



# She Report

Zeno Group's Guide to Speaking Female

March, 2009

In this difficult economy, it is especially important to keep a **finger on the pulse of female consumers** and influencers in order to predict spending habits. Zeno Group's Speaking Female practice leveraged our contacts to ask **real women how they plan to spend, save and splurge in 2009**. The results of our **"What We're Hearing" survey** generated consumer insight from women all around the country that can help us to better position our clients for success in the current economy. Although **more than 77 percent of women report cutting back on spending**, how they are cutting back- and how they aren't- may surprise you...

## Entertainment is Changing:

- Nearly **70 percent of females are cutting back on dining out**, with moms cutting back more than others. While 73 percent of mothers indicated they are dining out less, only 57 percent of women without children indicated the same.
- Across the board, women are opting to spend more time at home. **Over 60 percent of respondents are spending less money on out of home entertainment** options such as movies and dining, instead opting for more affordable options like movie rentals and pot luck dinners with friends.

**Bloggers Sound Off:** "We are watching more movies at home, visiting the library and finding free events and activities within the community."  
*Alison, The Safety Chronicles*



## Health isn't Recession Proof:

- In these troubled times, health care has become a luxury for many women. **Nearly 20 percent of females are putting off a visit to their physician, dentist or ophthalmologist** in 2009.

## Brand Loyalty is Shifting:

- Women are still taking chances on new brands, with nearly **60 percent indicating the recession isn't stopping them from trying new products**.
- More than half of the respondents, however, are **opting for more generic** brands in products such as grocery items, cleaning supplies and toiletries.

## Mom's The Word

- Over **80 percent of moms have cut back spending by at least 10 percent**. Just over 15 percent of moms report cutting spending in half.
- Moms are changing the way they spend money on their children. More than **63 percent of moms are putting off buying certain items or activities for their children**, most notably video games, toys and frivolous clothing.

**Bloggers Sound Off:** "Part of this is just noticing that my children don't need so much stuff. They have quite a lot of toys and they beg for stuff if we take them shopping, but we don't take them to stores very much."  
*Candice, Mom Most Traveled*

## Women Still Need a Vacation:

- Although **51 percent of women indicated they plan on cutting back on their travel** and vacation budget, the overwhelming majority are not planning to replace vacations with local day trips.
- Several women responded that **vacations are worth saving for** and much needed, even if they had to alter the destination because of finances.

**Bloggers Sound Off:** "We still plan on taking a vacation this year. At least, we are hoping to. However, we used to go on several vacations per year and that is definitely not happening this year."  
*Piera, Jolly Mom*