

“The Way We Are” Generations Shopping Report



» Where do you fit in?

We all clan together under our generational umbrellas to complain about Gen Y or envy the Baby Boomers and ignore Gen X. So who fits where and more importantly how does your generation shop?

Generation	Born	Age	Population* (Million)	Population* % (Over 15 Years)
Silent Generation	Before 1945	60 Years & Over	3.6 Million	23%
Baby Boomers	1945-1964	40-59 Yrs	5.5 Million	34%
Generation X	1965 - 1979	25-39 Yrs	4.1 Million	26%
Generation Y	1980-1995	15-24 Yrs	2.7 Million	17%
Millennium Babies	1995-2007+	Under 15 Years	3.9 Million	-

*Australian Bureau of Statistics 2006 Census of Population and Housing

Directional Insights has recently completed an Australia wide study on the different generations and how they shop in shopping centres and online.

These are some of the highlights:

» Silent Generation

“Don’t change me, respect me!”

Love the smaller centres. Have above average visitation to the supermarket, specialty fresh food and newsagent. Stay 68 minutes when shopping. Spend \$59 per visit. Spend \$0.60 per minute. Most important issue when shopping is stores that offer good value for money. Most loyal generation to their local shopping centre. Mainly purchase mid range and inexpensive everyday fashion. **53%** have never made a purchase online. Place increased value on health and family.

» Baby Boomers

“That’s the old me this is the new me”

Lots of spending power and not afraid to use it. Debt too. Big users of cars when travelling to shopping centres. Most important issue when shopping – parking. Stay 62 minutes. Spend \$74 per visit. Spend \$0.81 per minute. Account for **43%** of spend in centres. Newspapers and letterbox drop advertising most appealing. **33%** have never made a purchase online. Discovering “me time” and “us time”.

» Generation X

“It’s a harder road for me, make it easier for me!”

Spending on their nest. 1 in 5 love to shop. Love shopping centres but are so busy working and with children don’t visit as often as others.

Stay 58 minutes. Spend \$69 per visit. Spend \$0.75 per minute. Most important issue when shopping – parking. Time pressured and less loyal to centres. Love to bargain shop. Shopping provides an excuse to get out of the house. Only **21%** have never made a purchase online. Looking for ways to help them juggle all the balls.

» Generation Y

“It’s all about me, me, me”

Spend on looking good and having fun. Love to shop, love to bargain shop. The bigger the centre, the better. Stay 59 minutes. Spend \$41 per visit. Spend \$0.42 per minute. Frequent clothing stores and food courts. Big fashion shoppers, shop for fashion with friends. Only **26%** have never made a purchase online. Want freedom and want to express individual style.

Want to know how different generations shop, their marketing and centre preferences, their spending power and level of shopping addiction?

Order your copy of the *Directional Insights Generations Shopping Report* TODAY!



CONTACT US

For a discussion about your research needs or more information about our services, please contact: Helen Bakewell, Managing Director

Tel: (02) 9418 6644 **Fax:** (02) 9428 1774 **Email:** info@directional.com.au

Mail: Directional Insights, PO Box 528 Artarmon NSW 1570

www.directional.com.au

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