Making TDM Boom with Boomers

February 28, 2006

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  - www.nctr.usf.edu
"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

Survey Says

<table>
<thead>
<tr>
<th>Agree</th>
<th>Neither agree nor agree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>83%</td>
<td>6%</td>
<td>11%</td>
</tr>
</tbody>
</table>

“When it comes to consumer marketing in general, I think it’s important to customize marketing messages for each generation.”

Pre-conference survey, February 2006

Understanding TDM: The Numbers

Do You or Don’t You?

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

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>69%</td>
<td>31%</td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No, but plan on developing more</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>4%</td>
<td>11%</td>
<td>79%</td>
</tr>
</tbody>
</table>
Understanding Boomers: The Numbers

Are you a Baby Boomer?

<table>
<thead>
<tr>
<th>Generation</th>
<th>Years</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>GI Generation</td>
<td>1905-25</td>
<td>28,000,000</td>
</tr>
<tr>
<td>Silent Generation</td>
<td>1926-45</td>
<td>20,000,000</td>
</tr>
<tr>
<td>Baby Boomers</td>
<td>1946-64</td>
<td>76,000,000</td>
</tr>
<tr>
<td>Generation X</td>
<td>1965-82</td>
<td>50,000,000</td>
</tr>
<tr>
<td>Millennials</td>
<td>1983-01</td>
<td>70,000,000</td>
</tr>
</tbody>
</table>

Are you a Baby Boomer?

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

Source: US Census

U.S Population Growth

Adults 18+

2006: 224,000,000
2026: 268,000,000

The 44,000,000 Question:

Change in Population

Adults 18+ 2006 to 2026

18-49

+44,000,000

50+

By 2025, 27 states will have 20% plus population over 65 - higher than the percent Florida has today.
Boomers are Transformers

Society Transformers:
- End of Cold War
- Sexual Revolution
- Watergate
- Rock & Roll
- Anti-War
- Civil Rights
- Vietnam
- Internet
- Aging

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
**Life Stages of Boomers**

- Parent
- Retired
- Care-Giver
- Single Again
- Empty Nester
- Entrepreneur
- Grandparent

Source: Boomer Project Nov 04 Study

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**Culture’s Impact**

**Understanding Boomer Behavior:**

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

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**The Boomer Opportunity**

- Understanding Boomers Today
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- What to Do Next

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**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

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**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

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"

More info, not less

What Boomers over 50 want from ads:

Provide Information & Make It Easy To Find

"Just Give Me Some Kind of Sign, Girl"

91% Top Two Box "Important"

91%
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?

More info, not less

**What Boomers over 50 want from ads:**

<table>
<thead>
<tr>
<th>Give me info I need</th>
<th>29%</th>
<th>91%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make it easy for me to get more info</td>
<td>37%</td>
<td>91%</td>
</tr>
</tbody>
</table>

**Top Two Box “Important”**

- Give me info I need
- Make it easy for me to get more info

91%

Source: Boomer Project Nov 04 Study

**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

“Be Young, Be Foolish, And Be Happy”

Use Life Stage, Not Age, in Boomer Communication Materials

**Age is relative, life stage isn’t**

Boomers feel younger than they are:

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

Survey Says:

- 48 Young Adult
- 54 Middle Age
- 73 Old Age

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

Pre-conference survey, February 2006

Age is relative, life stage isn’t
Life Stages of Boomers

- Parent
- Retired
- Care-Giver
- Single Again
- Empty Nester
- Entrepreneur
- Grandparent

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

Source: Boomer Project Nov 04 Study

Should Baby Boomers be called Baby Boomers?

<table>
<thead>
<tr>
<th>Label</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active Adults</td>
<td>46%</td>
</tr>
<tr>
<td>Boomers</td>
<td>34%</td>
</tr>
<tr>
<td>Adults</td>
<td>3%</td>
</tr>
<tr>
<td>Matures</td>
<td>11%</td>
</tr>
<tr>
<td>None of these</td>
<td>3%</td>
</tr>
<tr>
<td>None of these</td>
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</table>

What label do you think works best to describe the Baby Boomer generation today?

Pre-conference survey, February 2006

Be careful what you call them

“Don’t Do Me Like That”
Don’t Call Them Seniors!

“Boomers” fits best

52 52 51
"Second That Emotion"
Use Emotion When You Communicate

Use emotional appeals
Rational
Younger
Emotional
Older

How People Make Purchase Decisions

“Gut Feelings”
Companies focus on features
Consumers focus on feelings

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.

“There Is A Season … Turn, Turn, Turn”
Position Transportation Choices as ways to meet Boomers’ Inner Needs
Cognitive development across the “seasons” of life:

Age: Birth-20 20-40 40-60 60-80+

Spring Summer Autumn Winter

5 Aim inwardly

- Ages 0-40 – social needs, social self
- Ages 40-80 – inner needs, self actualization

Becoming Someone

Being Someone

Boomers are more self-directed now

<table>
<thead>
<tr>
<th>Activity</th>
<th>Less Time</th>
<th>More Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Learning</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spiritual Development</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Financial Planning</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Work</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Service</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entertaining</td>
<td></td>
<td></td>
</tr>
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</table>

-50% -25% 0% +25% +50%

Question: Thinking about your activities – compared to 10 years ago, are you now spending more or less time on...

Boomers over 50 have different values

<table>
<thead>
<tr>
<th>Basic Values</th>
<th>Social Values</th>
<th>Internal Values</th>
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<td>Boomers 50+</td>
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<td>Young Adults 18-39</td>
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Question: Of these, which one would you say is most important to you in your daily life?
Boomers over 50 have different values

Question: Of these, which one would you say is most important to you in your daily life?

Boomers 50+
Boomers 40-49
Young Adults 18-39

Basic Values
Social Values
Internal Values

Security
Belonging
Being Well Respected

Warm Relationships with Others
Fun & Enjoyment out of Life
Self-fulfillment
Self-respect
Sense of Accomplishment

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

Are You Experienced?
Give Boomers Exceptional Experiences

Fewer Daily Escapes

The bathroom...

My car!
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 …

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

“Touch Of Gray”
Offer Choices & Solutions

Age and mental processes

Young Adults
- More rigid
- More constrained by perception of rules
- Perceptions and beliefs are more absolute or black-and-white in nature.

Older Adults
- More experiences
- Likely to hold two opposing views
- Able to argue pro or con for either side
- Perceptions are more flexible and varied

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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Impact of 76 Million Boomers on Transportation

- More off-peak travel
- Expanded service areas
- Door-to-door private bus pools
- Greater use of passes and one “master ticket” for multi-modes
- Greater number of low-floor buses
- More bus shelters with real-time headway updates
- Greater level of security patrols at stations and on board
- Greater use of security cameras
- Greater number of handicap and preferential parking spaces
- Better lighting everywhere
- Network of shelters, sidewalks, crosswalks and bike trails
- Greater use of 511 - telephone and online
- Personalized transportation trip planning provided by quality of life consultants
- LARGER TYPE ON ALL SIGNS, BROCHURES & WEBSITES

The new rule book

The new rule book

76 Million Surrogate TDM Lobbyists Getting on a New Road

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