

# Roy Morgan Values Segments

## REAL CONSERVATISM

### Real Conservatism

Refers to a pattern of responses most often provided by people who are cautious about new things and ideas. Generally part of 'the establishment', a central concern in this Segment is the maintenance of a disciplined, predictable and safe society. They hold very conservative social, moral and ethical values and generally feel that things are not as good as they used to be. They are willing to pay more for products which guarantee consistent value and quality and are particularly attracted to older, well-established brands. Part of their conservative nature is a strong belief in the merits of savings, which drives them to accumulate assets. This will usually be property, antiques, art and gold - things that will hold their value. However, while they generally are asset rich, they are cash poor. Growing up in the 'old school' they very much believe it's important to belong to the right crowd and doing 'the right thing'.



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

### Why We Buy-The Segment Drivers

<b>Basic Needs</b>	To make life simpler and meet basic need To become more comfortable and avoid pain To remain independent and stay healthy
<b>A Fairer Deal</b>	To promote the security of family and friends To make work easier and get the job done To escape stress and avoid criticism
<b>Traditional Family Life</b>	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
<b>Conventional Family Life</b>	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
<b>Look at Me</b>	To enjoy life, have fun and avoid responsibility To be popular and be attractive to the opposite sex
<b>Something Better</b>	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
<b>Real Conservatism</b>	To cut costs, save some money and feel secure To make sound investments and make good returns
<b>Young Optimism</b>	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
<b>Visible Achievement</b>	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
<b>Socially Aware</b>	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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