

geoTribes Segments in Summary

15 geoTribes

SUMMARY

HIGHLIGHTS

ROCKAFELLAS

Affluent middle aged & mature families



Rockafellas are about enjoying, consolidating, growing and leveraging the 'position of success' that they have achieved in life and enjoying the authority, power and control that comes with it. They favour goods & services that are exclusive, distinctive, aesthetic, quality and represent genuine status.

Age Range 35 - 64 years
 Median Age 47 years
 Personal Income Decile 7.3 /10
 Socioeconomic Status Decile 10 /10
 Key Occupations Professionals and senior business managers

ACHIEVERS

Affluent younger & middle aged families



Achievers are driven by the need for demonstrable success, pushing ahead as a family with a commitment to 'making it' and achieving the better things of life. They are seeking fashionable, branded, stylish, status and memorable experiences.

Age Range 18 - 44 years
 Median Age 37 years
 Personal Income Decile 6.8 /10
 Socioeconomic Status Decile 8.0 /10
 Key Occupations Business professionals and specialist managers

FORTUNATS

Financially secure retirees & pre-retirees



Fortunats are comfortably enjoying 'the refined fruits' of a successful life, with a sophisticated appreciation of the better things and a concern for their health, the big issues in society and the environment and the need to give something back. They favour exclusive, distinctive, aesthetic, quality, ethical, sophisticated, cultural, savvy, environmental and genuine status.

Age Range 45+ years
 Median Age 64 years
 Personal Income Decile 6.4 /10
 Socioeconomic Status Decile 9.0 /10
 Key Occupations Retired or professionals and senior managers

CRUSADERS

Affluent young singles & couples



Crusaders see the world through a lens of ambition, a strong desire to get ahead and develop a sense for the better things. For them, getting the most from life, having memorable experiences, finding the 'right' someone and getting their 'brilliant' careers off the ground are their highest priorities.

Age Range 18 - 44 years
 Median Age 31 years
 Personal Income Decile 6.4 /10
 Socioeconomic Status Decile 9.0 /10
 Key Occupations Business professionals and specialist managers

PREPPIES

Mature children living with affluent parents



Preppies are looking for recognition. For them the focus is 'all about me', having a great life, looking good among friends, knowing that their parents have their back and they are heading in the right direction. They favour funky, popular, memorable, stylish goods and services and an opportunity for 'safe' rebellion.

Age Range 18 - 44 years
 Median Age 20 years
 Personal Income Decile 3.4 /10
 Socioeconomic Status Decile 8.0 /10
 Key Occupations Not working or in hospitality, sales and service workers

INDEPENDENTS

Young singles & couples



Independents are about having fun with friends, exploring new possibilities, gaining independent life experience and working out how to get ahead. They favour popular, image conscious and affordable goods and experiences.

Age Range 18 - 44 years
 Median Age 27 years
 Personal Income Decile 5.0 /10
 Socioeconomic Status Decile 4.5 /10
 Key Occupations Hospitality, retail and sales workers and business professionals

SUBURBAN SPLENDOUR

Middle class mature families



Suburban Splendour are about fitting into the fabric of everyday suburban life, doing the right thing and finding a few little indulgences along the way. They tend to seek practical and sensible solutions and personal expression through activities like sports, hobbies and lifestyle interests.

Age Range 45 - 64 years
 Median Age 50 years
 Personal Income Decile 6.4 /10
 Socioeconomic Status Decile 6.0 /10
 Key Occupations Managers, professionals, trades and health, clerical & administrative workers

TWIXTERS

Mature children
living at home



Twixters focus on enjoying life with friends while being mindful of the challenges of getting ahead, discovering what life is all about and the realization that the world is a really big place.

They express themselves through goods and services that are popular, rebellious, affordable and have social status.

Age Range 48 – 44 years
Median Age 20 years
Personal Income Decile 3.3 /10
Socioeconomic Status Decile 3.5 /10
Key Occupations Not working or hospitality, sales and trade workers

DEBTSTARS

Middle class younger &
middle aged families



DebtStars are coming to grips with the responsibilities of establishing a household, starting a family and making a life for themselves, with all the stresses and joys this involves.

They favour affordable mass status on a tight budget and an opportunity to develop personal interests and have a bit of adventure along the way.

Age Range 18 – 44 years
Median Age 35 years
Personal Income Decile 6.3 /10
Socioeconomic Status Decile 5.3 /10
Key Occupations Construction, trade, sales and IT workers or education and technical professionals

BOOMERS

Middle class post family
pre-retirees



Boomers are about conserving the better things of life, navigating the transition to retirement and exploring new lifestyle experiences.

They tend to be practical, conservative and a little cynical.

Age Range 45 - 64 years
Median Age 58 years
Personal Income Decile 6.0 /10
Socioeconomic Status Decile 5.5 /10
Key Occupations Education, clerical and health professionals or sales and service workers

TRUE BLUES

Blue collar mature singles,
couples & families



True Blues are realistic and accept that 'this is it' and they are not likely to do much better in life and they should make the most of it.

They favour basic goods and services that offer tradition, value, modesty, function and genuine community.

Age Range 45 - 64 years
Median Age 55 years
Personal Income Decile 5.5 /10
Socioeconomic Status Decile 3.0 /10
Key Occupations Technicians, trade, sales, clerical & admin workers, machinery operators & drivers

STRUGGLEVILLE

Struggling younger &
middle aged families



Struggleville are working hard to raise a family as best they can in spite of the hardships and challenges they face.

They are seeking low cost status, affordable experiences, fantasy, escape and dreams of a better life.

Age Range 18 - 44 years
Median Age 33 years
Personal Income Decile 5.7 /10
Socioeconomic Status Decile 3.0 /10
Key Occupations Technicians, trade, sales & factory workers, machinery operators, drivers & labourers

GREY POWER

Better off retirees



Grey Power emphasizes aging well and enjoying the time they have left as part of the community.

They tend to seek basic versions that offer familiarity, security and expert endorsement and health consciousness.

Age Range 65+ years
Median Age 71 years
Personal Income Decile 5.2 /10
Socioeconomic Status Decile 5.0 /10
Key Occupations Predominantly retired

SURVIVORS

Retirees living on
minimal incomes



Survivors focus on the basics while holding on to what they can of their former life.

They favour minimalist goods and services that stick to the basics, tradition, security and support continued independence.

Age Range 65+ years
Median Age 76 years
Personal Income Decile 4.5 /10
Socioeconomic Status Decile 2.0 /10
Key Occupations Predominantly retired

SLENDER MEANZ

People living in
Underprivileged
circumstances



Slender Meanz live life as the underdog and try to make the best of their situation.

They tend to emphasize saving face, security, living in the now, basic goods and little indulgences and pleasures along the way.

Age Range 18 - 64 years
Median Age 40 years
Personal Income Decile 4.5 /10
Socioeconomic Status Decile 1.0 /10
Key Occupations Technicians, trades, sales, labourers, machinery operators & drivers, hospitality & service workers