

Roy Morgan Values Segments CONVENTIONAL FAMILY LIFE

Conventional Family Life refers to the pattern of responses most often provided by respondents who represent the core of 'middle Australia', with values centred around the significant events in their



personal and family lives. They tend to be people seeking greater financial security, struggling to improve their basic living standards and give their families better opportunities than they had in their own childhood. Within the *Conventional Family Life* Segment exists the great Australian dream of owning your own home in the suburbs and driving a good solid car. This comes with the worry of a mortgage, playing it safe at work so you don't risk losing your job, worrying about the safety of the children, being the family taxi service and ferrying the kids to and from sports, other after school activities, and their friends' houses. Good, solid and reliable products are important with *Conventional Family Life*. Generally seeking value for money in their purchases, they select a mixture of branded and generic, or store brands for everyday use.

"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

