

CONNOISSEUR DESSERTS

‘Faux-cialising’
Thought Leadership Report

SEPTEMBER 2016

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RESEARCH OBJECTIVES

In August 2016, Parmalat commissioned McCrindle Research to conduct research into Australians and their motivations for saying no to invitations for going out in order to spend a night at home. This emerging practice, dubbed '*Faux-cialising*' is more prevalent in our lives than we are aware and this research explores the prevalence, excuses given and timings around our cancellations, as well as what we choose to do at home instead.

RESEARCH METHODOLOGY

The '*Faux-cialising*' Thought Leadership Report is a collation of data obtained through a quantitative survey launched to a national panel of working-age Australians (20 – 65 year olds). The survey was in field from 8th to 12th September, yielding 1,002 completed responses.

A NOTE ON THE SURVEY SAMPLE

Throughout this report, survey respondents—working age Australians—will just be referred to as Australians.

A NOTE ON THE GENERATIONS

Reference to the generations throughout this report refer to the following age categories:

- Generation Y: 22-36 year olds (those born from 1980-1994)
- Generation X: 37-51 year olds (those born from 1965-1979)
- Baby Boomers: 52-70 year olds (those born from 1946-1964)
- Builders: 71+ (those born before 1946)

EXECUTIVE SUMMARY

Faux-cialising is ingrained in the lives of many Australians. Australians want to be seen as being social and yet often prefer the comfort of their own home to going out and socialising. 45% of Australians always prefer to stay home, no matter what night of the week it is and a further 73% have turned down an invitation to go out on the basis that they preferred to stay home.

Last minute decisions are becoming the norm. More than a third of Aussies (35%) indicate that their gut feeling when receiving an invitation to go out is that they would prefer to stay home. A further 49% are inclined to wait until closer to the date to see how they are feeling closer to the time. Commitment levels are mirrored by this sentiment with 62% only somewhat or not at all committed when they make social plans. 54% of these Aussies always say yes to be polite but make up their mind closer to the time.

Dropping in at events and leaving early is a common practice, particularly among younger generations. Three quarters of Aussies (77%) drop in on events for only part of the event at least some of the time. The most prevalent reason for this however is not that they have multiple commitments to juggle but that they want to honour the commitment they made to attend (53%) or want to make an appearance (38%). This is more prevalent amongst younger generations, with a third of 20-24 year olds indicating that they drop in for part events all or a lot of the time.

When it comes to cancelling on events, Aussies have differing standards. More than a third (36%) say that they would cancel on an event in the week of the event, a further 34% indicating that they would cancel within the two days before the event. Self-care is the most prevalent reason for cancelling on events amongst Aussies. Relaxing and recharging (42%), peace and quiet (40%) and me time (37%) are by far the most common motivations for cancelling social plans and staying in. Weather is also a driving factor for many (30%), particularly for women, of whom 36% said they are motivated by the weather, compared to only 24% of males.

Younger Australians are also 'conflict avoiders'. 20-34 year olds are 2.1x more likely than 35-65 year olds to have told someone else they weren't going to an event they bailed on in the hope that that person would tell the organiser instead. Whilst work functions are overall the social plan Aussies are most likely to bail on (24%), 20-24 year olds are more likely to bail on casual friend catch ups (34%) than work functions (7%) whilst the older generation (55-65 year olds) are much more likely to bail on work functions (27%) compare to casual friend catch ups (13%). The most common excuses for bailing on social events is by far, feeling unwell (66%). A third of Aussies (36%) however are likely to use the excuse of having a family commitment.

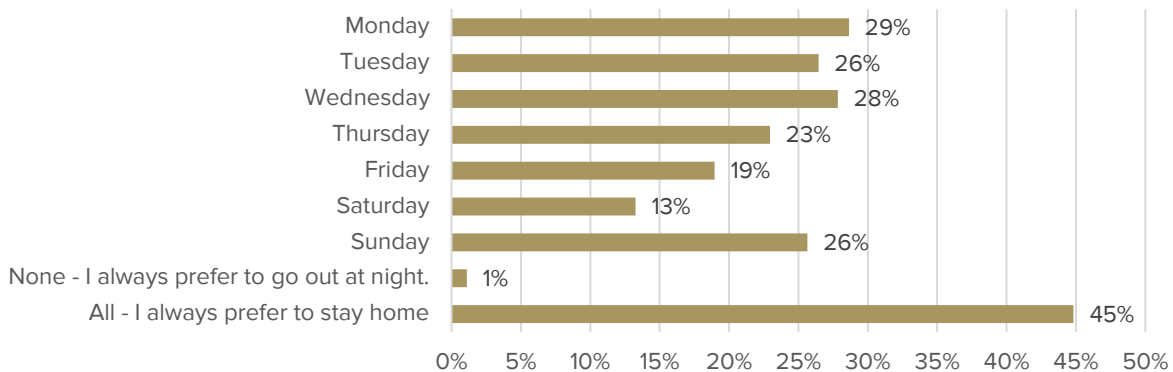
There is evidence Australians feel the need to relax at home in the evenings. When Aussies turn down a social event and spend the night in, 54% watch TV. Sleeping (45%) or spending quality time with a loved one (37%) are also likely activities when spending a night at home. Games of Thrones is the show Aussies (24%) are most likely to catch up on whilst going to the effort of cooking a nice meal for themselves (42%) and enjoying a bowl of ice-cream (42%) for dessert.

RESULTS

PREFERRING TO STAY AT HOME

Q. What are your favourite nights of the week to stay in?

Please select all that apply.



Australians are opting more than ever to stay home, with 45% indicating that they **always prefer to stay home** no matter what night of the week it is. Just 1% of Australians **always prefer to go out** at night (rather than staying home).

Of the 54% who indicated that they do have particularly nights of the week they prefer to stay in, 53% indicated that they prefer to stay in on **Mondays**. Overall we are more likely to want to stay in at the beginning of the week, with Monday, Wednesday and Tuesday being the most popular nights for Australians to stay in.

Generational insights

Baby Boomers are much more likely to prefer staying home than going out than Gen Y. 3 in 5 (59%) indicated that they always prefer to stay home compared to just a third of Gen Y (34%).

	20 - 24	25 - 34	35 - 54	55 - 65
All – I always prefer to stay home	34%	32%	48%	59%

Gender insights

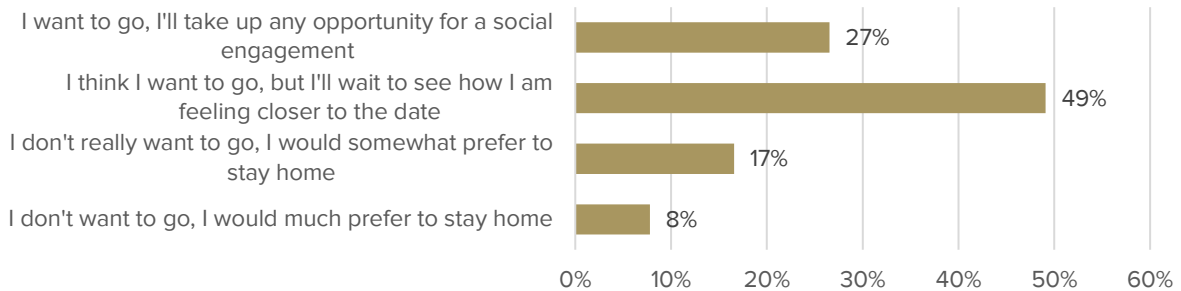
Females are more likely than males to indicate that they always prefer to stay home (48% cf. 41%).



*Almost one in two Australians (45%)
ALWAYS
prefer to stay home, no matter what
night of the week it is!*

RESPONDING TO INVITATIONS FOR SOCIAL EVENTS

Q. When you receive an invitation to go out, what is generally your initial gut feeling?



Whilst 45% of Australians always prefer to stay at home, when presented with an invitation, 27% **will take up any opportunity for a social engagement**. Almost half (49%) are last minute decision makers, **delaying their decision to go until closer to the event** despite wanting to go. This cohort is foregoing making commitments to events to see how they feel closer to the date

One in four Australians (25%) admit that their initial gut feeling when they receive invitations to go out, is **generally that they don't want to go**. Nearly one in 12 do not want to go at all, they would much prefer to stay home when invited out.

Generational insights

	20 - 24	25 - 34	35 - 54	55 - 65
Want to go	82%	82%	71%	75%
Don't want to go	18%	18%	29%	25%

Gender insights

Based on gut feeling, males (80%) are more likely to want to go to an event when they receive an invitation than females (72%).

Segmentation

Throughout the report, segments have been derived from this question.

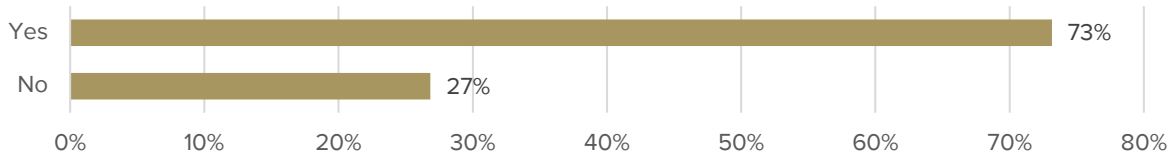
A segment has then been derived from each question option:

- The **“Socialites”** – I want to go, I’ll take up any opportunity for a social engagement.
- The **“Wait and sees”** – I think I want to go, but I’ll wait to see how I am feeling closer to the date.
- The **“Bailers”** – I don’t really want to go; I would somewhat prefer to stay at home.
- The **“Homebodies”** – I don’t want to go; I would much prefer to stay home.

The demographic make-up of each segment is given below:

Demographics	Socialites	Wait and sees	Bailers	Home bodies
Male	56%	50%	36%	53%
Female	44%	50%	64%	47%
Total	100%	100%	100%	100%
20-24	11%	13%	10%	5%
25-34	27%	26%	19%	15%
35-54	38%	43%	50%	60%
55-65	24%	18%	22%	19%
Total	100%	100%	100%	100%

Q. Have you ever cancelled plans or said no to an invitation because you would prefer to stay home?



Almost three quarters of Australians (73%) have **cancelled plans or said no to invitations** because they preferred to stay home.

Generational insights

55-64 year olds are least likely to cancel on their plans, they are strict on keeping their commitments. Younger 'digital natives' have spent more time organising events through social media allowing decisions to be made later than previous generations were accustomed to.

	20 - 24	25 - 34	35 - 54	55 - 65
Yes	76%	79%	73%	64%
No	24%	21%	27%	36%

Segmentation insights

Bailers are the most likely to indicate that they have cancelled on plans or said no to an invitation because they prefer to stay home.

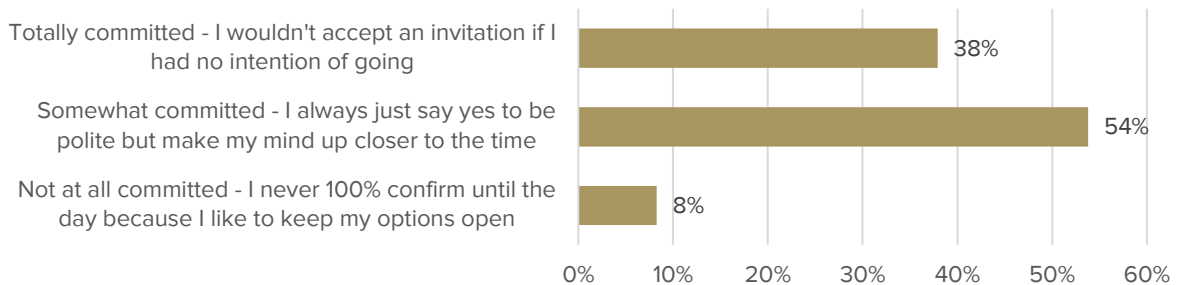
	Socialites	Wait and sees	Bailers	Home bodies
Yes	50%	81%	83%	79%
No	50%	19%	17%	21%



When responding to an invitation, 85% of Australians have doubt or uncertainty as to whether they will actually attend the event at least some of the time.

COMMITMENT LEVELS

Q. When you make social plans, which statement best describes how committed you feel at the time?



Despite 85% of Australians suggesting that they have doubt or uncertainty as to whether they will attend an event they have RSVP'd to, 38% suggest that at the time they feel **totally committed** to going otherwise they wouldn't say they were going.

8% **don't feel at all committed** when they make social plans because they like to keep their options open and a further 54% just **always say yes because they feel this is polite** but leave their options open.

Generational insights

The feeling of uncertainty brings with it a lack of commitment and leaves options open for a better offer to come along. 20 – 24 year olds are the most likely to uncommitted to attending events they have RSVP'd to.

	20 - 24	25 - 34	35 - 54	55 - 65
Somewhat or not at all committed	68%	62%	63%	56%

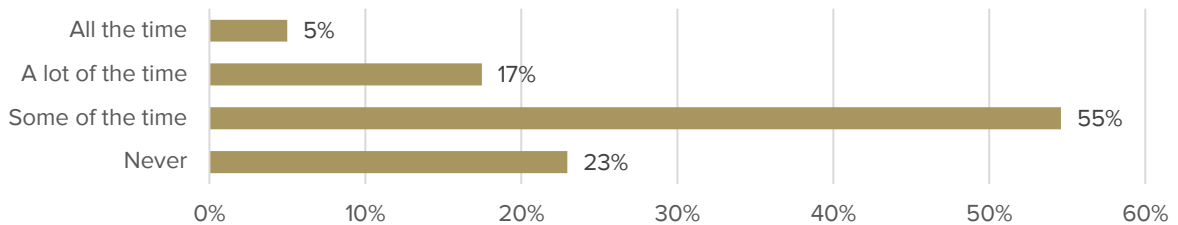
Segmentation insights

Commitment levels dwindle the most for Homebodies, with only 21% suggesting that they feel totally committed if they make social plans.

	Socialites	Wait and sees	Bailers	Home bodies
Somewhat or not at all committed	32%	71%	74%	79%

ATTENDING ONLY PART OF THE EVENT

Q. How often do you attend social engagements with the intent of just dropping in for part of the event?



One in 20 Australians (5%) admit that they always attend social engagements with the intention of only going for a portion of the event. Yet, a further 72% consider this a lot or some of the time. While just under one in four (23%) never attend an event for just part of the duration.

Generational insights

The younger generations are more likely to just pop into an event for only part of it than the older generations. 20 – 24 year olds are 3.4x more likely to do this regularly than 55 – 65 year olds.

	20 - 24	25 - 34	35 - 54	55 - 65
All the time / a lot of the time	34%	30%	21%	10%

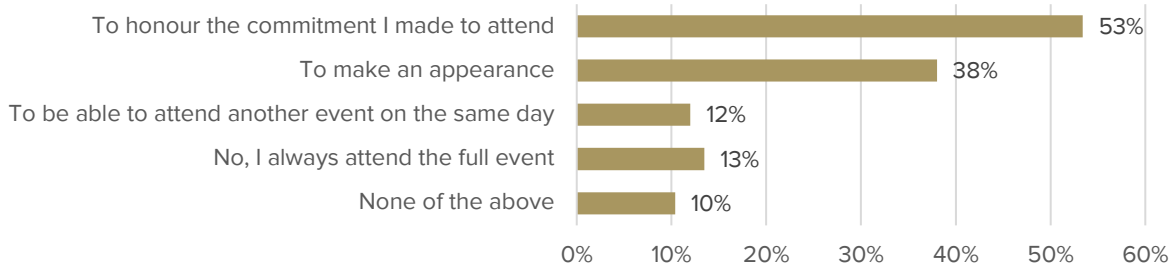
Segmentation insights

Homebodies and Bailers are likely to only attend part of the events they are invited to with 58% and 45% respectively indicating that they do this all of the time or a lot of the time.

	Socialites	Wait and sees	Bailers	Home bodies
All the time / a lot of the time	25%	31%	45%	58%
Some of the time	47%	61%	43%	22%

Q. When dropping in for only part of an event, which statement best describes your motivation for doing so?

Please select all that apply.



More than half of Australians (53%) intentionally drop in to events for only part of the event **just to honour the commitment they made** to attend. 38% drop in **just to make an appearance** and a further 12% do it in order to be able **to attend more than one event on the same day**.

Generational insights

The younger generations are far more likely than the older generations to only go to an event for the sake of making an appearance. They are also more likely to have multiple commitments on the same day, going only to part of events to be able to fit more than one event into their schedule.

	20 - 24	25 - 34	35 - 54	55 - 65
To honour the commitment I made to attend	50%	44%	37%	26%
To make an appearance	59%	50%	54%	52%
To be able to attend another event on the same day	19%	18%	10%	6%

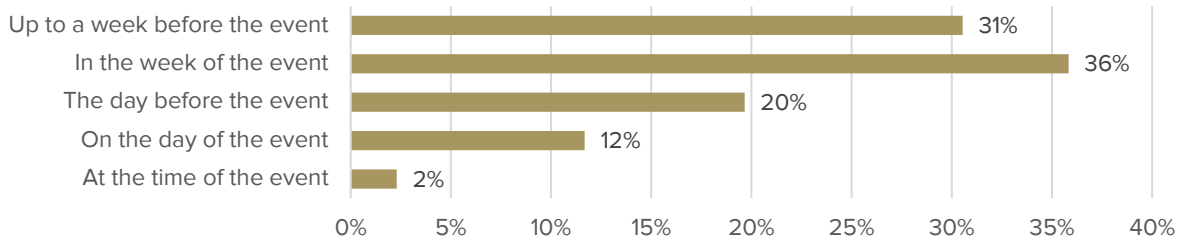
Segmentation insights

Whilst Bailers are highly likely to be uncommitted to events that they RSVP to, they do harbour a sense of guilt, often attending only part of an event just to honour the commitment they made.

	Socialites	Wait and sees	Bailers	Home bodies
To honour the commitment I made to attend	49%	58%	60%	28%
To make an appearance	32%	41%	41%	32%

CANCELLING ON EVENTS

Q. How close to the event would you cancel?



Two thirds of Australians (69%) would cancel on plans **in the week of an event**. 14% admit that they would cancel **on the day of the event**.

Generational insights

	20 - 24	25 - 34	35 - 54	55 - 65
Within a day of the event - the day before / the day of / at the time of the event	34%	35%	37%	28%

Gender insights

Males are more likely to cancel on an event within a day of the event with 37% admitting to this compared to 31% of females.

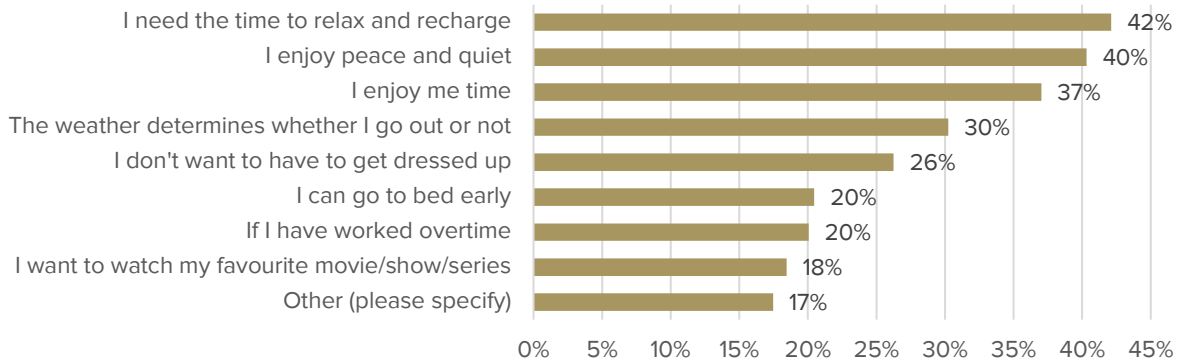
Segmentation insights

Prone to saying no to events, Homebodies are also prone to cancelling at the last minute. Almost half (49%) say that they would cancel within a day of the event, 13% say that they would cancel at the time of the event.

	Socialites	Wait and sees	Bailers	Home bodies
Within a day of the event - the day before / the day of / at the time of the event	23%	36%	38%	49%

Q. When you choose to cancel your social plans and stay in rather than go out, what are your reasons or motivations for doing so?

Please select all that apply.



Self-care is the main motivation for cancelling on plans with the top three responses evidence of this. Need for **relaxation and time to recharge** is the most likely reason for Australians cancelling social plans to stay home (42%). Two in five (40%) say they cancel for the **peace and quiet** of their own home. Three in ten (30%) are make their decisions based on the **weather** and 26% will cancel social plans because they **don't want to have to get dressed up** to go out.

One in five will ditch their social plans for work (20%) or to watch their favourite show/movie (18%).

For Australians who indicated that they choose to cancel on social plans for '**other**' reasons than those listed, illness (including mental illness), family, social anxiety and work were most likely to be listed as their main motivations when cancelling plans.

Generational insights

20 – 24 year olds are 2.1x more likely than 55 – 65 year olds to cancel on social plans because they need the time to relax and recharge.

	20 - 24	25 - 34	35 - 54	55 - 65
I need the time to relax and recharge	57%	48%	42%	27%
I enjoy me time	41%	34%	41%	29%
If I have worked overtime	23%	28%	20%	10%
I want to watch my favourite movie/show/series	19%	25%	17%	13%

Gender insights

Females (34%) are 1.9x more likely than males (18%) to cancel on social plans because they don't want to have to get dressed up to go out. They are also more likely to be seasonally affected with 36% indicating that the weather determined whether they go out or not compare to just 24% of males.

Males (25%) however, are 1.7x more likely than females (15%) to cancel on plans because they have to work overtime.

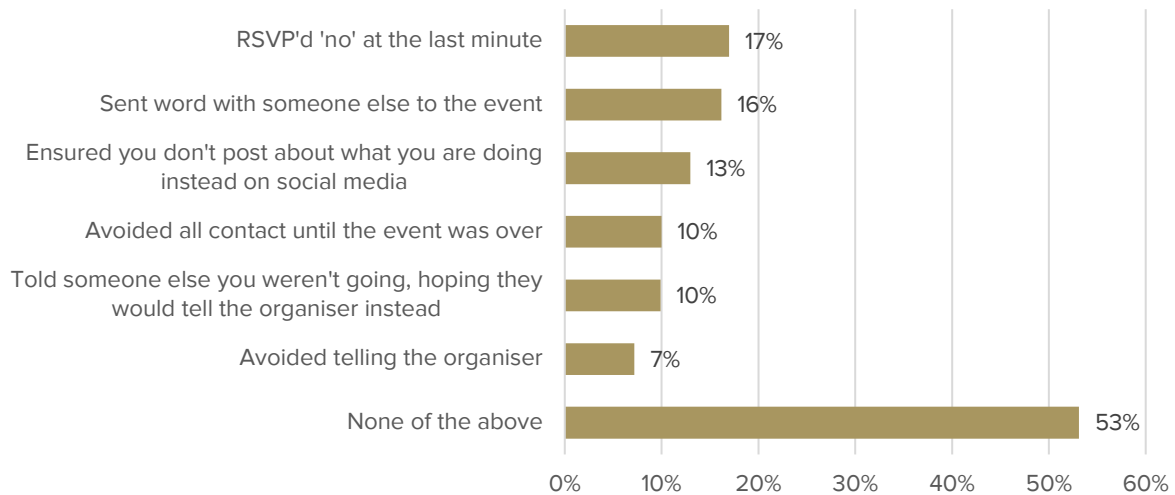
Segmentation insights

Below are the top three reasons why Socialites, 'Wait and sees', Bailers and Homebodies cancel on social plans.

Top 3 reasons for cancelling			
Socialites	Wait and sees	Bailers	Home bodies
Relax and recharge (30%)	Relax and recharge (50%)	Peace and quiet (66%)	Peace and quiet (65%)
Weather (30%)	Peace and quiet (38%)	Me time (54%)	Me time (53%)
Working overtime (26%)	Me time (36%)	Relax and recharge / don't want to dress up (42%)	Can go to bed early (37%)

Q. Which of the following have you done when bailing on an organised event?

Please select all that apply.



With bailing on events, comes a number of 'avoidance' behaviours. 17% of Aussies say that they have **RSVP'd at the last minute**. 16% say they have even avoided this courtesy, **sending word with someone else to the event** and a further 10% just **told someone attending that they weren't going** in the hope that they would pass this onto the organiser without them having to.

We are also prone to believing we need to cover our steps in order not to be found out. 13% say they have **ensured they don't post on social media about what they were doing instead** and 10% have **avoided all contact with the organiser** until the event was over.

Generational insights

Avoidance of confrontation is more evident amongst the younger population and an attempt at covering one's tracks is even more prevalent. 20 – 34 year olds are 3.4x more likely than 35 – 65 year olds to ensure they don't post on social media about what they are doing instead of the social event they cancelled on.

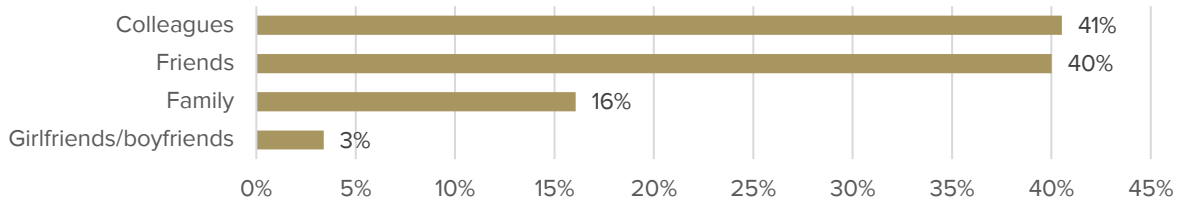
	20 - 34	35 - 65	Incidence
Sent word with someone else to the event	19%	15%	1.3x
Ensured you don't post about what you are doing instead on social media	24%	7%	3.4x
Avoided all contact until the event was over	14%	8%	1.75x
Told someone else you weren't going, hoping they would tell the organiser instead	15%	7%	2.1x

Segmentation insights

Socialites are most guilty of hiding the fact that they have bailed on an event, deferring to those around them to communicate to the organiser that they will be absent or avoiding the confrontation all together by not telling them.

	Socialites	Wait and sees	Bailers	Home bodies
Sent word with someone else to the event	19%	16%	14%	12%
Ensured you don't post about what you are doing instead on social media	13%	15%	11%	6%
Avoided all contact until the event was over	12%	8%	13%	10%
Told someone else you weren't going, hoping they would tell the organiser instead	11%	10%	11%	5%

Q. When you do cancel social plans, who are you most likely to cancel on?



Australians are more loyal to their partners and families than their colleagues or friends. Two in five Australians (41%) say they are most likely to cancel on their **colleagues**, a further two in five (40%) are most likely to cancel on their **friends**. 16% say they are most likely to cancel on their **family**.

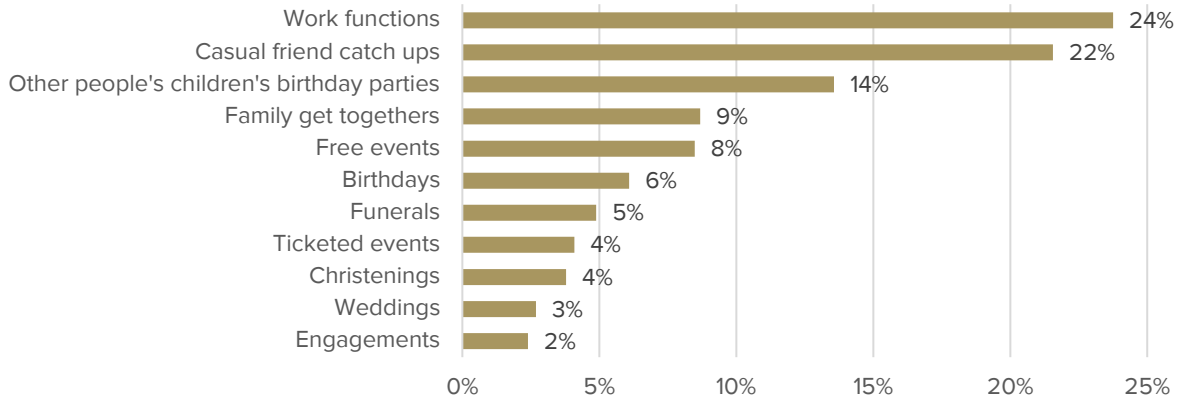
16% say they are most likely to cancel on their family and surprisingly 3% are most likely to cancel on their girlfriend or boyfriend above other people, which may not bode well for their relationship.

Generational insights

Younger generations are more likely to cancel on their friends than their colleagues whilst older Australians expressed the opposite, being more likely to cancel on their colleagues than friends.

	20 - 34	35 - 65
Colleagues	33%	45%
Friends	49%	35%

Q. Which of the following social plans are you most likely to bail on?



One in four Aussies (24%) indicate they are most likely to bail on their **work functions**. **Casual catch ups with friends** are the second highest type of social plans to be given the boot (22%).

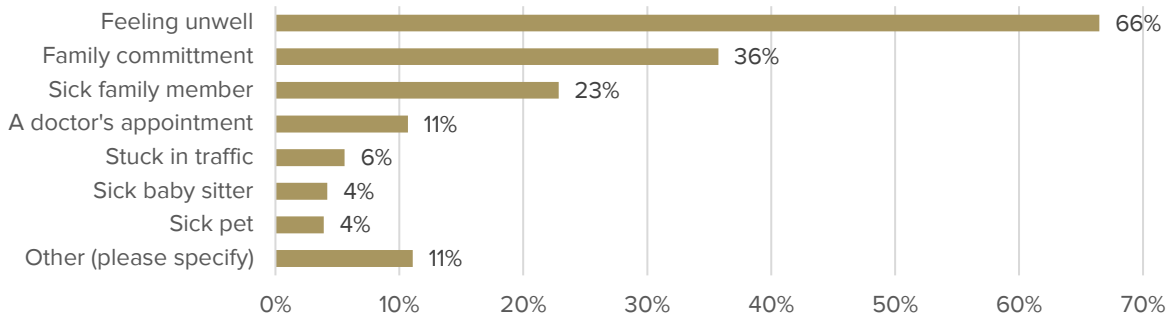
Generational insights

In line with the people the generations are most likely to bail on, the older generations are also most likely to bail on work functions whilst younger generations are more likely to bail on casual friend catch ups.

	20 - 24	25 - 34	35 - 54	55 - 65
Work functions	7%	20%	29%	27%
Casual friend catch ups	34%	25%	21%	13%

Q. What excuses have you used to bail on a social event?

Please select all that apply.



Two thirds of Aussies (66%) have used **feeling unwell** as an excuse to bail on a social event reinforcing the value of self-care in today's fast paced society. **Family commitments** (36%) are also commonly used as an excuse to bail.

Those who indicated that they give '**other**' excuses, suggested that they just let the organiser know the truth, that they don't want to go, they are too tired, or have to work.

Generational insights

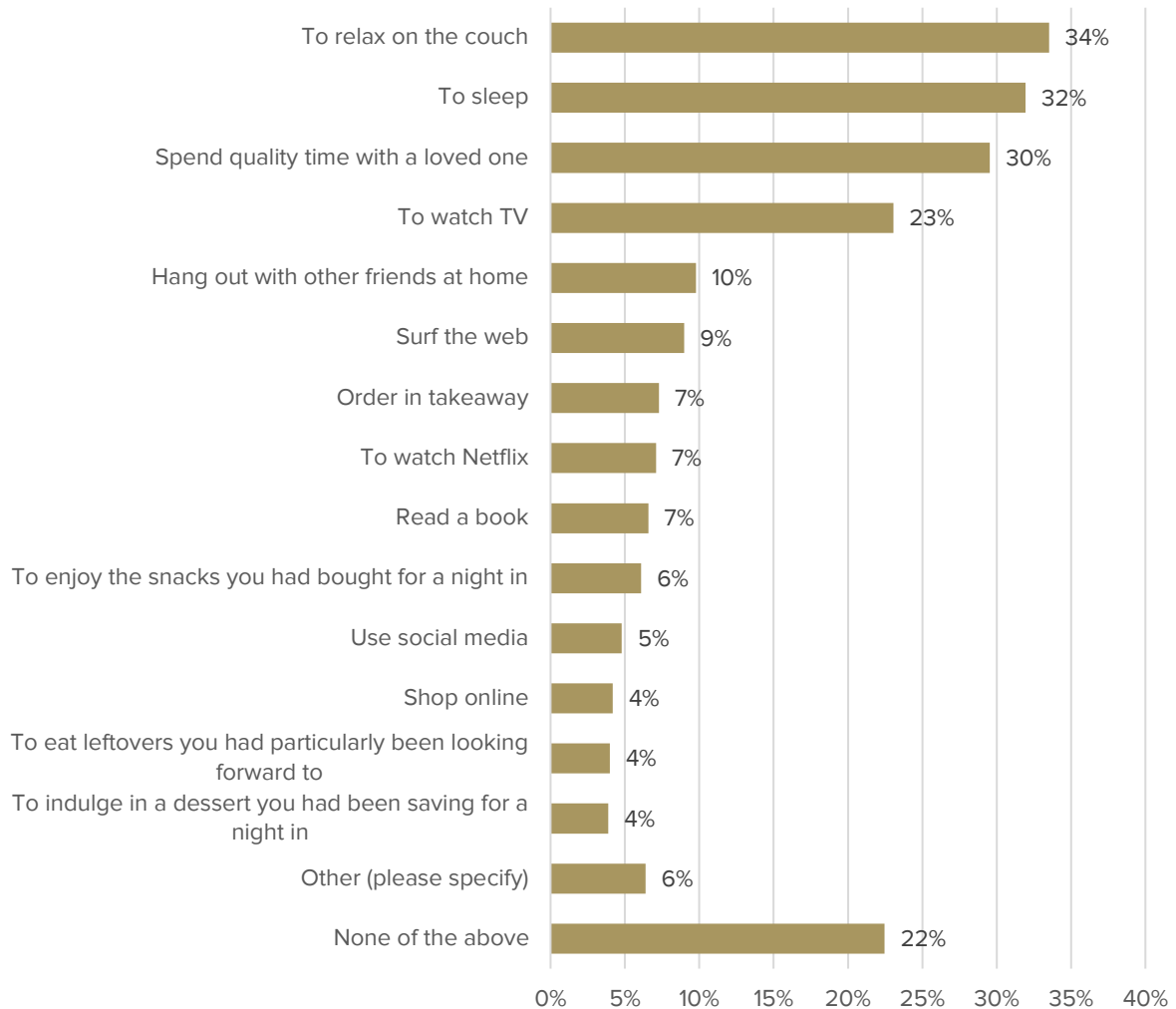
Overall, younger Australians are more likely to use each of the above excuses to bail on a social event. They are much more likely however to use family commitments and doctor's appointments as excuses than older Australians.

	20 - 24	25 - 34	35 - 54	55 - 65
Family commitment	46%	43%	32%	31%
A doctor's appointment	19%	13%	8%	9%

MOTIVATIONS FOR CANCELLING

Q. Which of the following have you ever specifically cancelled on a social engagement for?

Please select all that apply.



Down time is highly valued by Australians and often the reason for cancelling on events. **34%** of Aussies have cancelled on plans to **relax on the couch**, a further **32%** have cancelled in order to **sleep**.

Three in ten (**30%**) have cancelled on an event to spend **quality time with a loved one**. **7%** of Aussies have specifically cancelled on plans to **watch Netflix**. Food is also a driver for spending the night in with **4%** cancelling specifically **to eat leftovers** they had been looking forward to and a further **4%** have cancelled **to indulge in a dessert** they had been saving for a night in.

'**Other**' things Australians have specifically cancelled on social engagements for include illness, to avoid people, to play video games, work and to be alone.

Generational insights

Younger Australians are more likely to give up a night out with friends to stay home and eat food that they have been looking forward to eating.

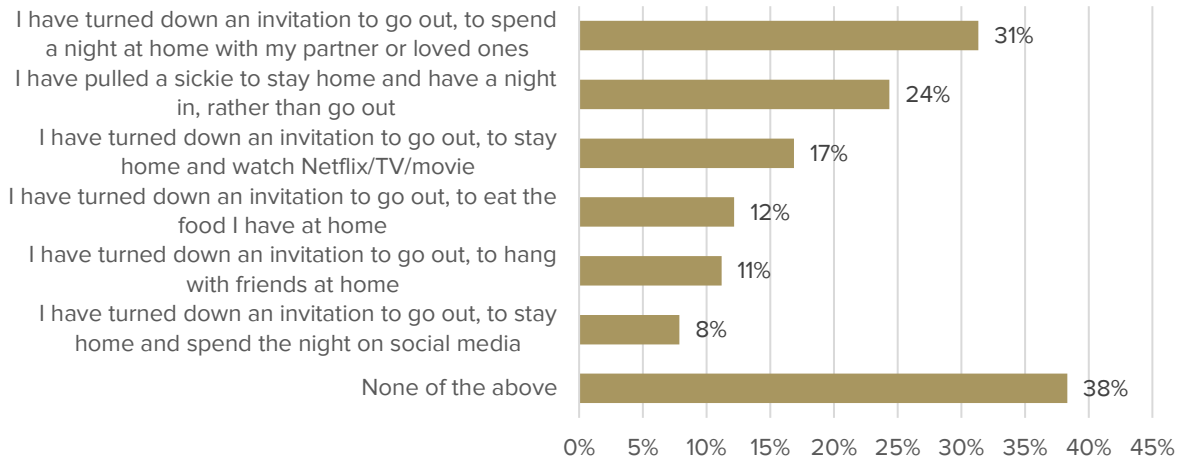
	20 - 24	25 - 34	35 - 54	55 - 65
To indulge in a dessert you had been saving for a night in	7%	6%	3%	0%
To enjoy snacks you had bought for a night in	13%	8%	5%	1%
To eat leftovers you had particularly been looking forward to	12%	4%	4%	0%

Segmentation insights

Top 3 motivators for cancelling			
Socialites	Wait and sees	Bailers	Home bodies
Spend quality time with a loved one (26%)	To relax on the couch (37%)	To relax on the couch (40%)	To relax on the couch (37%)
To sleep (23%)	To sleep (37%)	To sleep (36%)	To sleep (27%)
To relax on the couch (23%)	Spend quality time with a loved one (34%)	To watch TV (31%)	To watch TV (23%)

Q. Which of the following have you done in the last 6 months?

Please select all that apply.



In the last 6 months 31% of Aussies have turned down an invitation to go out in order to spend a night at home **with their loved ones**, a further 24% have **pulled a sickie** to stay home in the last 6 months. 12% have turned down an invitation **to eat the food they have at home** in the last 6 months.

Generational insights

	20 - 24	25 - 34	35 - 54	55 - 65
I have turned down an invitation to go out, to spend a night at home with my partner or loved ones	35%	40%	33%	16%
I have pulled a sickie to stay home and have a night in, rather than go out	37%	33%	20%	16%
I have turned down an invitation to go out, to stay home and watch Netflix/TV/a movie	35%	25%	13%	6%
I have turned down a night out to eat the food I have at home	18%	18%	9%	8%
I have turned down a night out to hang with friends at home	22%	19%	7%	4%

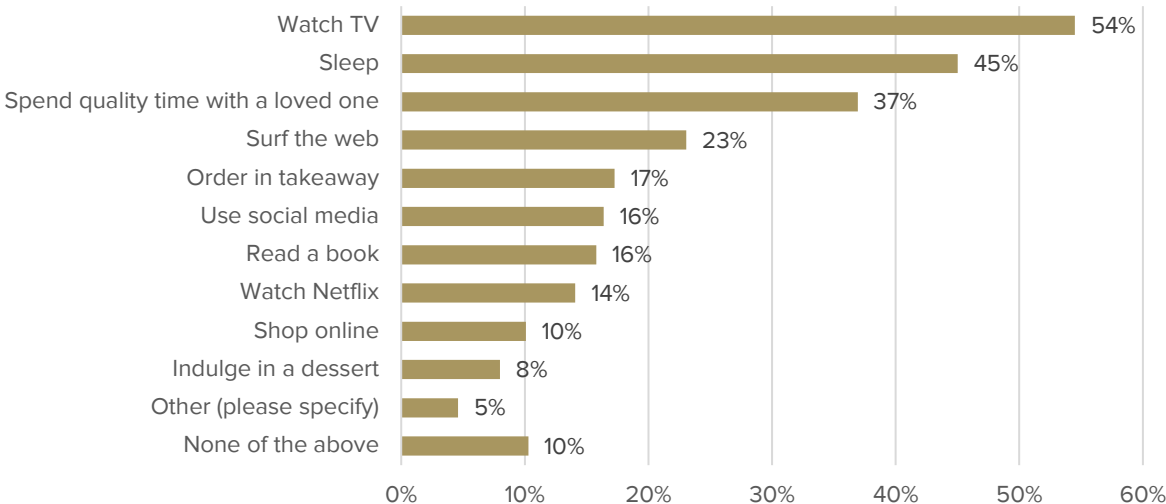
Gender insights

One in three females (33%) have specifically cancelled on a social engagement to spend quality time with a loved one compared to just 26% of males.

SPENDING THE NIGHT IN

Q. When you have said no to an invitation to go out to stay at home, which of the following have you done instead?

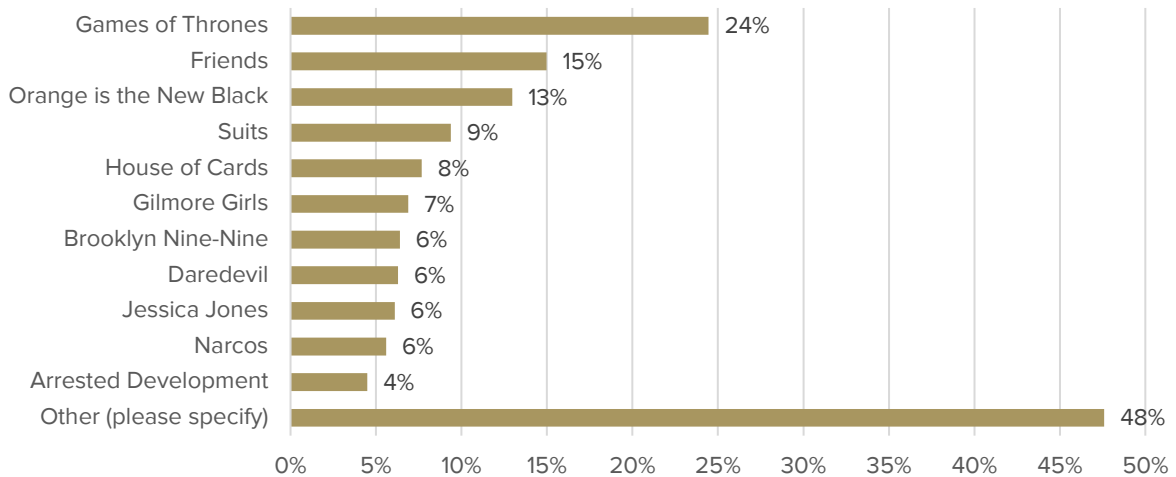
Please select all that apply.



Watching TV is the activity Australians (54%) are most likely to do with their time when they have turned down an invitation at home.

Q. What TV shows do you currently catch up on when you spend a night at home?

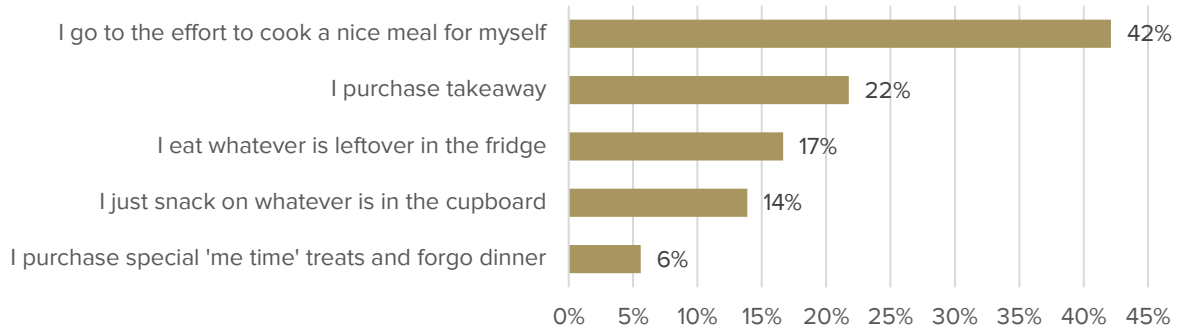
Please select all that apply.



Game of Thrones is currently the most popular show to catch up on when spending a night at home with 24% of Australians indicating that they do this. 15% of Aussies say they catch up on some **Friends** when spending a night at home.

In the '**other**' category, frequently mentioned movies and also included TV shows such as Home and Away, 800 words and Walking Dead.

Q. What is your preferred dinner when you stay home?



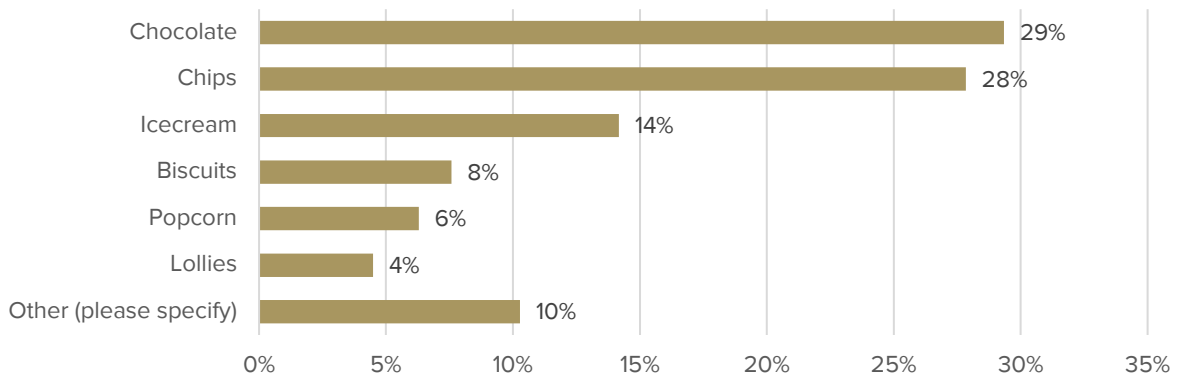
Two in five Australians (42%) go to the effort to **make themselves a nice meal** when they stay home. 22% prefer to purchase **takeaway** for a night in.

Generational insights

25 – 34 year olds are the most likely age group to prefer to purchase takeaway when spending a night in, whereas 55 – 65 are much more likely than the other age groups to prefer to go to the effort to cook a nice meal for themselves when they spend a night in.

	20 - 24	25 - 34	35 - 54	55 - 65
I go to the effort to cook a nice meal for myself	35%	36%	39%	59%
I purchase takeaway	23%	29%	23%	9%
I eat whatever is leftover in the fridge	16%	12%	19%	19%

Q. What is typically your favourite snack to enjoy when staying in?



Chocolate is Australia's most preferred snack to enjoy when spending a night at home (29% choose this as their preferred snack). **Chips** however are almost as popular as chocolate, with 28% of Aussies choosing this as their snack for a night in.

'**Other**' snacks mentioned included cake, cheese and biscuits, fruit and nuts.

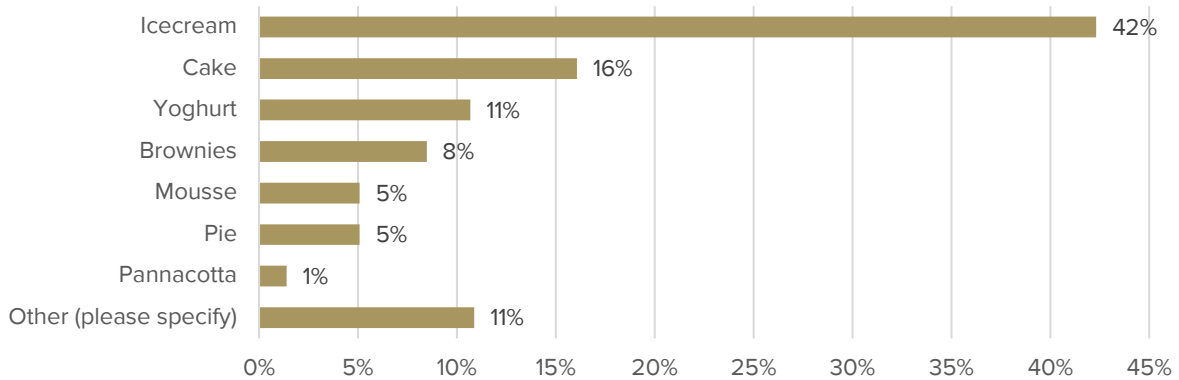
Generational insights

	20 - 24	25 - 34	35 - 54	55 - 65
Chocolate	33%	34%	28%	25%
Chips	22%	29%	30%	25%
Icecream	16%	11%	15%	15%
Lollies	7%	7%	4%	1%

Gender insights

Chocolate is more likely to be the favourite snack for females (36%) than males (22%), whilst males are more likely to prefer chips (33% cf. 22% of females).

Q. What is your favourite dessert to have when staying in?



Icecream is overwhelmingly Australia's (42%) favourite dessert to eat when spending the night at home. 16% indicated that they love eating **cake** and 11% indicated that they most enjoy **yoghurt** for dessert when spending a night in.

'**Other**' responses included cheesecake, chocolate, fruit, apple crumble/strudel, banoffi pie and pancakes.

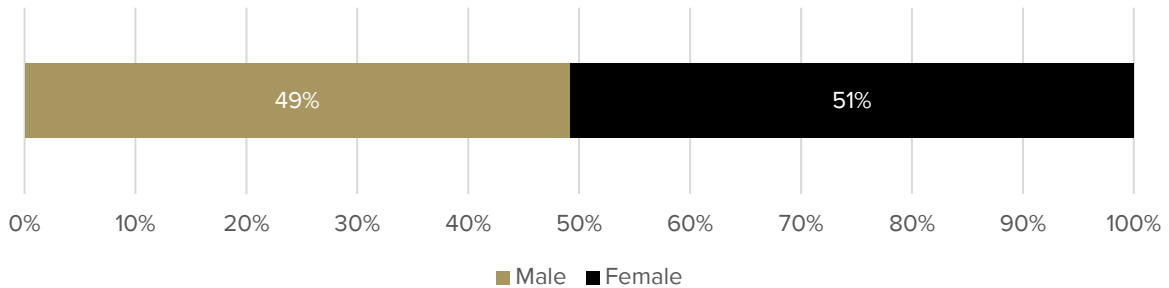
Generational insights

There are only small differences between the different generations and their preferences for desserts when spending a night in.

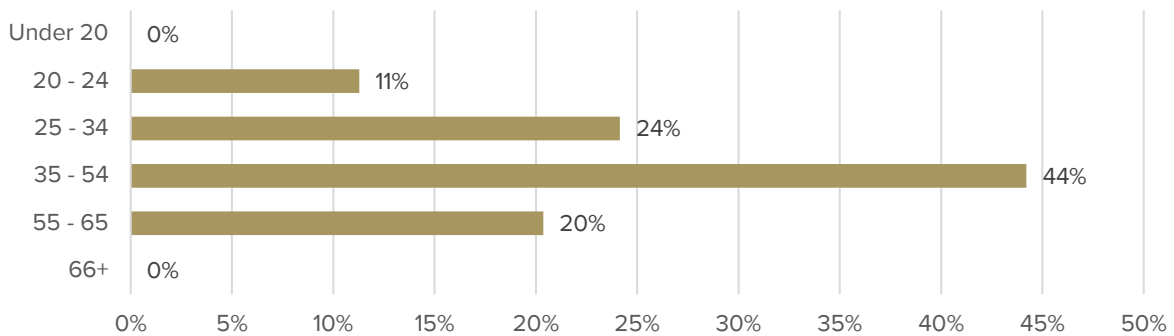
	20 - 24	25 - 34	35 - 54	55 - 65
Icecream	47%	40%	42%	44%
Cake	15%	18%	17%	13%
Brownies	16%	13%	7%	2%

APPENDIX - DEMOGRAPHICS

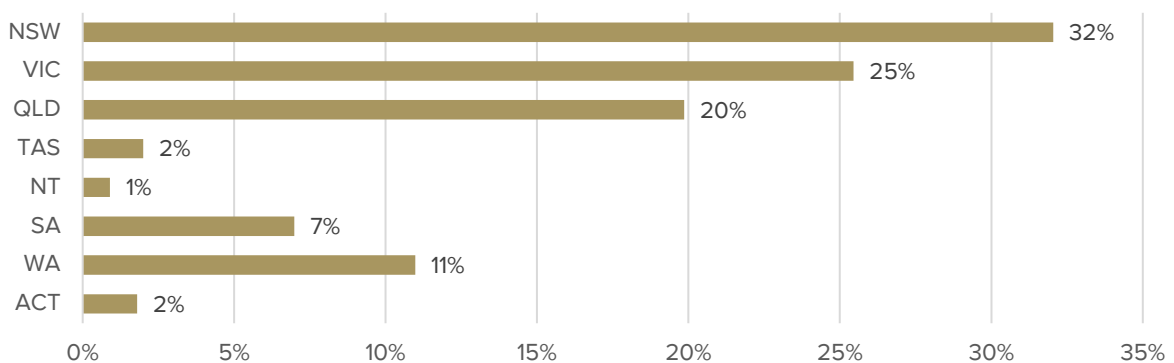
Q. Are you male or female?



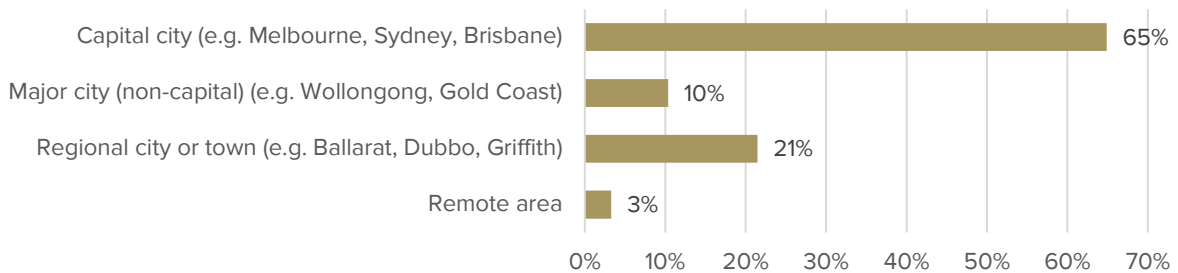
Q. What age will you be in 2016?



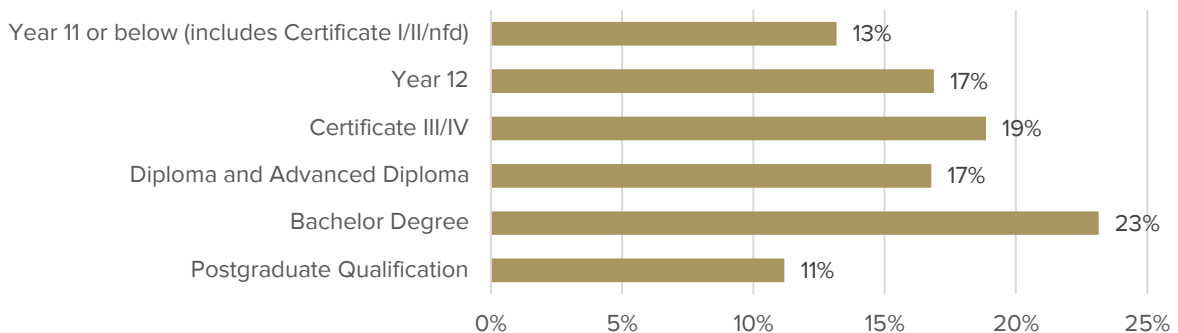
Q. Where do you usually live?



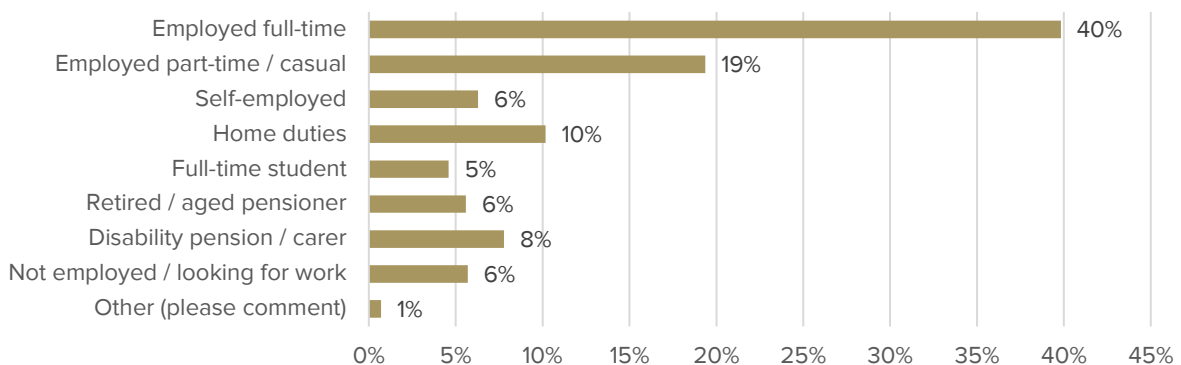
Q. Which of the following best describes where you live?



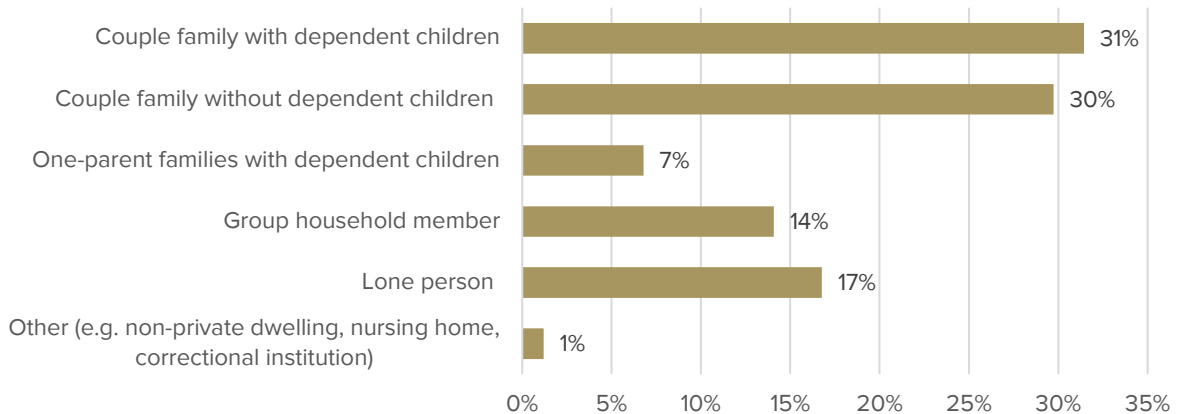
Q. What is your highest level of completed education?



Q. Which of the following best describes your employment status?

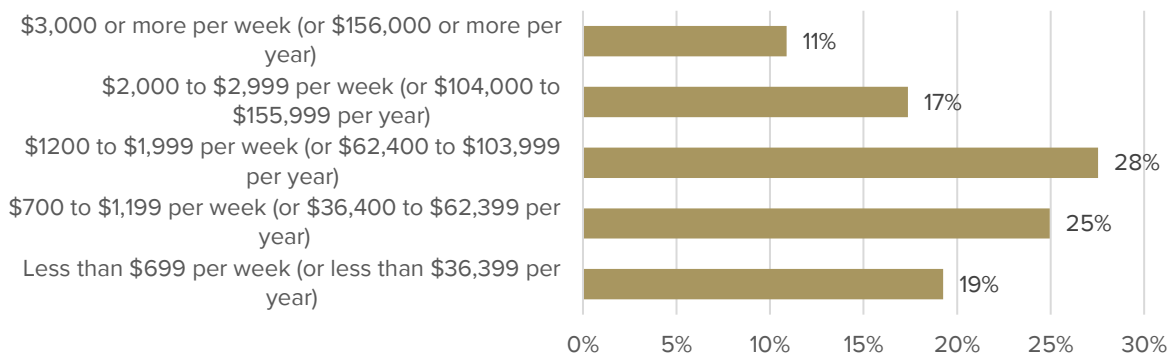


Q. What type of household do you currently live in?



Q. Which of the following best represents your household's combined gross annual income? (i.e. before taxes)

Note: - Combined household income refers to the combined income of yourself and any other adults in the household - Include pensions, allowance



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