

Discover your *edge*

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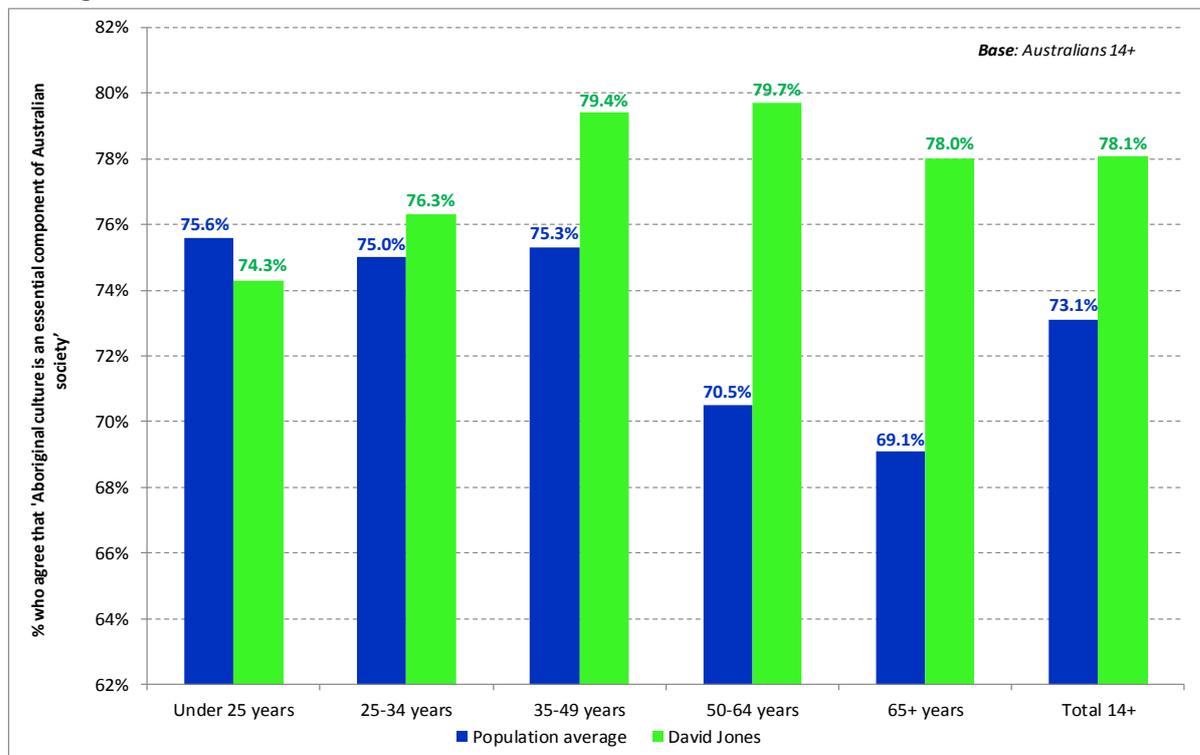
## Goode choice, David Jones!

As most of our readers would be aware, department store David Jones launched their latest advertising campaign 'It's in You' earlier this week, starring seven new brand ambassadors: musician Tim Rogers, dancer Juliette Barton, models Jessica Gomes and Tahnee Atkinson, high-jumper Amy PejkoVIC, actor Alex Russell and former Australian of the Year and footballer Adam Goodes. Goodes' inclusion in this roll-call has prompted some toxic social-media backlash from a vocal minority, but the latest findings from Roy Morgan confirm that DJs have made a very savvy move by recruiting the recently retired Sydney Swans star.

David Jones's decision shows a thorough understanding of their customers, who are consistently more likely than the average Australian to believe that Aboriginal culture is important to our nation. Whereas 73.1% of Australians aged 14+ agree that 'Aboriginal culture is an essential component of Australian society', this figure rises to 78.1% of people who shop at DJs in an average four weeks.

This trend is evident across most age brackets, with DJs shoppers aged 25-34, 35-49, 50-64 and 65+ being markedly more likely than the population average to agree with the statement. The older groups, in particular, are well above the national average for their respective ages.

### 'Aboriginal culture is an essential component of Australian society': DJs shoppers vs national average



Source: Roy Morgan Single Source (Australia), July 2014 – June 2015 (n=15,867).

The retailer has acknowledged that the advertising campaign's purpose is to freshen up their brand and increase its appeal to a younger generation of shoppers. Indeed, our data currently shows that 45.9% of Australians who shop at David Jones in any given four weeks are 50 years and older, while those aged under-25 comprise just 12.0% of the total customer base.

Curiously, this small group is the only age bracket among DJs' customers to come in *below* average for their age when it comes to agreeing that Aboriginal culture is an essential component of Australian society (74.3% vs 75.6%). It remains to be seen whether the 'It's in You' campaign (and specifically Goodes' role in it) will result in an increased proportion of this group believing in the importance of Indigenous culture...not to mention an increased number of under-25s shopping at the store in general.

**Norman Morris, Industry Communications Director, Roy Morgan Research, says:**

*"David Jones's new advertising campaign, with its diverse and creative choice of brand ambassadors and on-trend soundtrack, is nothing short of a declaration of intent, leaving its audience in no doubt as to the company's mission to rejuvenate its brand and attract a new generation of shoppers.*

*"By including Adam Goodes in their campaign and engaging him to help develop their Reconciliation Action Plan, the retailer is demonstrating great awareness of their existing customer base (who tend to be more likely than the population average to believe Indigenous culture is essential to Australian society) while also appealing to other Aussies who feel the same way but who may not have shopped at DJs for a while.*

*"Furthermore, while the irrational rantings of a few Facebook users may have cast a temporary shadow on the news of Goodes' involvement, our data shows that the proportion of Australians who value our country's rich Indigenous culture is on the rise, having increased from 71.2% to 73.1% in just 12 months.*

*"It's hard to deny that David Jones have made a very strategic and forward-thinking move with this campaign!"*

**For comments or more information about Roy Morgan Research's retail data, please contact:**

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**Related research findings**

View our extensive range of [retail reports and profiles](#), including our [Department Store shopper profiles](#) (such as [David Jones customers](#)).

Compiled with data from Roy Morgan's Single Source survey (the largest of its kind in the world, with 50,000 respondents p.a), these ready-made profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

## About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

## Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2