

Roy Morgan Values Segments

SOMETHING BETTER

Something Better

refers to the pattern of responses most often associated with people wanting a bigger, better deal out of their life. They tend to be competitive, individualist and ambitious people who are seeking more out of their life. This pattern of responses tends to be found among 'the Joneses', who always have something better than the rest. As a consequence, they may over-extend themselves financially, purchasing things which will demonstrate their success to others - and cutting corners in areas where people will not notice. Having other people look up to them and consider them successful is important to the *Something Better* Segment, so they are very concerned about image - wearing the right clothes, driving the right car, living in the right area etc. The key issue with this Segment is that everything is a comparative. They only have something better when it is compared to something or someone else. As a consequence they tend to be concerned about what other people are doing.



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

Why We Buy-The Segment Drivers

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| <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

