**Psychographic profiles**

Sometimes referred to as AIO (activities, interests and opinions) categories.

FULFILLEDS

Mature, responsible, well-educated professionals, well informed about world events, open to new ideas and social change; have high incomes and are value oriented.

BELIEVERS

Conservative, predictable consumers, favouring home-grown products and established brands; have modest incomes; lives centred upon family and local community.

ACHIEVERS

Successful work-oriented people deriving satisfaction from their jobs and their families; politically conservative and respect authority; favour established products that showcase their success.

STRIVERS

Values similar to achievers but have fewer resources available; style and appearance are important to them as they strive to emulate the people they wish they were.

EXPERIENCERS

Youngest segment with lots of energy, into physical and social activities; avid consumers who spend heavily.

MAKERS

Practical people who value self-sufficiency, focused on family, work and recreation, with little interest in the outside world; unimpressed by material possessions.

STRUGGLERS

Lowest income and minimal resources, within their limited means they are brand loyal consumers, struggle to make ends meet.

ACTUALISERS

Highest incomes and maximum resources, high self-esteem, image is important as an expression of their taste, independence and character; tastes lean toward the finer things in life.