

Roy Morgan Values Segments

VISIBLE ACHIEVEMENT

Visible Achievement

refers to a pattern of responses most often offered by respondents who are visible success stories. They have 'made it' in whatever field they are involved in and are confident in their own abilities and position. Despite being successful they retain traditional values about home, work and society. The family is very important to this Segment and they place great emphasis on providing their families with a high quality environment. So there is no need to flaunt that success. While they can afford to buy the best of everything, they look for quality and value for money, not necessarily something that is expensive.

This Segment tends to be associated with people who feel in full control of their lives and take a direct interest in their economic and political environment when these impinge on their options at work and their family at home. For them it is more often 'who you know' rather than 'what you know' that delivers success.



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

Why We Buy-The Segment Drivers

<i>Basic Needs</i>	To make life simpler and meet basic need To become more comfortable and avoid pain To remain independent and stay healthy
<i>A Fairer Deal</i>	To promote the security of family and friends To make work easier and get the job done To escape stress and avoid criticism
<i>Traditional Family Life</i>	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
<i>Conventional Family Life</i>	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
<i>Look at Me</i>	To enjoy life, have fun and avoid responsibility To be popular and be attractive to the opposite sex
<i>Something Better</i>	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
<i>Real Conservatism</i>	To cut costs, save some money and feel secure To make sound investments and make good returns
<i>Young Optimism</i>	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
<i>Visible Achievement</i>	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
<i>Socially Aware</i>	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

