



The 20 something's

The 20 something's...



They've just spent the best part of 20 years living with their parents and educating themselves in preparation for their entry into the 'real world'.

During their time in their 20s many New Zealanders will graduate from university and have to get their first 'real' job, start contemplating marriage and children, come to terms with new responsibilities, and many will realise the real world is tougher, more competitive and less forgiving than they had imagined.

Needless to say, a lot of change goes on in these 10 years – which makes this such a fascinating topic to research.

The 20 something's...



The current breed of 20 something's were born between 1982, the year Michael Jackson released Thriller, and 1991 the final year the first Gulf War.

This generation was brought up in a dynamic and ever changing world with the widespread proliferation of new media, the dissolution of the Soviet Union, Dolly the Sheep, The Fresh Prince of Bel-Air, Mariah Carey, Nirvana, Super Mario Brothers, and Chernobyl.

So with this background, what is important to this current group of 20 something's? What can we learn from them? How can we reach them? Are there any sub currents running through this age group? CB Youth thought we'd have a look...



...but first, housekeeping

SAMPLE

493 Interviews
52% Female / 48% Male
All Aged 20 – 29
(40% 20 – 24 / 60% 25 – 29)

**Project was in field between
18th January and 1st February
2011**

**Average length respondents
took to complete was 12
minutes**

Methodology

**Survey completed online
Respondents incentivised
with the FlyBuys reward
system**



For our 20 something's being rewarded in the work place, be it by being given a pay rise or simply by being complimented at work, is enjoyed more so than sporting victories. Professional endorsement is far more important for young women than young men.

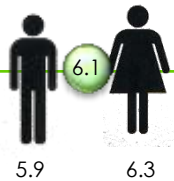
Not Fussed

Like it

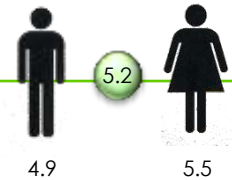
Love it



Getting paid



Getting a compliment at work



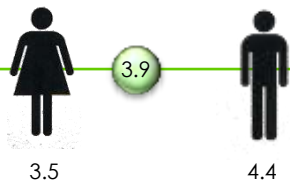
Getting a pay rise



Winning when you play sport



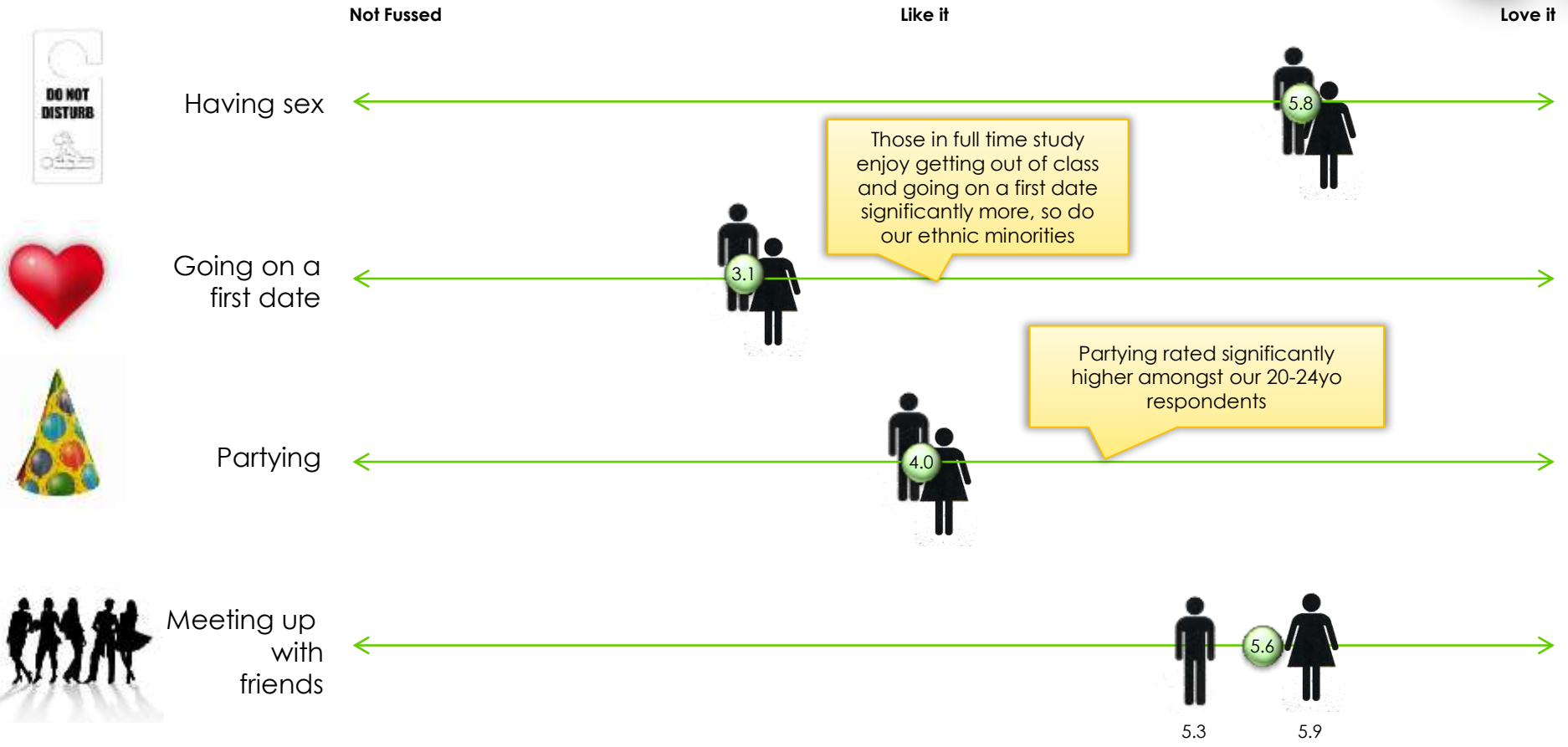
Watching your favourite sports team win



Base: New Zealanders aged 20-29 years old (n=493); Males (n=236); Females (n=257)

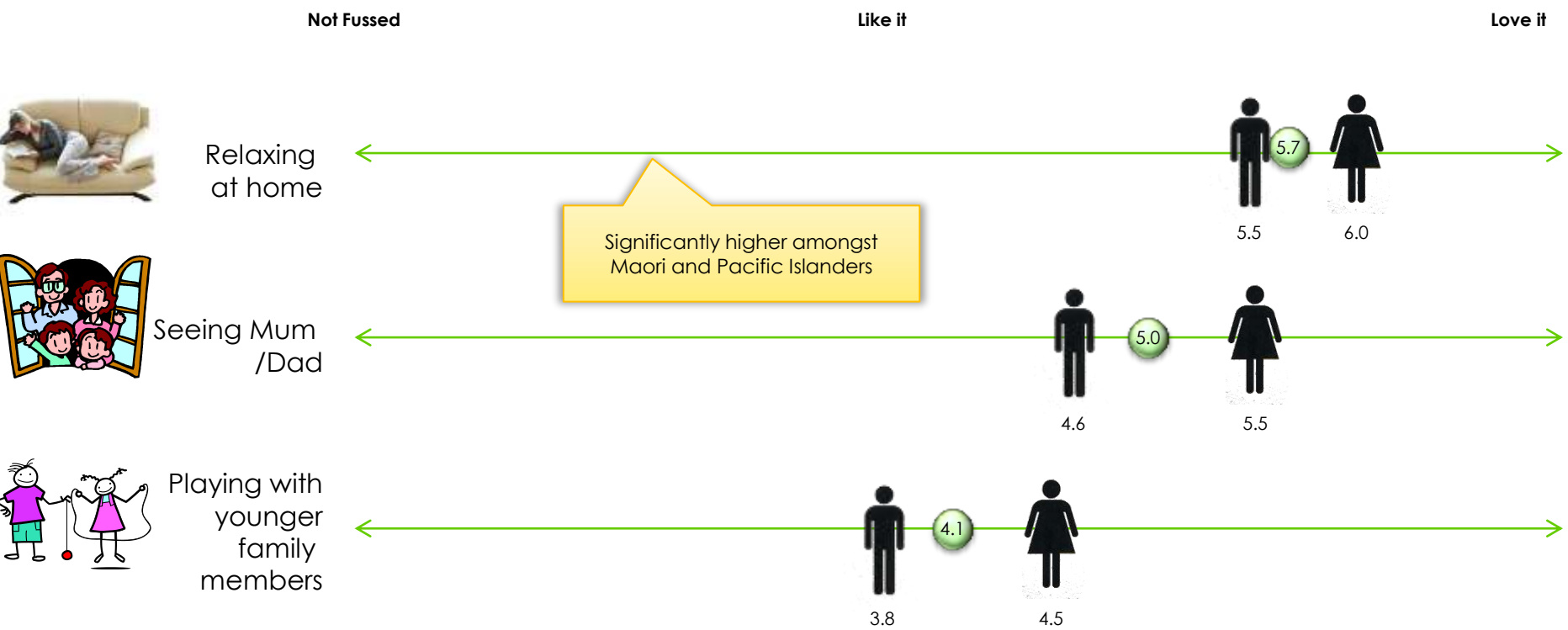


First dates and partying are more of a younger 20's thing than the older twenties, maybe suggesting maturity levels changing in the mid to late twenties.

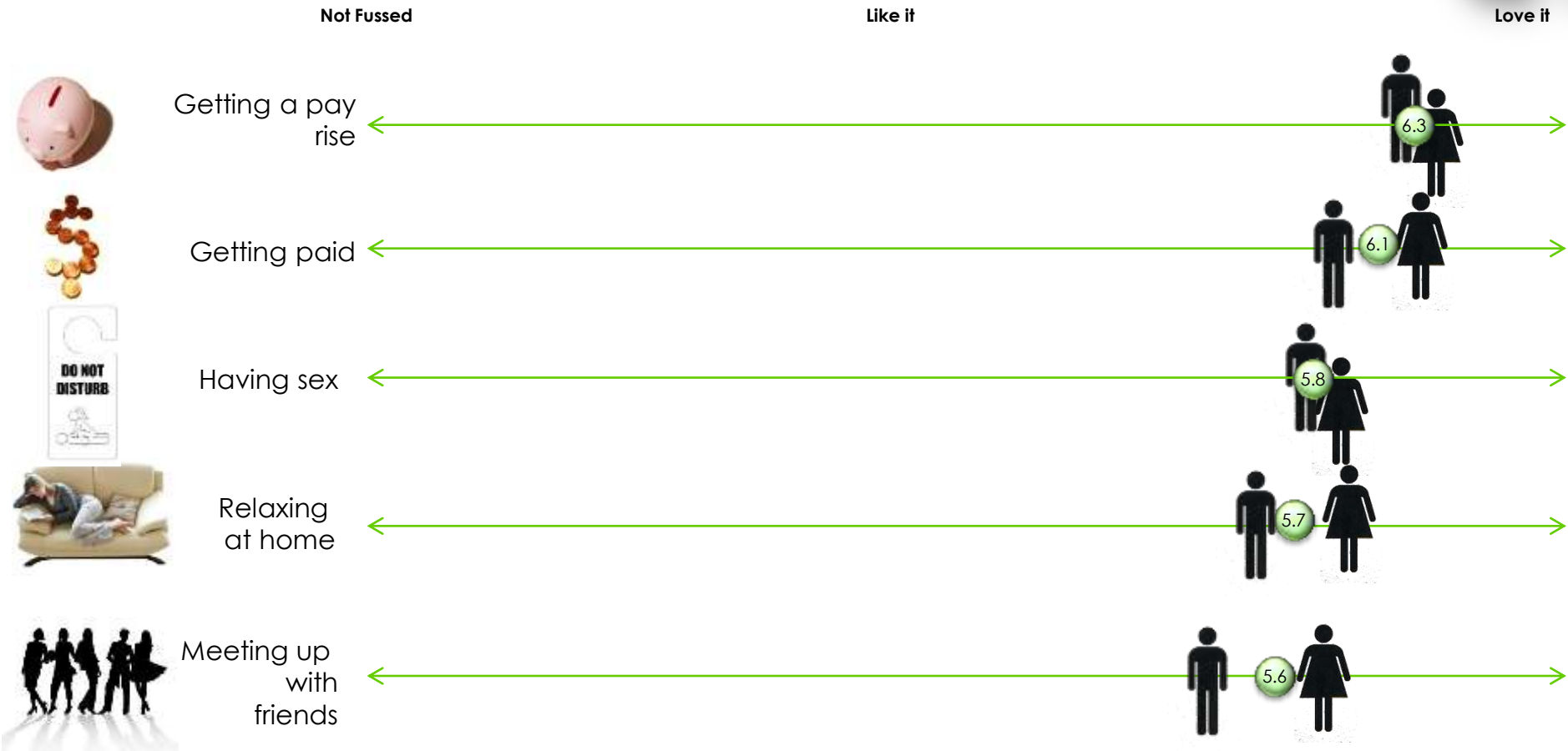




The biological DNA of females being more home bodies is evident in these questions, which combined with their professional drives and stronger love for positive affirmation may suggest that young kiwi females are working harder at achieving a work life balance than young males.



Surprising out takes.....Top 5 'love' moments of 20 something's....



Kiwi 20 something's rank getting financially rewarded for work better than sex, in fact chilling on the couch is just as good

Making the effort to do the right thing...



Some research suggests that youth care about a raft of social issues such as the environment, government, community, family etc.

The following questions ask how much they care. Do they actively participate and make an effort or do they just care when asked.

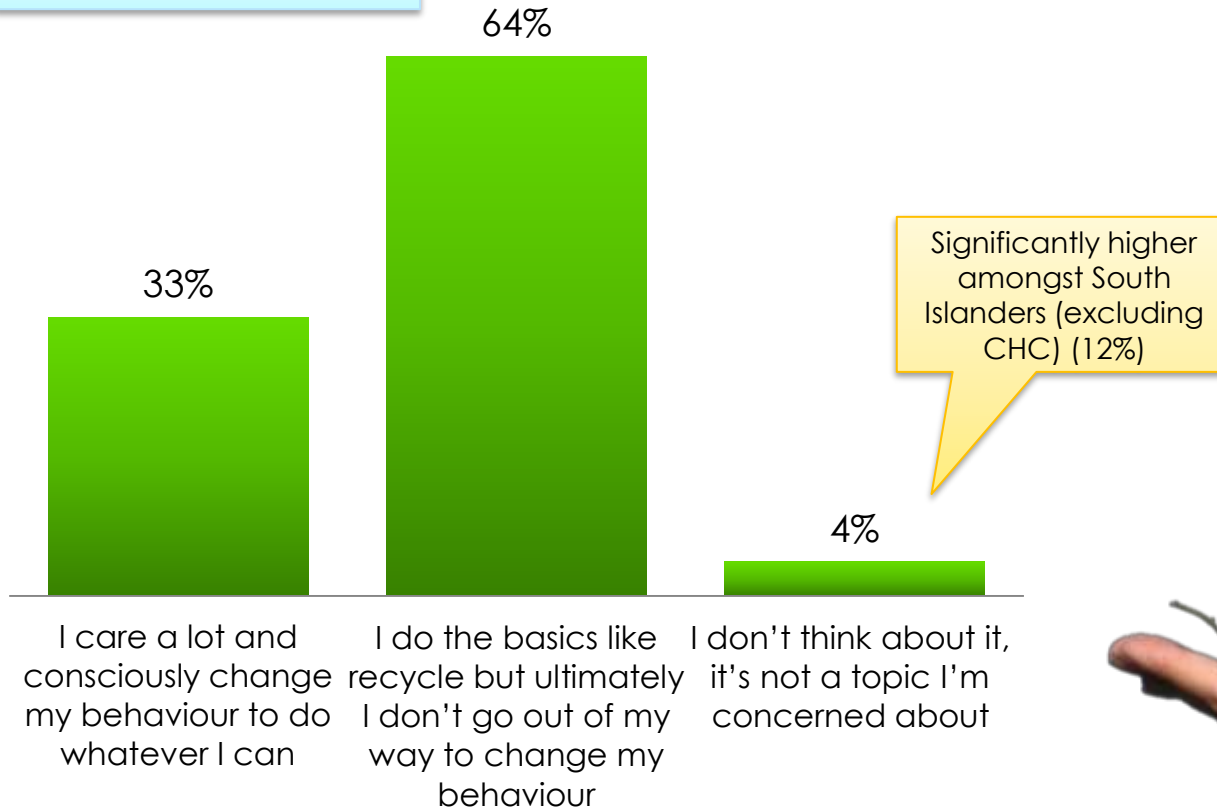
We've tried to look beyond the attitude and examine the behaviour.



One third of our respondents stated they consciously change their behaviour to do whatever they can for the environment!



The Environment

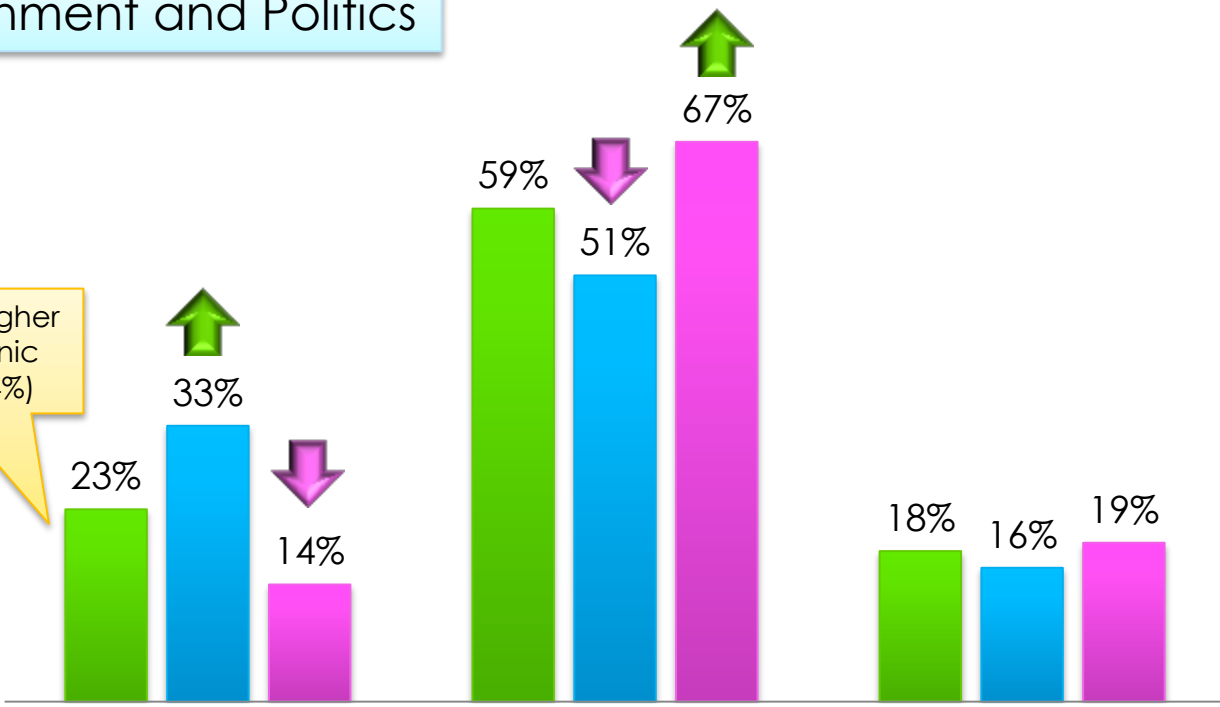




Males and ethnic minorities are more actively engaged in government and politics than females

Government and Politics

Significantly higher amongst ethnic minorities (44%)



I care a lot and actively try to understand policies and what's going on

I vote and listen to current affairs but I'm not going out of my way to find out

I'm not bothered, I wouldn't be concerned about not voting

■ Total
 ■ Males
 ■ Females

↑ Significantly higher than total at 95%
 ↓ Significantly lower than total at 95%

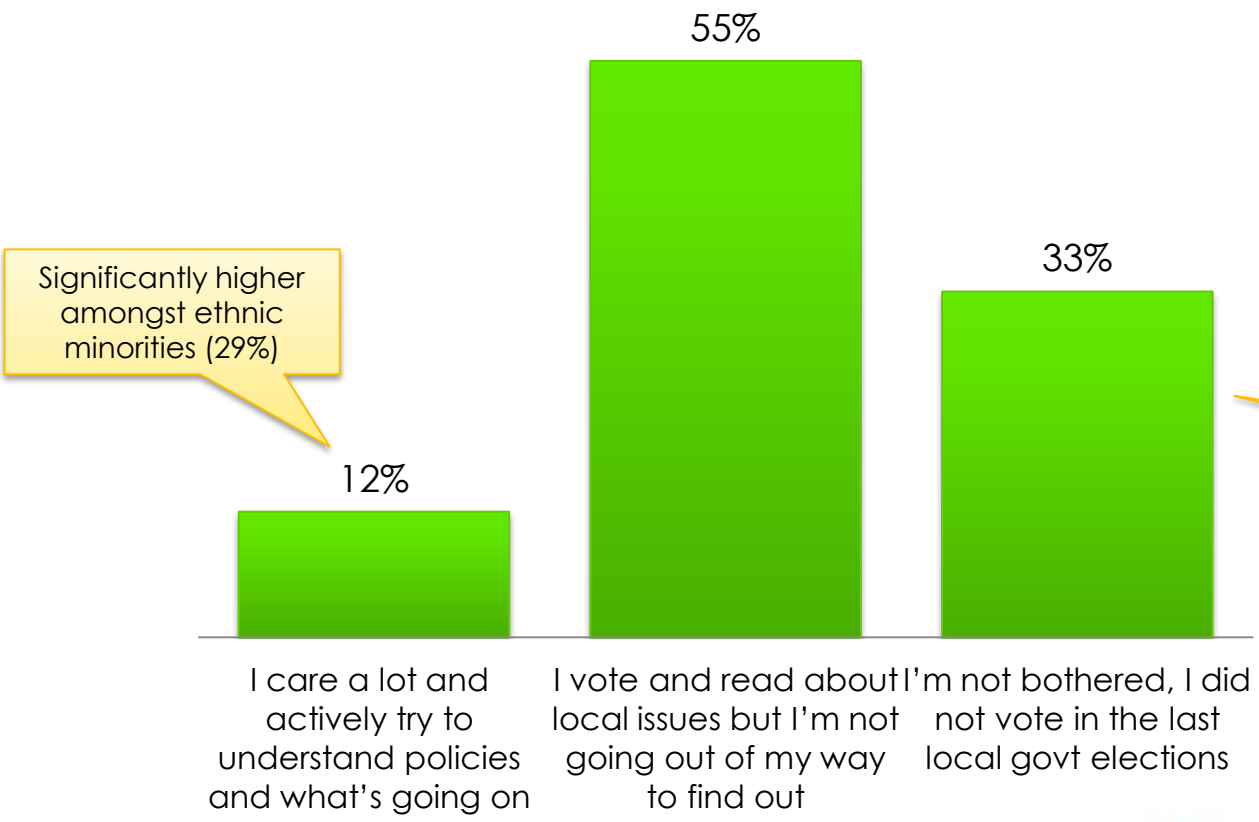


Base: New Zealanders aged 20-29 years old (n=493); Males (n=236); Females (n=257)



Local government and councils don't actively engage the 20s something's! This is even worse in Wellington of all places!

Local Government and Councils



Significantly higher amongst ethnic minorities (29%)

Significantly higher amongst Wellingtonians (48%)

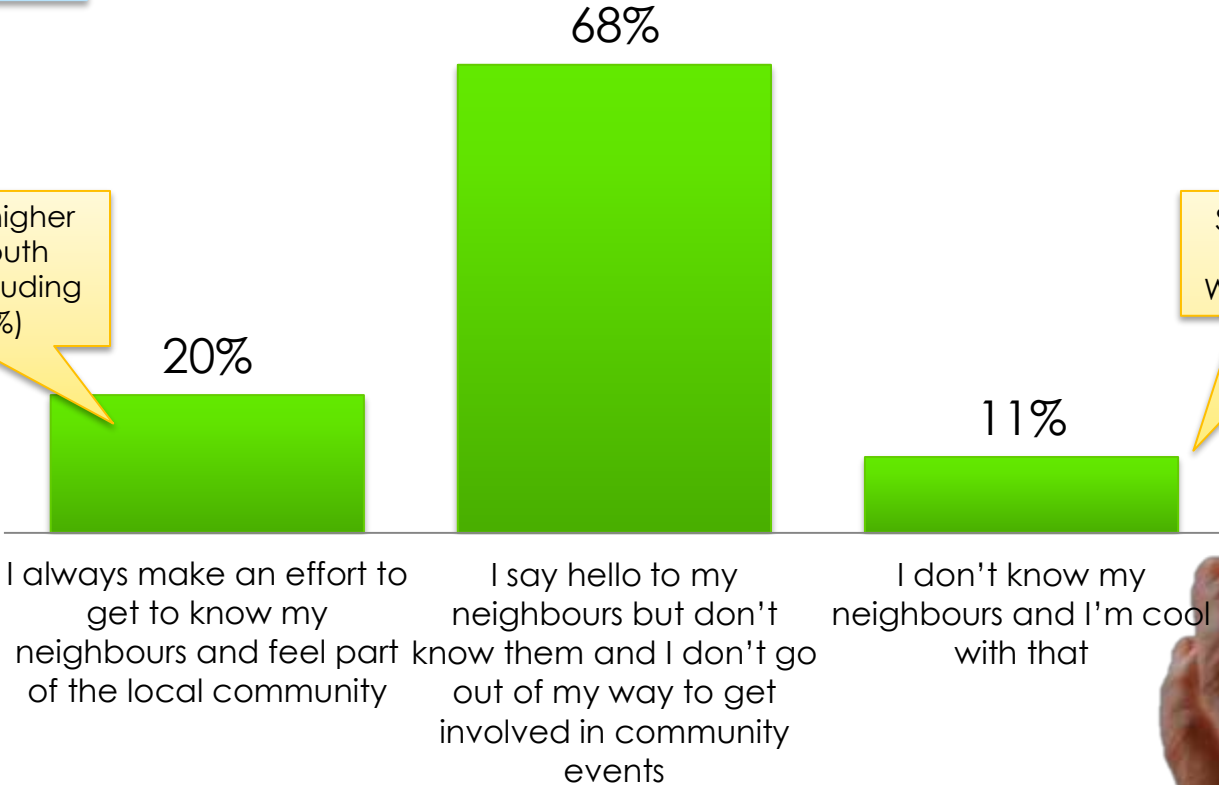




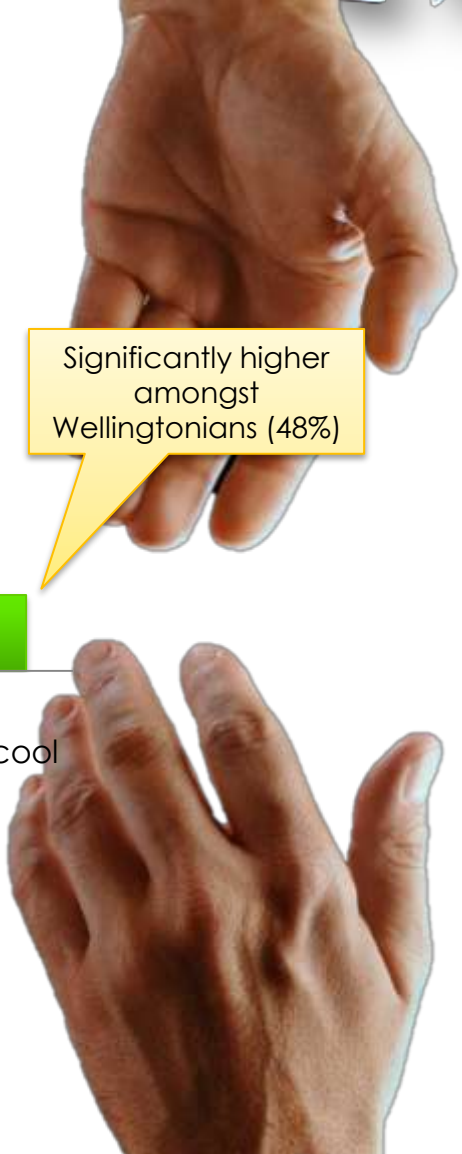
The 20 something's are hospitable but do not actively get to know them. Regional influences play a large part in this equation with South Islanders more likely to be actively involved with their community's and Wellingtonians not bothered

Community

Significantly higher amongst South Islanders (excluding CHC) (33%)



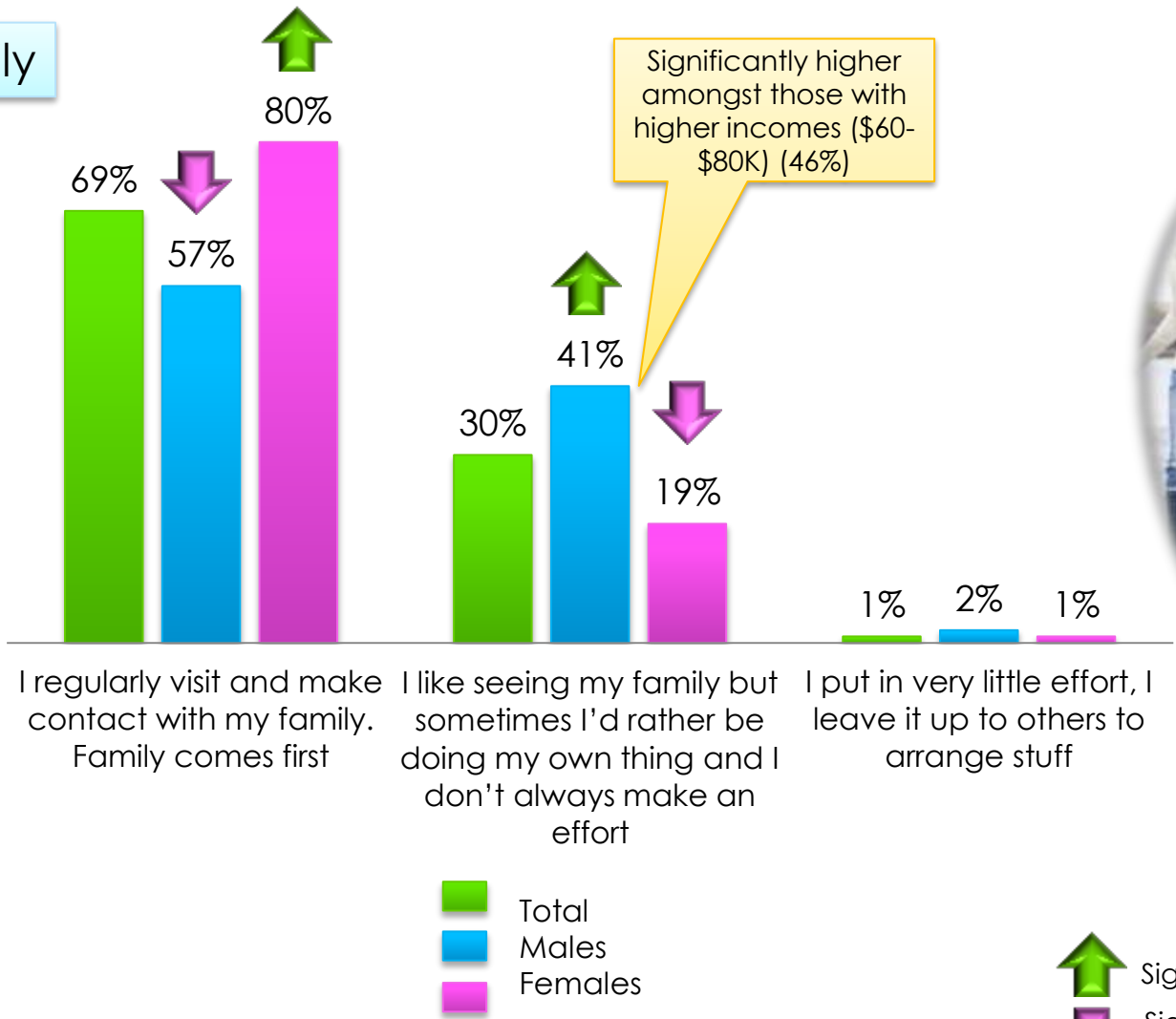
Significantly higher amongst Wellingtonians (48%)





7 in 10 of our 20 something's put their family first, this is primarily driven by young females...check out the males, 41% of whom admit to 'rather being doing my own thing'

Family





6 out of 10 20 something's have a degree, does this mean the bar has been raised in terms of getting a degree to get a job?

59% have a degree or other tertiary qualification

20% are currently working on it

81% work, or intend to work, in the field to which their degree or qualification is relevant

68% are happy with the choice they made in regards to their degree/qualification or career path

Significantly higher amongst our 25-29yo respondents (67%) while significantly more of our 20-24yo's are still in class (33%)

Not surprisingly, those currently studying were significantly more likely to state that they are intending to work in the field their degree is relevant to (96%) and that they are happy with their choices so far (79%)

Our ethnic minorities aren't as happy with their choices so far and significantly more wish they had chosen a different degree/qualification (29%)

Things you want to achieve and by when.....



Before 35

Next 2-3 Years

Most Important

Those aged 20-24 are less likely to want to travel for a minimum of 3 months (5.4 v 6.3 for 25-29yo)

Less Important

<p>Buy a new car</p> <p>Learn something new</p> <p>Be recognised as a leader or expert in my field</p> <p>Make my parents even more proud of me</p>
<p>Travel for a minimum of 3 months</p> <p>Be happier than I am now</p> <p>Have children</p> <p>Buy a house</p>
<p>Double current salary</p> <p>Get / stay married</p>



<p>Be recognised as a leader or expert in my field</p> <p>Make my parents even more proud of me</p> <p>Learn something new</p> <p>Buy a new car</p>
<p>Have children</p> <p>Travel for a minimum of 3 months</p> <p>Buy a house</p> <p>Be happier than I am now</p>
<p>Get / stay married</p> <p>Double current salary</p>

Those aged 20-24 are more likely to want to get married (5.2), have children (6.6), and less likely to want to travel for a minimum of 3 months (4.6 v 5.9 for 25-29yo). 25-29yo on the other hand are less likely to want to have children (5.4).

Females seem to be much more focused on achieving a smaller number of goals in the next 2 to 3 years and there is a strong focus on earning respect. There is an obvious friction between the desire of fatherhood and female priorities

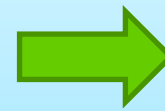


Before 35

Next 2-3 Years



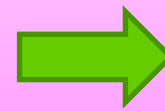
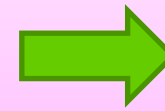
- | |
|--|
| <ul style="list-style-type: none"> Buy a new car Make my parents even more proud of me Travel for a minimum of 3 months Learn something new Be recognised as a leader or expert in my field Have children Buy a house |
| <ul style="list-style-type: none"> Be happier than I am now Double current salary Get / stay married |



- | |
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| <ul style="list-style-type: none"> Have children Make my parents even more proud of me Buy a new car Be recognised as a leader or expert in my field Learn something new Buy a house Travel for a minimum of 3 months |
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The \$10,000 question...what would you spend \$10k (not allowed to say debt)

49% would spend some of it on a holiday or travel

18% would spend some of it on a new car or improvements to their current car

27% would spend some of it on a new house, or improvements to their current house

Those with low incomes are significantly more likely to donate some of the money to charity

Only **1** female in our entire sample stated that she would invest some of the money, while **16** males said they would

Our ethnic minorities are more likely to spend some of the cash on education and investments while only **27%** would spend some on a holiday or travel

17% of New Zealanders with Maori or Pacific Island heritage would give gift some of it to family and friends

What brands do they love and what brands do they like.....the first surprise is the lack of premium high end, aspirational brands in the love lists, the second surprise is the similarity between the love and like lists



Love

Like

20-24

25-29

20-24

25-29

1	Sony	Apple
2	Apple	Sony
3	Coca Cola	Coca Cola
4	Cadbury	Adidas
5	Nike	Cadbury
6	Adidas	Nike
7	Nokia	Toyota
8	Samsung	Holden
9	Billabong	Samsung
10	Toyota	Audi

Sony	Sony
Adidas	Apple
Nike	Nike
Coca Cola	Adidas
Apple	Samsung
Glassons	Nokia
Billabong	Watties
Nokia	Coca Cola
Samsung	Cadbury
Hewlett Packard	Toyota



The like list shows brands they are in touch with, the ones that are there and making a connection...





- **20 something's are the perfect example of why we don't treat youth (15 – 30) as one group, the love / like brand study should be evidence of that**
- **When managing Gen Y in the work place, it maybe worth considering breaking with PC rules and acknowledge that men and women are different, not so in their need for financial recognition, but in their response to encouragement**
- **Youth will also say the right thing, but doing is another matter. Brands or organisations that help facilitate things like better environmental behaviour, will win favour because you're helping their 'intentions'**



- **Education is becoming challenging and expensive, a degree is no longer a unique achievement and some companies are looking for masters or post grads. This is potentially a game changer and may contribute to the hunger or appearance that they feel they deserve more money**
- **The disparity in attitude between Baby Boomers and Gen Y in the work place maybe better understood when we think Gen Y find getting paid a better feeling than sex – they're desperate for the reward they feel they deserve / need to get by or have invested the last 4 – 6 years trying to achieve**
- **Females seem to be much more focused on achieving a smaller number of goals in the next 2 to 3 years and there is a strong focus on earning respect. The friction between the male desire for fatherhood and female priorities could be challenging**



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