

Roy Morgan Values Segments

A FAIRER DEAL

A Fairer Deal refers to the pattern of responses offered by respondents who are the most likely to feel they get a raw deal out of life. Pessimistic, cynical and often struggling financially, they think everyone else gets all the fun and they miss out. It can relate to a belief that life has treated them unfairly - and anger, disillusionment and hostility can build until it manifests in violence or self destructive behaviour. They want to get back at the system which they see as having treated them unfairly, looking for loopholes, rorts or other ways of bucking the established order. They often feel that the world is coming apart at the seams. A Fairer Deal often see escape, either with their mates and a beer or the TV, as the only way to deal with their frustration and anger. They often hot up cars, they like loud motorbikes, get into martial arts - things which are not socially acceptable. What they earn for a fair day's work is more important than the work they do.



“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

