

NORFOLK ISLAND TOURISM FACTSHEET 1

Norfolk Island Visitors who are Baby Boomers

WHO ARE THE BABY BOOMERS?

Baby boomers were born between 1946 and 1965. The youngest is now 44 and oldest is 63. Very few currently qualify for Australian pensions but this will change rapidly in coming years. Many baby boomers reported earning less than the Australian average weekly wage of \$1100.

OBJECTIVES

The aim of this research is to develop an understanding of the 'fit' between Norfolk Island's retail sector and the spending interests of Island visitors. The aim of this factsheet is to examine the baby boomer market on Norfolk Island.

METHODOLOGY

The data presented in this factsheet draws on a visitor survey conducted in Norfolk Island to profile visitors and elicit their views on a range of shopping related issues. The survey was administered by survey staff employed by Norfolk Island Tourism and data was collated and analysed by JCU researchers. 403 surveys were collected during August and September 2008.

The survey included a mix of closed questions where respondents were asked to give a rating and open ended questions where respondents were able to give their views in written form. Specific questions were based on the outcomes of the focus group discussion, the Mystery Shopping exercise, retail audit based on previous research (Prideaux and Crosswell, 2006; Prideaux, Crosswell and Ng 2007).



BABY BOOMER VISITORS

The following data shows the percentage of all Baby boomer visitors to Norfolk Island.

Gender

- 53.4% of all females and 48.5% of all males are Baby Boomers

Origin

- Australian (82.0%) and New Zealand (17.1%)

Occupation

- Retired (29.9%), Office/Clerical (16.2%), Professional (14.7%), Self-employed (11.8%), Management (9.3%), Domestic duties (8.3%), Other (5.4%), Retail (2.0%), Tradesperson (1.5%) and Manual/Factory work (66.7%)

Travel Group

- Partner (63.1%), Friends or relatives (31.0%), Alone (4.9%) and Family with children (1.0%)

Accommodation

- Self-service apartment (55.4%), Full service hotel (27.0%), Motel (7.8%), B&B guest house (5.9%), Rented house (3.4%) and Friends or relatives (0.5%)

Income

- Under 20,000 (12.9%), 20,000-29,000 (16.9%), 30,000-39,000 (14.0%), 40,000-59,000 (23.6%), 60,000-79,000 (14.6%) and over 80,000 (18.0%)

Length of time planning the trip

- Within 2 weeks (3.4%), 2-4 weeks (5.9%), 5-6 weeks (10.3%) and Over 7 weeks (80.3%)

Number of nights on Norfolk Island

- Generation Y (7.00), Generation X (6.44), Baby boomers (7.83) and Pre-war (7.77)

Purpose of visit

- Holiday (86.8%), Special event (9.8%), Work (1.5%), Business (1.0%) and Visit friends or relatives (1.0%)

SHOPPING PATTERNS AND ATTRIBUTES

Table 1 provides a comparison between the generation memberships of respondents and the products purchased in Norfolk Island.

Table 1: Comparison of products purchased and generation membership expressed as a percentage and rank (n = 385; ranking in brackets)

Types of goods	Generation X % (rank)	Baby Boomers % (rank)	Pre-war % (rank)
Local souvenirs	68.0 (1)	62.4 (2)	60.6 (2)
Alcohol	52.0 (3)	66.3 (1)	50.3 (3)
Women's apparel	28.0 (8)	55.1 (3)	61.9 (1)
Jewellery	28.0 (8)	45.9 (4)	41.3 (4)
Footwear	56.0 (2)	45.9 (4)	27.7 (8)
Books	36.0 (4)	43.4 (5)	33.5 (6)
Cosmetics	48.0 (3)	40.5 (6)	34.2 (5)
Men's apparel	16.0 (10)	38.0 (7)	32.9 (7)
Toys	36.0 (4)	28.3 (9)	18.1 (10)
Children's apparel	32.0 (7)	28.8 (8)	18.1 (10)
Handicrafts	28.0 (8)	24.9 (10)	25.2 (9)
Collectables	16.0 (10)	17.1 (11)	13.5 (12)
Photographic	16.0 (10)	11.7 (14)	11.6 (14)
Other	0.0 (14)	14.6 (12)	14.2 (11)
Watches	12.0 (11)	11.7 (14)	10.3 (15)
Quality knife ware	4.0 (13)	12.7 (13)	8.4 (16)
Cigarettes	32.0 (6)	12.7 (13)	4.5 (19)
China and crockery	12.0 (11)	7.8 (16)	12.9 (13)
Pottery	4.0 (13)	10.3 (15)	7.7 (17)
Glassware	0.0 (14)	7.3 (18)	7.1 (18)
Sporting goods	24.0 (9)	7.4 (17)	1.9 (22)
Paintings	8.0 (12)	2.4 (19)	3.9 (20)
Electrical appliances	0.0 (14)	0.5 (20)	3.2 (21)
Electrical hifi	0.0 (14)	0.5 (20)	0.0 (23)

Note: Data on Generation Y is not included because of the small samples

Table 2 summarises the importance of a number of shopping attributes to Baby Boomer visitors on Norfolk Island.

Table 2: The shopping attributes of Baby Boomers on Norfolk Island

Shopping attributes on Norfolk Island	Baby Boomers mean (rank)
Attitude of sales staff	4.25 (1)
Choice of payment methods	4.21 (2)
Cleanliness of shops	4.11 (3)
Accessibility of shops	4.10 (4)
Product reliability	4.09 (5)
Items that will remind me of my visit	3.98 (6)
Value for money	3.95 (7)
Shopping on Norfolk Island met my expectations	3.87 (8)
Variety of product selection	3.77 (9)
Availability of price labels	3.76 (10)
Lighting and physical settings of shops	3.71 (11)
Window display	3.71 (11)
Availability of specific products	3.69 (12)
Price of products	3.67 (13)
Opening hours of shops	3.39 (14)



For further information about this project please contact:
Professor Bruce Prideaux
(Bruce.Prideaux@jcu.edu.au) + 61 7 4042 1039

Photographs courtesy of Professor Bruce Prideaux and Factsheet prepared by Dr Karen McNamara