

# Roy Morgan Values Segments YOUNG OPTIMISM

## Young Optimism

refers to a pattern of responses most often associated with optimism and seeking to improve their prospects in life to gain a respected place in society. Also more likely to be found among young people, the *Young Optimism* Segment are into image and style (not fads and fashion). Young people with this pattern are conscious of the image they project and want to make the right one. Long term thinkers, they are busy planning careers, attending university and thinking about the future. The mindset tends to be associated with people who want to experience all life has to offer: travel, a career, friends, and family. *Young Optimism* wants to try everything - bungy jumping, skydiving, white water rafting, skiing, travel to Africa. They work hard and play hard, because they have the energy to do it. Being innovative and interested in technology, they can be young technocrats, surfing the Internet, developing an international perspective on the world and dreaming of going to work in New York, London or Beijing for a few years to further their career prospects.



“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
<b>Young Optimism</b>	<b>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</b>
<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.

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