

Lifestyle Segments

Within the Mature Marketing Matrix we recognize 6 factors, which influence the consumer behaviour of mature age Australians.

The “Lifestyle” factor is the most difficult to quantify, but is no less influential than the more objective measures. “Age” is a Category of Influence, and is also quoted within each segment of “Lifestyle” as an additional indication of the typical inclusion.

The 6 segments within the “Lifestyle” Category of Influence are:-

The Busy Bees

The Busy Bees always have plenty on their plate. They try new technology and pride themselves on keeping up to date with the latest developments in many fields. They are regarded as knowledgeable authorities by their peers.

Busy Bees are highly social with large and diverse groups of friends. Holidays and a healthy lifestyle are high priorities, to ensure they continue to enjoy life.

Busy Bees are outgoing, talkative, energetic and assertive.

Typically aged 55-60, and still engaged in paid or voluntary work, not necessarily full time.

The Way We Were’s

The 3W’s are affluent, live in good homes, take frequent and expensive holidays. They enjoy good health and are typically in comfortable full time retirement.

The 3W’s always have an eye on life’s rear view mirror, and prefer that view to the one looking forward. They don’t willingly accept change or new technology, are intolerant of today’s standards.

The 3W’s are traditional and practical thinkers, analytical, argumentative and risk averse.

Typically recently retired at 65, and living comfortably in their own world.

Still Fighting the Good Fight

This Lifestyle segment collects the brave and resolute types who life seems to deal with harshly—but they cope and keep fighting.

Their plans for comfortable retirement are overturned, or at least postponed, by unfortunate circumstances ranging from financial loss or loss of their partner, to carer responsibility for younger and/or older generations. But they are determined to enjoy what life hands them and have a strong sense of duty to their families.

Typically aged 65-70, they are traditional thinkers, kind hearted, forgiving, reliable and responsible.

The Lab Rats

Lab Rats are still working full time, mainly out of financial necessity, often with responsibility for second and third families. They are intelligent, well educated and hard working.

While concerned about their financial future, they are typical of the Boomer Consumer's big spenders.

The Lab Rats need to look and feel good and are highly motivated to succeed in all of life's facets—career, home, hobbies, family.

Lab Rats live in constant chaos, with a frantic sense of purpose and need to achieve. The future for Lab Rats revolves around “more of the same”—retirement and slowing down are not an option.

Typically aged 55-60, analytical, risk takers, knowledgeable, with an inability to relax and be content.

Just Getting By

This segment is on low income, whether still in paid employment or via welfare. They have questionable financial security, and are at constant risk of over-extending their ability to repay credit.

While unable to afford luxuries, they are fashion conscious, including being early adopters of technology.

The Just Getting By's have a positive outlook and generally perceive their life is better than the reality of their situation, particularly their future financial circumstances.

This segment is socially inclined, with good relationships with family and friends.

Typically aged 55-60, they are disorganised, unreliable and poorly prepared.

God's Waiting Room

This segment has in many ways given up on life and taken an early seat in God's Waiting Room.

Financially they mirror the Just Getting By segment, but with a negative outlook which makes them fragile, vulnerable and troubled with their lot in life. They suffer from stress and ill-health, but do little to improve things.

Their interest in technology is limited to their latest TV set, which monopolises their life. Travel, fashion, healthy living, indeed friends and family, are of little interest.

Typically aged 60-65+, they are miserable, moody and resentful of those with a more prosperous life.