

Roy Morgan Values Segments

BASIC NEEDS

Basic Needs refers to a pattern of responses offered by respondents who are focused on 'getting by' on a day to day basis. They are often in their 'twilight years', retired, pensioners and people on social security. To many, it appears as if they have given up on life, however this Segment is generally happy and content with what they have. They are not looking for more and enjoy watching the world go by while still feeling a part of it as it does. They have that sense of wisdom and happiness which comes with grey hair. This segment has a strong sense of community which often leads to involvement with programs such as Safety House and Neighbourhood Watch, driven partly by their desire for order and security in their environment. In the Australian context, they promote a strong Christian ethic as basic values and are more likely to be regular church attendees. The *Basic Needs* Segment has critical concerns about living in a more connected world, staying in touch with their families through email and mobile phones.



“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

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