



YouGov[®]
What the world thinks

Generation Wealth

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The man with the scorpion tattoo



The 'Baby Boomers' are the generation that refuse to get old and continue to make the headlines

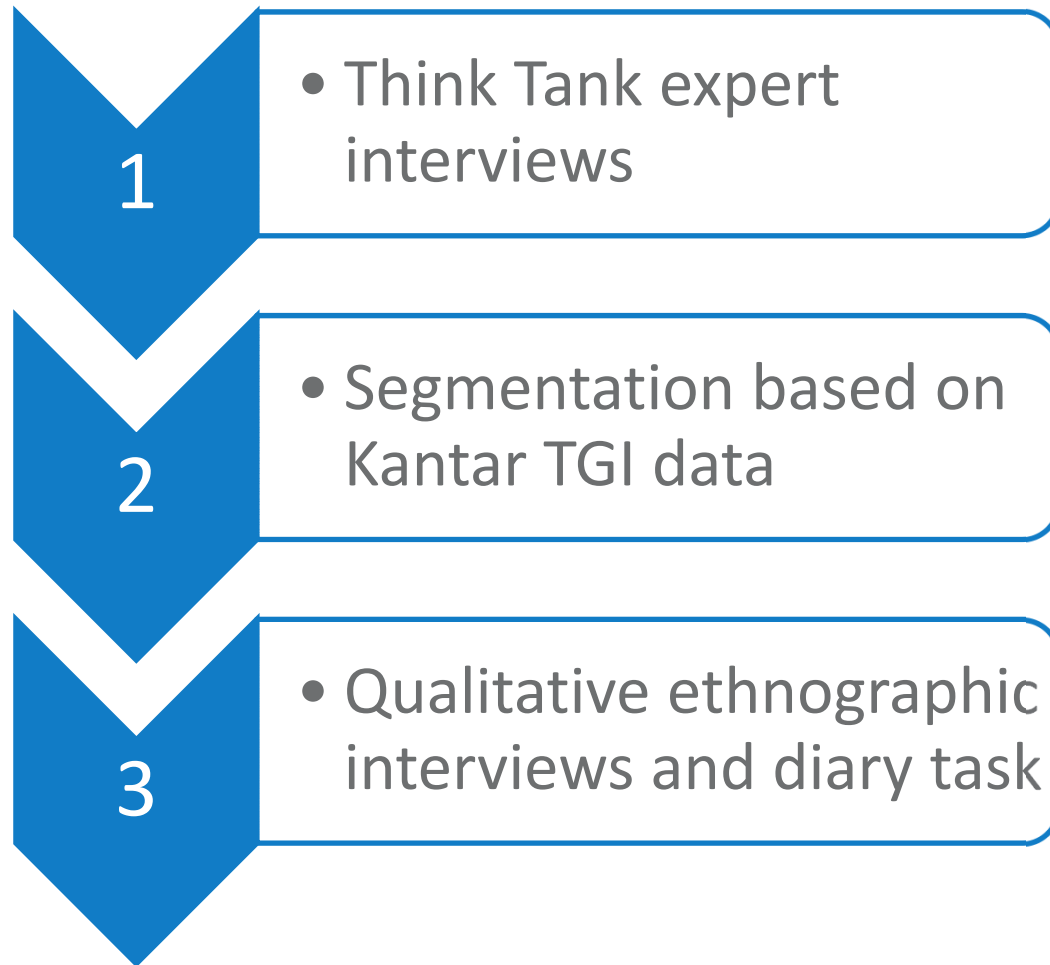


'The baby boomer generation are very forward looking and quite keen on new things, I think. I suspect that one of the things that the 60s did was to encourage people to embrace the new.'

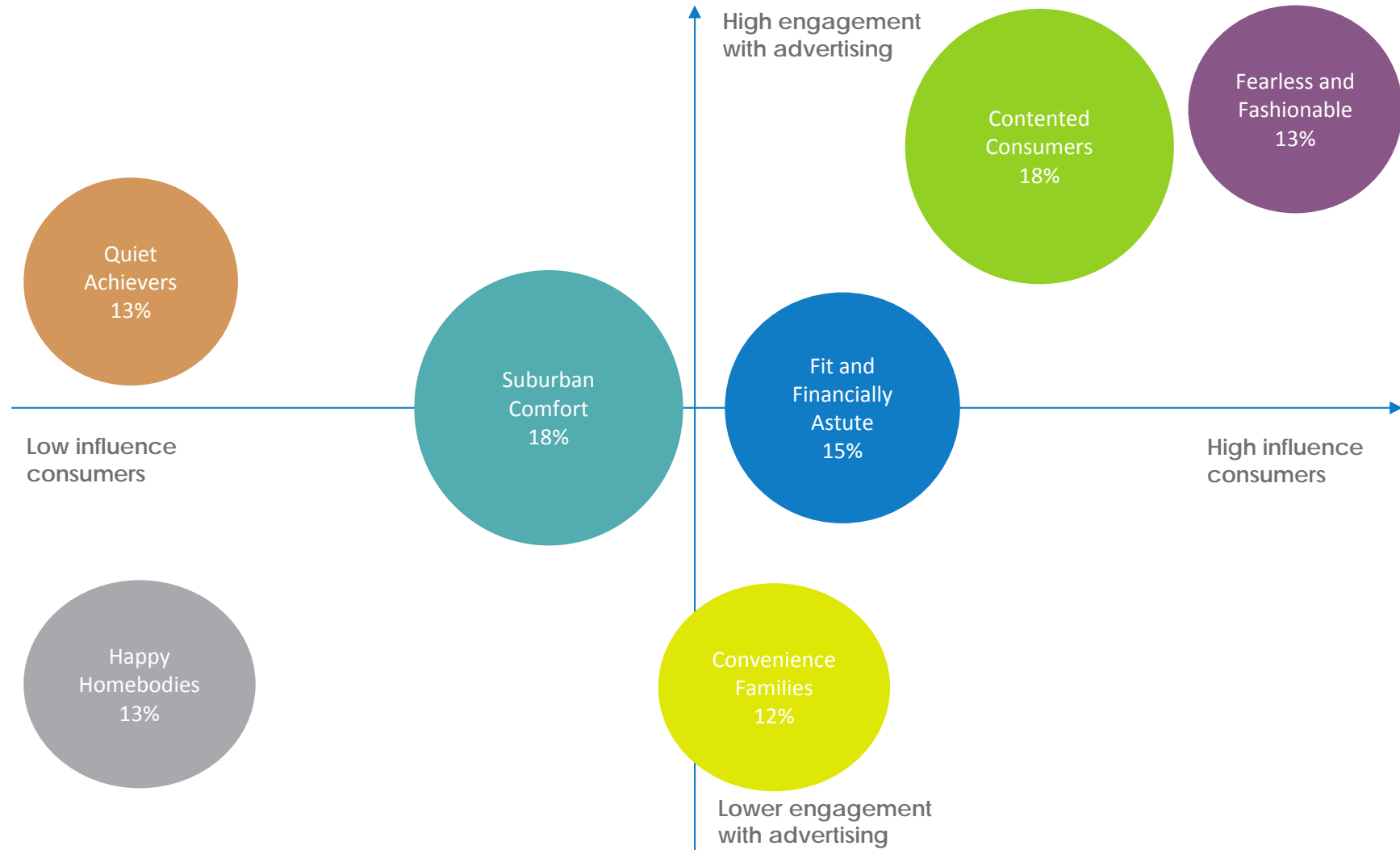


'It's obviously essential that older people carry on working for as long as possible.....both employers, managers, have to learn how to cope with a truly mixed-age workforce'

Overview of the research programme



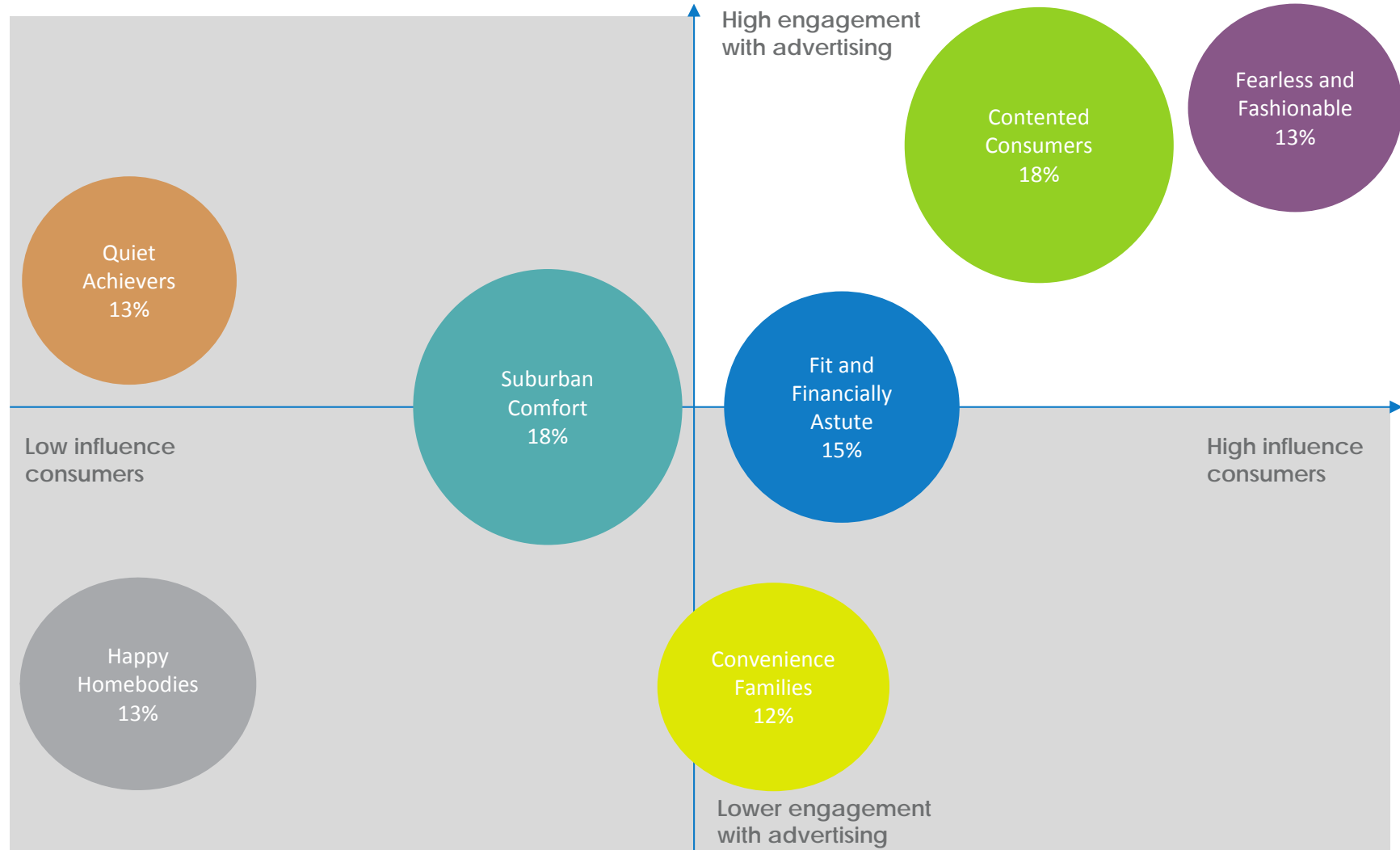
Who are generation wealth? 45-65 years ABC1



5 Source: GB TGI 2013 Q4; Base: all adults

All 45-65 year olds in social classes ABC1
(% of target population)

Three key segments for this presentation



6 Source: GB TGI 2013 Q4; Base: all adults

All 45-65 year olds in social classes ABC1
(% of target population)

Who are Generation Wealth?



Fit and Financially Astute – 1.4 million adults, 15% of this audience

Key demographics (source TGI)

46% 55-64 years old

53% working full time

68% male



'I do some sort of sport or exercise at least once a week'
72%



'Thinking about dependability and reliability, the first thing that comes to mind is Land Rover' (John)



Their icon is....Michel Roux Jr (b.1960)



Fit and Financially Astute: Lifestyle & Brands



Advertorials and reviews are influential with this audience



The Daily Telegraph

'With the FT, it's the business section. It's good to get a view on what's coming up for sale' (David)



'I read the Telegraph on my mobile, my work phone *and* my laptop' (David)

'I am a subscriber to the Radio Times and save it to read on a Saturday when I sit down and read it cover to cover' (Kevin)

Fit and Financially Astute: Media



Contented Consumers – 1.6 million adults, 18% of this audience

Key demographics (Source TGI)

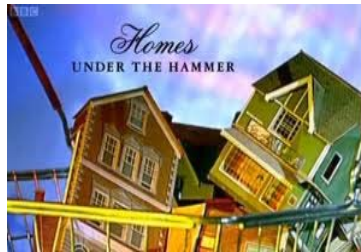
45% 55-64 years old

35% working full time

59% female



'It is important for me to look well dressed'
68%



'Mary Portas is really the fashion 'grande dame.' She's out there with her style and I'll adapt from that' (Susan)



MAX FACTOR



'I really enjoy shopping for clothes'
56%



Their icon is...Kirsty Allsopp (b.1971)



Contented Consumer: Lifestyle & Brands



They love supplements and can be influenced by print advertising and promotions



Daily Mail



'I always look at the beauty ads in Good Housekeeping and sometimes buy the products if I like the sample' (Susan G)

'The bits that I like in the Daily Mail are mainly the women's pages and the health pages' (Dorothy)

19% regularly read the Daily Mail

Source: YouGov Qualitative 2014

Contented Consumer: Media



Fearless and Fashionable— 1.3 million adults, 13% of this audience

Key demographics (Source TGI)

62% 45-54 years old

54% working full time

53% female

'I have keen sense of adventure'
79%

Waitrose

benefit
SAN FRANCISCO



'I like change and I look for it in life. I wasn't going to be left in the past' (Beth)

'I try to keep up with developments in technology.'
66% compared with 38% average



Instagram



Their icon is.... Jude Law (b.1972) and Karen Brady (b.1969)



Fearless and Fashionable: Lifestyle & Brands



Media and advertising: They are highly receptive to glossy lifestyle advertising



'I am more engrossed in magazines than TV - I notice the adverts' (Melvyn)

'I really do like the Telegraph travel section, and the adverts there are well placed' (Beth)

'I read Good Food in the bath. It's my absolute luxury.' (Beth)

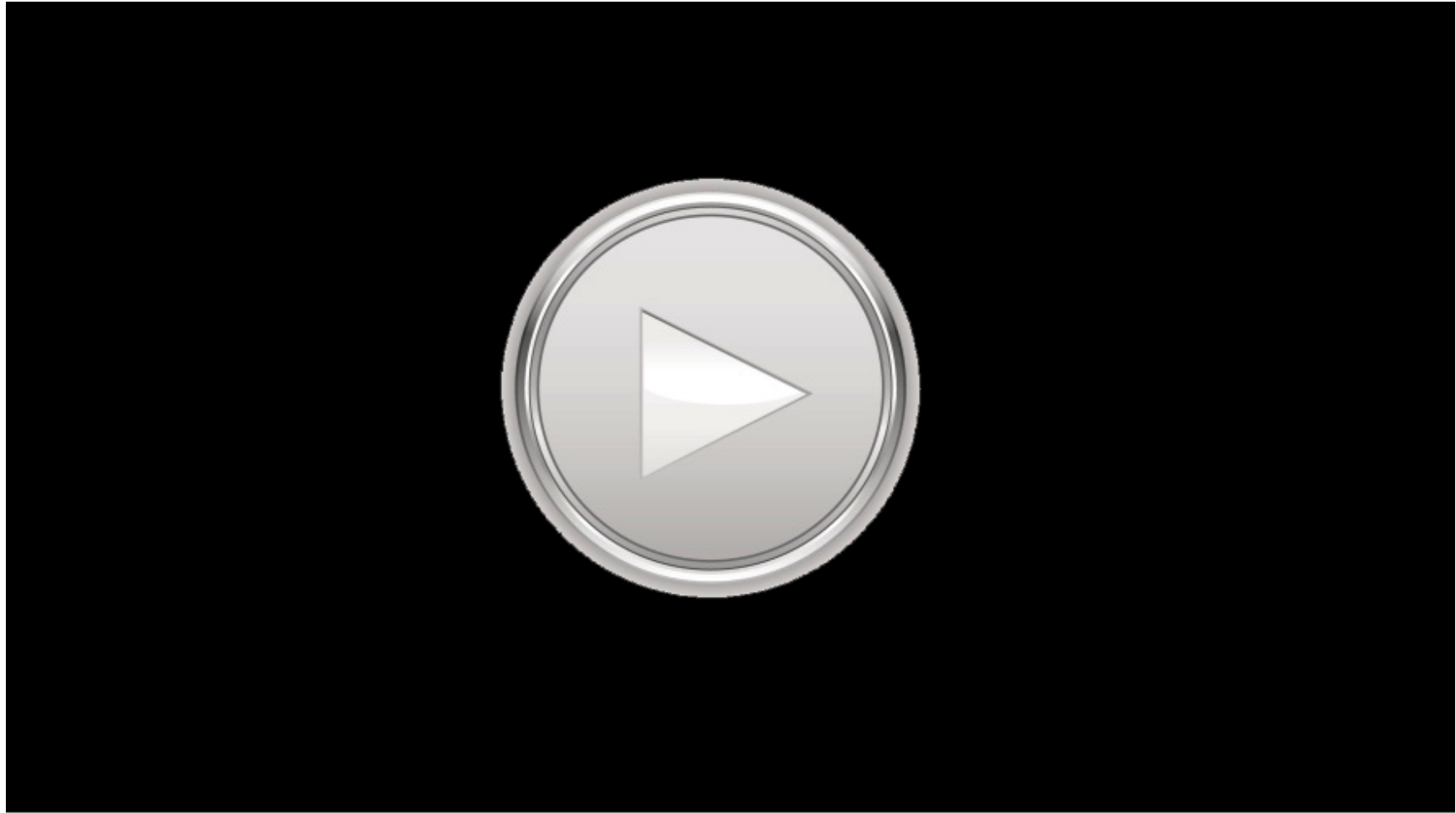
Fearless and Fashionable: Media



What can we learn from Generation Wealth?



'Generation Wealth' like to spend their money



As consumers 'Generation Wealth' don't feel old so should marketers consider their age?

1. This generation are often overlooked, but they are active consumers and are likely to remain so
2. It's a myth that older consumers are entrenched in their brand choices
3. Don't treat them differently – they don't identify with 'old'
4. Brands that get it right focus on values that appeal to this generation – personalisation, great service, reliability, beautiful design, aspirational values;
5. Ensure that advertising does not ghettoize the generation by using age neutral advertising that works across generations



John Lewis



As consumers 'Generation Wealth' don't feel old so should marketers consider their age?

'The term I used ages ago was, 'age neutral marketing', the really clever companies should be trying to appeal by and large to a cross spectrum of ages. We all go on holidays, we all fly in planes, we all buy computers, and we all buy Sky or Virgin, or whatever it's going to be. The trick is to do it in such a way that you certainly don't put off a generation but you make it as inclusive as you possibly can'.