

New Idea
Household CEO
2016

NEW IDEA REVEALS 2016 HOUSEHOLD CEO TREND REPORT

Friday 1 July, 2016: New Idea, Australia's number one multi-platform weekly brand, has released new findings from its *Household CEO Report*, a national survey delving in to the mood and attitudes of Australian women.

Benchmarked against the New Idea 'Voices From The Heart' research conducted in 2006, the study reveals a strong shift in female moods and attitudes over the last decade.

New Idea Editor in Chief, Louisa Hatfield comments, "She's moved away from being conservative, risk-averse, stressed, envious of celebrity lives, feeling guilty about treating herself or taking time out from her family.

"Today she is far more empowered and unapologetic and she has a much more positive outlook on life.

"Overall the culture of being busy has subsided and we're seeing that women are now, more than ever, setting their own agenda and no longer following a linear life path."

The key comparisons revealed from the Household CEO study are:

THEN (2006)

- 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 (2016)

- Confident
- Willingness to spend
- Demands balance in her life
- Controls her own destiny
- Less of a halo around celebrity
- Very savvy, switched on
- Social media creating new communities
- Empowered and unapologetic

Through qualitative and quantitative research of over 1,000 women, the study delved into a number of key themes, including:

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 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. She knows she's not perfect and she doesn't care.

SOPHISTICATED AND SAVVY: The 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. There is no pulling the wool over her eyes.

EMERGENT AFFLUENCE: There is an increasing focus on how precious and short life is. 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.

Following the release of the *2016 Household CEO Report*, New Idea is launching the *Australian Household Monitor* – an ongoing sentiment tracking study and a quarterly in-depth dip into key pillars affecting

Australian women today. Each report will provide unique and powerful insights into mood, outlook and affluence of this audience.

Hatfield adds: "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 Sales Director, Kylie Gibson, comments, "New Idea is in constant dialogue with Australian women across multiple platforms – and we'll use these findings to inform and evolve both our own and commercial partners' strategies for reaching her.

"Importantly, we know the key emotional triggers that unite today's Australian Household CEO – the commonalities they share no matter how different they are."

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