

Roy Morgan Values Segments

SOCIALLY AWARE

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refers to a pattern of responses mostly offered by people who are community minded and socially active. Being 'information vacuum cleaners', this Segment is always searching for something new and different and new things to learn. They believe strongly in the concept of 'learning a living' rather than earning a living, always seeking new opportunities for training, education and knowledge. They tend to seek detailed information about their options and consider the consequences of each choice carefully before making a decision. With a strong sense of social responsibility and a propensity for convincing others of their opinions, they often become involved in pressure groups. Common occupations are public servants, politicians and researchers.

This Segment can be idealistic, believing they can change the world or save the world, if they can only get enough people to agree with them.



"A powerful marketing tool that helps classify your target market more accurately and meaningfully."

Why We Buy-The Segment Drivers

Basic Needs	To make life simpler and meet basic need To become more comfortable and avoid pain To remain independent and stay healthy
A Fairer Deal	To promote the security of family and friends To make work easier and get the job done To escape stress and avoid criticism
Traditional Family Life	To win respect, trust and care for family needs To improve home life and look and feel well To keep grandkids happy and enjoy retirement
Conventional Family Life	To express love and affection to all family members To satisfy household needs and have good food To help their kids be safe, smart and successful
Look at Me	To enjoy life, have fun and avoid responsibility To be popular and be attractive to the opposite sex
Something Better	To make more money and get a bigger better deal To emulate celebrities and win respect from others To win competitions and beat the average result
Real Conservatism	To cut costs, save some money and feel secure To make sound investments and make good returns
Young Optimism	To be excited and challenged and free to travel To build relationships and be fit and healthy To speed things up and stay up to date
Visible Achievement	To be known as a source of power and authority To save time and be able to achieve results To be successful, attract praise and attention
Socially Aware	To be well educated and well informed To set the trend and be intellectually astute To have the latest technology and systems To communicate better and be entertained



The typical two dimensional representation of the Roy Morgan Values Segments is the Values Cross.

*Devised by Michele Levine of Roy Morgan Research and Colin Benjamin of the Horizons Network

For a detailed and comprehensive Profile visit www.RoyMorganOnlineStore.com

