



Translating *her* mindshare
into *your* marketshare.

Cub Women's Expo

MARKETING

Consumer Marketing to Women – Why Bother?

(circle the correct answer)

1. Woman make up what % of the US population?
 - a. 42
 - b. 48%
 - c. **51%**

2. Women make up what % of all purchases?
 - a. 61%
 - b. 75%
 - c. **83%**

3. American women spend more than _____.
 - a. 2.8 trillion dollars
 - b. 3.7 trillion dollars
 - c. **5.2 trillion dollars (includes 3.7 trillion direct buying and 1.5 trillion purchasing agent driven)**

4. What % of working women make MORE than half of their family's incomes?
 - a. 30%
 - b. 35%
 - c. **40%**
 - d. 50%

5. What % of women have a net worth of a half million dollars are more?
 - a. 15%
 - b. 28%
 - c. **43%**

6. By the year 2010, women will control what % of the countries wealth?
 - a. 30%
 - b. 45%
 - c. 50%
 - d. **60%**

B-to-B Marketing to Women

7. Privately owned businesses whose ownership is at least 50% female make of what % of ALL companies in the US.
 - a. 29%
 - b. 35%
 - c. **40%**

8. Woman owned businesses employ
- 1 in 10 American workers
 - 1 in 7 American workers
 - 1 in 5 American workers
 - 1 in 4 American workers**
9. The fastest growing women owned businesses in the US were companies with over:
- 25 employees
 - 40 employees
 - 65 employees
 - 100 employees**
10. How much purchasing power is controlled by female purchasing agents?
- 50 million dollars
 - 500 million dollars
 - 1 trillion dollars
 - 1.5 trillion dollars**
11. Do Women Buy What Your Company Sells Today?
(Circle all the statements that are true)
- Women buy 50% of all new cars and 48% of used vehicles
 - Women buy 41% of all light trucks
 - Women buy 65% of all Volvos
 - Women buy 11% of all Porsches
 - Women make up 48% of stock investors
 - Women represent nearly half of all investors with \$100,000 or more in investable assets
 - Women make up 50% of all business travel
 - Women buy 61% of major home fix-up products
 - Women initiate 80% of all home-improvement purchase decisions
 - At the hardware site of online retailer Amazon. COM, Mother's Day sales of power tools this year were nearly the same as Father's Day sales
- All the above are true statements**

PHYSICAL DIFFERENCES

Hormones

12. **Testosterone levels drive personality affecting...**
(Circle all the statements that are true)
- Aggressiveness
 - Self assertiveness
 - Drive for dominance
 - Competitiveness
 - Risk taking and thrill seeking
 - Aptitude for spatial and mechanical
 - All the above**
13. **Estrogen levels drive personality affecting...**
(Circle all the statements that are true)
- Nesting urge
 - Nurturing urge
 - Levels of testosterone
 - All of the above**

14. **Oxytocin promotes...**
(Circle all the statements that are true)
- a. Sense of partnership
 - b. Urge to care for a child
 - c. Creates the flight of fight syndrome
 - d. **All of the above**

15. **Serotonin**
Women have more than men
True False

Our Brains

16. Men's brains are more localized and specialized?
True
False
17. Men's brains make them more efficient at focusing?
True
False
18. Women's brains are more distributed?
True
False
19. Women's brains are better at integrating?
True
False
20. Emotional centers of the brain are located in both the right and left hemisphere of the brain in...
Men
Women
21. Who has the most connections between the right & left sides of the brain?
Men
Women

Senses/Vision

22. Who has better focused sharp vision?
Men
Women
23. Who has better peripheral vision?
Men
Women
24. Who perceives better in three dimensions, better to judge distance, movement, speed and precise hand/eye coordination?
Men
Women

25. Which of the following senses are higher in women?
- Touch
 - Taste
 - Hearing
 - **All the above**

THINKING/PLAYING & SOCIALIZING

26. Who thinks more contextually, holistically?
Men
Women
27. Who thinks about elements separately?
Men
Women
28. Who prefers to run in groups?
Men
Women

RELATIONS

28. Who relates by talking together?
Men
Women
29. Who relates more by doing things together?
Men
Women

PROBLEM SOLVING

30. Women base their thinking on:
- Examples
 - Personal experience
 - Right and wrong
 - Justice and duty
 - **All the above**

HIGHEST NEEDS

31. Research shows that women need products and services that meet their need for:
- Time savings
 - Convenience
 - Safety
 - Value
 - Security
 - **All the above**

On behalf of the *Interpret-Her*[™] team, we thank you for attending our presentation at the Cub Women's Expo. While on our site, we invite you to become a member of our *Influence-Her*[™] panel. This on-line panel allows you to voice your opinions on products and services that you choose to discuss. Go to the *Learn More* link under the *Influence-Her* tab to learn all about this program.