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# The Inside Look into the Beauty Boomer

Google/Nielsen Online/Sterling  
U.S., September 2010

# Study Scope and Methodology

- **Survey Approach Developed by Nielsen and Google**
  - Google/Nielsen Boomers Survey fielded August 2010, N=3,878
- **Definitions**
  - Gen Y: 18-30
  - Gen X: 31-45
  - Boomers: 46-65
  - **Beauty Boomers = Baby boomer beauty decision makers**
  - G.I. Generation: 66-75
  - Silent/Lost Generation: 75+

# Executive Summary

Beauty Boomers are comfortable with their age, and prioritize feeling good over looking good

Marketers have a captive audience with Beauty Boomers when planning search campaigns and brand websites

Online engagement has a powerful impact on shopping Beauty Boomers' shopping, whether via research or incentives

# Beauty Boomers Know Age is Just a Number

**76%** Are comfortable with their age

**52%** Feel younger than their actual age



# Beauty Boomers Are Satisfied Without Pampering

**60%** Believe their physical appearance is very important

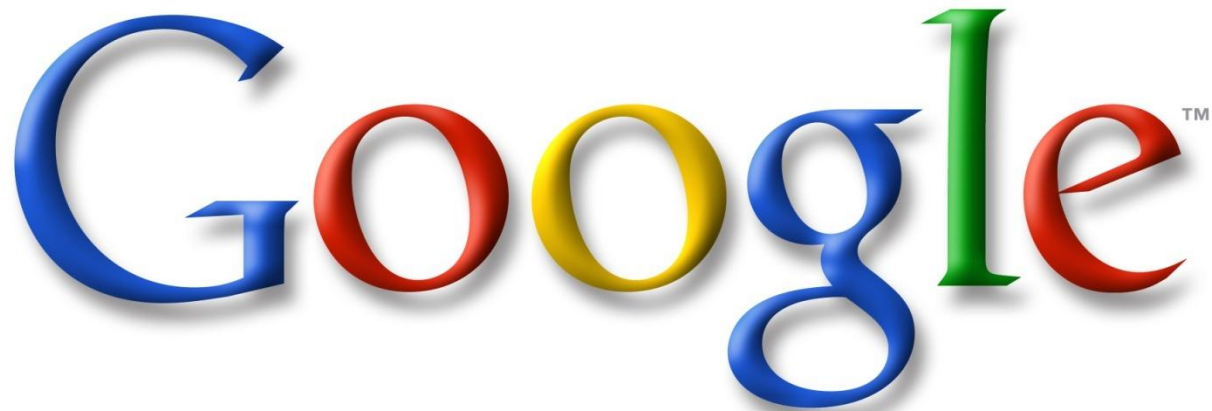
**38%** Take time to pamper themselves

**50%**  
vs  
**28%** Look for products that make them feel their best versus look younger

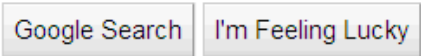
Source: Google/Nielsen Boomer Survey August 2010:  
Q41: Please rate how much you agree with the following statements. Respondents who "Agree Somewhat/Completely" "My physical appearance is very important to me", Beauty Boomers N=989,  
"I take the time to pamper myself", Beauty Boomers N= 628  
Q44.1 and 44.2: When making decisions about beauty /cosmetics items, how often do you look for products that always/frequently ...make you feel your best N= 821, ...products that make you look younger N=463

# Beauty Boomers Rely on Search

99% of Boomer Beauty decision makers use a search engine

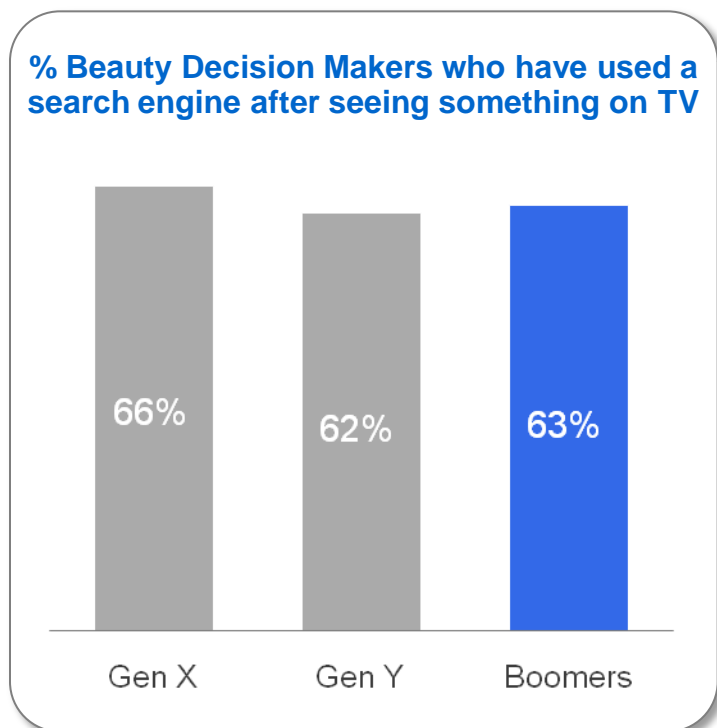


81% of Boomer Beauty decision makers use Google



# TV Is an Effective Trigger to Search

**63%** of Boomer Beauty decision makers have searched after seeing something in a TV commercial



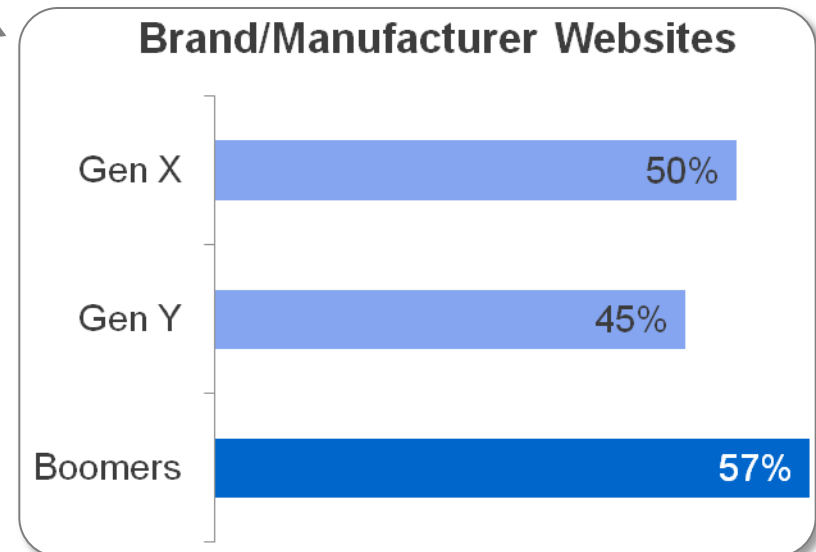
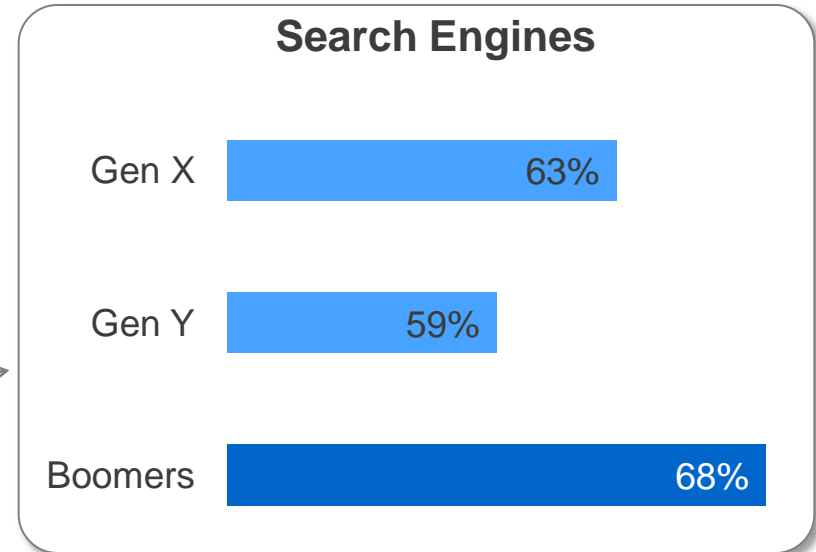
**45%** of Boomer Beauty decision makers always or frequently watch TV and use the internet at the same time



# Beauty Boomers Rely on Search Engines and Brand Websites More Than Younger Counterparts

## Ranking of Online Sources for Purchase Decisions

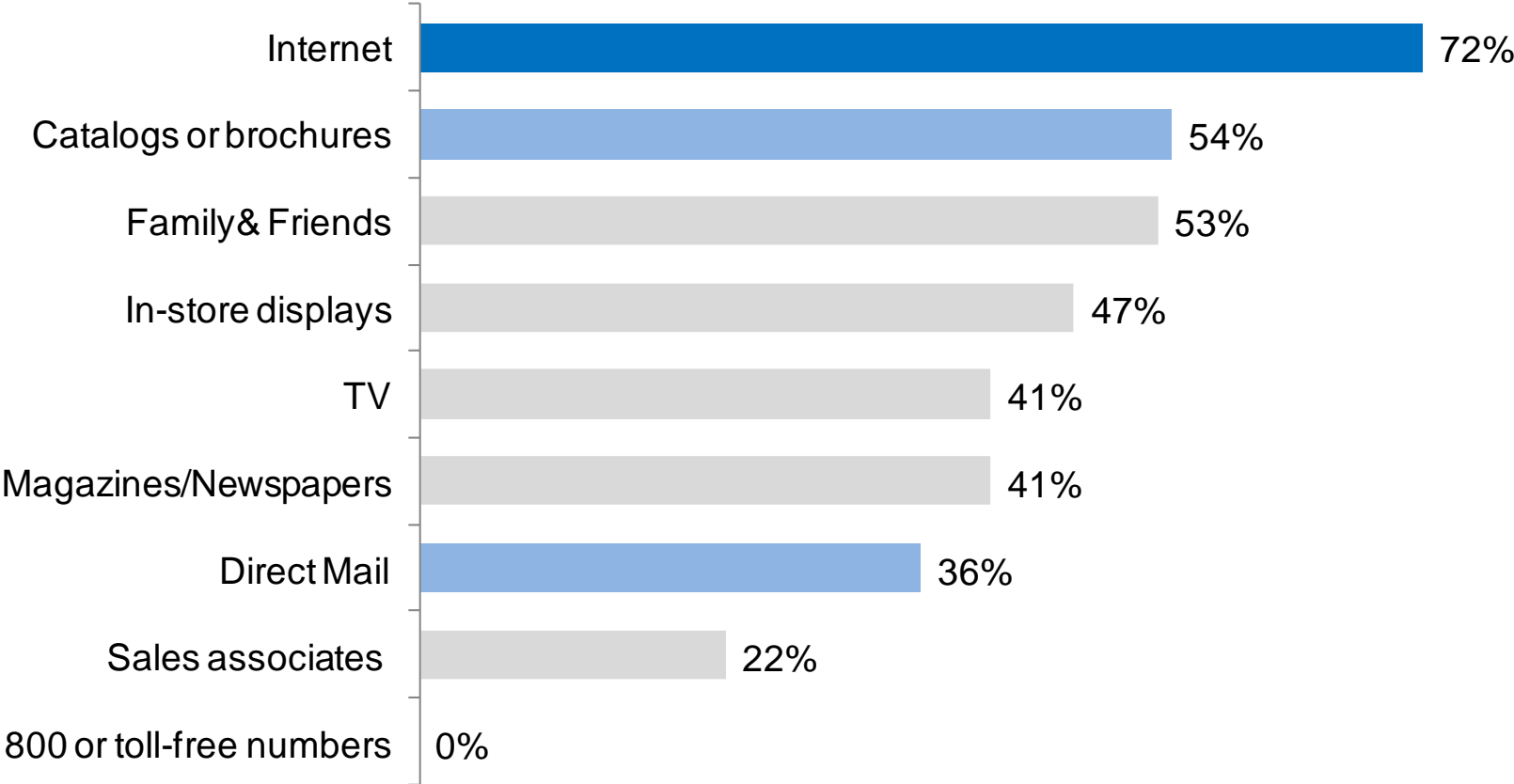
1	Search engines
2	Store websites
3	Brand or manufacturer sites
4	Online-only retailer sites
5	Shopping comparison sites
6	Online auction sites
7	Online review sites



Source: Google/Nielsen Boomer Survey August 2010:  
Q35: Now, thinking only about online sources of information, how useful to you, if at all, are the following when making your shopping or purchasing decisions?  
Base= Beauty Boomers who use online source N=1176

# Online Research Is a Powerful Shopping Tool for Beauty Boomers

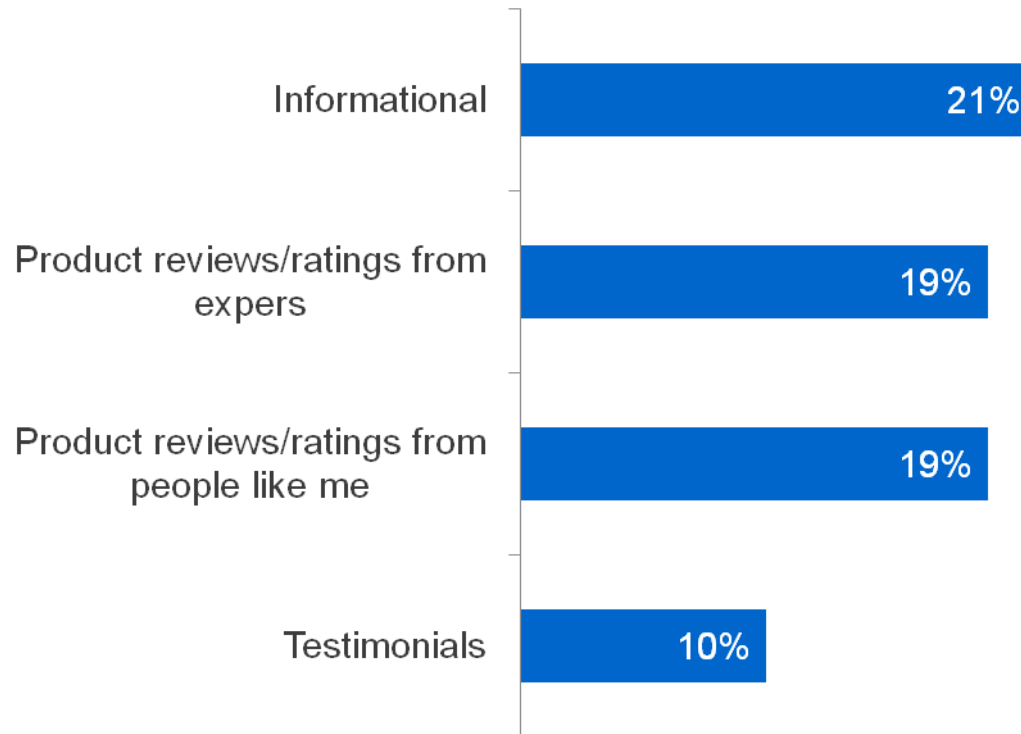
### Sources Used to Make Purchase Decisions



Source: Google/Nielsen Boomer Survey August 2010:  
Q35: Which of the following sources of information, if any, do you typically use when shopping or making purchasing decisions?  
Beauty decision makers, N= 1507 (any)

# Beauty Boomers Look to Others to Inform Purchase Decisions via Video

## Types of Online Videos Viewed While Shopping or Making Purchasing Decisions



# Free Shipping Removes a Barrier for Beauty Boomers



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