

Aussie Blokes in the 21st Century

Has the traditional Aussie bloke given way to the fashion-savvy likes of Ian Thorpe and Michael Clarke? A nationwide survey analysing trends in the behaviour of today's Australian men has revealed some interesting insights when compared to the Aussie bloke of late last century. Social researcher Mark McCrindle comments on these findings as well as people's attitudes towards the changes that are occurring in the modern man.

He's got the look

Approximately 8 in 10 Australians believe that (when compared to 10 years ago) more Australian men are using moisturisers and facial creams, getting their body hair waxed or removed, dying their hair as well as paying over \$30 for a haircut. This shows a distinct shift in the behaviour of Aussie males towards increasing concern for their appearance. Indeed 82% of those surveyed agree that men are now spending much more money on attending to their physical appearance when compared to their premillennium habits. On a similar note, 7 in 10 respondents also report an increase in men wearing pink clothing while just over half (53%) believe that Aussie males are now listening to more pop music than rock music.

Plans have changed

Forget the old days of Aussie men going down to the pub to have a drink with their mates—today's man is more likely to meet up with his friends at a café, restaurant or a nightclub. In fact he's spending less time with his mates altogether as today's Aussie male is more likely to socialise with his partner's friends or the parents of his children's friends.

- 59% identify a preference among today's Aussie male for meeting up at cafés and restaurants.
- 53% agree that Aussie men now spend more time with their partner's friends.

And sport is second fiddle

Analysing the exercising habits of today's Australian men, two-thirds gave the opinion that males are now most likely to get their exercise by attending a gym than they are through competitive sport (31%) or other means. On a similar note, over half the people surveyed noticed an increasing trend towards Aussie men taking part in Yoga and Pilates classes as well as increased usage of solariums (tanning machines).

- 1 in 2 expected men to get their exercise at the gym on their own or with a mate, while 1 in 6 put it down to gym sessions with a personal trainer.
- 56% and 53% respectively believe that men are now more likely to partake in Yoga and Pilates.

Speedos survive

If you go down to the beach today, you may be in for a big surprise. When asked if they would expect to see Australian men wearing “Speedos” this summer, 3 in 4 Australians said “Yes”. While a quarter of these respondents limited this expectation to lifeguards only, 57% of those who expected to see “Speedotype briefs” feel it is an unfortunate state of affairs for our nation.

- Only 22% no longer expect to see Speedos on Australian beaches.

But metrosexuals divide the nation

In the 1990’s they were the SNAGs (Sensitive New Age Guys), Arnold Schwarzenegger called them Girlie Men and the 21st Century has given rise to the term Metrosexual- the urban dwelling, fashion conscious, cosmetics savvy male.

Australians are overall undecided as to whether or not “metrosexuals” are a good thing or a bad thing. While guys were often sceptical of this trend, many females appreciated the effort that these men are going to in order to get their attention.

- 31% think the “metrosexual” trend is a bad thing, 31% a good thing and 38% are undecided.

So what’s the verdict?

Despite this divide, 3 in 5 Australians agree that the typical Aussie male (as we have come to know him) is now under threat. It is likely that this now “endangered species” risks extinction based on attitudinal and behavioural changes associated with the current demographic reality. As time passes, the dominant traits of males that were established by Australia’s ageing population of Builders Generation and Baby Boomers are inevitably evolving and adapting to the times of Generation Y. While this doesn’t necessarily mean that “metrosexuals” are here to stay, it does mean that the Aussie bloke of yesteryear is undergoing a facelift... “for the times they are a-changin’...”

- Only 1 in 5 believe that the typical Aussie male is here to stay.

For comment or further analysis
contact Mark McCrindle.

m: 0411 5000 90

e: mark@mccrindle.com.au