

geoTribes

It's all about people.



1 Rockafellas Affluent Mature Families

Very high incomes & discretionary spend. Mature children. High home ownership & investments • **Situation** Enjoying the position of success • **Buying Drivers** Exclusive, distinctive, aesthetic, quality & genuine status • **Media** Magazines & newspapers • **Online Media** LinkedIn, Wikipedia, Twitter • **TV** News or current affairs, food, home or lifestyle, sport • **Online** Travel arrangements, shopping, reading current affairs or sport.



2 Achievers Ambitious Younger & Middle Aged Families

Higher SES with high levels of household, personal income & debt. High household spend. Younger children • **Situation** Family ambition & a commitment to 'Making It!' • **Buying Drivers** Accessible status & memorable experiences that show they are successful • **Media** Internet & outdoor • **Online Media** LinkedIn, Twitter, Instagram • **TV** Children's shows, cartoons, reality shows • **Online** Watching TV/movie, shopping, buying/selling online.



3 Fortunats Financially Secure Retirees & Pre-Retirees

Incomes primarily from superannuation & investments • **Situation** Comfortably enjoying the fruits of a successful life • **Buying Drivers** Exclusive, sophisticated, epicurean, quality, evolved & cultural • **Media** Newspapers, magazines, radio & TV • **Online Media** LinkedIn, Wikipedia, Google • **TV** Documentaries, new or current affairs, dramas/soaps • **Online** Travel arrangements, emails, general information.



4 Crusaders Career-Oriented Singles & Couples

High earned incomes & hours worked. Higher occupational status, especially professionals • **Situation** Getting the most out of life, getting ahead & finding the 'right' someone • **Buying Drivers** Fashionable, branded, stylish status & great experiences • **Media** Internet & outdoor • **Online Media** Instagram, LinkedIn, Twitter • **TV** Comedies, cartoons, movies • **Online** Dating online, watching TV/movie, reading blogs.



5 Preppies Mature Children of Affluent Parents

Privately educated. Tertiary Studies. Enjoying Recreation & Travel • **Situation** Me!! Having a great life & looking good among my friends • **Buying Drivers** Funky, popular, memorable & safe rebellion • **Media** Internet & outdoor • **Online Media** Most social media • **TV** Cartoons, comedies, movies • **Online** Listening radio/music, watching TV/movie, browsing adult content.



6 Independents Young Singles & Couples

Studying. Casual & Part-Time Employment. Personal Debt & Travel. Renting • **Situation** Having fun with friends & working out how to get ahead • **Buying Drivers** Popular, affordable goods & experiences • **Media** Internet & outdoor • **Online Media** Most social media • **TV** Cartoons, children's shows, reality shows • **Online** Dating online, browsing/accessing adult content, chatroom or online discussion.



7 Suburban Splendour Middle Class Mature Families

Mature aged families with dependent children. High mortgage debt & interest payments • **Situation** Fitting into the fabric of suburban life & finding a few little indulgences along the way • **Buying Drivers** Practical & sensible, with areas of personal expression like sports, hobbies & lifestyle • **Media** Radio, magazines, TV & newspapers • **Online Media** LinkedIn, Google, YouTube • **TV** Food, home or lifestyle, news & current affairs, reality shows • **Online** Travel arrangements, looking for product/services info, buying/selling online.



8 Twixters Mature Children Living at Home

Part-Time Employment. Studying. High digital media usage & telecommunication spend • **Situation** Enjoying life with my friends while being mindful of the challenges ahead • **Buying Drivers** Popular affordable status • **Media** Internet & outdoor • **Online Media** Most social media • **TV** Cartoons, comedies, movies • **Online** Chatroom or online discussion, listening radio/music, contributing to blogs.



9 debtStars Financially Extended Younger Families

Middle-SES with high levels of mortgage, credit card & consumer debt. Infants & young children • **Situation** Coming to grips with family responsibility • **Buying Drivers** Affordable mass status & tight budgeting, with developing personal interests • **Media** Internet • **Online Media** Twitter, Facebook, YouTube • **TV** Children's shows, cartoons, reality shows • **Online** Buying/selling online, browsing adult content, shopping online.



10 Boomers White Collar Post Family Pre-Retirees

Middle SES singles & couples. Investments, especially in property, cash & shares • **Situation** Conserving the best things of life • **Buying Drivers** Practical, conservative & more than a little cynical, with further development of personal interests • **Media** TV, newspapers, magazines & radio • **Online Media** Google, YouTube, Wikipedia • **TV** News or current affairs, documentaries, food, home or lifestyle • **Online** Looking for product/services info, emails, general information.



11 True Blues Blue Collar Mature Families & Pre-Retiree Singles or Couples

Lower SES. Long working hours • **Situation** Realistic acceptance that this is it • **Buying Drivers** Basics, tradition, value, modesty, necessity & genuine community • **Media** TV, magazines, newspapers & radio • **Online Media** Google, Facebook, YouTube • **TV** Food, home or lifestyle, dramas/soaps, news or current affairs • **Online** Playing games, looking for product/services info, emails.



12 Struggleville Struggling Young & Middle Aged Families

Lower SES. Young children. Employment problems. Lone parents. Consumer debt. Government income support • **Situation** Pushing ahead in spite of the hardships • **Buying Drivers** Low cost status, affordable experiences, fantasy, escape & dreams of a better life • **Media** Internet • **Online Media** Facebook, YouTube, Twitter • **TV** Children's shows, cartoons, reality shows • **Online** Dating online, buying/selling online, chatroom or online discussion.



13 Grey Power Better-off Retirees

Home ownership. Cash investments. Voluntary work. Religious & community involvement • **Situation** Aging well • **Buying Drivers** Basics, expert endorsement, familiarity, security & community • **Media** Newspapers, magazines, TV & radio • **Online Media** Google, Wikipedia, Facebook • **TV** Documentaries, news or current affairs, sport • **Online** Emails, general information, playing games.



14 Survivors Retirees Living on Minimal Incomes

Subsistence living on government benefits • **Situation** Holding on to what you can • **Buying Drivers** Basics, tradition, independence & minimisation • **Media** Newspapers, magazines, TV & radio • **Online Media** Google, Wikipedia, Facebook • **TV** Documentaries, news or current affairs, sport • **Online** Playing games, emails, general information.



15 Slender Meanz People Living in Underprivileged Circumstances

Government benefits. Public housing. Unemployment, dislocation, divorces & personal trauma • **Situation** Living the life of an underdog • **Buying Drivers** Basics, little indulgences & small pleasures and living for now • **Media** TV, internet & magazines • **Online Media** Facebook, YouTube, Google • **TV** Cartoons, children's shows, movies • **Online** Playing games, online dating, buying/selling online.

Contact us to find out how geoTribes can work for you.

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