

GENERATION WEALTH



THE AUDIENCE YOU CAN'T AFFORD TO IGNORE

**IMMEDIATE
MEDIA**^{CO}

ENDERS|ANALYSIS

YouGov[®]

**CONTENT.
PLATFORM.
AUDIENCE.**



What we did...

EXPERT
INTERVIEWS

YouGov

DATA REVIEW

ENDERS ANALYSIS

SEGMENTATION

TGi

ETHNOGRAPHIC
INTERVIEWING

YouGov

And we are not the only ones talking about this...

“young people feel squeeze
as pay divide widens”

The Metro - Feb '14

“life begins at 45 when
people are most content”

The Telegraph - May '14

“under 30s feel the pinch as
oldies continue to spend”

Intergenerational Foundation - Jan '14

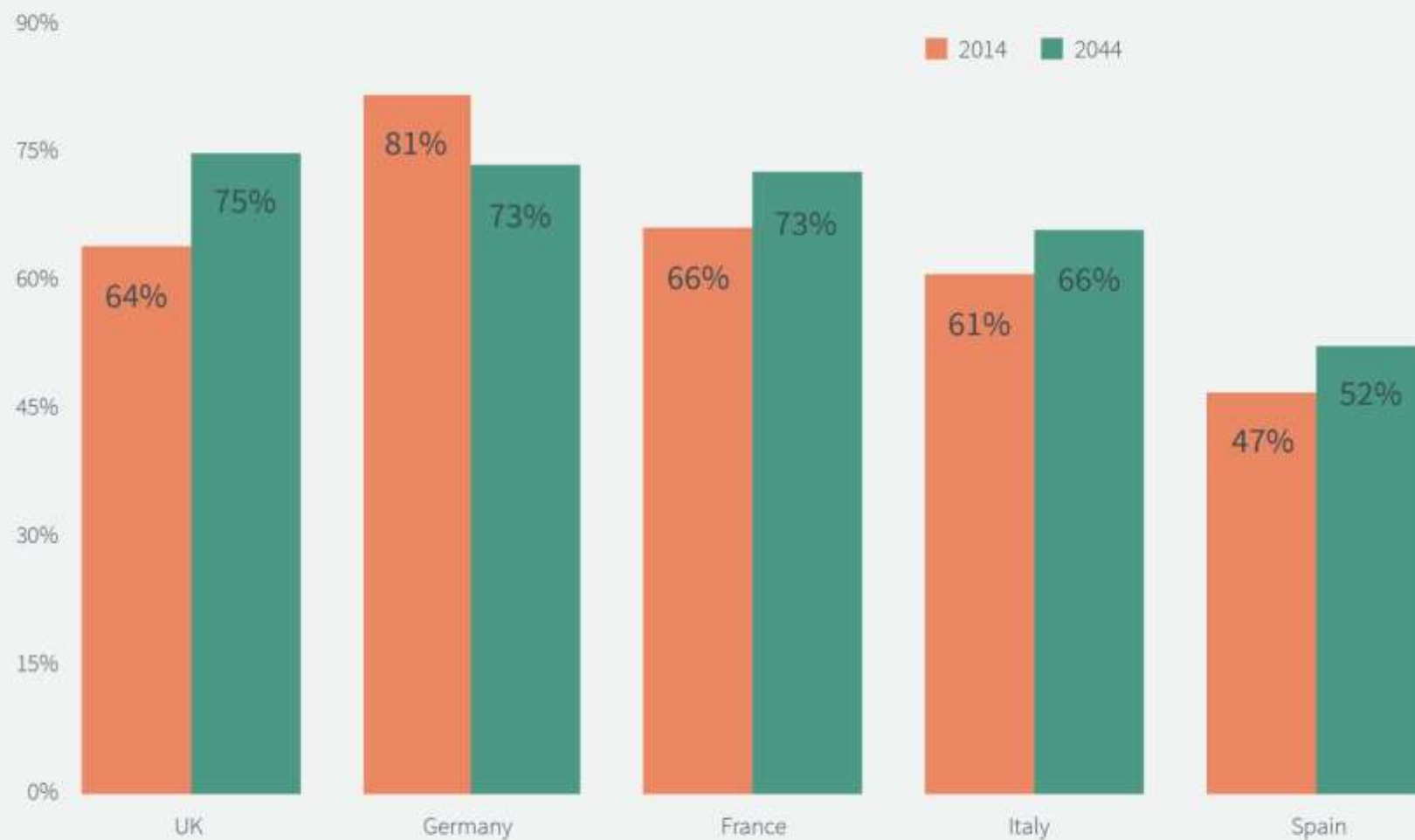
“Wanted:
Overqualified graduate for unpaid work.
Experience essential”

The Guardian - Mar '14

“ I’d rather be dead than sing
Satisfaction when I’m 45 ”
Mick Jagger (aged 31)

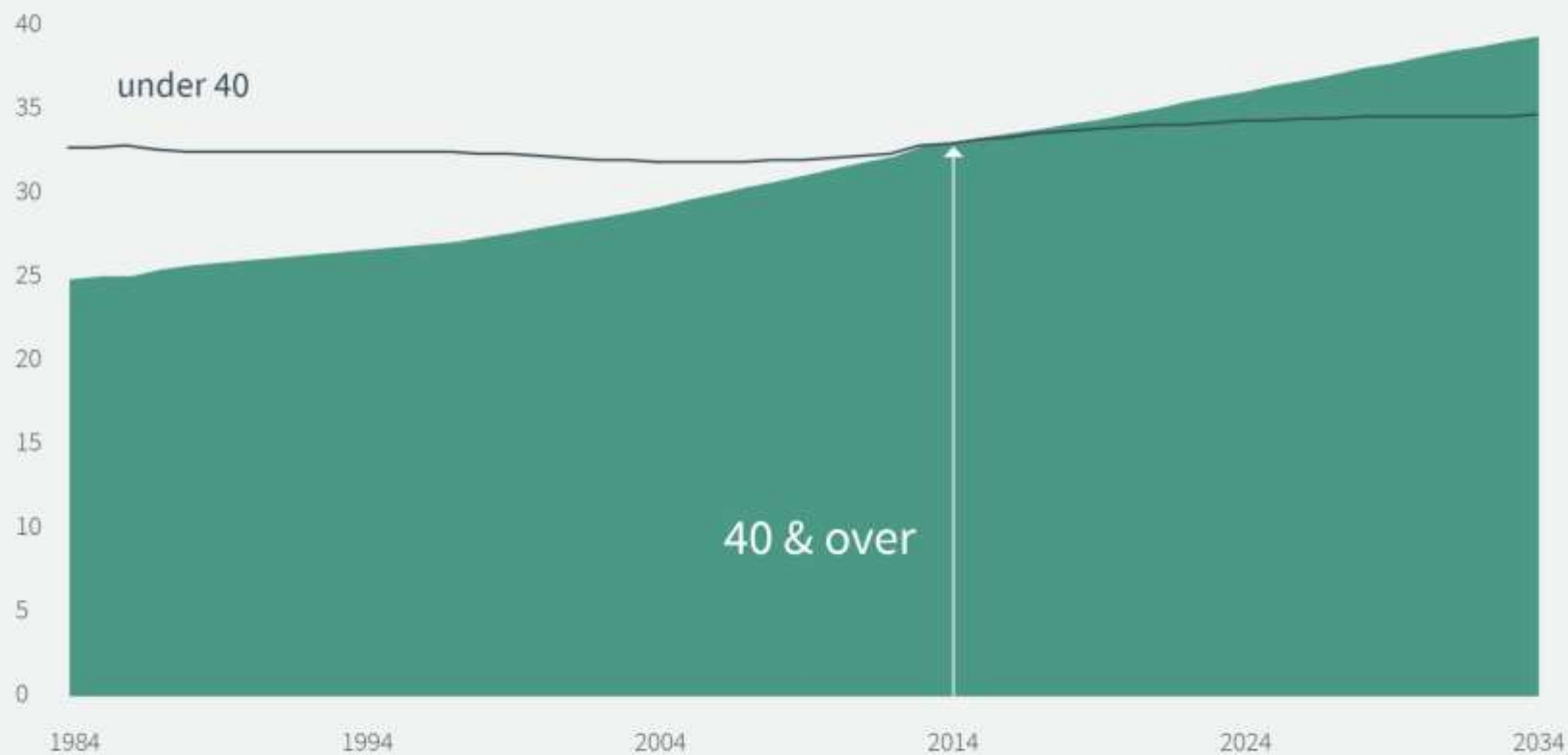
The UK is growing faster than any other major EU country

Population (m)



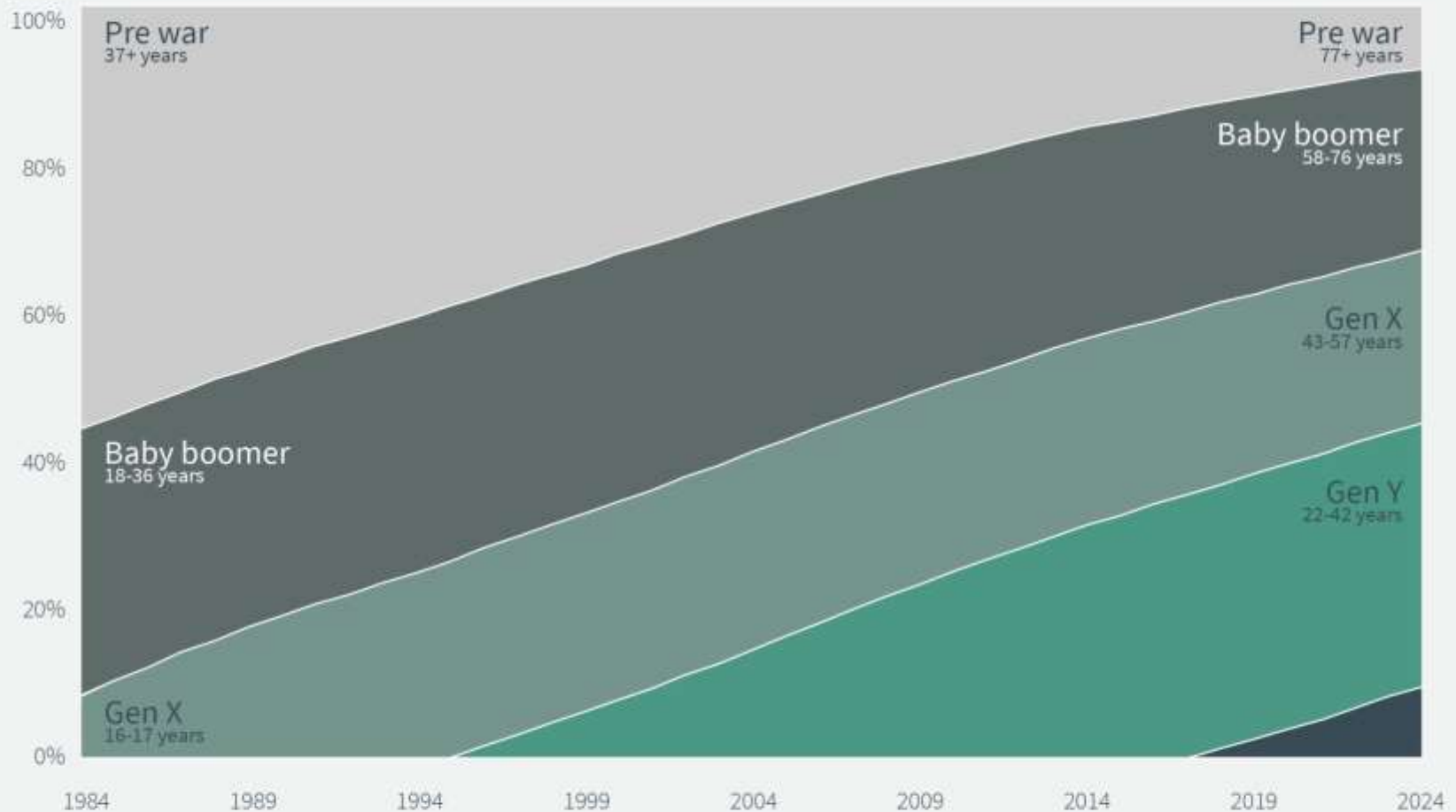
Over-40s will be the majority for the first time this year

UK Population (m)



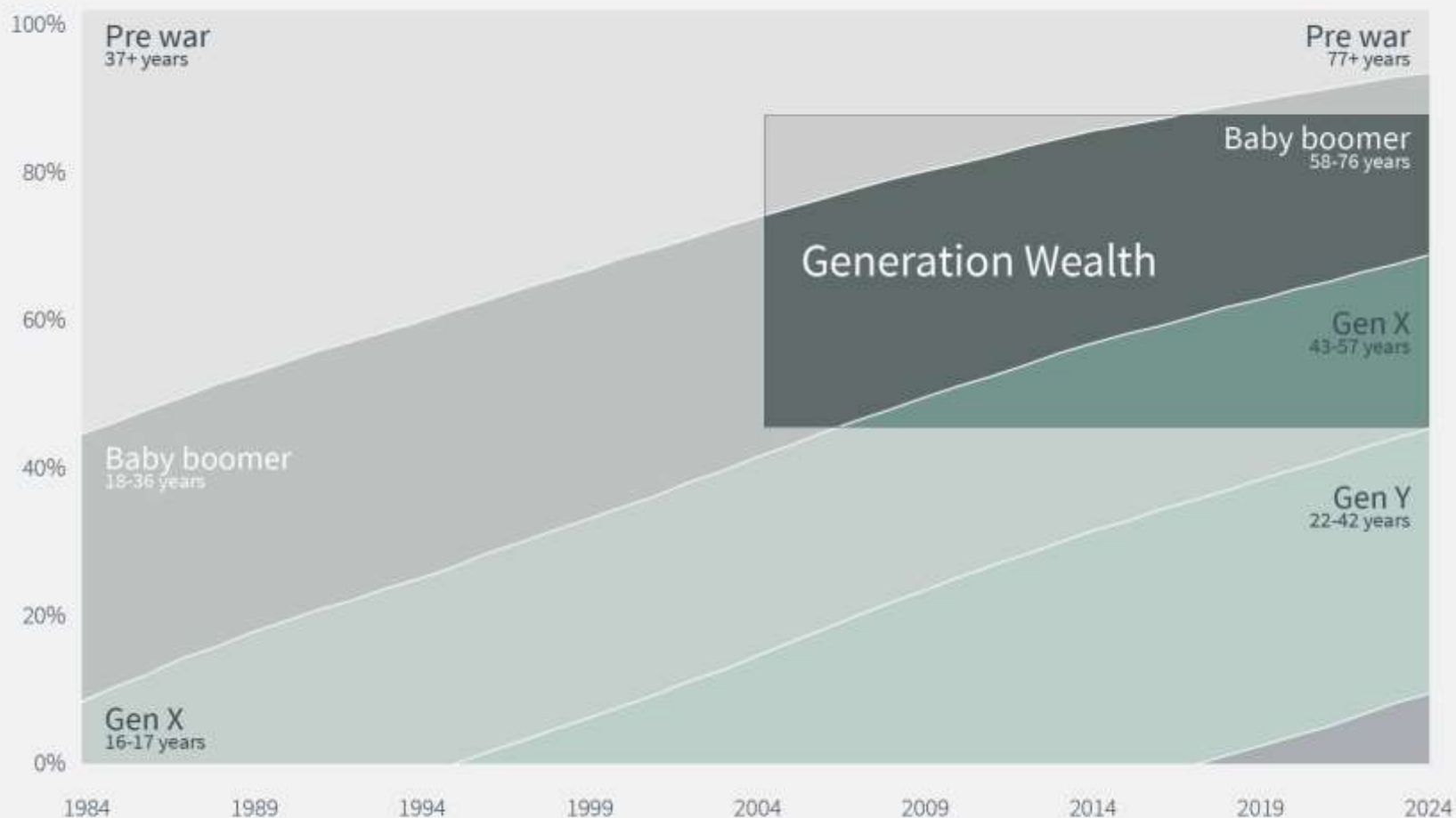
Generational shift

Share of 16+ population (%)



Baby Boomers and Gen Xers are “Generation Wealth”

Share of 16+ population (%)



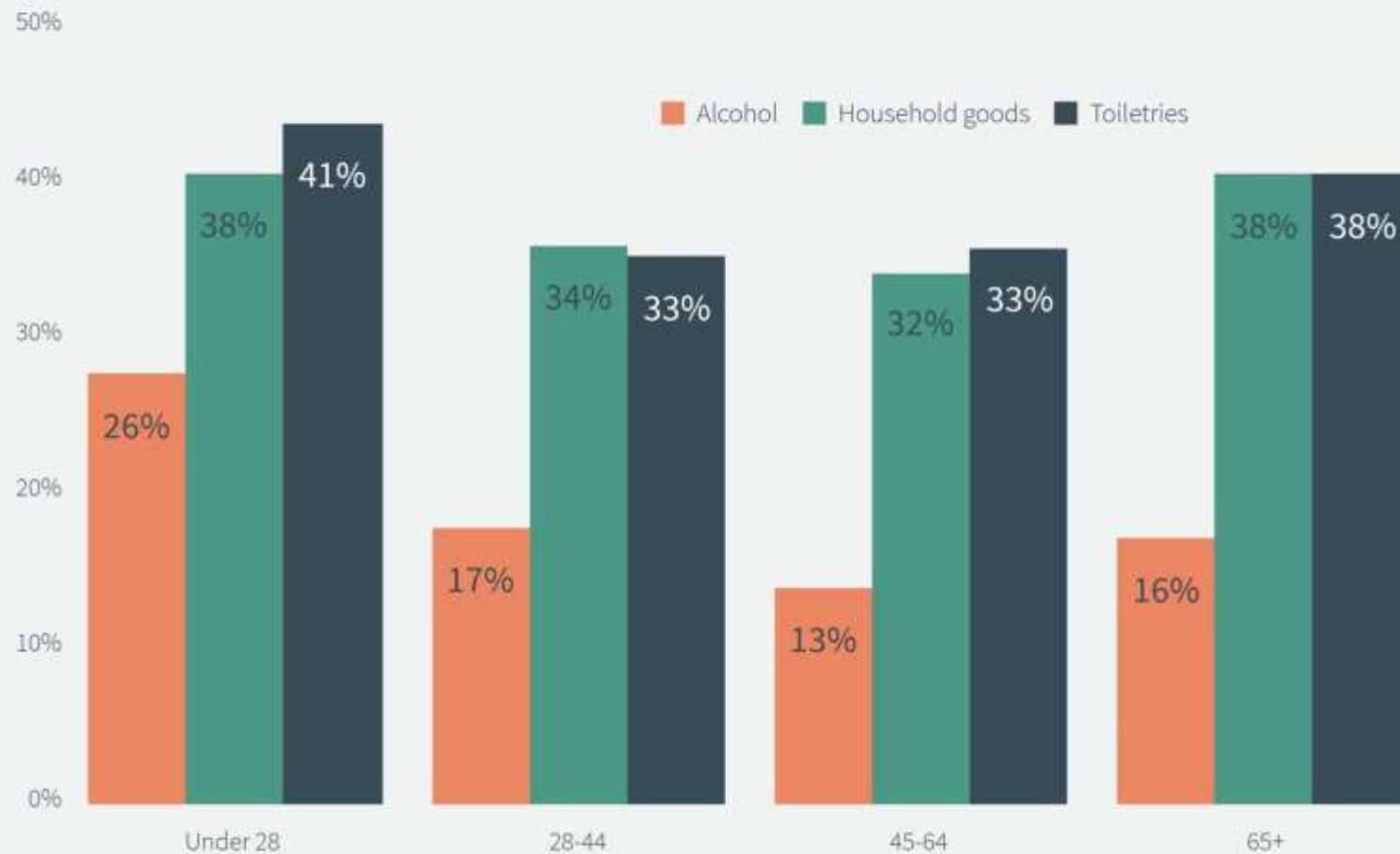
This cohort of 45-65 ABC1s are highly engaged and discerning

Agree with statement (% of demographic group)



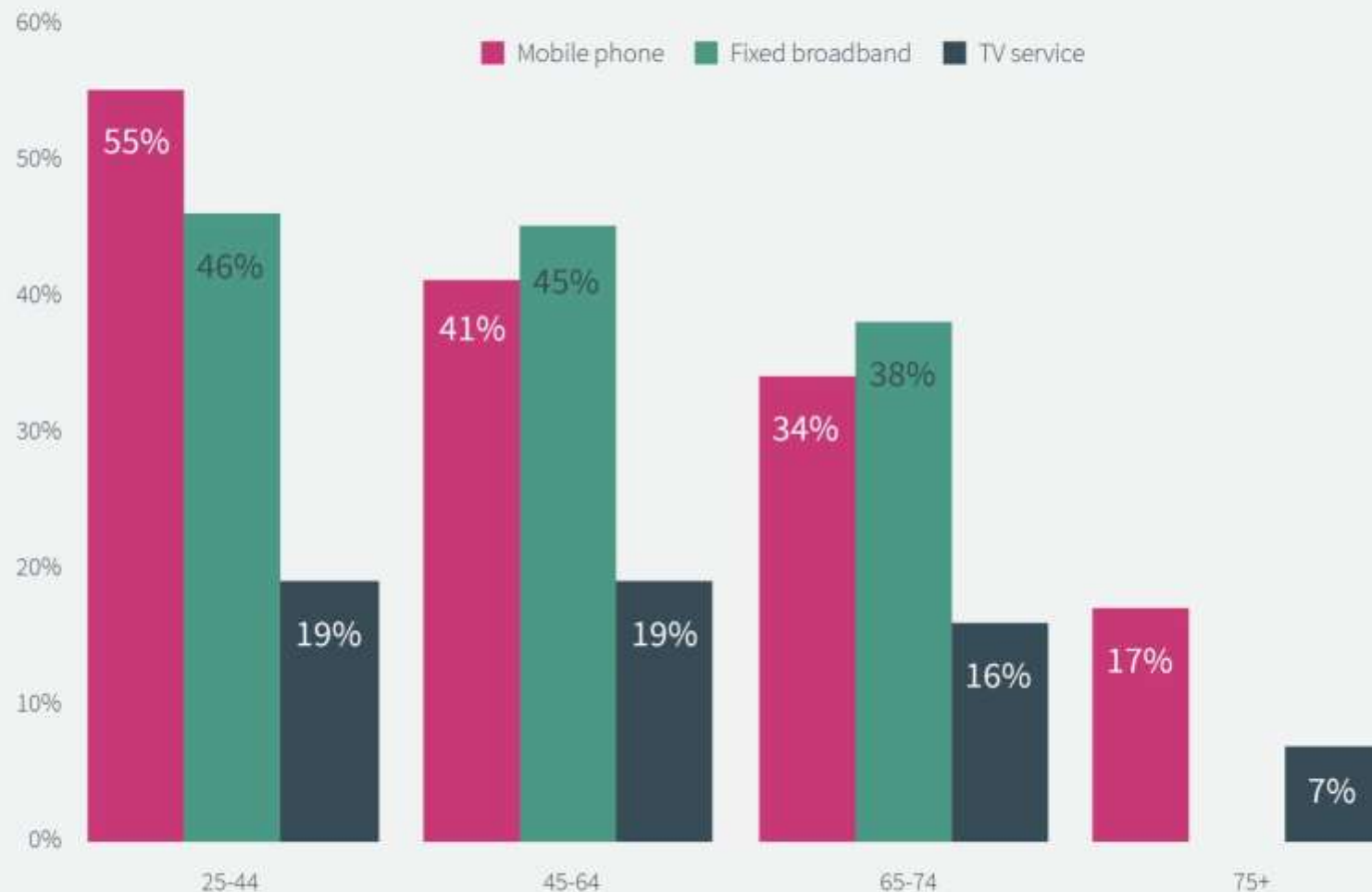
45-65s are consistently less brand loyal than other age groups

Average brand loyalty by age of principal buyer (% share of requirements)

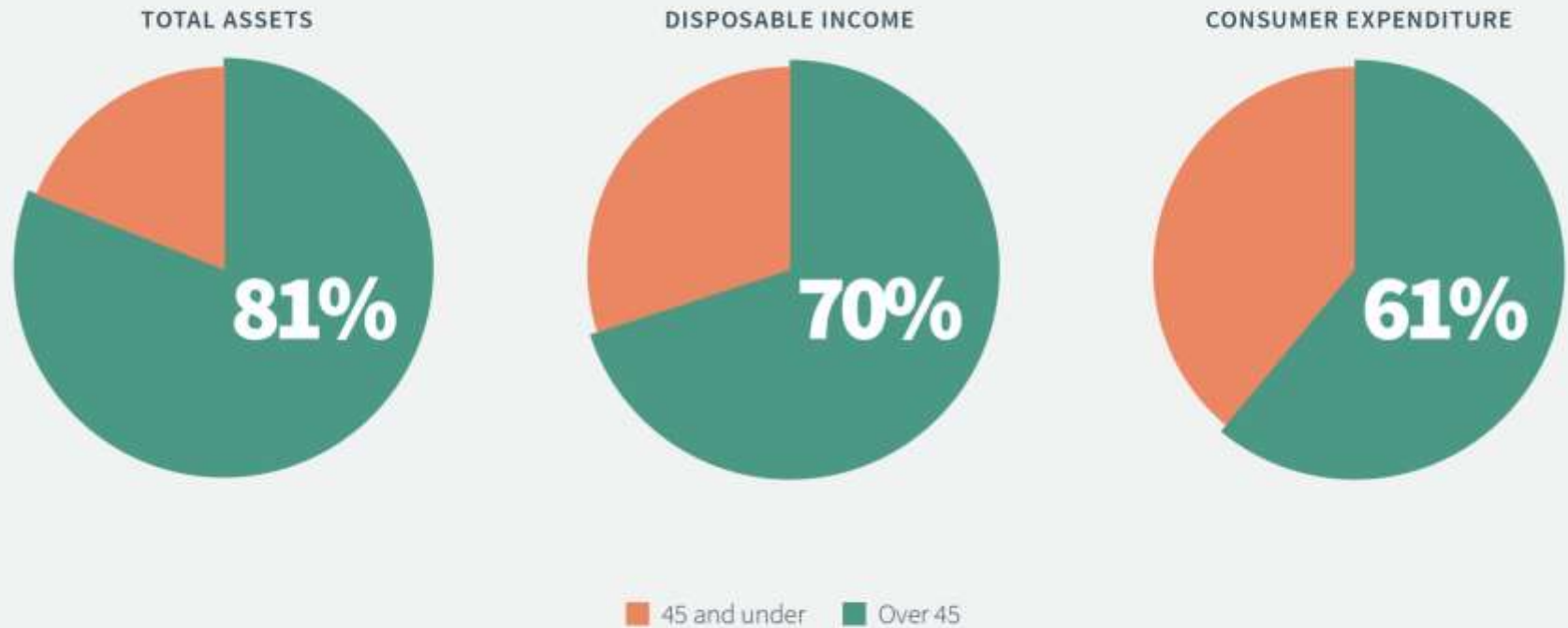


45-64s actively switch brands and services

Have changed suppliers (% of total in age group)

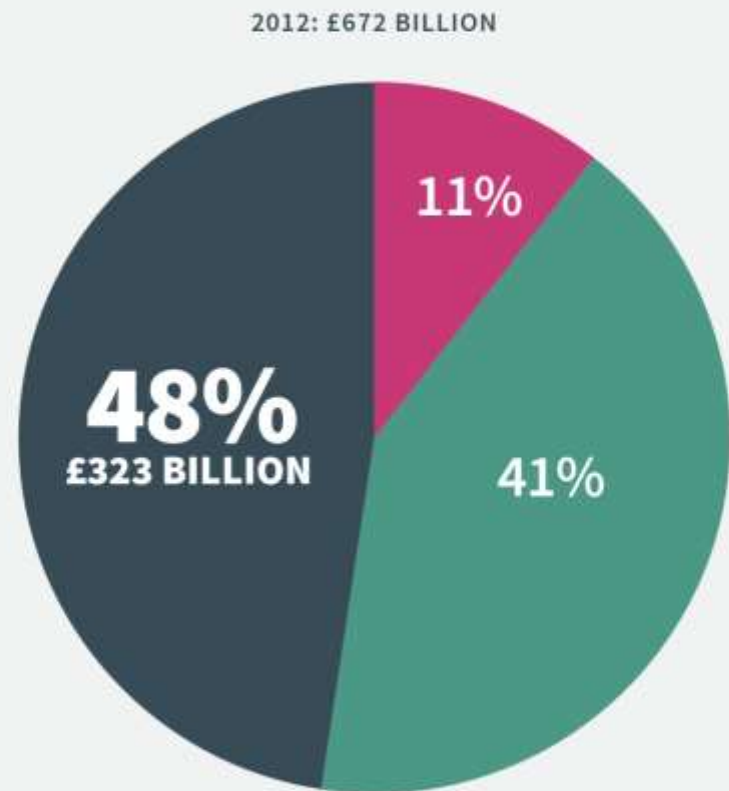
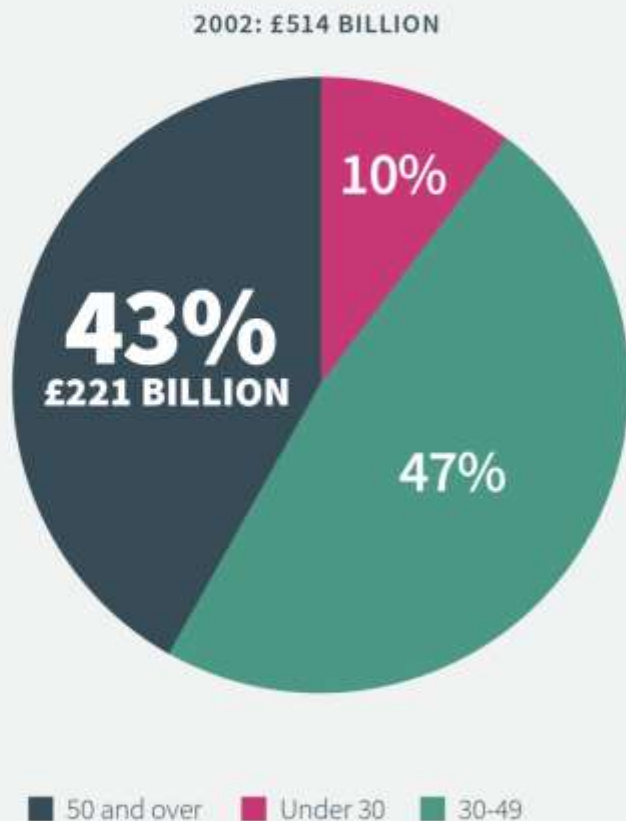


Over-45s have most of the money and spend far more



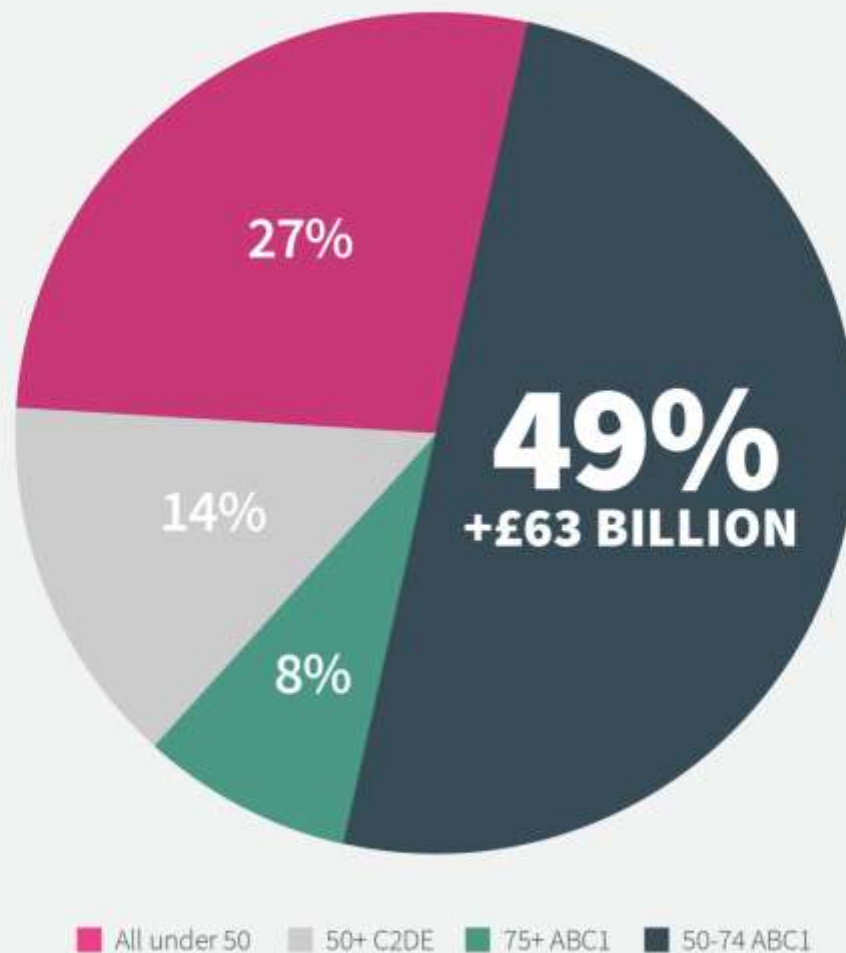
50+ households' expenditure has risen by £100 billion in 10 years

Expenditure by age of head of household (% of total)



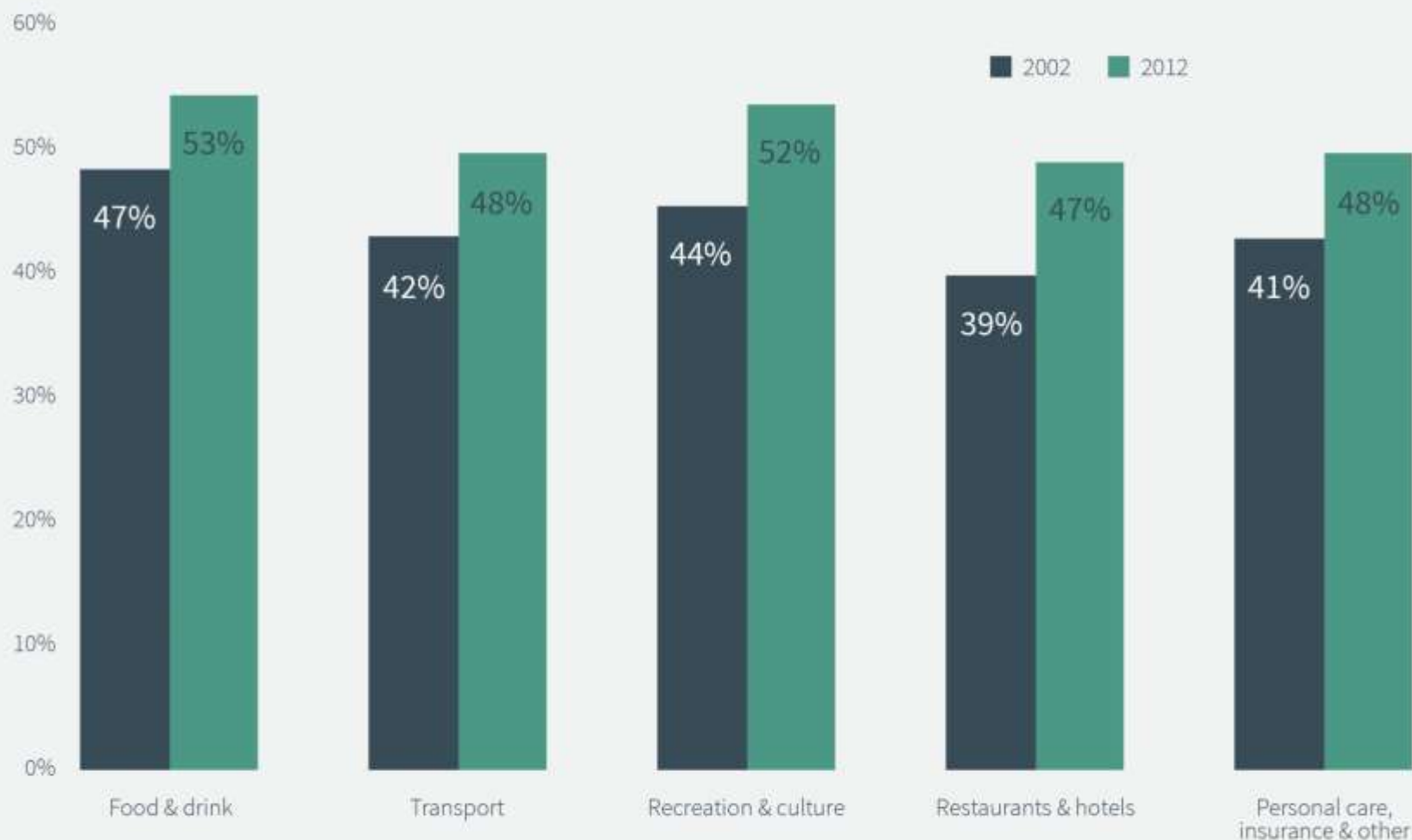
Mature ABC1 households account for half of all growth in consumer spend

Share of growth in spend by age/income group of head of household between 2002 and 2012 (%)



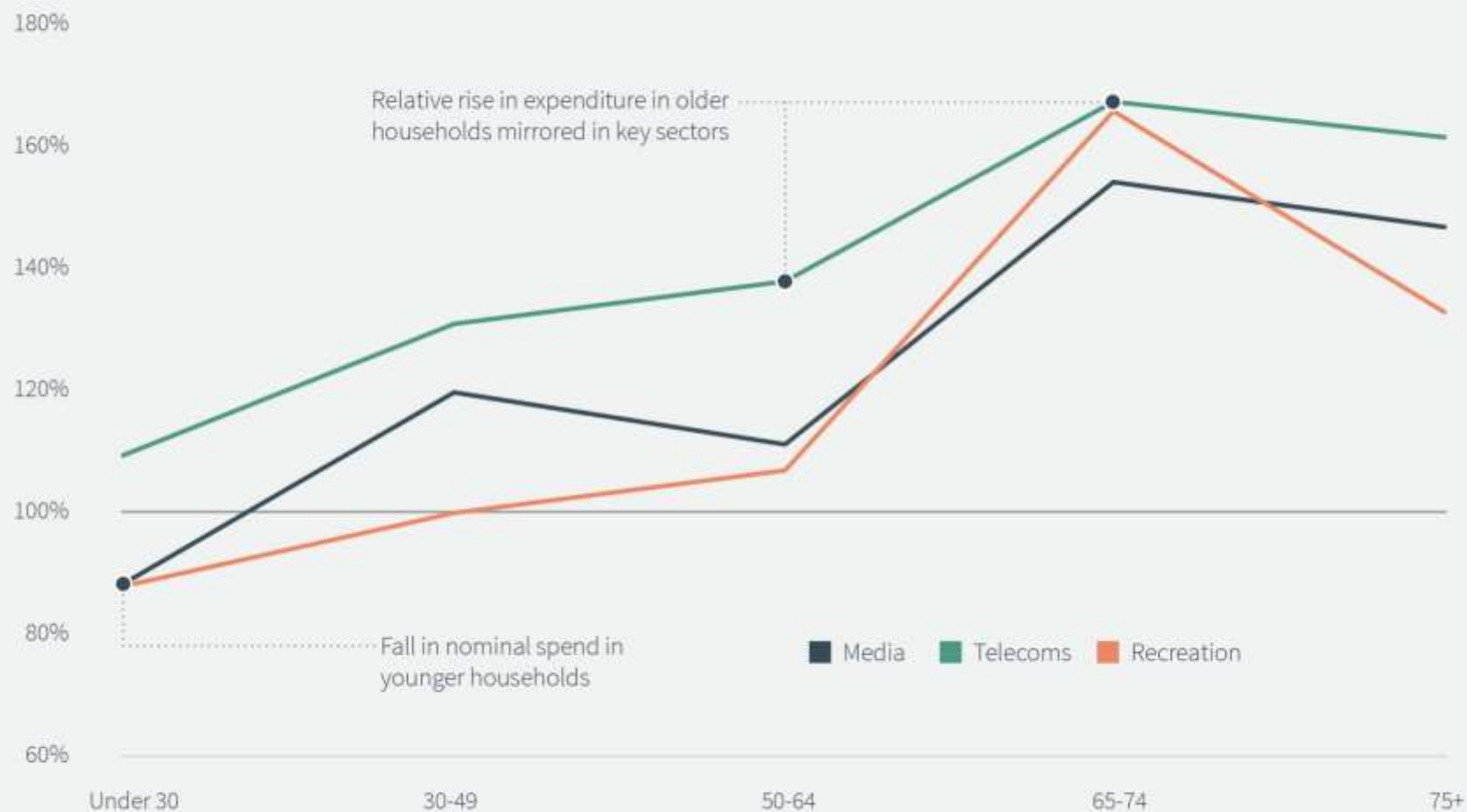
50+ households' share of spend is rising across key categories

Share of spend in households with 50+ head of household in top 5 categories (% of total)



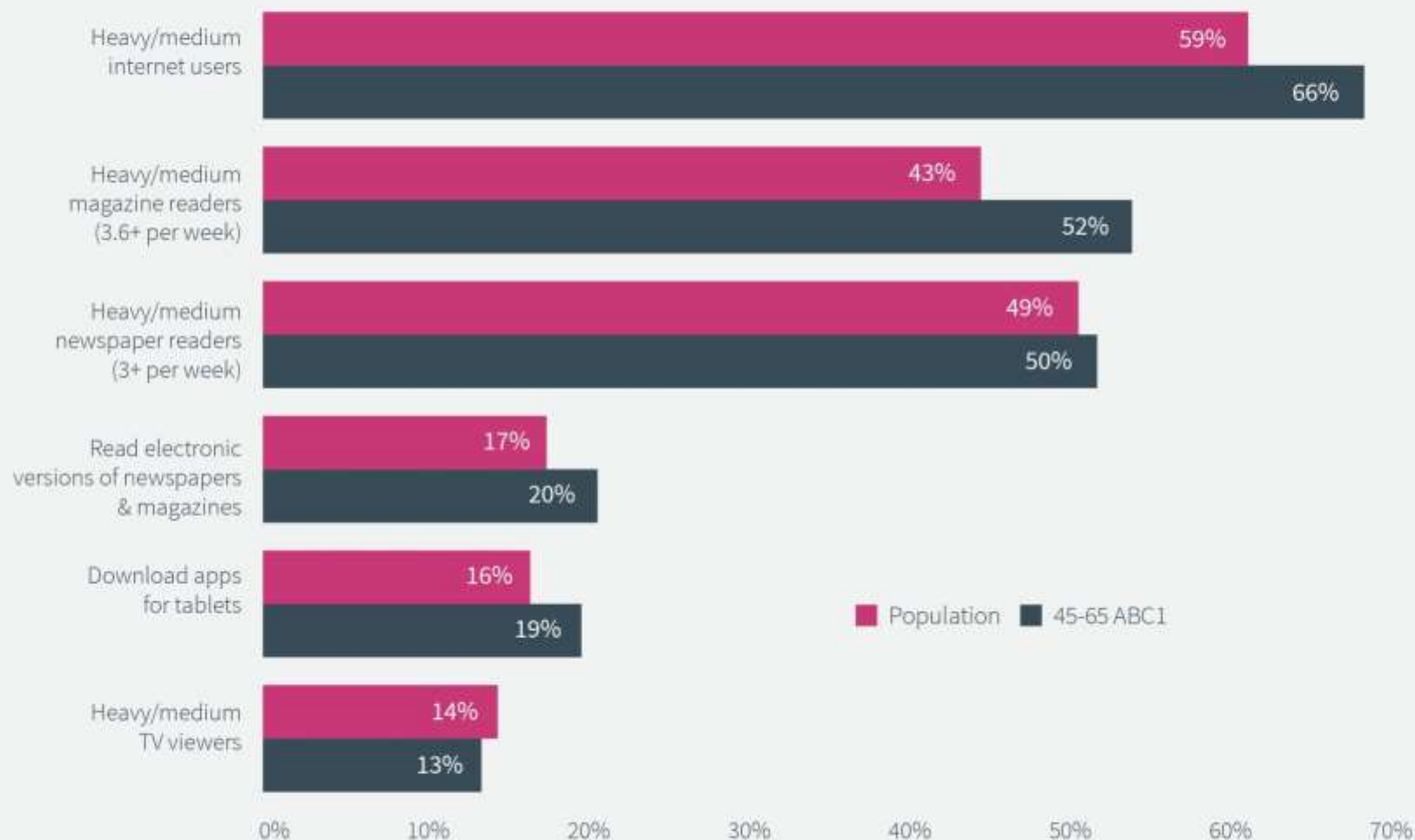
Even 'young' sectors are increasingly dominated by mature consumers

Ratio of 2012 to 2002 spend on telecoms, recreation and media by age of head of household (%)



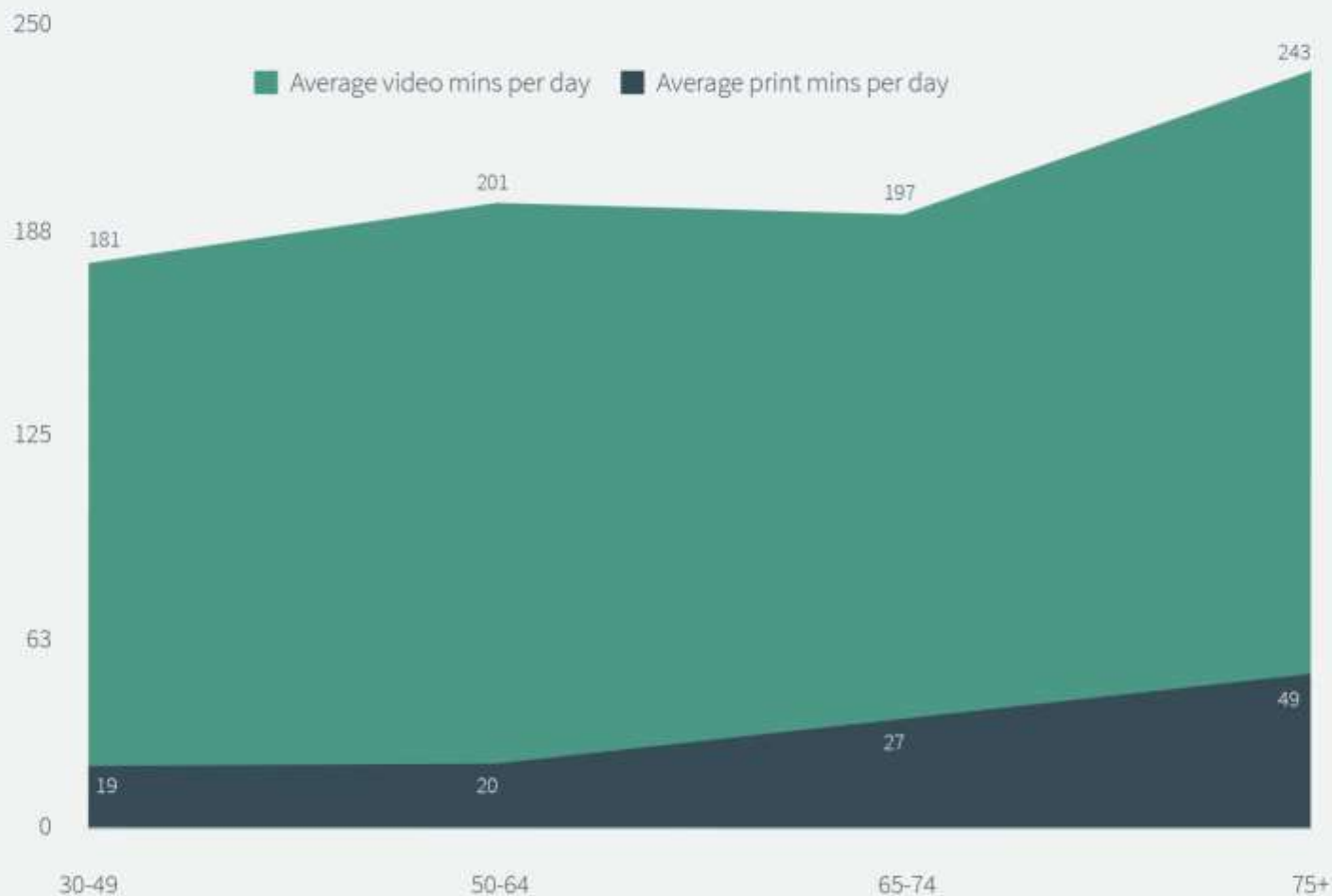
45-65 ABC1s embrace new technology as well as traditional media

Media-related activity (% of total)



Over-45s spend more time consuming 'brand' media

Video and print consumption, by age group (minutes per day)



Size of Generation Wealth in the UK

9.1
MILLION

Generation Wealth Segments

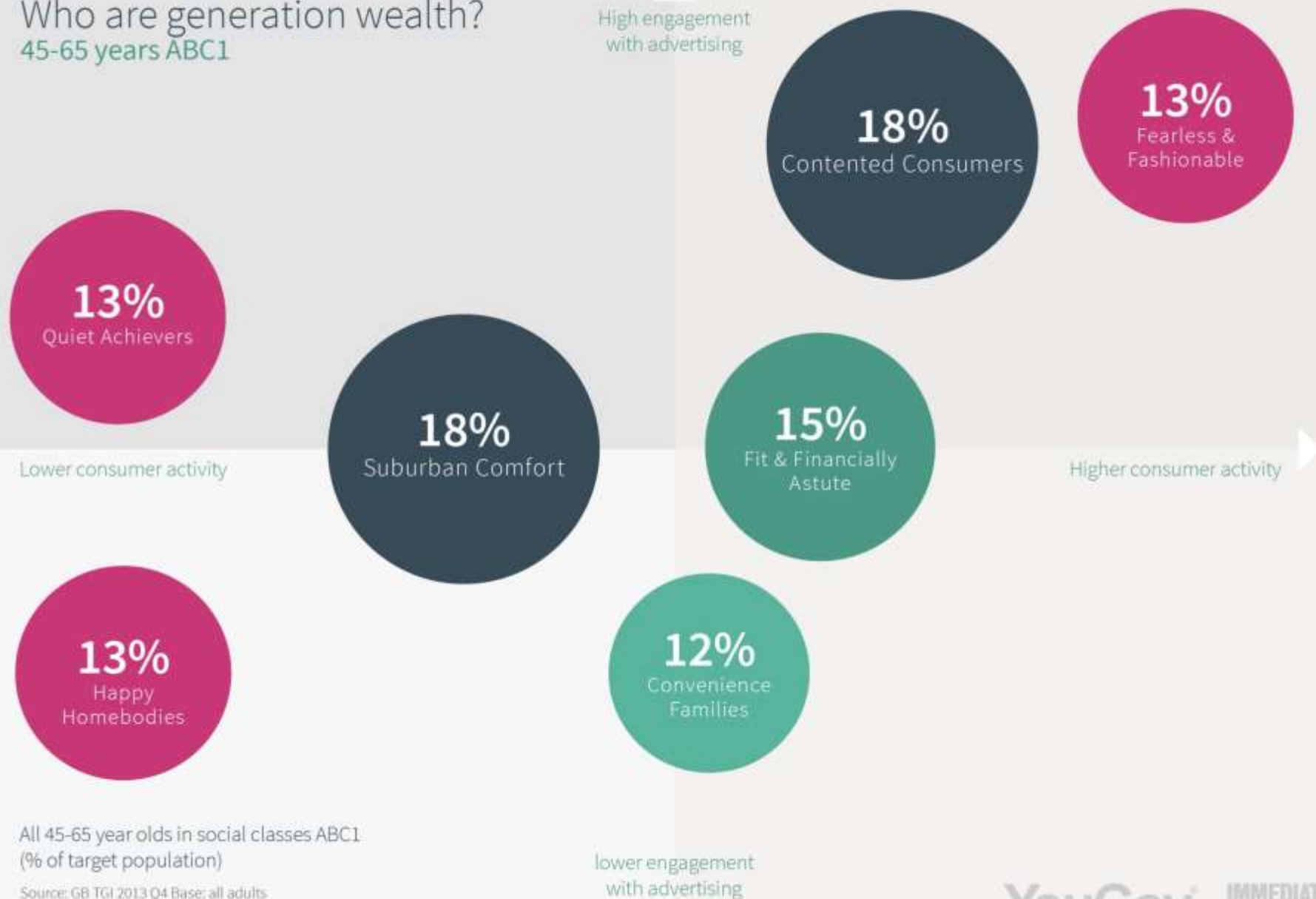


Source: GB TGI 2013 Q4 (July 2012 – June 2013)

Immediate Media Company Ltd.

Who are generation wealth?

45-65 years ABC1



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

Source: GB TGI 2013 Q4 Base: all adults

Fit & Financially Astute

1.4 million adults, 15% of this audience

KEY DEMOGRAPHICS

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 & Financially Astute Media usage

INFORMATION GATHERERS

- More resistant to traditional advertising
- Trust reviews in magazines, newspapers and online
- Product placements and advertorials hold more weight



Contented Consumers

1.6 million adults, 18% of this audience

KEY DEMOGRAPHICS

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



'I really enjoy shopping
for clothes'

56%

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



Contented Consumer

Media usage

HOBBY BASED

- Very open to advertising, especially print media
- Magazine advertising and editorial guide their purchasing
- Samples, offers and promotions work well with this segment, they love a bargain



Fearless & Fashionable

1.3 million adults, 13% of this audience

KEY DEMOGRAPHICS

62% 55-64 years old

54% working full time

53% female



'I have keen sense
of adventure'

79%



'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% avg

Their icon is...

Jude Law

(b.1972)

Karen Brady

(b.1969)



Fearless & Fashionable Media usage

ASPIRATIONAL OVERLOAD

- Most open to advertising, especially print media
- Engaged by lifestyle advertising, which reflects their lifestyle (or the one they aspire to) back to them
- Turned off by advertising aimed at old people
- Look to magazine for guidance in interiors, cooking, travel and fashion



Engaging with Generation Wealth

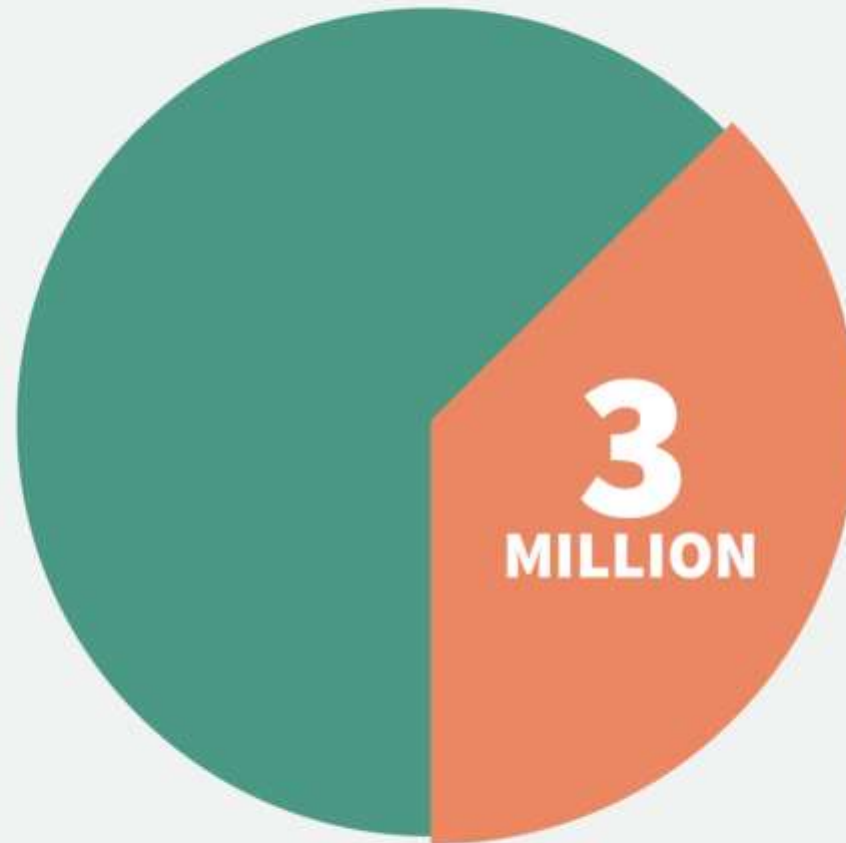
- Overlooked by most current marketing
- Attitudes and lifestyle need to inform marketing strategy
- Myth that their brand choices are entrenched
- Focus on the values that appeal to them



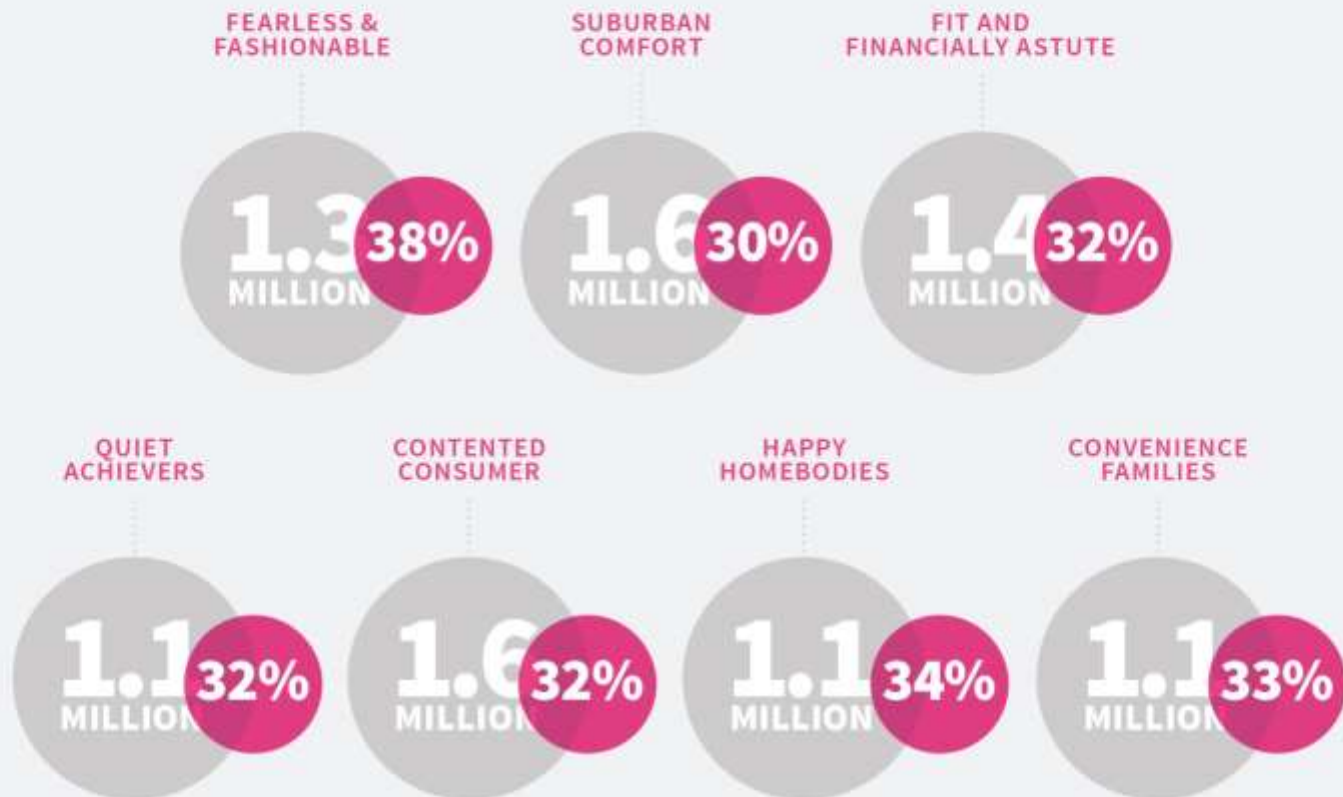
“The term I used ages ago was,
‘age neutral marketing’

the really clever companies should be, obviously, 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 push off generation but you make it as inclusive as you possibly can ”

Immediate Media Co reach one third of Generation Wealth



Immediate Media and the Generation Wealth Segments



Source: GB TGI 2013 Q4 (July 2012 – June 2013)

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