

### **Roy Morgan Values Segments<sup>1</sup>**

- Tourism Victoria segments the domestic market in a number of ways using a number of segmentation techniques including the Roy Morgan Values Segments<sup>1</sup>.
- A profile of the Roy Morgan Values Segments<sup>1</sup> is outlined below.
- Tourism Victoria targets the Socially Aware, Visible Achievement, Young Optimism and Traditional Family Life segments because of their propensity for travel and to be high yielding.

### **Roy Morgan Values Segments<sup>1</sup>**

The Roy Morgan Values Segments<sup>1</sup> provide a segmentation of the patterns of thinking and responses of people that are drivers of change and choice. We use demographics to know who our respondents are in terms of their gender, age group, socio-demographic status, level of education and so on. Values Segments<sup>1</sup> provide a second dimension - depth of understanding - that helps us explore motivations and reasons for purchase and the choices people make.

Roy Morgan Values Segments<sup>1</sup> provide insight into:

- How people think
- What motivates them to act
- How they perceive themselves (at work/at home)
- The self image they want to project
- What they seek in life and their aspirations
- What type of communication is likely to motivate them
- What channels of communication can effectively reach them

The Values Segments<sup>1</sup> are based on people's pattern of responses to six distinct dimensions of behaviour. The six dimensions are:

1. Quality - how high or low are the expectations of quality
2. Individualism - how much emphasis on "I" versus "We"
3. Life Satisfaction - high or low levels of satisfaction with life
4. Innovation - level of attraction to new things and ideas
5. Conservatism - traditional versus progressive social attitudes
6. Price - willingness to pay high or low prices per unit

A short description of the ten Values Segments<sup>1</sup>, including travel behaviour, is outlined below.

- **BASIC NEEDS**

(approximately 3% of the Australian population)

This pattern of thinking is usually associated with people who are retired, pensioners or people on social security payments, who have an active community focus to their lives and with people on sickness benefits or worker's compensation who have to reduce their expectations in line with their income.

**Basic Needs have a low incidence of holiday travel. When they do travel, they tend to stay with friends or relatives, or use accommodation within caravan parks. This segment is also more likely to use trains as a mode of transport. Whilst the primary purpose for travel is to visit friends or relatives, they also like to gamble (play pokies and bingo) while on holiday. The low discretionary income of this segment is reflected in the low overall cost of their holidays and greater use of package tours.**

- **A FAIRER DEAL**

(approximately 5% of the Australian population)

This pattern of thinking is generally found amongst unskilled and semi-skilled workers who left school to start learning from friends who share blue denim values. The spectre of unemployment, family pressures, the day to day struggle with rent and such basic worries as keeping wheels on the road - all lead to a feeling of getting a raw deal out of life. These people are most likely to have a low level of satisfaction with their standard of living and life as a whole.

**This segment takes fewer holidays than average. They were more likely to stay with friends and relatives, go camping, or use cabin accommodation. This segment was more likely to use buses and trains on holidays. They like nature-based holidays, going to pubs and nightlife along with visiting friends or relatives.**

- **TRADITIONAL FAMILY LIFE**

(approximately 20% of the Australian population)

This pattern of thinking personifies middle-aging Australia-home owners with a relatively stable income that meets the needs of a smaller household from which the young couples have moved out to start their own families and lifestyles. Energies revolve around them becoming grandparents or getting children home for visits or at least to keep in touch. Health and spirituality dominates sense of meaning and purpose in life and being well-respected in the community is very important.

**People from the Traditional Family Life segment are keen holiday tourers, which is reflected in the high use of caravans and campervans. A planned itinerary is a priority, hence the greater use of package tours and bookings through tour operators. They tend to stay in comfortable but good value accommodation, such as standard hotels and motels - they don't want any surprises. Sightseeing is an important aspect of their holiday experience, with a greater tendency to visit museums, art galleries, historical places, and wineries. Visiting friends or relatives is also an important aspect of the TFL's holiday experience.**

- **CONVENTIONAL FAMILY LIFE**

(approximately 9% of the Australian population)

This pattern of thinking is most closely associated with younger and mid-life families devoting all their time and efforts into building a “home” to give children the opportunities they deserve. Basic living standards are all important to them as they strive to improve their home, enjoy family life and have enough time to keep in touch with their parents and friends. Life revolves around the need to live within one income whilst meeting never ending demands for more time and money to satisfy family needs. A part-time job is often required to pay for the extras and the children’s education or to save for a family holiday.

**This segment takes fewer holidays than average, and tend to travel intrastate in order to meet the family budget. They stay in rented accommodation with the family, and generally use the family car while on holidays. This segment participates in outdoor holiday activities, such as fishing, swimming and surfing, bike riding and horse riding. Fitting with the family theme, they are also more likely to visit entertainment and theme parks.**

- **LOOK AT ME**

(approximately 12% of the Australian population)

This pattern of thinking is associated with active, unsophisticated, somewhat self-centred and peer-driven behaviour that sees success as a kind of game, not to be measured by family standards. This is the “decibel generation” that lives in McDonalds, drinks Pepsi, burns up money, spends hours watching commercial TV and can’t wait to be somewhere else.

**Look At Me takes an average number of holidays, but lack the necessary budget to travel interstate. Their low budget is reflected in higher use of holiday houses, camping and cabin accommodation and youth hostels and backpackers. Due to the general age of the segment, they use buses, trains, and friends’/relatives’ cars to reach their destination. They participate in social activities, such as cinemas and nightlife, and outdoor activities, particularly adventure activities like snow-skiing, water-skiing, and sailing. Additionally, this segment is likely to visit theme parks.**

- **SOMETHING BETTER**

(approximately 8% of the Australian population)

This pattern of thinking is associated with people who are very competitive, seeking to clinch a bigger, better deal that will develop a little bit more to help pay off an excessive mortgage on the new family home, extensive debts and an elaborate effort to be more powerful. Planning for a move to a better neighbourhood with better schools for the kids often requires long hours, a search for overtime or commissions and a high pressure work and family environment.

**Something Better takes a less than average number of holidays, and tend to use youth hostel and backpacker accommodation and camping. They like to gamble, with a tendency to visit casinos and play poker machines. Also, this segment participates in outdoor activities such as fishing, sailing, swimming and other beach activities.**

- **REAL CONSERVATISM**

(approximately 4% of the Australian population)

This pattern of thinking is mostly associated with people who are mature and mid-career, holding conservative, social, moral and ethical values seeking a disciplined, ordered society which is safe and predictable. These generally authoritarian, blue-chip investments and business-oriented individuals feel very much in control of their own lives. A super cautious approach to change, new things and ideas, often reflects a rural background of property, asset rich but income poor status, or an urban view of self as a member of the establishment.

**Real Conservatism travels on holiday with average frequency. They tend to travel with their partner, and are more likely to travel with tour groups. This segment has a tendency to stay in rented accommodation or at their own holiday property. In terms of activities, they visit historical places and play the pokies.**

- **YOUNG OPTIMISM**

(approximately 8% of the Australian population)

This pattern of thinking is usually associated with young professionals, technocrats and students whose thoughts are focused on achieving a good career, overseas travel and generally seeking opportunities to improve prospects in life, have a sense of fulfilment and a chance to enjoy an outgoing lifestyle. This pattern of behaviour is most often found in the inner city cyber-cafes, apartments and specialty shops that offer a cosmopolitan lifestyle.

**Young Optimism travels frequently. They are the segment most likely to have travelled overseas, reflecting their need to seek new experiences and adventure. The tendency to travel overseas is also reflected in their high use of commercial transport, such as airlines, cruise ships, buses and trains. They tend to travel alone or with a small group of friends, and are likely to stay in budget backpacker and hostel accommodation. While on holiday they tend to participate in social activities such as shopping, attend theatre and musical performances, and enjoy nightlife. This segment also attends arts festivals, participate in sports (such as skiing, bike riding, and adventure activities) and prefer holidays in cities.**

- **VISIBLE ACHIEVEMENT**

(approximately 17% of the Australian population)

This pattern of thinking is associated with the proof of having made it up the seemingly never ending social ladder, demonstrated by the swimming pool, the Jaguar or Mercedes and an exclusive private school education for their children. Personal recognition, higher incomes, job satisfaction and other tangible rewards of success such as travel, recreation and high quality homes, vehicles, holiday locations provide the very best of visible good living.

**Visible Achievement travels frequently and spends big on holiday. As with other purchases, they look for quality and value for money in their holidays. For those with family, the holiday is a chance to spend time together doing activities with the children. They also enjoy holidays that provide the opportunity to play golf and tennis. This segment generally stays in luxury hotels, serviced apartments, and bed and breakfast accommodation.**

- **SOCIALLY AWARE**

(approximately 14% of the Australian population)

This pattern of thinking is usually associated with the highest socio-economic group in the community and is most often associated with public servants, pressure groups and politicians of all political colours. These “insatiable information vacuum cleaners” are addicted to finding out, or trying, anything that’s new or different. They don’t make decisions lightly, argue the facts and figures - but end up buying the latest, and the brightest, anyway - just because they have to have it.

**Socially Aware have the highest frequency of travel amongst the Values Segments, and spend big on holidays. Frequency of overseas travel is higher than that among other segments. They travel to destinations such as Tasmania and the Northern Territory that offer the opportunity to explore and have new and different experiences. This segment enjoys planning the holiday and value flexibility, hence they book transport, accommodation and other services directly with the service provider. They enjoy boutique accommodation such as bed and breakfasts and luxury hotels. On holiday, they like to experience cultural activities, such as musical and theatre performances, and enjoy restaurants, arts festivals, wineries galleries and museums, outdoor and nature activities.**