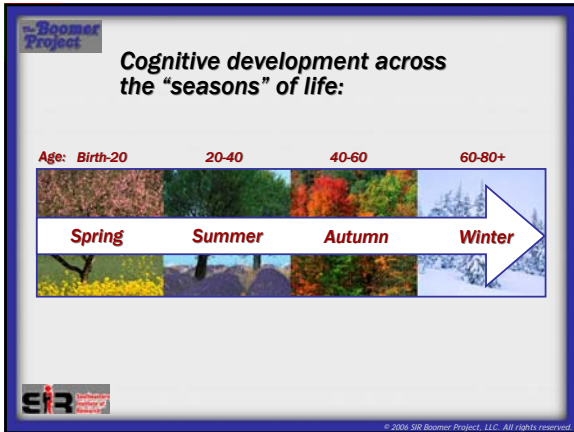
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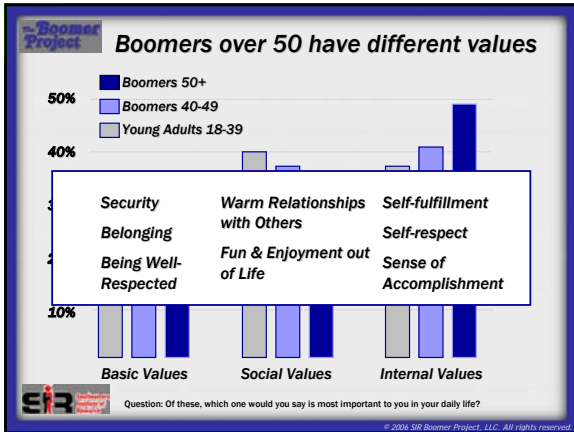
"There Is A Season ... Turn, Turn, Turn"

Position Transportation Choices as ways to meet Boomers' Inner Needs

EIR Emotional Intelligence Research

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Conclusion: Make it personal

Implications:

- Won't follow the crowd, but will do what the crowd does if it makes sense
- Present social benefits in a personal context

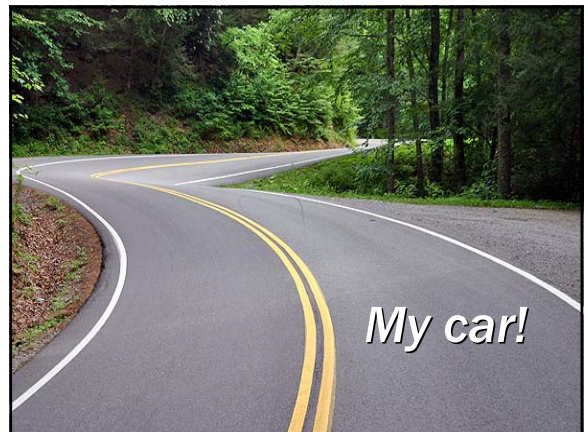
Stop being so frustrated with traffic congestion
 ... be smarter with your time - read, listen, think
 ... minimize your impact
 ... and save money

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6

"Are You Experienced?"
Give Boomers Exceptional Experiences

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The Perfect "Escape Pod"



- Ready when you are 24/7
- Safe
- Phone at your fingertips
- Entertainment on demand
 - Six player CD
 - Books on tape
- Smooth and sound proof
- Heated, luxury seats
- Say anything you want ...

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Think "Experiences"

Implications:

- Make commuter bus services and vanpools more **enjoyable**
 - No cell phone rail cars for quiet working
 - Satellite TV and radio
 - Video conferencing
 - Movie and news broadcasting
 - Wi-Fi
 - Covered shelters

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7




"Touch Of Gray"
Offer Choices & Solutions

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Absolutes **"It Depends"** **Absolutes**



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Age and mental processes

| | |
|---|--|
| <p>Young Adults</p> <ul style="list-style-type: none"> ● More rigid ● More constrained by perception of rules ● Perceptions and beliefs are more absolute or black-and-white in nature. | <p>Older Adults</p> <ul style="list-style-type: none"> ● More experiences ● Likely to hold two opposing views ● Able to argue pro or con for either side ● Perceptions are more flexible and varied |
|---|--|

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Conclusion: Sell Choices

Implications:

- Stay away from absolutes — "the best way"... "the only way."
- Sell **options, choices, alternatives** rather than carpool or transit
- Advance the benefits of each option without comparative claims.
- Let Boomers arrive at their own conclusions of what's best for them.

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