



## **Boomer Insight Web Portal to Take Pulse of Baby Boomer Generation**

*Austin, Texas Startup Launches Web-Based Opinion Portal to Engage Baby Boomers.*

Austin, TX, May 20, 2009 --([PR.com](http://PR.com))-- Boomer Insight, Inc. launched a new Web site designed to gauge the opinions of the most powerful generation group in America. The site at [www.boomer-insight.com](http://www.boomer-insight.com) uses daily polls, forums, member blogs and commentary to gather the opinions of American Baby Boomers.

As Baby Boomers were coming of age in the 60s and 70s, they were well known for their social and political activism. As they've aged and secured jobs and raised families, their powerful voices have quieted even if their opinions have remained as strong as ever. Without a venue for expressing their approval or outrage, the generation that was once considered the conscience of America has diminished in power.

“The Web is full of social networking sites and quite a few of them reach out to Boomers,” says Boomer Insight CEO Mac McKinley. “But none of them seem focused on re-engaging and mobilizing the boomer generation in a meaningful way. We want to harness the enormous power of the Internet to give Boomers a national platform from which to voice their opinions and share their views on major issues.” Mac believes the site can become the biggest catalyst for change in America since President Obama's campaign organization went online.

Boomer Insight is a new kind of Web site that they call an Opinion Portal, and hopes to provide Baby Boomers with a venue to weigh in and speak out on the most pressing issues of the day. While it employs many of the same features of traditional “social networking” sites, Boomer Insight focuses on gathering and reporting opinion, current events and commentary on the specific issues that face American Baby Boomers such as finance, health and politics.

In addition to daily polls about current events, boomer-related issues, and popular culture, Boomer Insight gives their members their own personal blogs, hand-picked news stories, famous boomer profiles, and an active community forum for discussions about polls and other topics.

Baby Boomers represent one out of every three adults in America. They control over 70% of the wealth in America and spend \$400 billion more annually than any other generation group. According to a recent Forrester Research report, more than 60% of Baby Boomers are avid consumers of social media like blogs, forums, podcasts and online videos. The Forrester report also mentioned that Boomers prefer to take polls, rate and vote on items, rank favorites and add critiques of services or news stories. That's up from 40% one year ago.

With that many Boomers connecting to social media, Boomer Insight believes that there is a strong market for their site, which is free to join and supported by targeted advertising. Ultimately, the site's founders say, they aspire for the site to become “The Boomer's Voice in America.”



About Boomer Insight, Inc.

Founded in 2008, Boomer Insight, Inc, is a Web Opinion Portal designed to give Baby Boomers a chance to re-engage and voice their opinions daily on the most important issues facing America. With daily opinion polls, community forums, hand-selected news stories and member blogs, Boomer Insight is a new kind of Web site that combines the power of social networking with the opinions of America's largest generation. Boomer Insight is a social network with a conscience.

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