

# Time Off: Media Imperatives in a Time-Starved World



prepared for: **MPA 24/7 Digital Conference**

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Values



attitudes

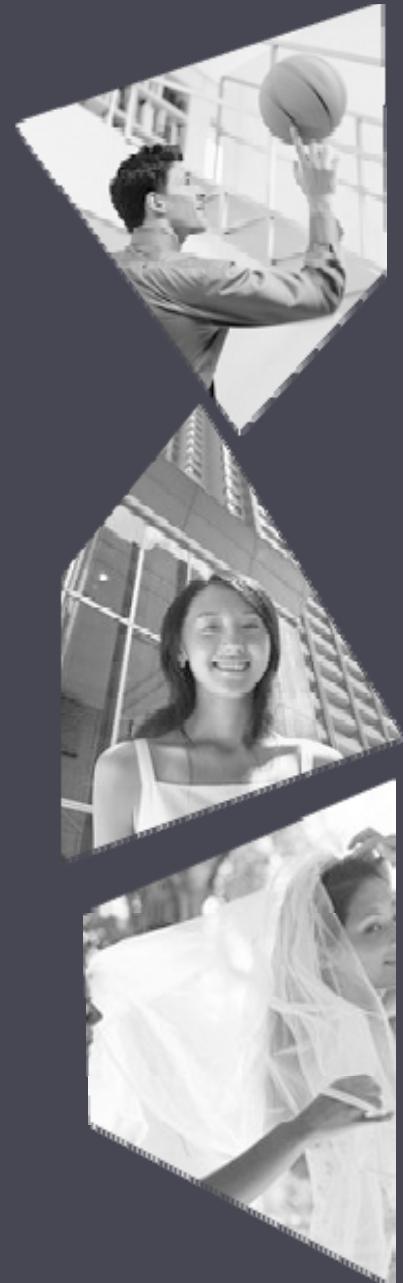
YANKELOVICH  
MONITOR<sup>®</sup>

behaviors



# What we do...

- Yankelovich MONITOR
  - Tracking study of consumer lifestyles since 1971
  - Adults, 16+
- Yankelovich MONITOR Perspective “Finding Time”
  - 45 minute online survey
  - Sample of 1,349 consumers aged 18+
  - All respondents are coded by MindBase
  - Time Management segments available to be overlaid on to marketer’s databases



# Studying Time Famine

What are...

- The specific strategies people use to manage their time;
- The secondary lifestyle consequences and trade-offs associated with a time famine;
- The marketplace opportunities and customer service challenges as those strategies and consequences manifest themselves?

# Agenda

- Time: The New Gold Standard
- Connecting with Consumer Vital Signs
  - iPriority
  - Pinpointing
- Opportunities for Magazines
- Q&A



time:

the new gold standard

# Hmmmm...

## How much is a minute of your time worth?

**\$1.25**

Total

**\$2.00**

Boomers

Among "Time Starved", 2006 Yankelovich MONITOR Perspective "Finding Time"

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# Beat the Clock

77%

Today



No matter how hard I try,  
I never seem to have  
enough time to do all the  
things I need to

# Piling Our Plates High

Having too many things  
**I want** to do is as  
stressful as having too  
many things **I need** to do

60%

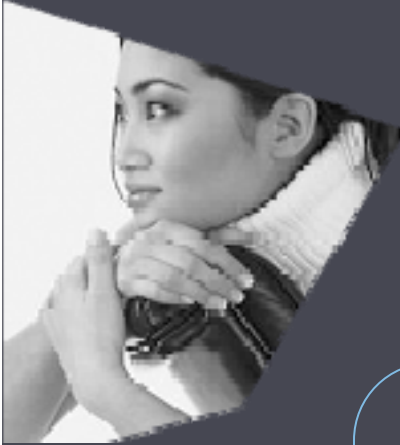
Women

46%

Men

Among "Time Starved", 2006 Yankelovich MONITOR Perspective "Finding Time"

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# Technology Sets the Pace

Among time-starved  
Technology's affect on time:

Speeds up the overall  
pace of my life

Allows me to get  
certain things done  
quickly and enables  
my to slow down the  
overall pace of my life

41%

34%

Among "Time Starved", 2006 Yankelovich MONITOR Perspective "Finding Time"

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# Paradox of Technology

Whether **helps you manage your time better or interferes** with time-management efforts:

	Cell Phones	Email	Internet
Helps	62%	57%	52%
Interferes	5	3	5
Neither	8	7	6
It both helps and interferes	25	33	37

Among "Time Starved", 2006 Yankelovich MONITOR Perspective "Finding Time"

# Time Famine

- It's Not: A matter of doing less
- It Is: A matter of finding more time
- Wanted:
  - Help prioritizing choices among the want to's and the need to's
  - Meet the new criteria for control: Slow time or no time

# Getting Beyond Time Famine

connect with key  
consumer vital signs:

## iPriority

Energizes lifestyles; serves up dreams

## Pinpointing

Zeroes in on intimate, authentic connections

consumer vital signs:  
**iPriority**

# iPriority

## *WHAT IT IS:*

Taking care of me to be centered, even anchored

Getting to a “good place” in order to give back

Maxing the moment

## *WHAT IT ISN'T:*

Being self-centered, self-indulgent or narcissistic

Being indiscriminating about time

# The New Holy Grail

“Having a balance between work and personal life” as a signal of personal accomplishment

2003	TODAY
57%	67%

# Queuing Up Dreams

Important to you in your personal life today: Following your dreams

	TODAY
2004	57%
47%	

(Top 2 box on a 7-pt. scale where a 7 is "extremely important")

# What's Missing?

"I almost always  
feel tired"

66%

Women

49%

Men

"I feel that I am  
missing out on the  
important things  
in life"

41%

Women

50%

Men

Among "Time Starved", 2006 Yankelovich MONITOR Perspective "Finding Time"

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# With an extra hour, what would you...

## Want to do: Probably do:

1. Spend quality time with my kids 20%
2. Spend quality time with my spouse/significant other 14%
3. Pursuing hobbies and interests 12%
7. Reading 9%
13. Watching TV 1%

1. Catching up on chores around the house 28%
2. Just relaxing and unwinding 12%
3. Getting more sleep 11%
5. Watching TV 7%
6. Reading 7%

Among "Time Starved", 2006 Yankelovich MONITOR Perspective "Finding Time"

# Would like to/need to spend time on an activity

## Spend MORE:

- |   |     |
|---|-----|
| 1. Exercising   | 78% |
| 2. Pursing hobbies  | 71% |
| 3. Spending time doing things for yourself that you enjoy (e.g. getting a manicure or reading a book) | 69% |
| Reading magazines   | 25% |
| Spending time on the Internet   | 13% |

## Spend LESS:

- |                                  |     |
|----------------------------------|-----|
| 1. Running errands               | 43% |
| 2. Paying bills                  | 36% |
| 3. Spending time on the Internet | 26% |
| Reading magazines                | 5%  |

Among "Time Starved", 2006 Yankelovich MONITOR Perspective "Finding Time"

# Making the Consumer Connection: iPriority

Consumers need to be reminded in the offline world of the value of their online time

- Unique tools for taking skills to the next level
- Social capital and connections
- Access and experiences
- Maximize the results; minimize the effort

# Making the Consumer Connection: iPriority

Meet more on-demand demands

Celebrate iPriority rewards: Energy, "wellness," and connections, etc.

Immediate gratification

- Think local, act mobile (Geoweb)
- Empowered service people; faster response times
- From online subscriptions to troubleshooting

consumer vital signs:  
**pinpointing**

# Pinpointing

## *WHAT IT IS:*

Making the cut

A higher order of sifting  
and sorting

Mining for gold

## *WHAT IT ISN'T:*

Accepting what speaks to  
the lowest-common  
denominator

Socially or financially  
elitist

# Leveraging our skills

I always know how to get the information I need to make decisions

2002

2003

2004

2005

TODAY

61%

66%

71%

74%

76%

# The Pull of Passion

Important that others see you as someone who is passionate about the things you care about

2002

61%

2003

61%

2004

73%

2005

72%

TODAY

74%

(Top 2 box on a 4-pt. scale where 4 is "extremely important")

# On Hype Alert

Important that others see you as someone who can see through exaggeration and hype

2002

2003

2004

2005

TODAY

38%

40%

50%

55%

58%

(Source: 2006/2007 Yankelovich MONITOR  
Top 2 box on a 4-pt. scale where 4 is "extremely important")

## Digging Deeper

82%

Willing to research a product on the Internet before buying

66%

Willing to sift through all of the options in order to find one that is exactly what they want

Among "Time Starved", 2006 Yankelovich MONITOR Perspective "Finding Time"

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# Making the Cut



“...made the tough decision to close membership, requiring prospects to submit an application. This was not done to close the community, but to ensure the quality of the discussion due to swift growth...in the end SoSH is about the quality of its content.”  
([www.sonsofsamhorn.com](http://www.sonsofsamhorn.com))

# Making the Consumer Connection: Pinpointing

- Inside experiences and exclusivity can only take you so far: Look for consumers go for more textured, authentic and intimate voices and experiences
- Lack of time means much less tolerance for the wrong (or the even not-quite-right) messages
  - Explore the nooks within the niches; pockets of enthusiasts
    - Fuel the enthusiasm of newbies; provide context and experience to support their new passion
    - Give advanced participants the insight to take it to the next level
    - Consider how age and lifestyle shape readers' needs

# Making the Consumer Connection: Pinpointing

- Celebrate editorial specialties; credible voices and expertise can be more appealing
  - Note for UGC: You can host the conversation; New opportunities for frank dialogues
  - Create new benchmarks for “admission.” Think Social Engagement 2.0. Start to vet ‘em and charge ‘em
  - Carefully consider a dose or two of snobbery; it’s not always a bad thing

# Making the Consumer Connection: Final Thoughts

- Help consumers find the slow time or the no time moments
- Max the consumers' moment - give them a shot of energy or a bee-line to their dreams, on demand
  - Think local, act mobile
- Relevance "to me" has never meant more
  - Need for databases to work to connect with attitudes within lifestyles

Q&A

thank you

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