

HIGH ANXIETY
“Keeping up with the Jones’s”
in Modern Ireland

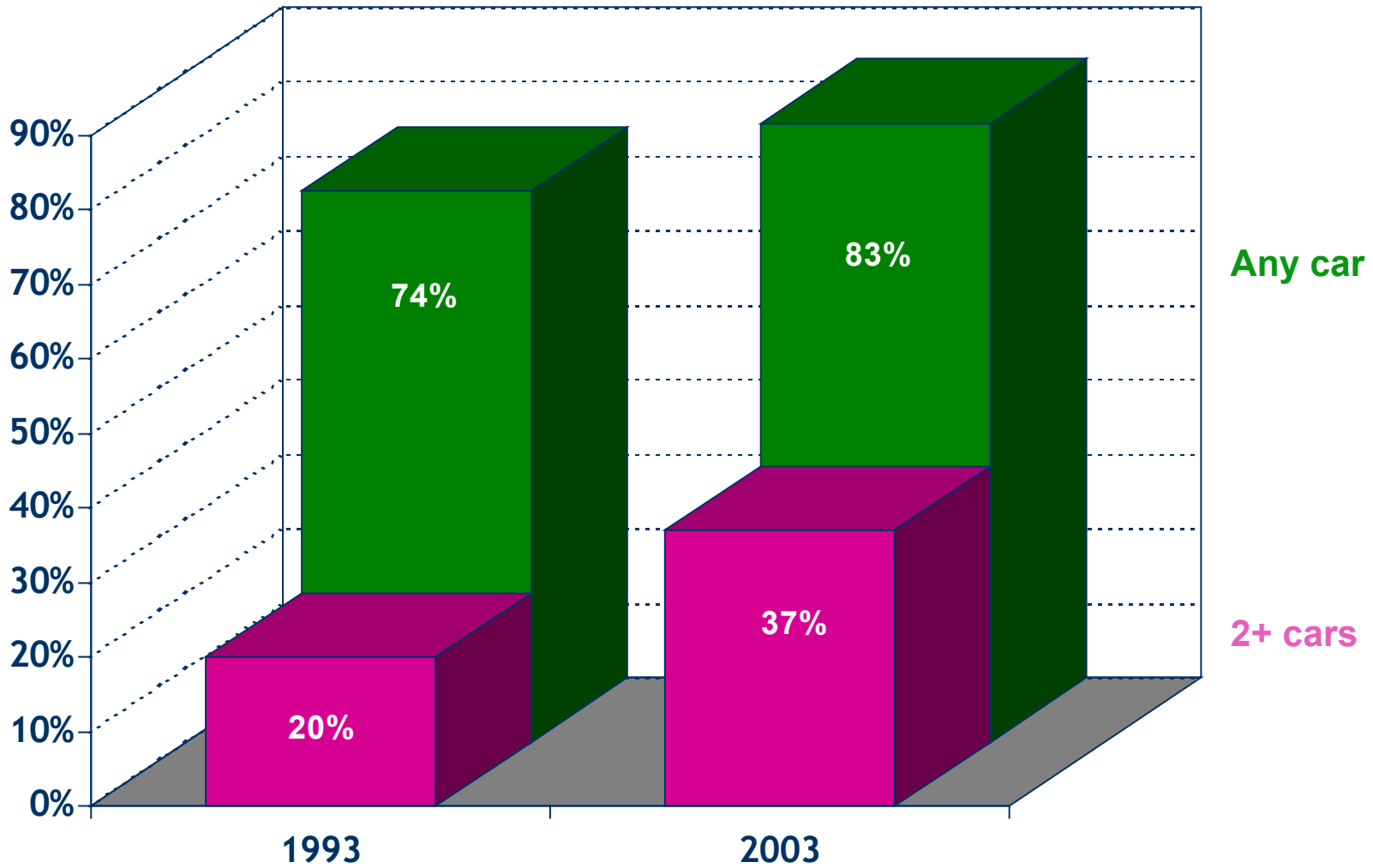
May 2004

THE GENERAL OUTLINE

- **The general thesis of this paper is that, while Irish people are increasingly better off they are not necessarily happier or more content**
- **We have written elsewhere* about the extent to which this is influenced by the additional stresses and strains of modern life.**
- **A recently published book by Alain De Botton suggests there may be more to it. We may be falling victims of, what the author refers to as ‘Status Anxiety’.**
- **The evidence is compelling and it sheds some interesting additional light on the changing psychology of the Irish consumer.**

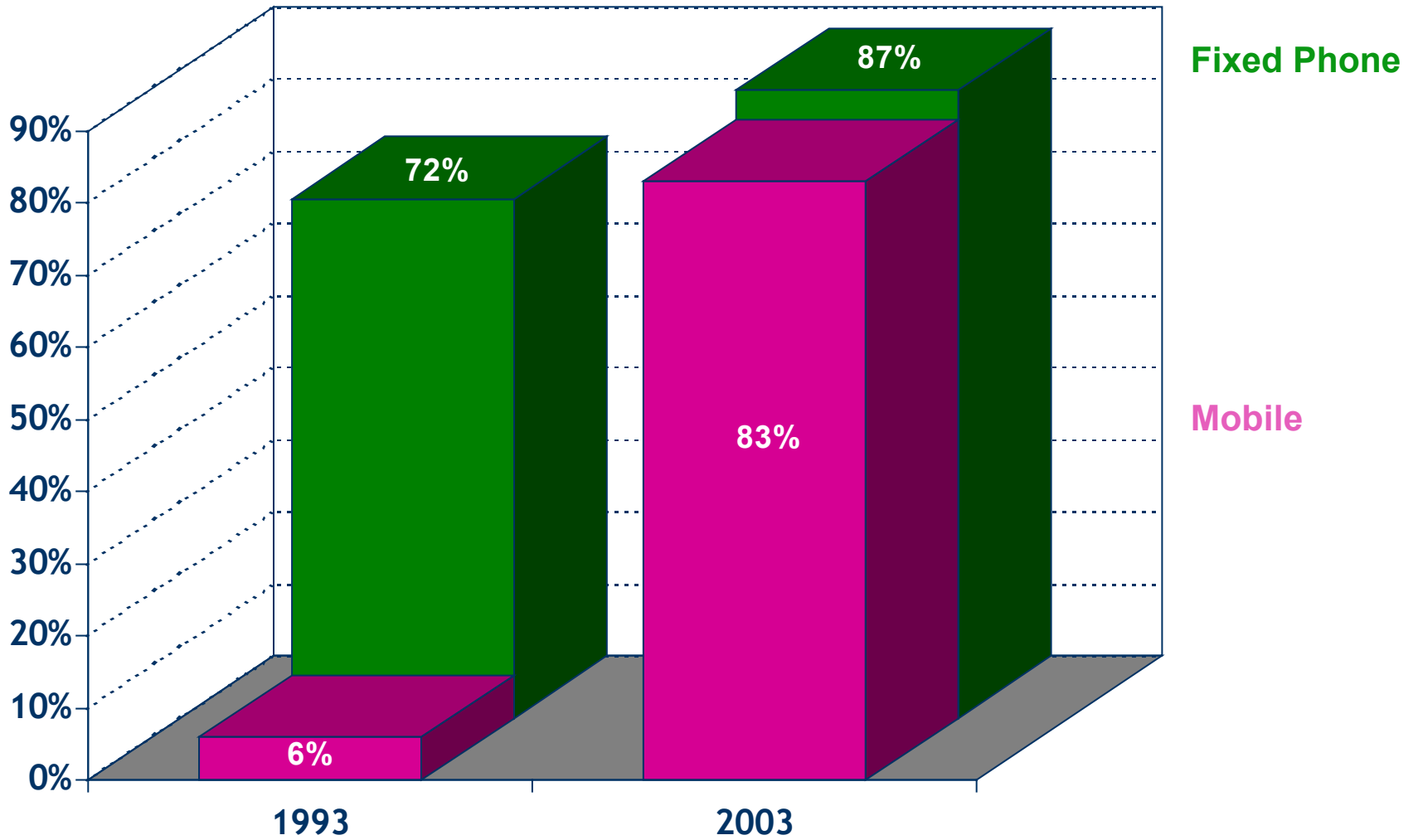
WE ARE BETTER OFF

CAR OWNERSHIP



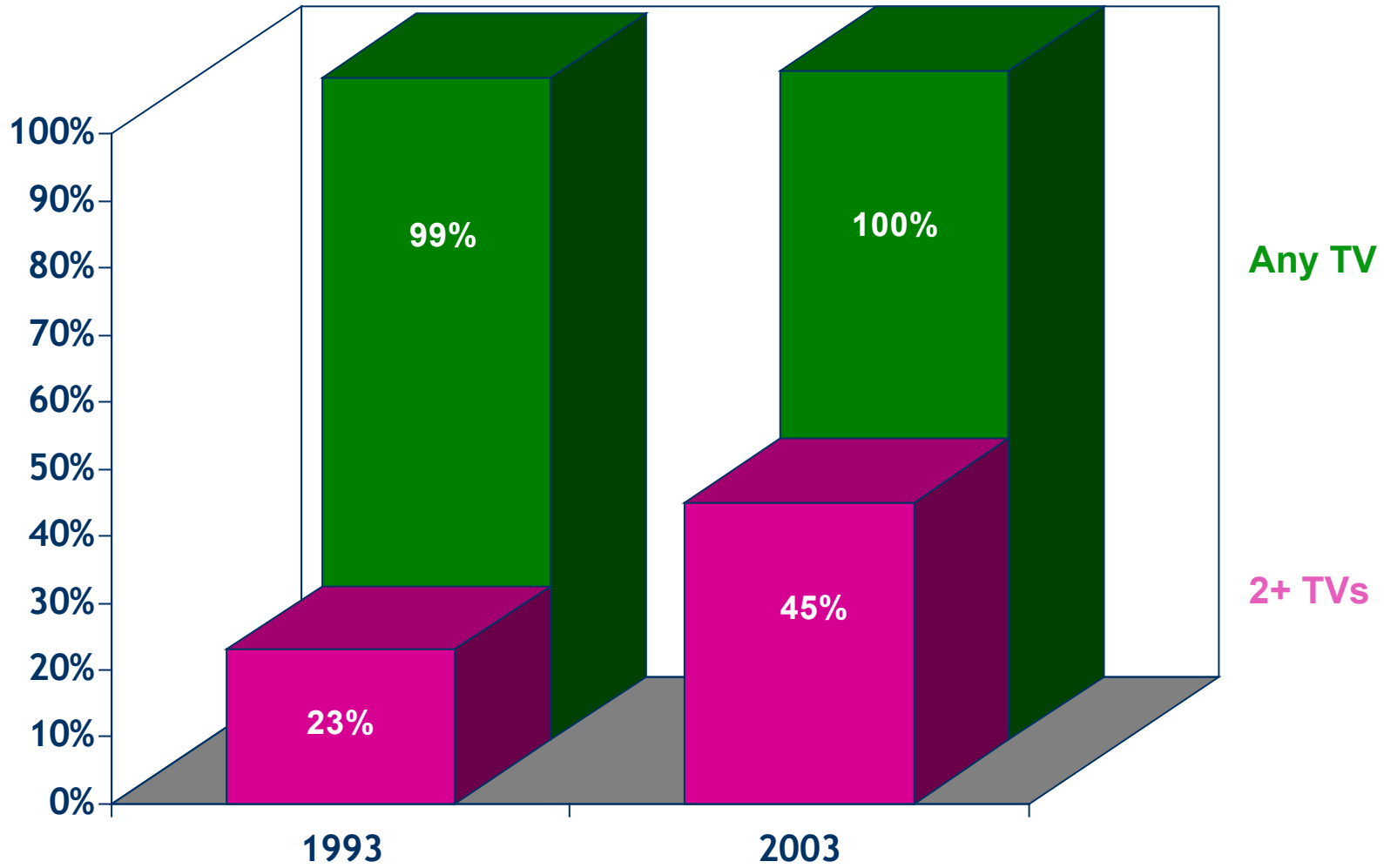
Source: JNRR Surveys

TELEPHONES



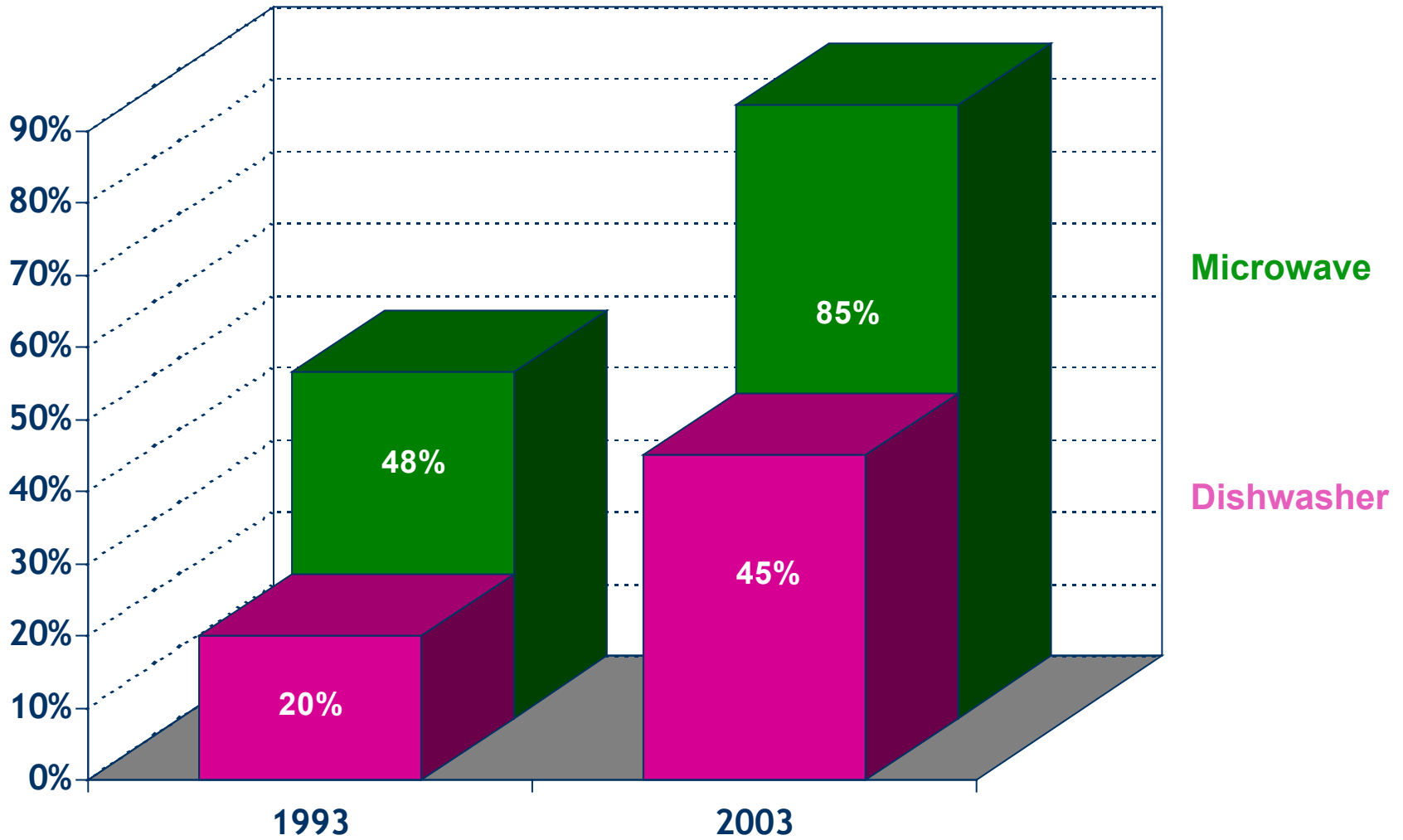
Source: JNRR Surveys

TELEVISION



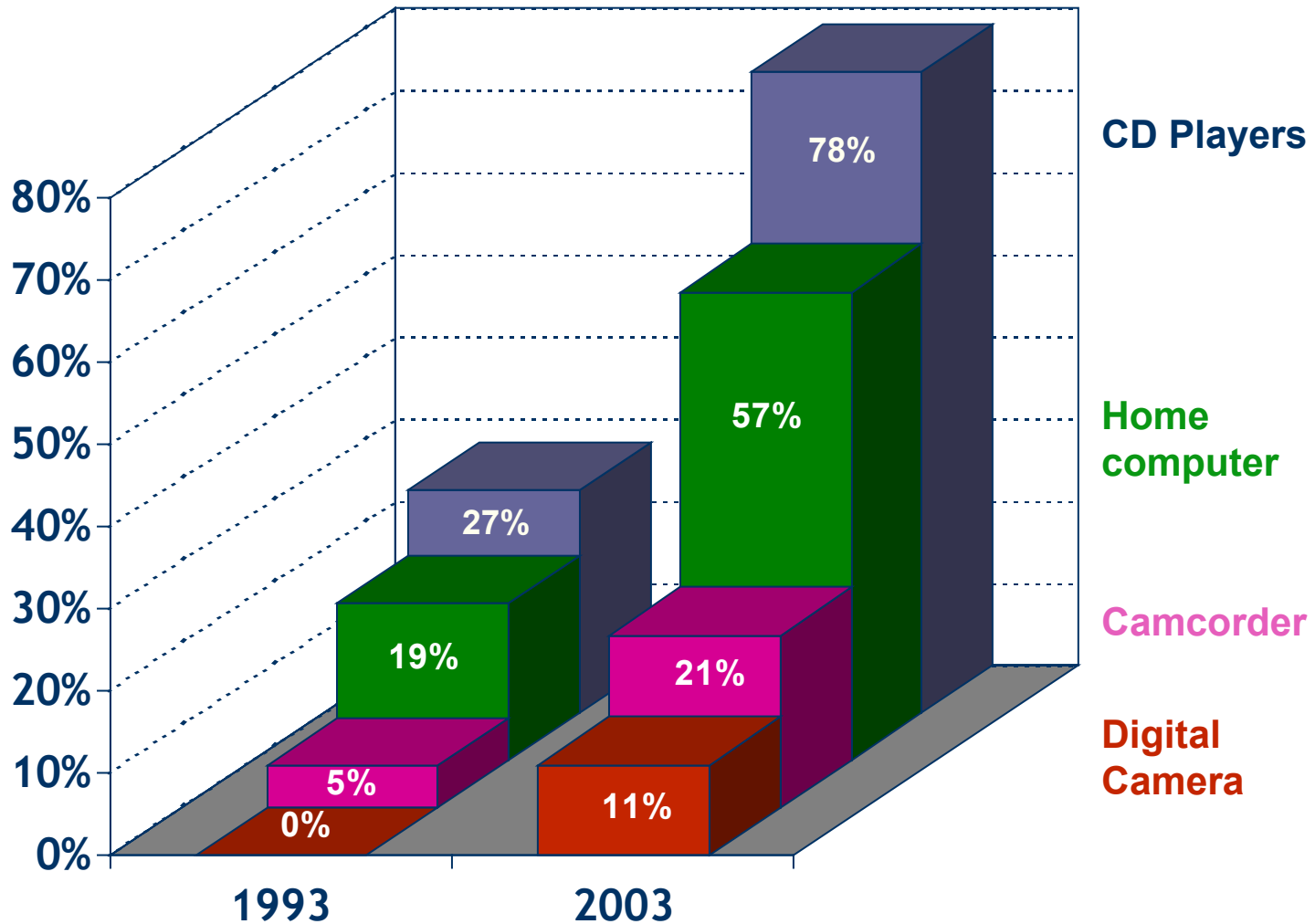
Source: JNRR Surveys

WHITE GOODS



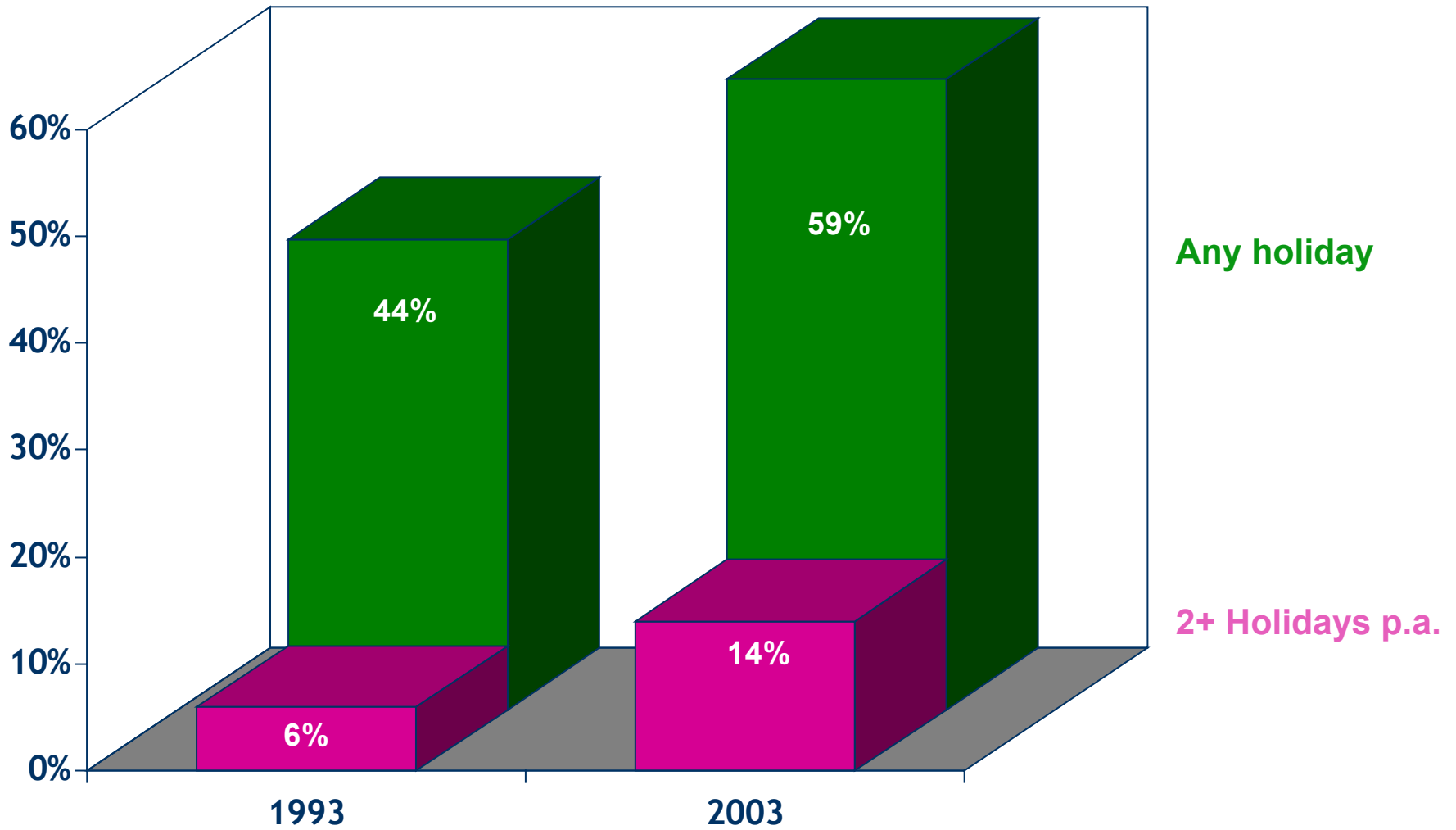
Source: JNRR Surveys

HOME ENTERTAINMENT



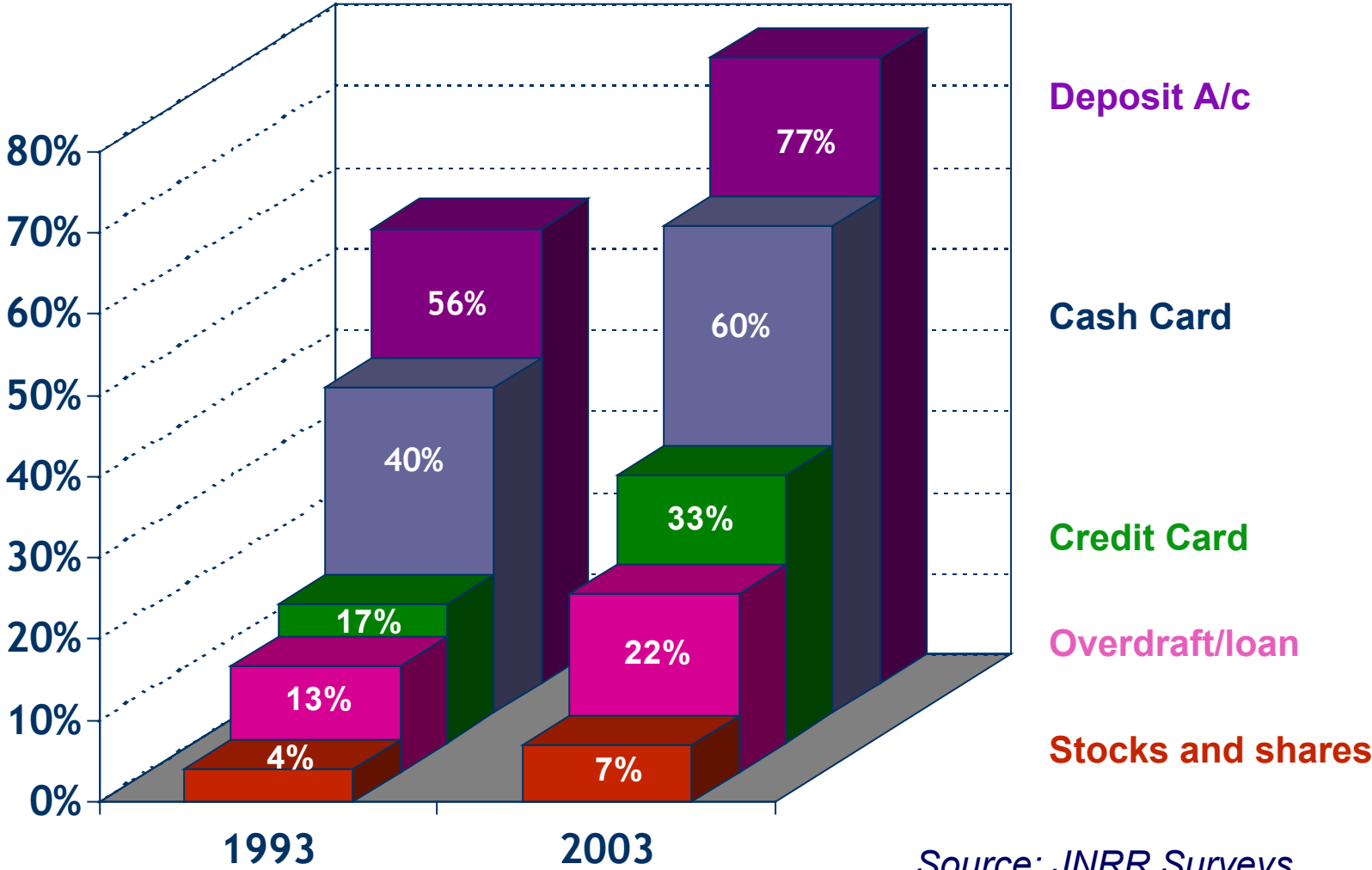
Source: JNRR Surveys

HOLIDAYS



Source: JNRR Surveys

FINANCIAL HOLDINGS



Source: JNRR Surveys

**BUT WE HAVE
“MOVED THE GOAL-POSTS”**

SO WHY ARE WE NO HAPPIER?

$$\text{Self Esteem} = \frac{\text{Success}}{\text{Expectations}}$$

DIAGEO “BELIEVE” SURVEY (21-30 YEAR OLD MALES)

KEY HIGHLIGHTS

- **89% of respondents think that if you believe in yourself you can achieve anything you set your mind to, with 8 in 10 believing that they were in control of their own destiny.**
- **Happiness and money are joint number one ambitions among 21-30 year old Irish males – 96% of respondents said that they would like to be happy in life, while the same percentage said that they would very much like to make a lot of money.**
- **Being respected by friends was also a top priority with 95% of respondents citing this as an important aspect of their lives.**
- **86% of the sample believe that they will be successful in life.**

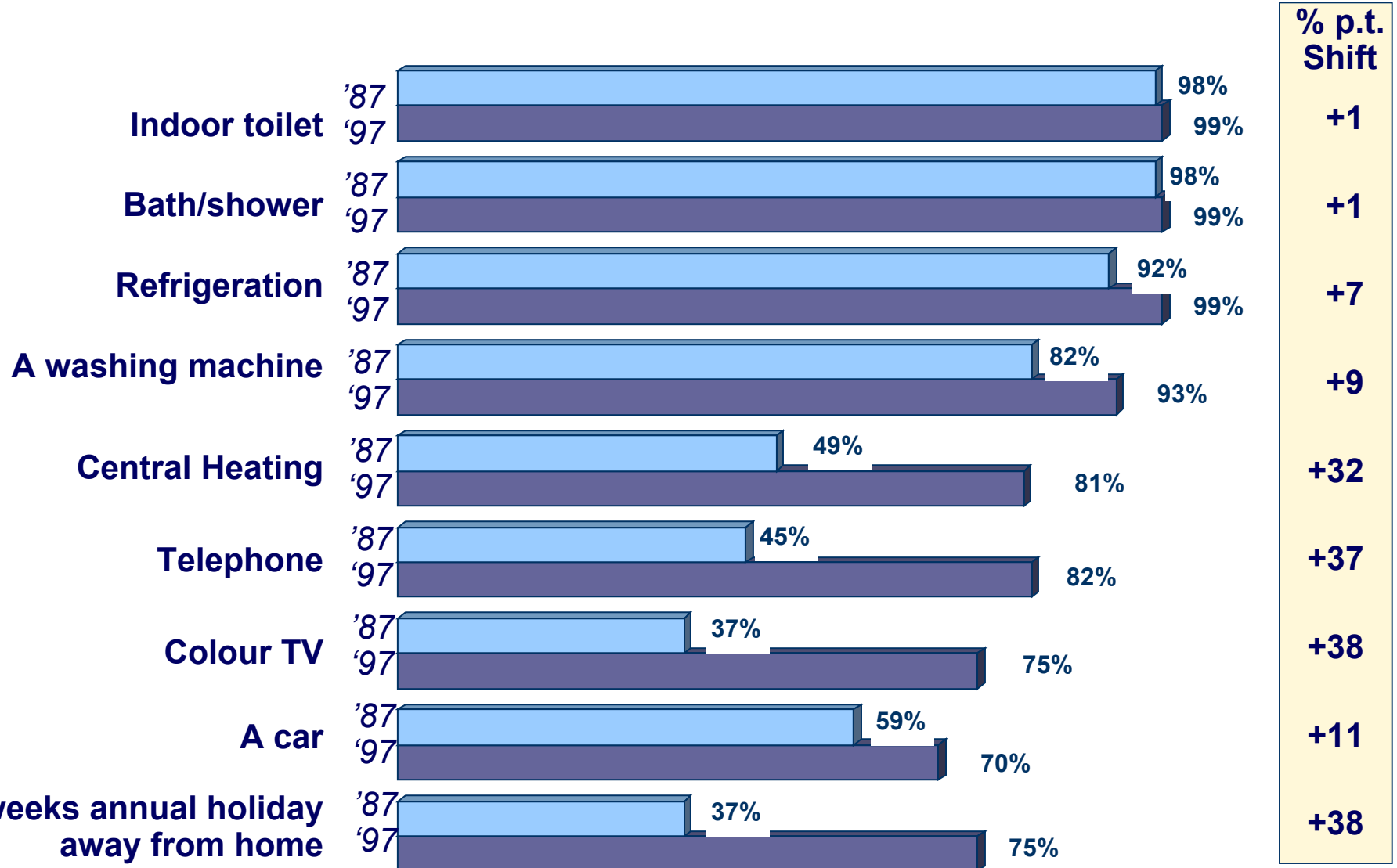
**By International Standards our
Young People are really Up-beat
and Optimistic.**

**How many of these are likely to be
disappointed?**

STATUS ANXIETY

- In his recent book of this title, Alain De Botton, argues that:
- We tend to look to our achievements/possessions for affirmation of our self worth.
 - We don't necessarily compare ourselves with the really wealthy.
 - But we do instinctively set up comparisons against people like ourselves (old school mates for example).
 - As society become better off, we start to adjust our perceptions of what constitutes a luxury or a necessity.
 - Work from the Economic and Social Research Institute shows just how quickly this happens.

ITEMS REGARDED AS A NECESSITY 1997 VS. 1987



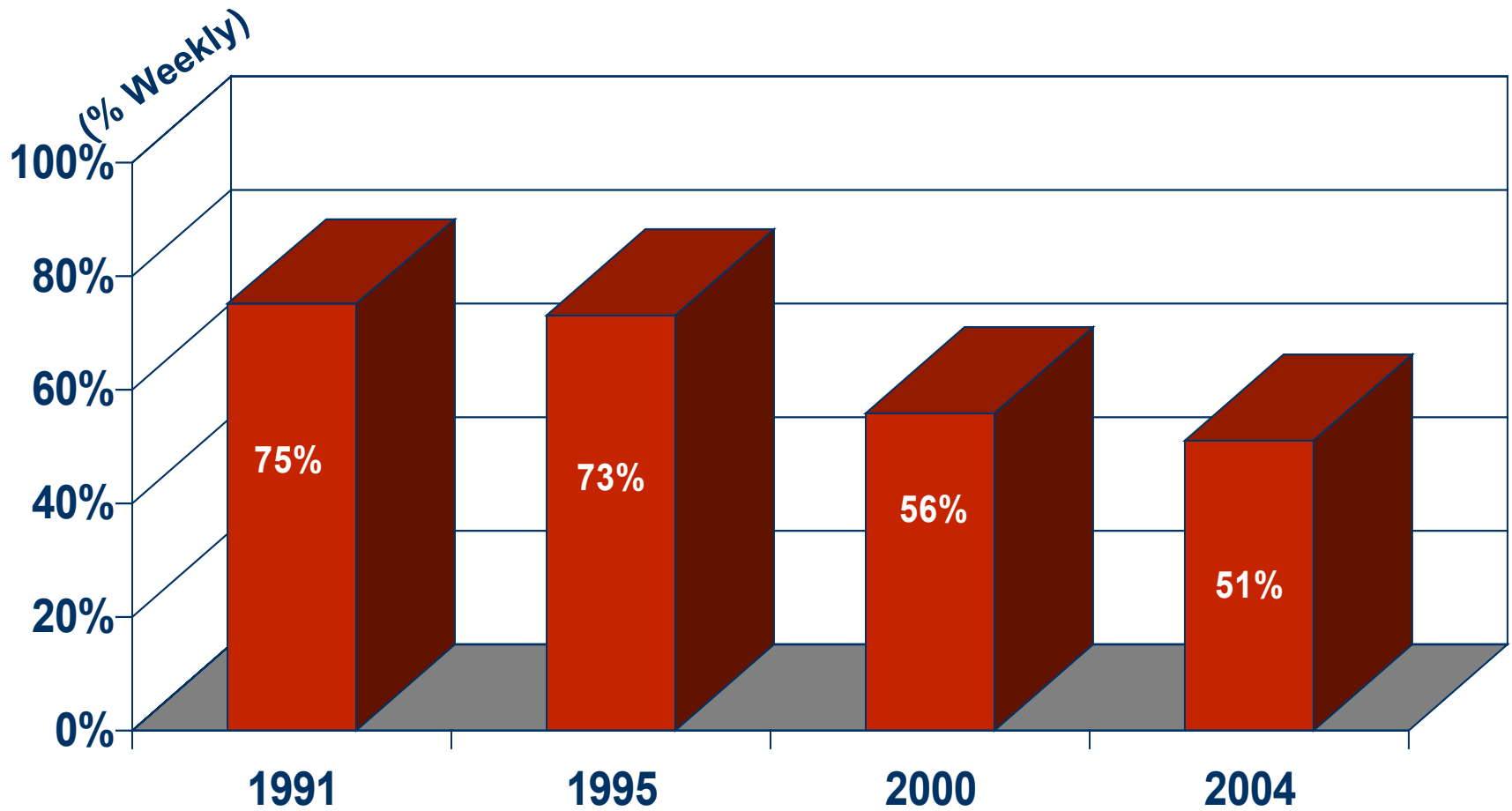
Source: The Economic & Social Research Institute.
Living in Ireland Survey 1997

WE ARE LOSING CONTACT WITH TRADITIONAL VALUE SYSTEMS

- De Botton argues that we depend more on material benchmarks as a basis for affirmation when we lose touch with more deep seated, spiritual sources of affirmation
- That is certainly happening in Ireland

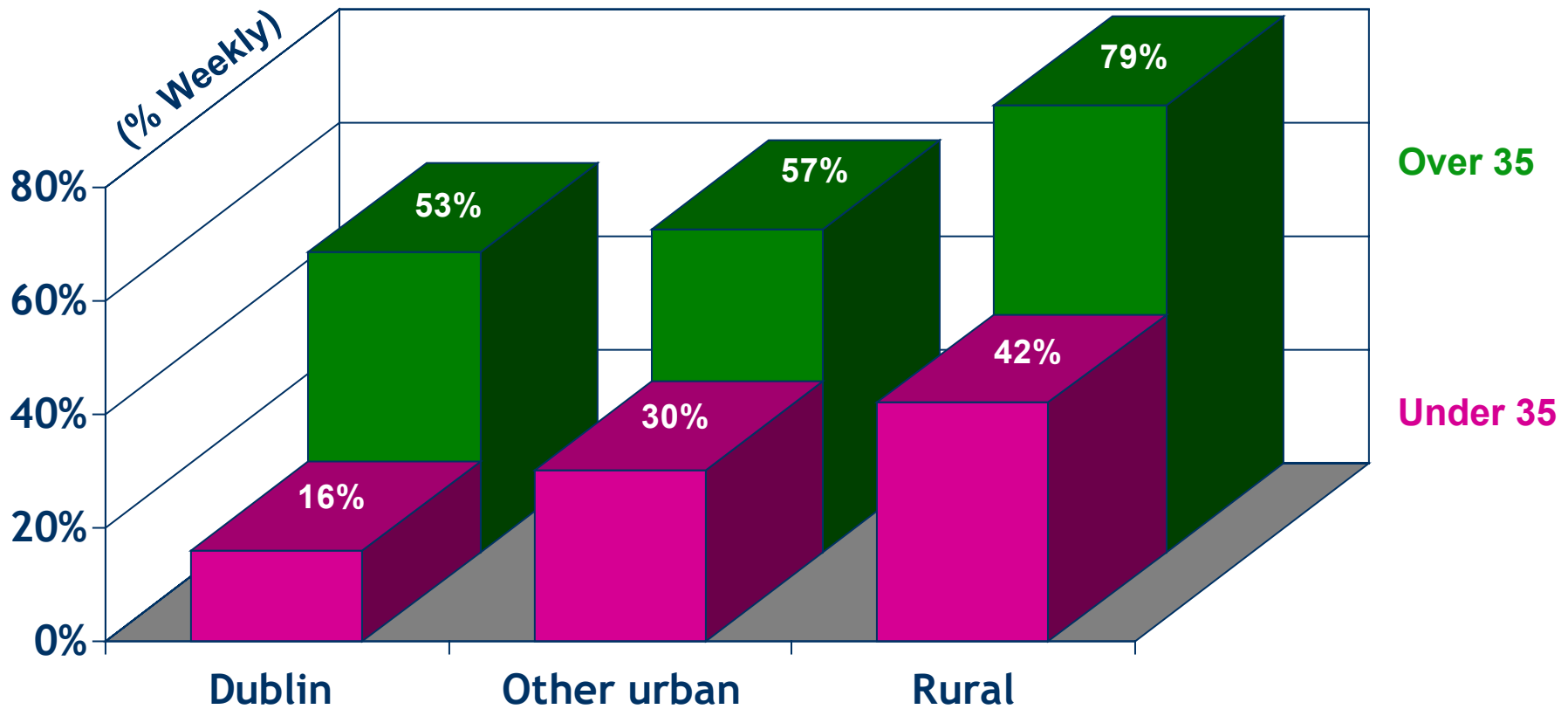
CHURCH ATTENDANCE

Attend church service/mass



Source: B&A Lifestyle Barometer

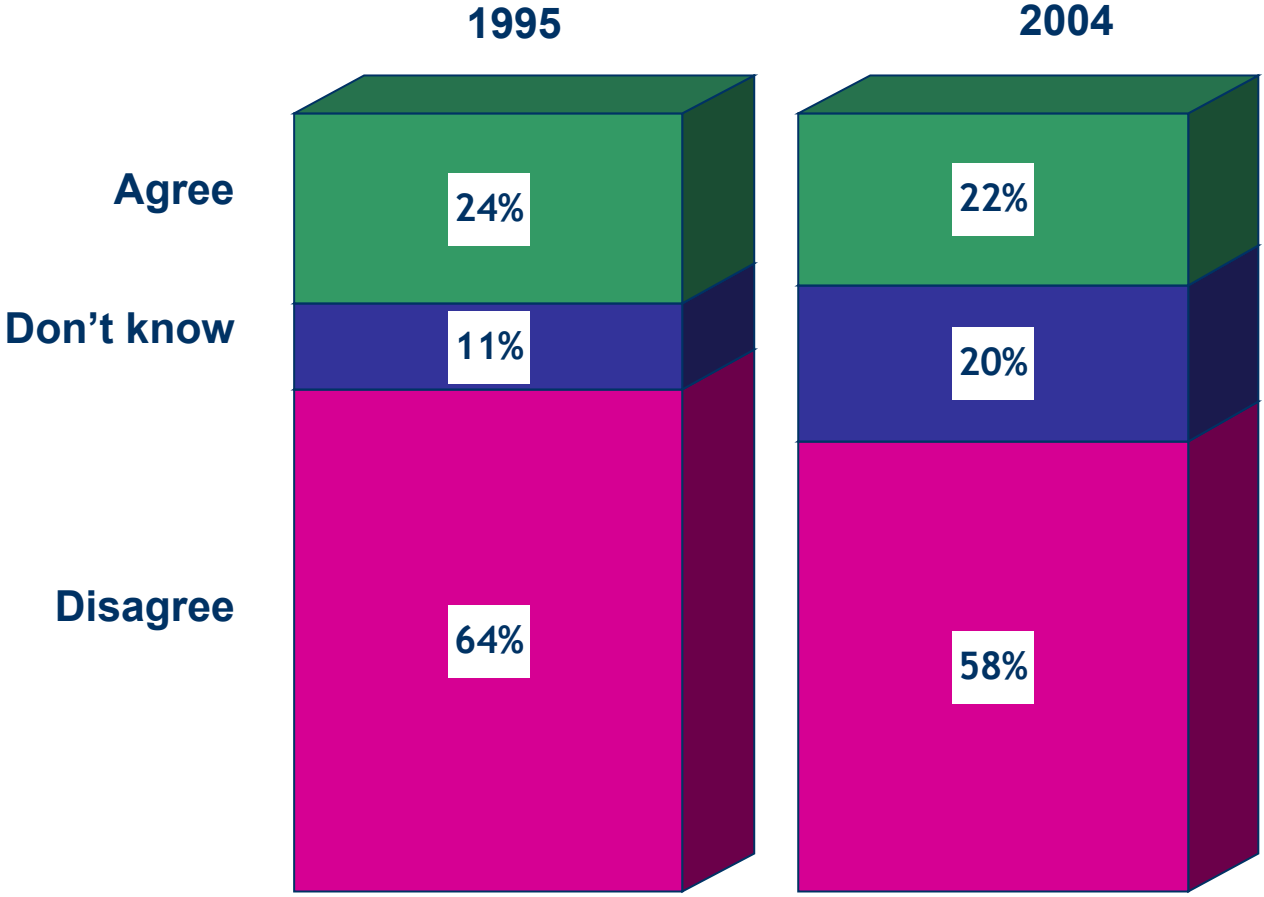
WEEKLY ATTENDANCE AT CHURCH SERVICE/MASS



Source: B&A Lifestyle Barometer

MATERIALISM

“Money is the only meaningful measure of success”

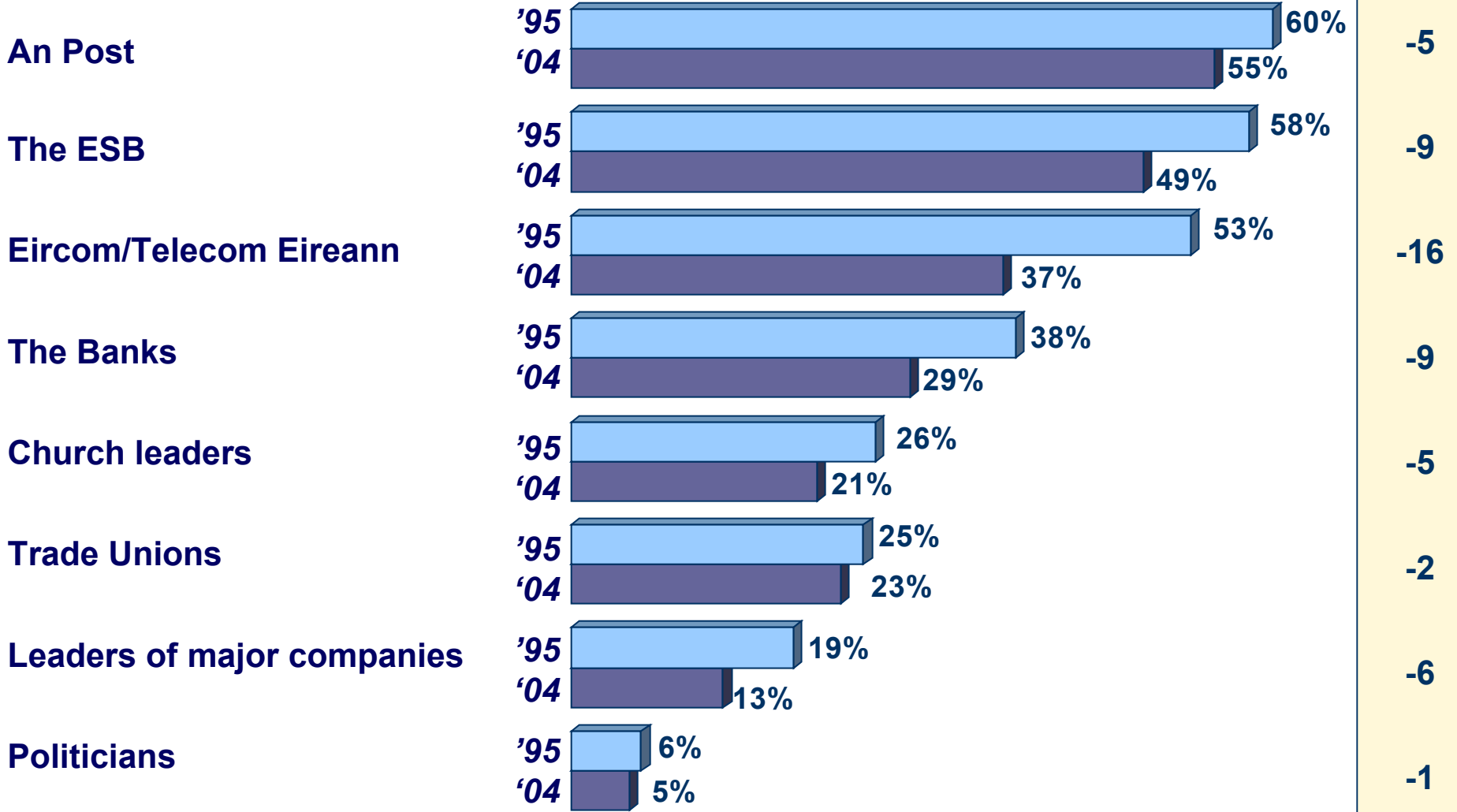


Source: B&A Lifestyle Barometer

**AND WE ARE LOSING
CONFIDENCE IN OTHER
“AUTHORITIES”**

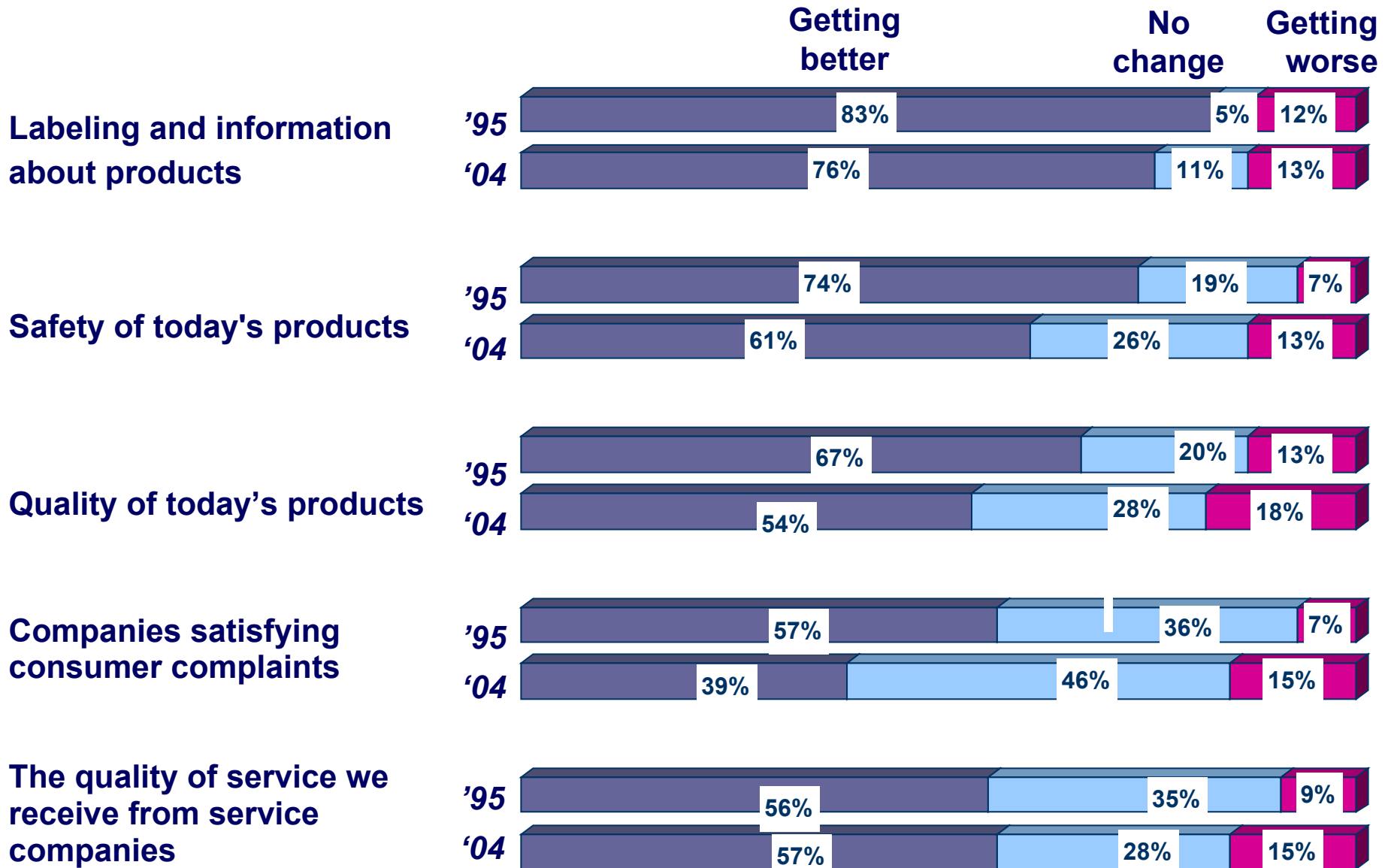
CONFIDENCE IN INSTITUTIONS

I have a great deal of confidence in ...



**WE ARE MORE DISTRUSTFUL OF
PRODUCER INITIATIVES ... EVEN
THOUGH COMPANIES ARE TRYING
HARDER**

THE CONSUMER CONTRACT



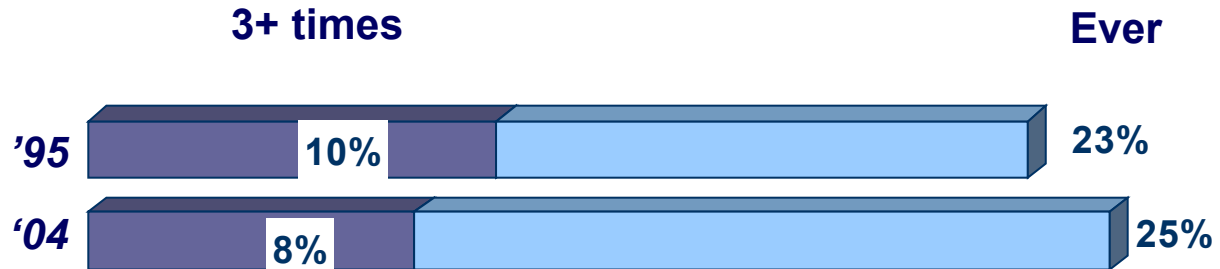
Source: B&A Lifestyle Barometer

**WE ARE BUYING MORE
AT A DISTANCE**

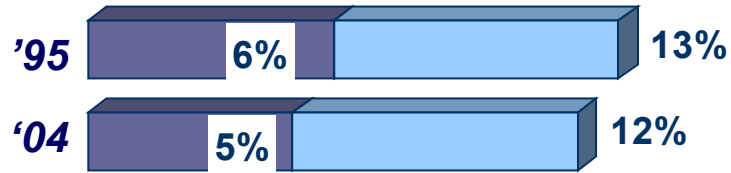
MAIL ORDER PURCHASING

Frequency

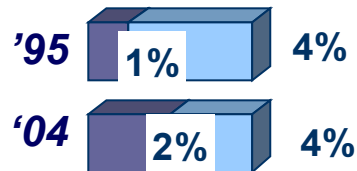
Bought items from mail order catalogue



Bought any items from leaflets or brochures sent to you through the post



Bought any items by mail order for TV ad



Source: B&A Lifestyle Barometer

INTERNET PURCHASING

April 2004

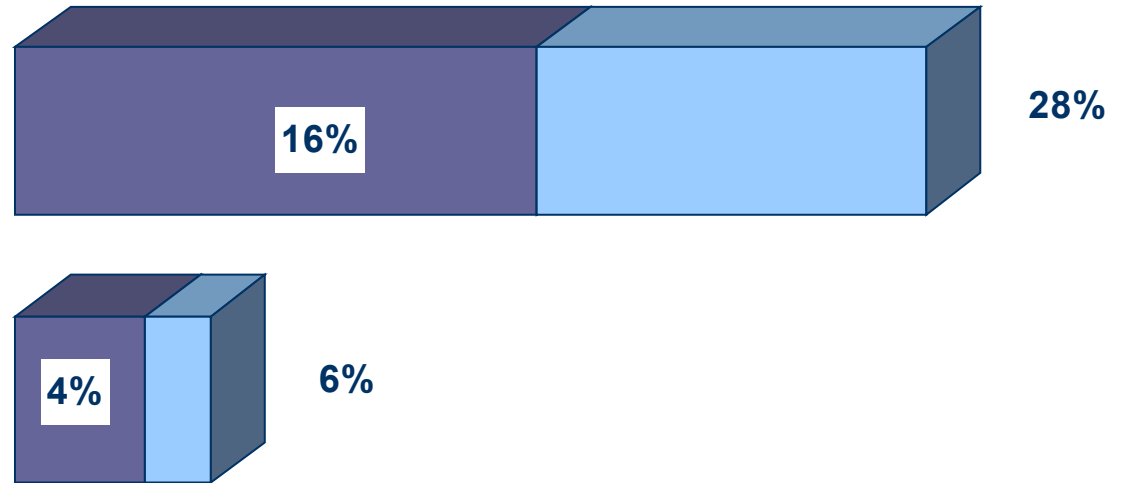
Bought

Airline tickets

Other items (clothes etc)

3+ times

Ever

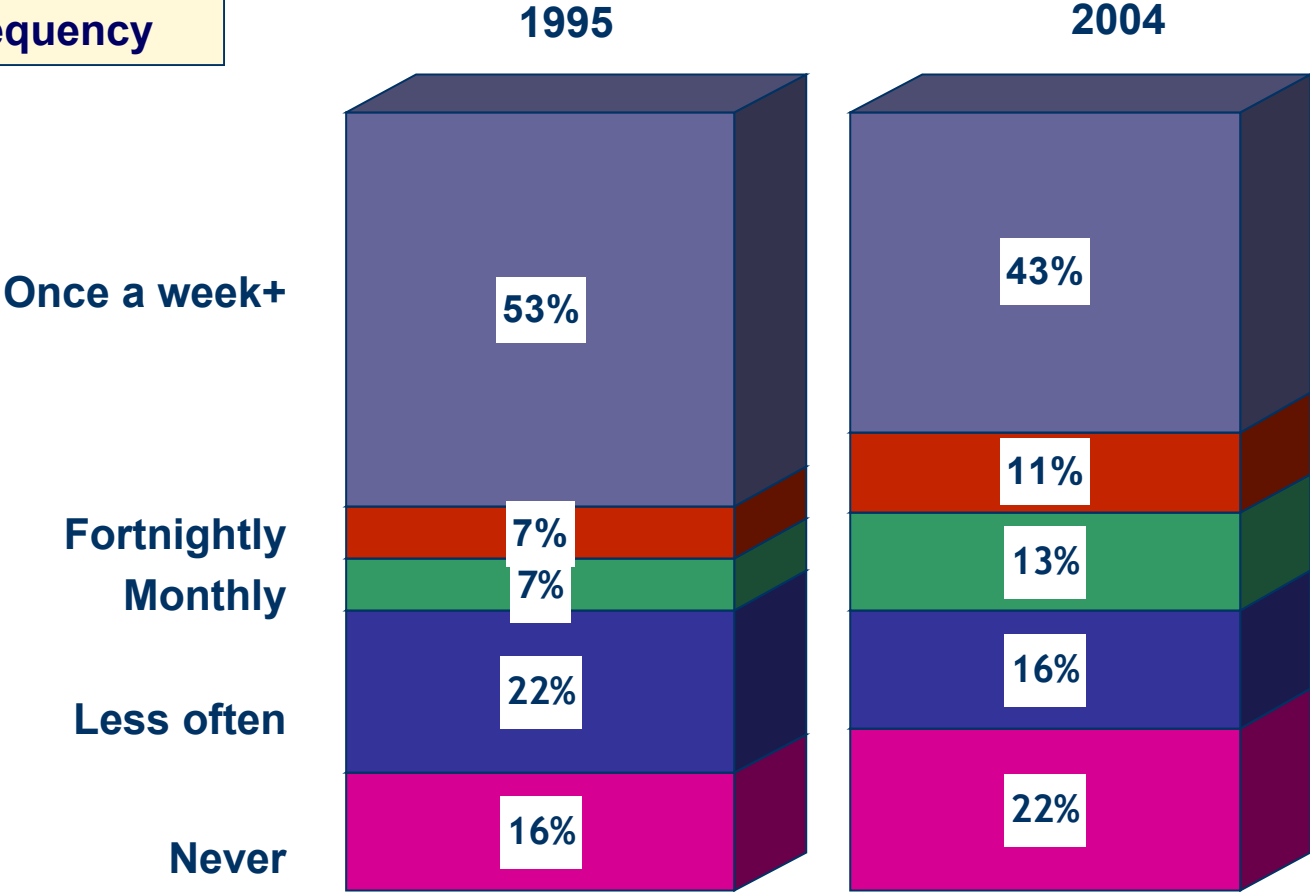


Source: B&A Lifestyle Barometer

**WE ARE, IN MANY RESPECTS,
BECOMING LESS SOCIALLY
“OUTGOING” ... MORE FOCUSSED ON
HOME AND ON OURSELVES**

PUB VISITS

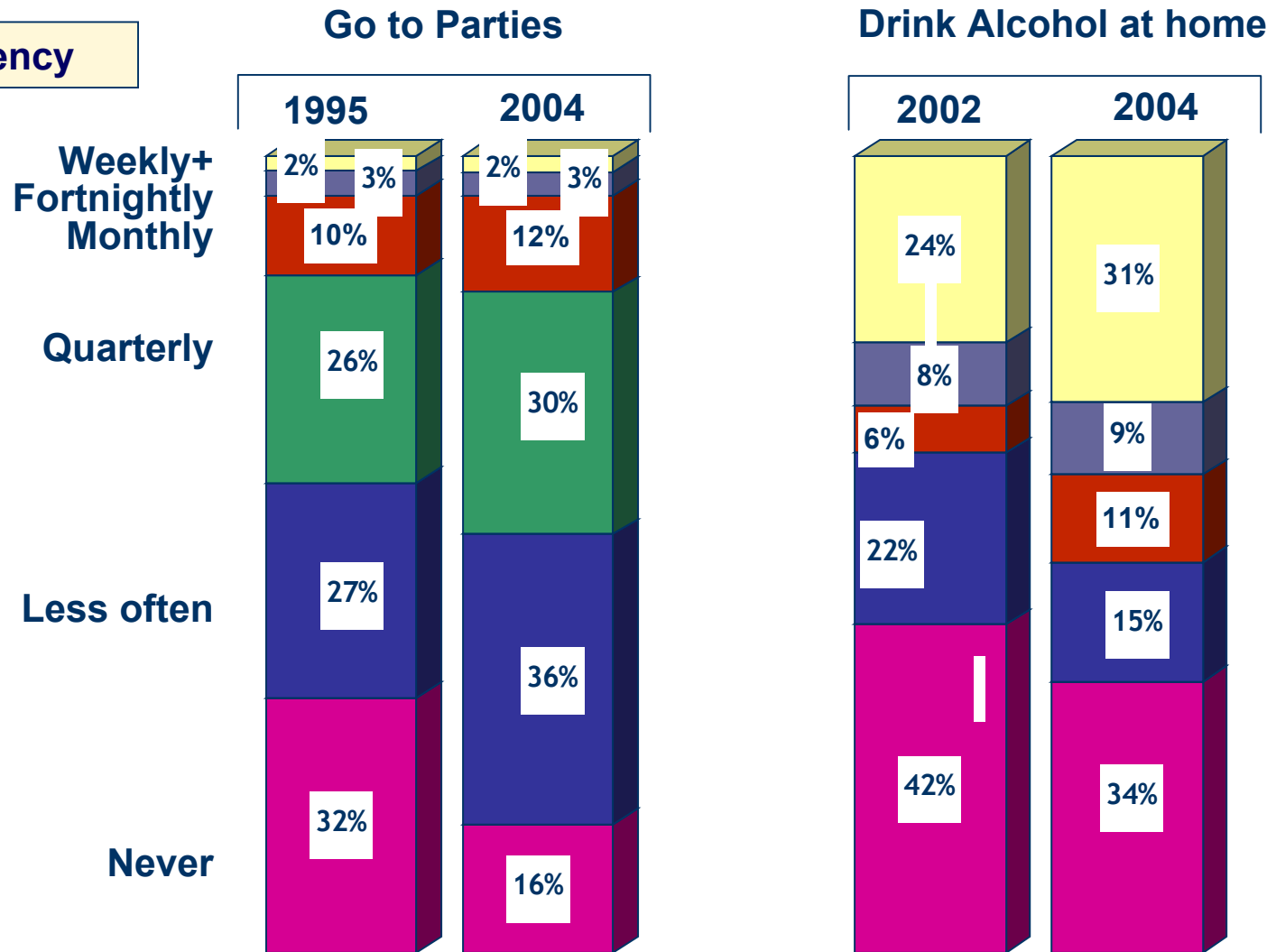
Frequency



Source: B&A Lifestyle Barometer

HOME ENTERTAINMENT

Frequency



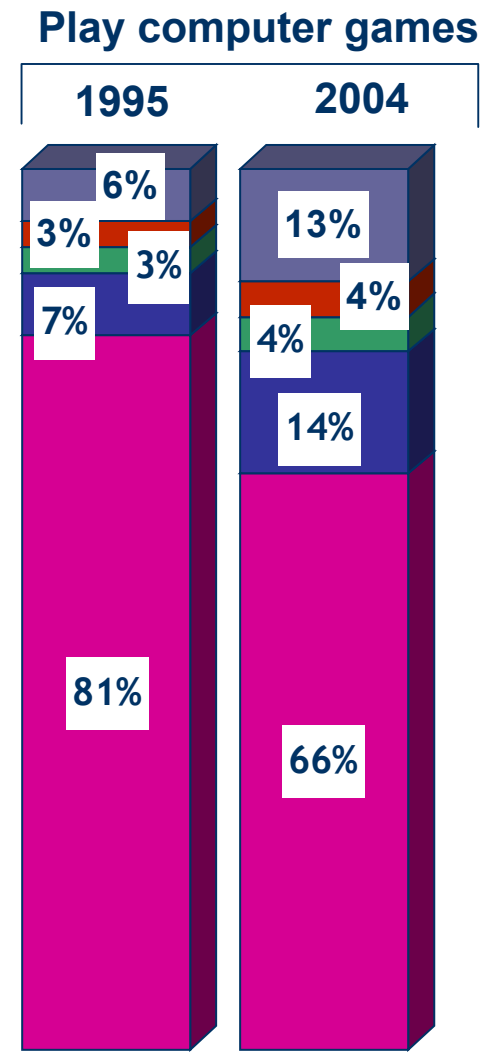
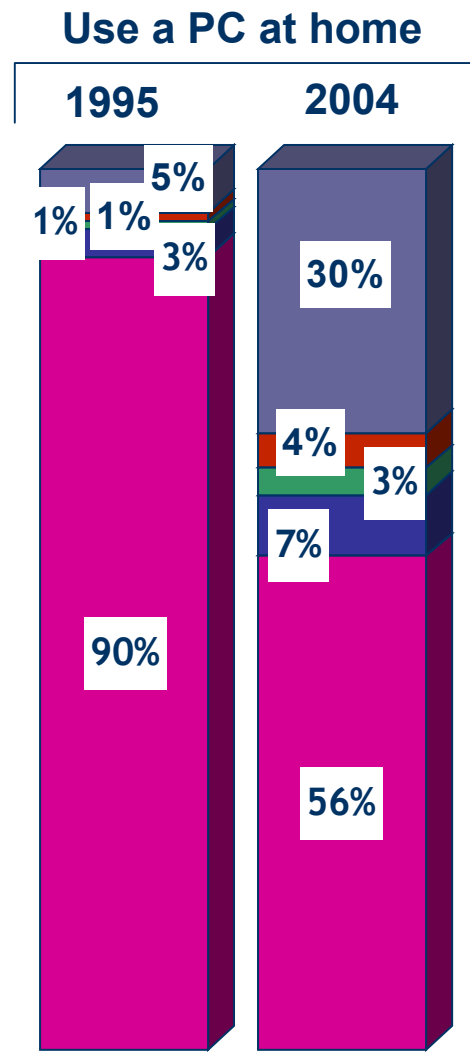
Source: B&A Lifestyle Barometer

PERSONAL COMPUTERS & GAMES

Frequency

Weekly+
Fortnightly
Monthly
Less often

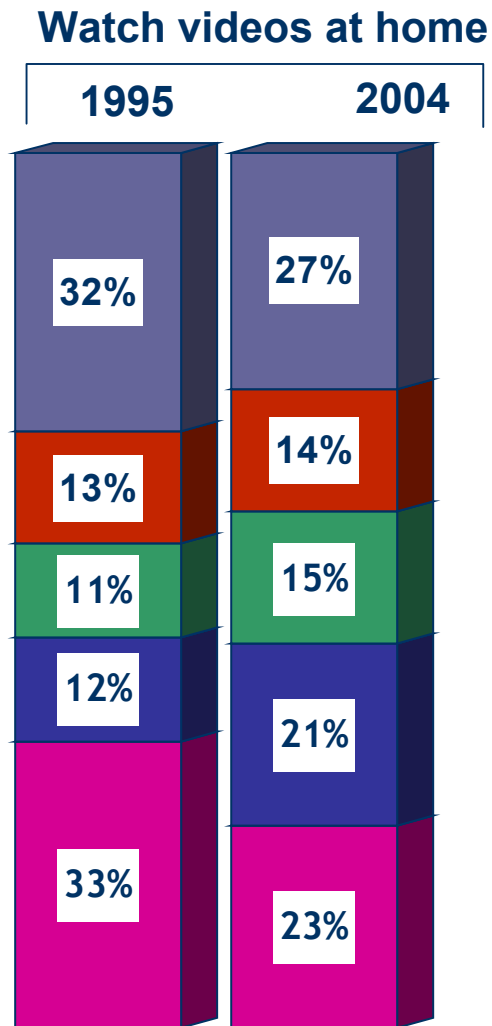
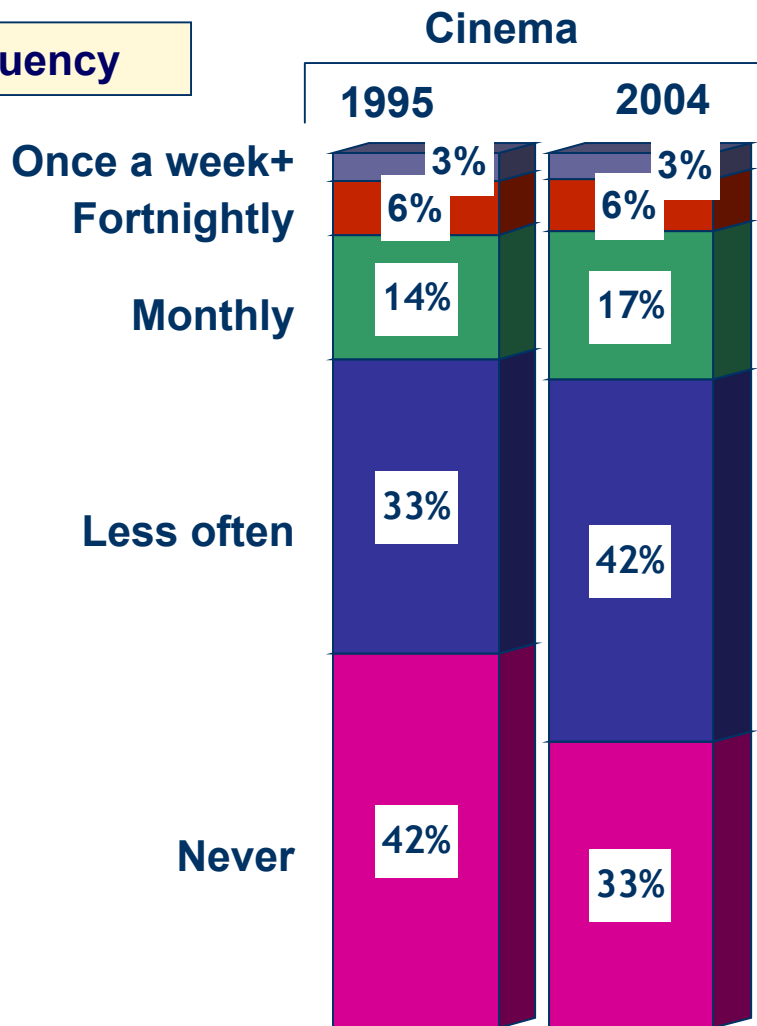
Never



Source: B&A Lifestyle Barometer

CINEMA & VIDEOS

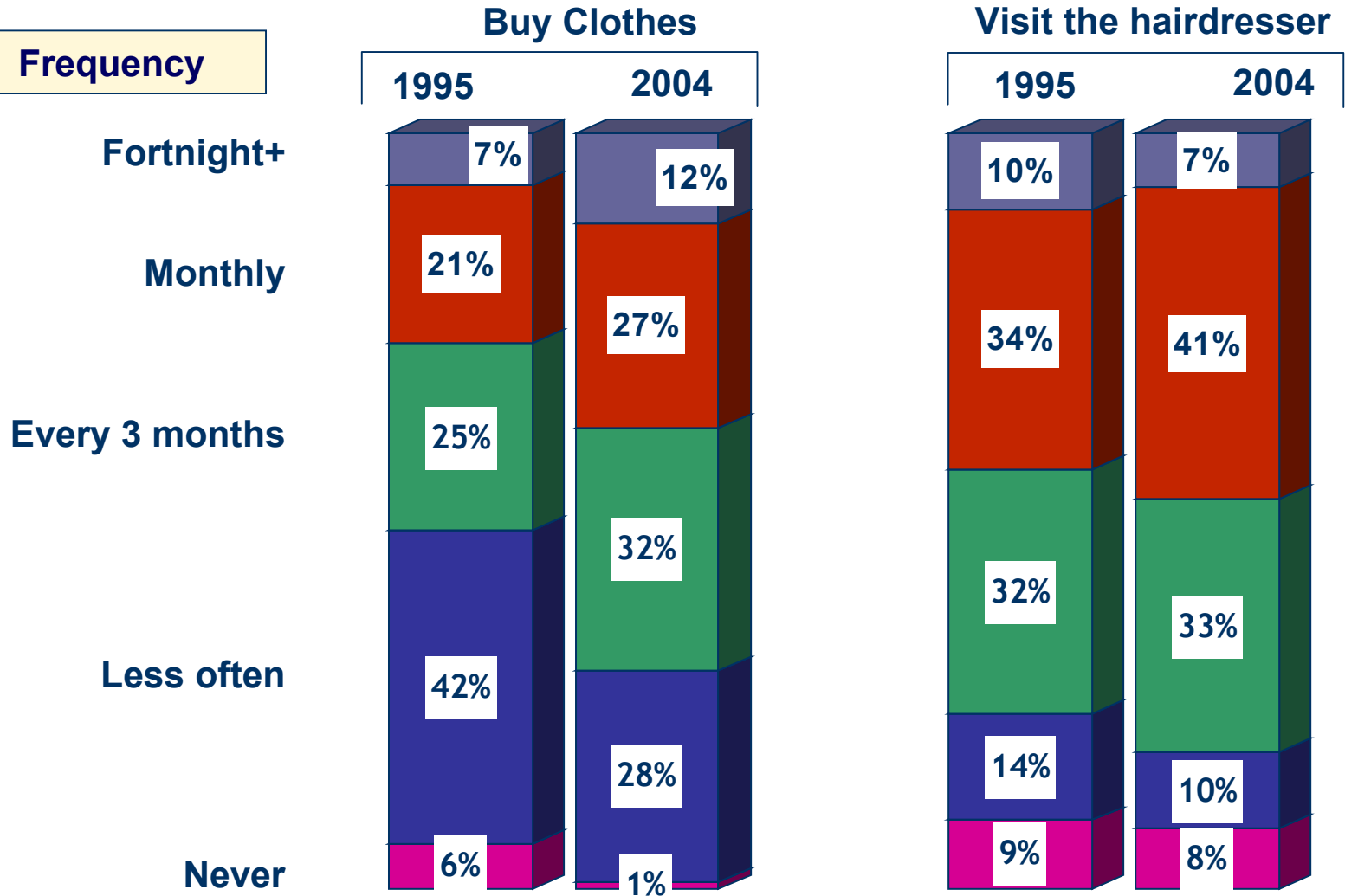
Frequency



Source: B&A Lifestyle Barometer

PERSONAL GROOMING

Frequency



Source: B&A Lifestyle Barometer

WE ARE SEEKING

NEW THINGS

TO BELIEVE IN

GREEN ISSUES

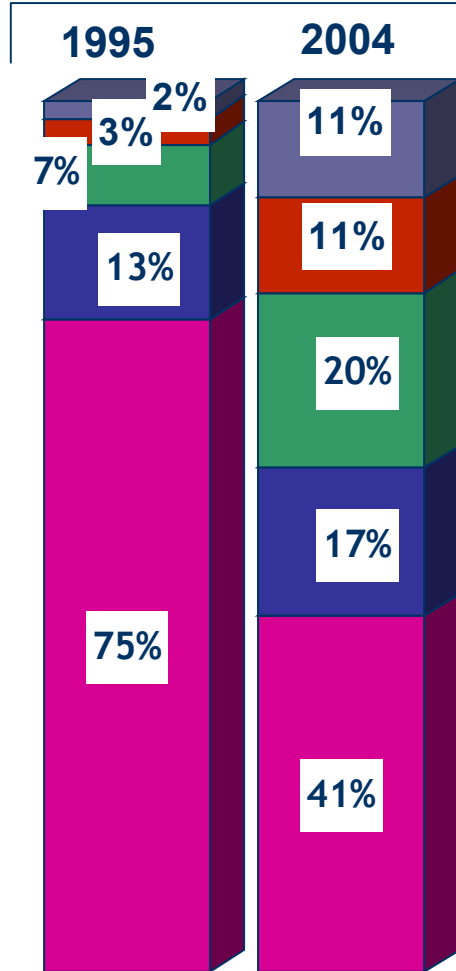
Frequency

Weekly+
Fortnightly
Monthly

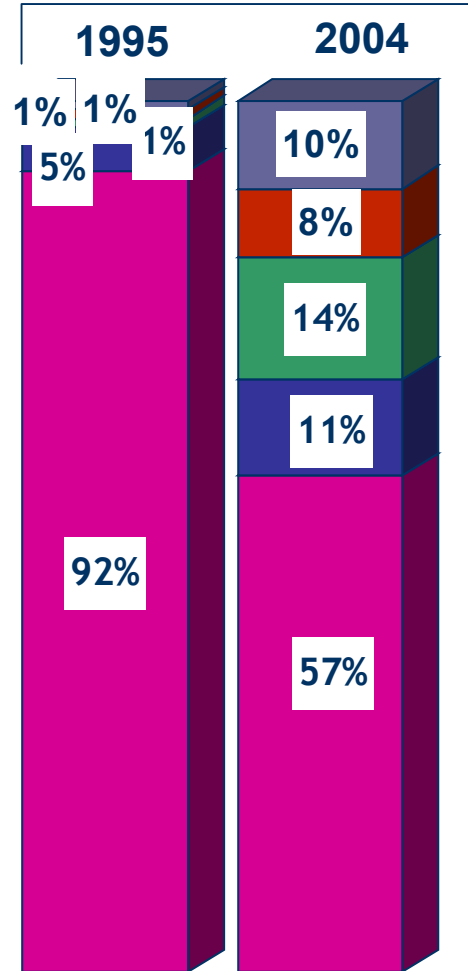
Less often

Never

Bring bottles to a bottle banks



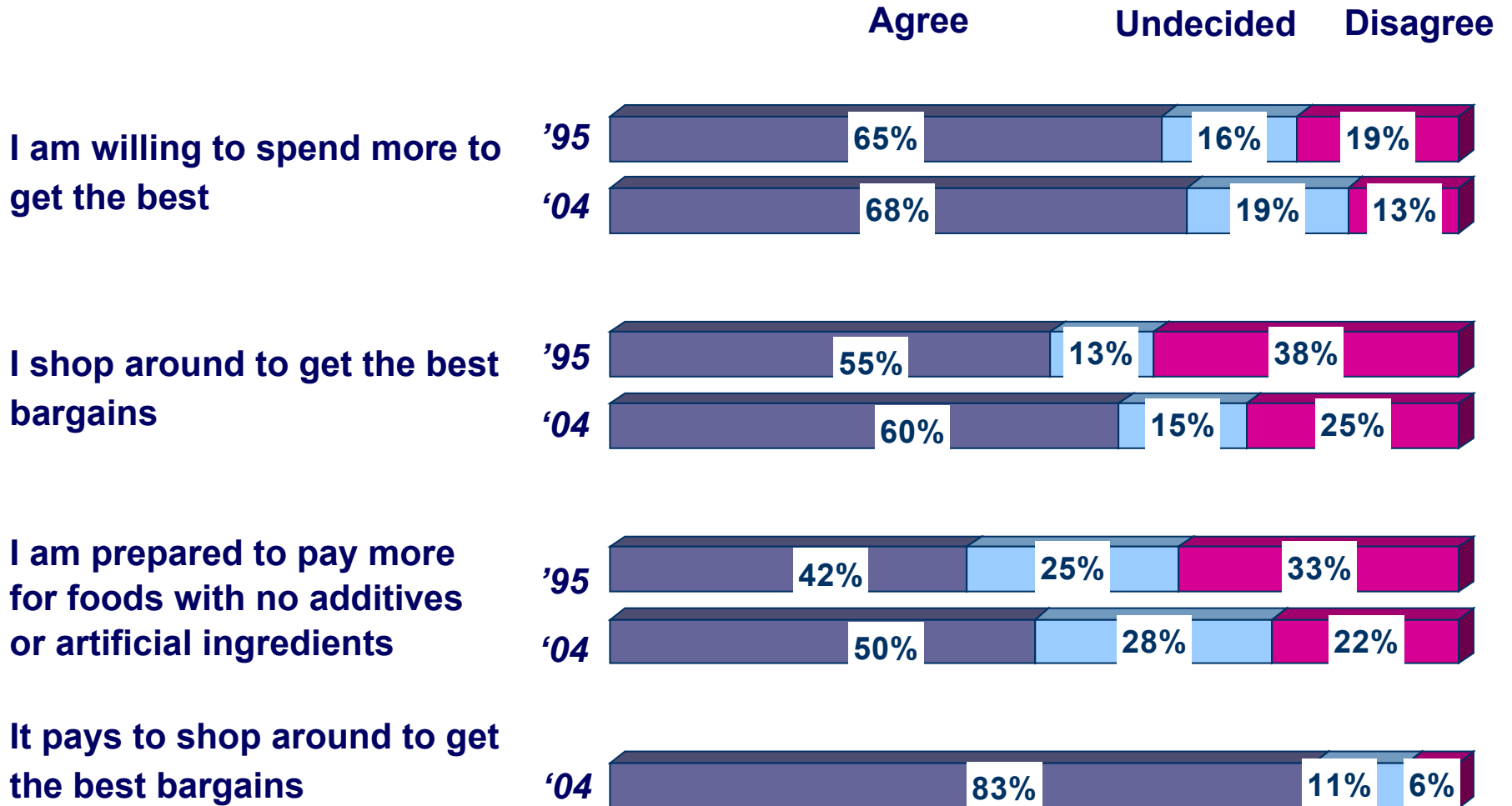
Bring paper etc to a re-cycling centre



Source: B&A Lifestyle Barometer

**UNDER THESE STRESSES,
THE SMART SHOPPER
IS EMERGING**

SHOPPING AROUND



Source: B&A Lifestyle Barometer

SHOPPING TODAY

(Base: All household shoppers - 649)

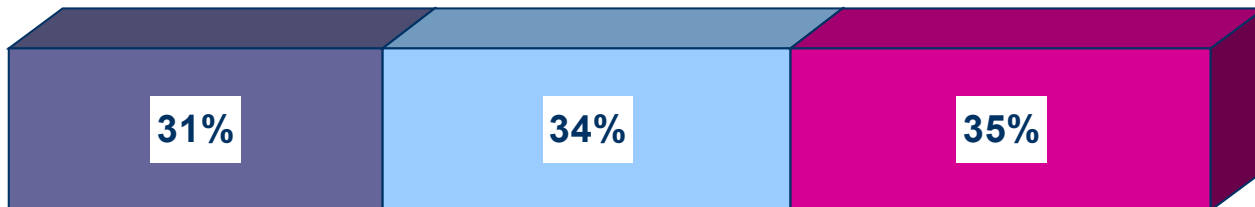
How often do you ...

Regularly

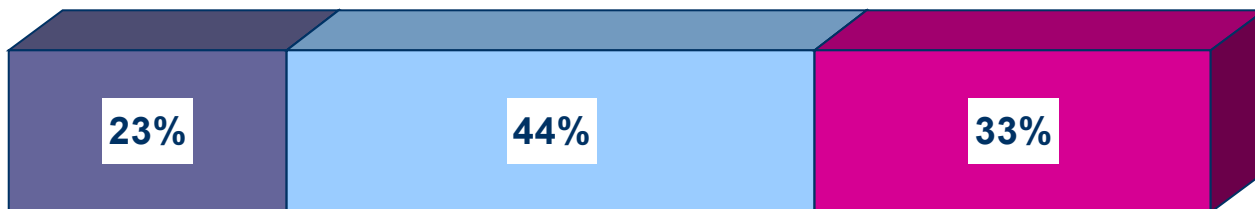
Occasionally

Never

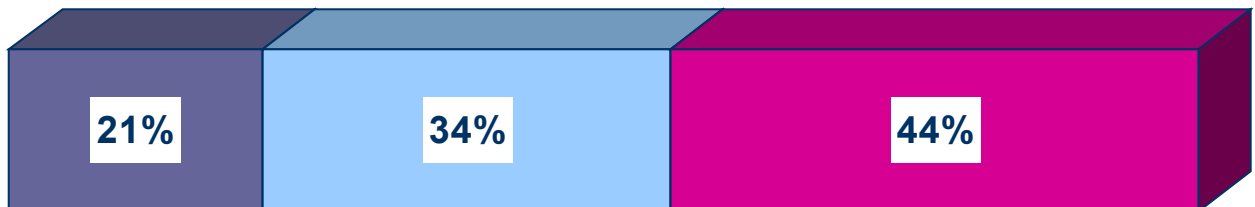
Make a list before you do your grocery shopping



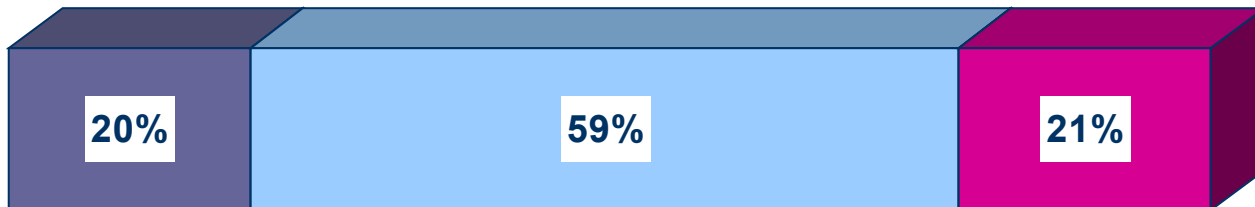
Examine the labels on products you buy to check ingredients



Compare prices of similar items before making a purchase



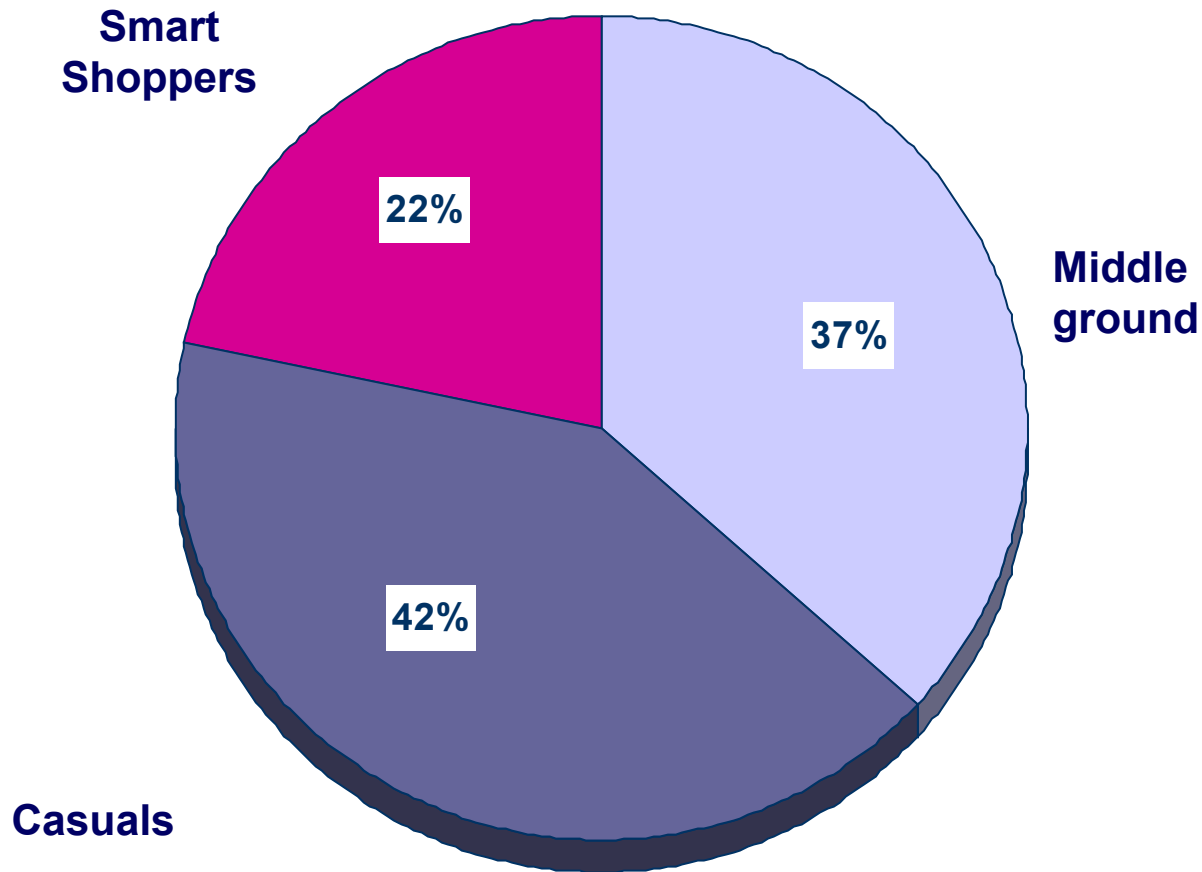
Buy own label products



Source: B&A Lifestyle Barometer

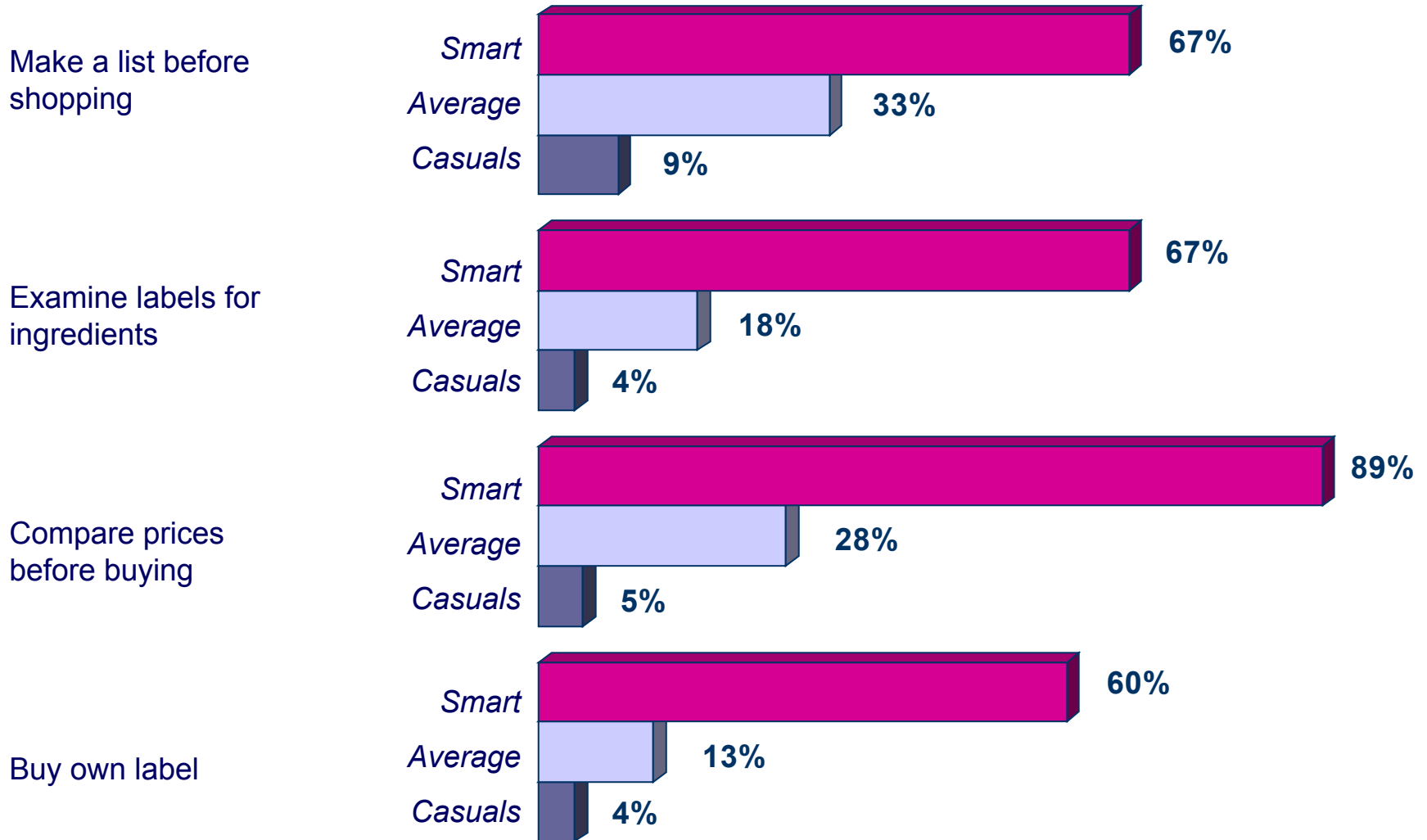
SHOPPER SEGMENTS

(Base: All shoppers; 649)



Source: B&A Lifestyle Barometer

THE DISTINCTIVE CHARACTERISTICS OF SMART SHOPPERS



Source: B&A Lifestyle Barometer

DIFFERING POINTS OF VIEW

	Total	Smart shopper	Middle Ground	Casual shoppers
% Who agree with each statement	%	%	%	%
• I like to follow a well organised route	72	85	75	63
• I like to try new and different things	69	79	67	67
• I shop around a lot to get the best bargains	66	83	71	52
• I worry about pollution and the environment	63	76	64	54
• I'm prepared to pay more for foods with no additives or artificial ingredients	54	69	54	46
• I spend as little time as possible preparing meals	49	42	43	59
• Shopping for groceries is a bore	46	36	45	55

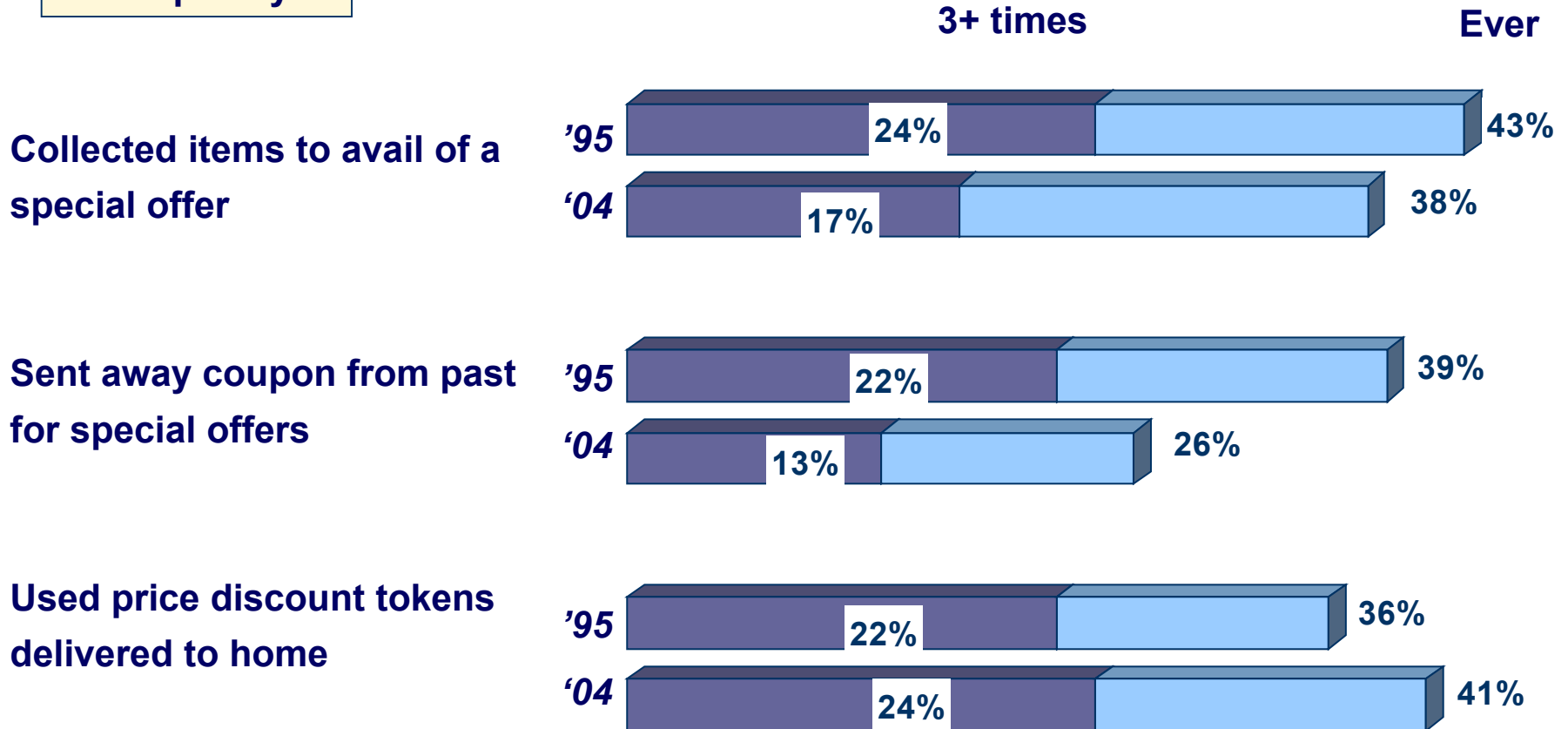
**BRAND OWNERS ARE MOVING AWAY FROM
BRAND BUILDING**

YET

**CONSUMERS ARE STEPPING BACK FROM
HARD SELL PROMOTIONS; UNLESS THEY
OFFER IMMEDIATE GRATIFICATION**

PROMOTIONS

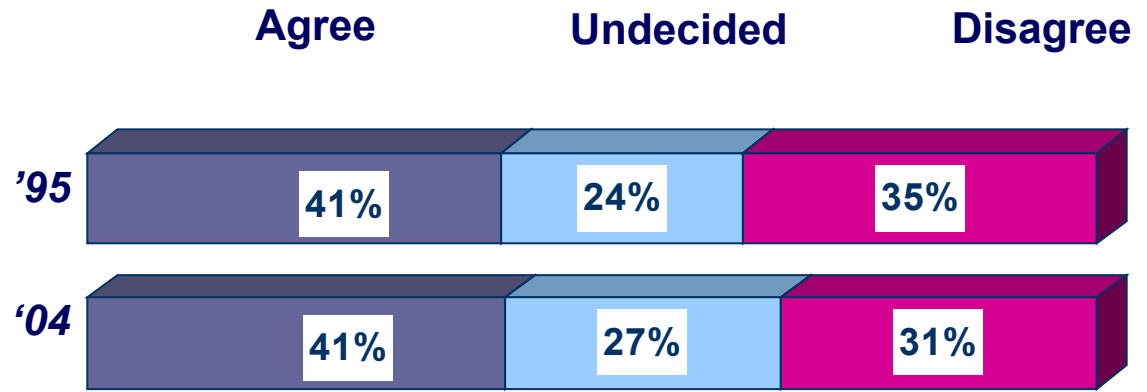
Frequency



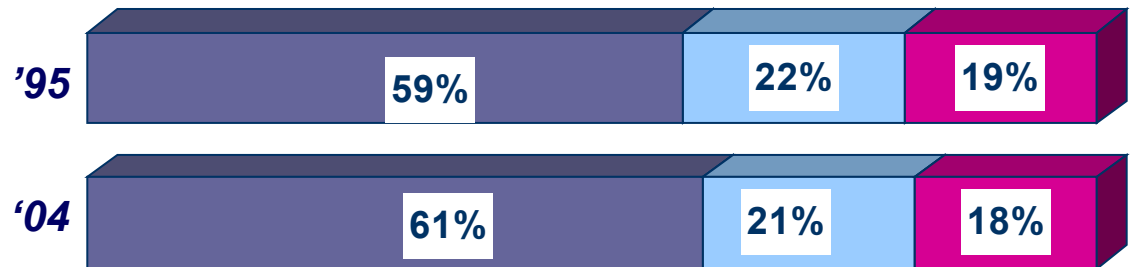
**AND YET BRANDS STILL
MATTER TO US**

THE STATUS OF BRANDS

Generally speaking, well advertised brands tend to be better quality than brands you don't see much advertising for



On the whole I think well known brands are better than shops own brands



**DO BRANDS SUFFER FROM
STATUS ANXIETY?**

The InterContinental London

Ever heard
of anyone
dreaming of
making it to
the middle?

On the way to the top you can rarely mix business with pleasure. But that doesn't mean that the journey can't be pleasurable. We know what it takes™



INTERCONTINENTAL
HOTELS & RESORTS

www.intercontinental.com 00 800 1800 1800

BRAND STATUS ANXIETY

- De Botton argues that we are all driven by two great quests for love
 - At an individual level, the love of a partner
 - At a more general level, the love (or at least the esteem) of our peers.

- Our language reflects this. It is increasingly important to be seen to “be somebody”. Nobody wants to be “a nobody”.

- What are we doing to our brands if we:
 - Deprive them of advertising support
 - Constantly put them on “special offer”.

HIGH ANXIETY
“Keeping up with the Jones’s”
in Modern Ireland

May 2004