

# Roy Morgan Values Segments

## TRADITIONAL FAMILY LIFE

*Traditional Family Life*, along with its younger counterpart, *Conventional Family Life*, represents the core of 'middle Australia', with values centred around the significant events in their personal and family lives. The *Traditional Family Life* and *Conventional Family Life* Segments are motivated by similar values in terms of security, reliability and providing better opportunities for their family. However the *Traditional Family Life* are now, within Australia, generally empty-nesters or extended families. With their children grown their focus is on re-building their relationship with one another and finding time to do things they never could while their children were growing up. But with such a strong focus on the family, they spend a great deal of time and energy getting the family to visit them, babysitting, weekend BBQs and buying lollies for the grandkids, which their parents won't let them have. Not liking change, old and familiar environments are important in the *Traditional Family Life* Segment.



“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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