

They Like Us, They Really Like Us

Nielsen's Media division and ANZA have launched a new **Attitudes to Advertising** segmentation which follows on from an initial 2008 study. According to the research, Kiwi consumers fall into one of nine segments:

Ad Haters (241,000) are generally negative towards advertising and are light or moderate users of most media. They tend to feel advertising lacks relevance for them; many claim they rarely see or hear advertising. Six out of ten Ad Haters are male. This is one of the older segments, with above average income.

The Ad Avoiders (380,000) tend to believe most advertising is not relevant to their needs. They are not generally fans of catalogues and brochures but may engage with direct mail if it comes from a trusted source. This is the oldest segment (average age 58). Although their income is below average, almost half are mortgage free and may have a higher disposable income than some younger segments.

Members of the **Ad Ambivalent** segment (363,000) accept that advertising can sometimes influence their purchase decisions. They are heavy Internet users and open to online opportunities. Some may also be persuaded by appealing packaging to try something new. Relatively affluent, metropolitan and young (average age of 40) this is an important segment – getting the right message for them could be lucrative.

The Connoisseurs (409,000) are open to most media but like to remain in control of the information and advertising they choose to engage with when making their purchase decisions. They are the heaviest Internet users of any segment. In their online world they will source information about products and services of interest to them and may buy online once they have completed their deliberations. Fifty-eight percent of the segment are male and their average age is 42. This is the most affluent segment.

As their name suggests, **The Neutrals** (584,000) are generally neutral towards advertising and average users of most media. Relevance may persuade them to engage, otherwise ads will probably pass them by. With an average age of 39, many in this segment are yet to settle down. For this segment, relevance is key.

The **Entertain Me** segment (341,000) is the youngest segment with an average age of 25. More than seven out of ten are dependent children or independent young adults. Television is a favourite pastime for many in this segment. They have a strong preference for ads to be entertaining (but to the point). They will talk about ads with friends and family. There is a sense for many that a lot of ads are not relevant to them.

Many in the **Offers for Me** segment (509,000) freely admit that advertising influences their purchase decisions. Sixty-four percent of the segment is female and the average age is 46. Their income is below average, but a third are mortgage free. The Offers for

Me segment enjoy and respond to traditional media. They are also letterbox lovers with an affinity for direct mail and a strong liking for catalogues and brochures. Many are on the look out for little luxuries for themselves. They also like competitions.

Members of the **Ad Fans** segment (352,000) are generally positive towards advertising and most media, but are a little more cautious than true Ad Lovers (with an average age of 51 this may be a case of seeing themselves as older and wiser). They have a preference for ads that are clear and to the point. Fifty-seven percent of the segment are female and their average age is 51. They tend to be heavier users of traditional media. They recognise the entertainment value of advertising and are likely to be loyal to their favourite brands.

The **Ad Lovers** (502,000) are absolutely and consistently positive towards advertising and media. They acknowledge that catchy ads make them buy new products and many say they enjoy most ads. They are more likely than any other segment to believe advertising is aimed at people like them. Compared to the general population, Ad Lovers are heavy users of virtually every media. 59% are female and their average age is 39. Their household income is above average. More than 6 out of 10 live in Metro areas.

Nielsen compared the results of its local research to similar studies conducted globally and concluded that NZ levels of trust in advertising in traditional media were higher than the global average.

Source: Nielsen MediaLink December 2009