

MEDIA RELEASE

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BYE BYE BOOMERS, HELLO LIFE JUGGLERS AND LIFE SURFERS

Latest Nielsen study torpedoed Baby Boomer myths

Sydney May 8 2006: Australia's ageing population, commonly referred to as the Baby Boomers generation, are more accurately defined as two groups; Life Jugglers and Life Surfers, a collaborative consumer study undertaken by global research companies ACNielsen, Nielsen Media Research and Nielsen//NetRatings has revealed.

The consumer study, titled ***Australian Made: Exposing old myths and new truths on marketing to Australia's maturing population***, was released today and identified a series of myths surrounding the Baby Boomer generation, including that Baby Boomers were in fact two distinct groups, more accurately defined by their mindsets than by the traditional demographic definitions which were primarily based on age.

"This study has been a real eye-opener in re-defining Australia's mass market," commented Andrew Reid, Managing Director, Nielsen//NetRatings, and spokesperson for the report.

"From the extensive data we collated, in conjunction with a series of focus groups, we discovered that the catch-all term, 'baby boomer' means nothing to Australia's 45 – 64 year olds other than being born after the war. It is a much maligned, and totally inappropriate cliché for the most influential, fastest growing and often most misunderstood consumers in our country."

MYTHS AND REALITIES

The ***Australian Made*** study exposed a number of myths surrounding Australia's mass market – 45 to 64 year olds – and revealed a number of new truths:

Myth 1 – Australia's ageing population consists of one, homogeneous group, typically labelled Baby Boomers

When considering the huge diversities that exist within the post war Baby Boom generation, applying one catchall title doesn't adequately describe this group at all. In fact, there are two

distinct groups which are typified not by their age but by their mindset and life stage. The groups were described by the Nielsen study as Life Jugglers and Life Surfers (see table 1).

Myth 2 – Younger consumers are a more lucrative target market for marketers

In comparison to younger generations – where marketers and advertisers usually focus the majority of their budgets – Life Jugglers and Life Surfers have higher average personal and household incomes and are spending more on almost everything, from phones and mobiles to groceries, financial services, travel and tourism and even technology and the Internet.

Myth 3 – Life Jugglers and Life Surfers are brand loyal and won't try new products and services

While the traditional Baby Boomer demographic has been pigeon-holed by marketers and advertisers as brand loyal and unwilling to change, the reality is that Life Jugglers and Life Surfers are just as likely to switch brands as any other demographic. These switching intentions are driven by their values and are reflected in their preference for Australian made products, their support for the 'little guy', their purchase of organic in their quest to maintain health and vitality and their willingness to save on 'commodities' and low involvement purchases in order to spend more on the things that are important to them, such as experiences.

Myth 4 – Life Jugglers and Life Surfers are resistant to new technologies

When it comes to technology and the Internet, Life Jugglers and Life Surfers are actually driving the continued increase in online trial, with up to 13 percent logging on for the first time in the past 12 months. More than two in every three Life Jugglers and Life Surfers are now online and they are just as likely to have broadband access at home as any other age group, and almost as likely to access the Internet regularly. Home PC ownership is higher among Life Jugglers and Life Surfers compared to those aged under 45, while laptop ownership is on the increase.

"The 45 to 64 year old population has long been a misunderstood and poorly portrayed demographic," noted Reid. "The reality is that this market is adventurous and is looking for new challenges and ways to improve their lives. They've built a set of values over the course of their life experiences and feel liberated to express these values through their purchasing behaviour and lifestyle decisions."

TABLE 1: LIFE JUGGLERS AND LIFE SURFERS	
Definition of a Life Juggler	Definition of a Life Surfer
<ul style="list-style-type: none"> • Seeking work:life balance – balancing the multiple demands of work, life and family commitments • Short-term rather than long-term focused – retirement still seen as a long way off to most • Strong family ties – value relationship with children. Focused on wealth-building/reducing debt 	<ul style="list-style-type: none"> • Reached the ‘zenith’ of life, riding the crest of a wave • Clear and strong set of values based on life experiences • Looking to prolong their lifestyle plateau before ‘old age’ (ie decline in physical and mental well-being) hits • Are enjoying the ‘me time’; the opportunity to focus on themselves

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About the study:

Australian Made: Exposing old myths and new truths on marketing to Australia’s maturing population is an in-depth consumer study compiled by leading marketing, media and technology information companies ACNielsen, Nielsen Media Research and Nielsen//NetRatings. The study combines the broadest range of consumer data and research available in the market, together with behavioural insights gained through qualitative focus groups.

About ACNielsen, Nielsen Media Research and Nielsen//NetRatings:

ACNielsen is the world’s leading provider of market research, information and analysis to the consumer products and services industries, as well as to Government and social services. More than 9,000 clients in over 100 countries rely on ACNielsen’s dedicated professionals to measure competitive marketplace dynamics, to understand consumer attitudes and behaviour, and to develop advanced analytical insights that generate increased sales and profits.

Broadcasters, advertisers, publishers, media planners and advertising agencies rely on the Nielsen Media Research portfolio for information to support marketing and targeted advertising decisions. Nielsen Media provides services in advertising information services, radio audience measurement and readership and media insights.

Nielsen//NetRatings is a global leader in Internet media and market research and the industry’s premier source for online advertising intelligence. Covering 70 percent of the world’s Internet usage, its technology-driven Internet information solutions enable media, advertising, ecommerce and financial companies to make informed decisions regarding their Internet strategies.

For more information on the Australian Made study contact Elvira Lodewick on 0431 483 176 or email elodewick@netratings.com.

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