



New Idea

Household CEO

2016



Household CEO Report

KEY FINDINGS

We are all aware of the market size and powerful influence of Australian women, and clearly it's in our best interest to understand her better.

Critically our research has identified a very strong shift in the mood and attitudes of middle Australian women over the last decade:

THEN

- conservative
- risk-averse
- time poor
- linear life path
- very envious of celebrity life
- not particularly savvy
- mourning loss of local community
- felt guilty about treating herself

NOW

- affluent
- willingness to spend
- demands balance in her life
- controls her own destiny
- socially aware and engaged
- very savvy, switched on
- social media creating new communities
- empowered and unapologetic

TRENDCELLERATION

The rate of "trend adoption" into the mass market has rapidly increased. The early adopter is a dying concept –technology, demographic cross-pollination and shortening retail lead times mean that in many categories – particularly food, fashion, health and home – trends are reaching this market much sooner than they ever have.

FLAWSOME MUM

This woman is embracing the concept of FLAWSOME (awesomely flawed) in all aspects of her life, but most especially parenting.

The most exciting thing about the evolution is that this woman is now fiercely unapologetic. She knows she's not perfect and she doesn't care. In fact, she LOVES IT.

SOPHISTICATED AND SAVVY

The middle Australian woman we know today is far more sophisticated and highly savvy – much more so than her counterpart of ten years ago.

Social, environmental and technological advancements have led to an increase in consumer knowledge and greater understanding of business and marketing. There is no pulling the wool over her eyes.

EMERGING AFFLUENT

There is an increasing focus on how precious and short life is – health issues, terrorism, crime, natural disasters etc. are all far more front and centre in the cultural psyche and conversation than they ever have been.

Enjoying life while they're young and healthy enough to enjoy it has become a priority for many. Not many of us aspire to debt, far from it, but culturally we've become much more accepting of being in debt. In fact, two thirds of women we surveyed said that they are unwilling to make significant sacrifices to their quality of life now in order to be financially further ahead in life in the future.

Clearly this attitudinal shift is having a significant impact on the traditional approach of simply using income as an indicator of discretionary expenditure.

We also know that no matter how high your income is, your fixed expenses (mortgage, private schooling etc.) can be a good leveller. What we're also seeing now is that there is an increasing level of comfort with debt, and this can increase anyone's capacity to spend.

ENTER THE QUANTUM THEORY OF AFFLUENCE

We need a new way to view the real 'spending power' of today's consumer. The [Quantum Theory of Affluence](#) measures our ABILITY to be able to spend. Ultimately, you can have all the spending power in the world, but if you do not choose to spend; it's of little consequence to those of us marketing consumer goods and services.

Income (less fixed expenses) + comfort level with debt

Willingness to spend

WE CAN CONNECT YOU WITH HER

We all know that there is no such thing as the 'average' Australian woman and that we can no longer pigeon-hole women into convenient categories. Each woman is now so unique.

New Idea is in constant dialogue with this audience, across multiple platforms, using these findings to inform and evolve our strategies for communicating with her.

We identify the key emotional triggers that unite the Household CEO – the commonalities that they share no matter how different they are. And we do it better than anyone else.

New Idea can connect you with her – she is busy but doesn't make a fuss of that. She seeks out trusted advice - something we offer and deliver to 1 in 5 Australian women every week. That makes us your most effective and efficient partner.

In order to capitalise on these insights and deliver more opportunity for our partners to be able to leverage this information, *New Idea* is launching the **Australian Household Monitor**.

This exciting new tool will take the form of an ongoing tracking sentiment study and a quarterly in-depth dip into category pillars that are core to your business. Each report will provide unique and powerful insights into mood, outlook and affluence, and we look forward to working with you to help you leverage these insights for your clients and brands.