

The Entertainers

Generous, Yes, But Ordinary, Too

PEOPLE CAN ALWAYS FIND A REASON TO PARTY. The recent Super Bowl Sunday in the US is one example, and the Chinese New Year and Mardi Gras are now nearly upon those who celebrate them. Not that people wait for major sporting events or holidays to have a good time. They like to make merry year-round, whether it's a simple dinner with friends or an elaborate wedding. The people who do the entertaining offer a huge opportunity for food and media marketers, among others, so it's important to know what's special about them, and what isn't.

Who Entertains...

Top-ranked countries for % of people 13+ who:

Entertain guests at home at least weekly	Organized special events in past year
Turkey	Egypt
Egypt	Mexico
Mexico	France
Argentina	Argentina
Brazil	Australia
India	Turkey

...and Who Doesn't

Bottom-ranked countries for % of people 13+ who:

Entertain guests at home at least weekly	Organized special events in past year
Japan	Japan
Thailand	India
Korea	Taiwan

Two key types of entertainers are **Regulars** and **Organizers**. The Regulars are a larger group – **27% of consumers age 13-plus worldwide “entertain guests at home” at least weekly**, while a much smaller **11% have “organized special social events such as reunions”** in the past year.

The two groups overlap, but not to a huge extent. Sixteen percent of Regulars also organize special events, and 39% of Organizers also entertain regularly. The gap is most noticeable in India, which ranks high among countries for Regulars but low for Organizers.

Regulars' hosting tendencies are related to many areas of their lives and provide insight into their consumer needs:

Hosting = Housework: Being a frequent host makes for a lot of housework. Regulars in most countries spend more time than average in a typical week cooking and cleaning. The pattern applies to both men and women, although women still do the lion's share of the housework everywhere.

Fun with Food: Not that all cooking is a chore. Regulars are more likely than average to report “cooking for fun” in a given month. It may well be that part of their joy is in preparing food for their frequent guests.

Marketing to Regular Entertainers

- Appeal to their domestic side by providing ways to keep their home “company-ready”
- Appeal to their social side by helping them be great hosts
- Appeal to their generosity by getting involved with their volunteerism

Busy Bees: Regulars report spending a little more time than average with their nearest and dearest – their spouses and children or grandchildren. This time may or may not be spent at home. In addition, Regulars report an average of 9.1 hours a week “socializing with friends around town,” versus 7.8 for the general population. They are also more likely than others to eat out and visit parks or other outdoor destinations on a regular basis. In some regions, they are more likely to attend a place of worship; in others, to commune with nature by gardening.

Generous: Even though they are busy with lots of activities, Regulars across regions are more likely than average to spend time helping others and doing volunteer work.

In most ways, however, **Regulars are regular people.** They are no different from the average consumer in terms of age, sex, income, or education. They have the same attitudes as other people toward food – i.e., somewhat experimental but mostly traditional. They have the same kinds of TVs and watch the same kinds of TV shows as the average consumer. And if US data are any indication of the rest of the world, food and TV are a big part of home entertaining, so it’s good to know that hosts are in sync with their guests. Marketers can talk to them as everyday folks with a generous soul.

In contrast, **the smaller niche of Organizers is decidedly upscale,** with higher-than-average levels of education and income across regions. Organizers also tend to be younger than average in a number of countries, especially China, Indonesia, Poland, and Russia. In addition, although Organizers are equally divided between men and women at a global level, they are more likely to be women in North America and more likely to be men in Developed Asia and Eastern Europe.

Organizers don’t spend more time than average on housework, even though they’re more likely than Regulars to be homeowners. And they are not more likely to cook for fun, either, except in North America and Western Europe. The special events this group coordinates are likely to be infrequent, and they may not be held at Organizers’ homes; even when they are, Organizers are more affluent, so they may hire help for domestic chores.

The overall picture of Organizers that emerges is that they are people who may be called on to orchestrate special events because they have the intellectual and financial resources to do so – not necessarily because they are the connecting glue of their families and social networks. They do, however, outshine Regulars in one particular regard. They shop for things other than food with greater frequency. This makes them a desirable market in an entirely different light.

Purveyors of all things entertaining should distinguish between Regulars and Organizers to the extent that they want to target everyday-everyman hosts and upscale-occasional hosts. Party on.

This analysis is based on GfK’s Roper Reports® Worldwide’s 2006 in-person survey of 31,000 consumers age 13 and older in 25 countries. For more information, please contact your GfK Roper Consulting representative or go to www.gfkamerica.com. *The Global Pulse®* is produced by GfK Roper Consulting for Roper Reports Worldwide clients and GfK employees. Permission is required to distribute beyond these groups.

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