

THE FRAGMENTED MARKET

Collected and edited by Prof. Frank Sander © 2011

Please respect the copyright of the designs and photos published in this report. Copying without the permission of the designer/manufacturer is illegal.

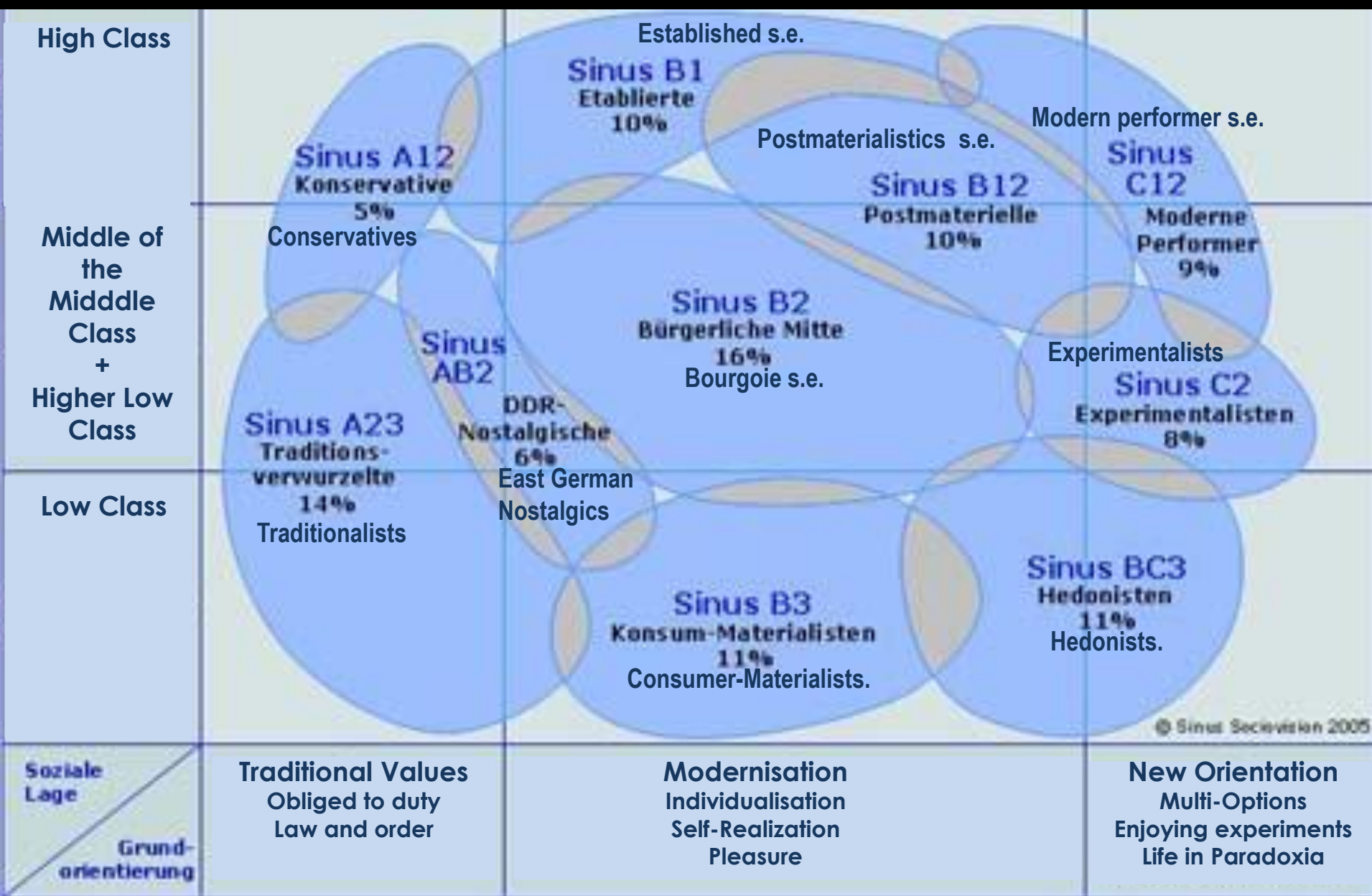
A project co-funded by the European Union and the German Federal Ministry for Economic Cooperation and Development



A project implemented by:

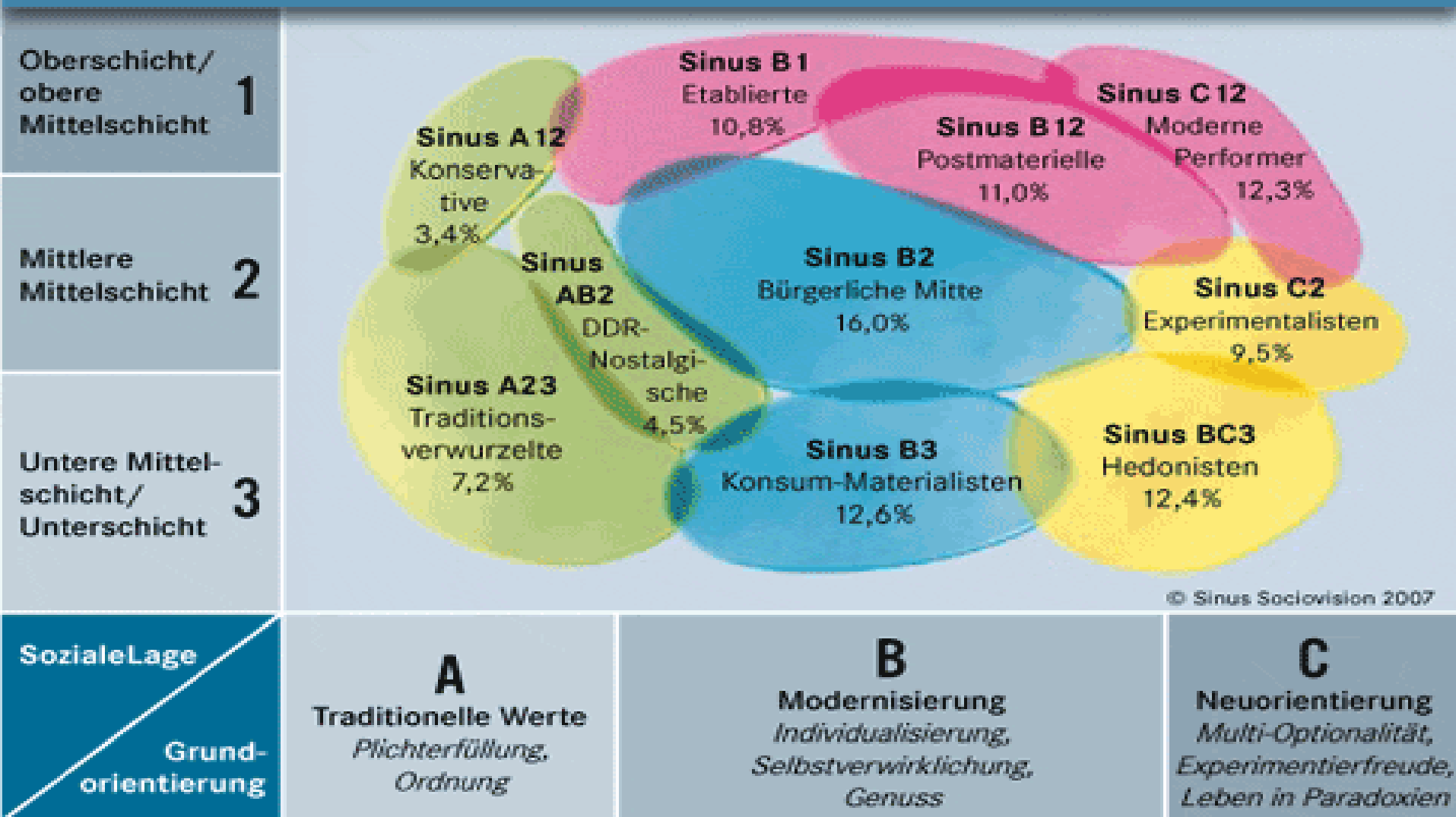


THE FRAGMENTED MARKET • The Sinus Social Environments 05

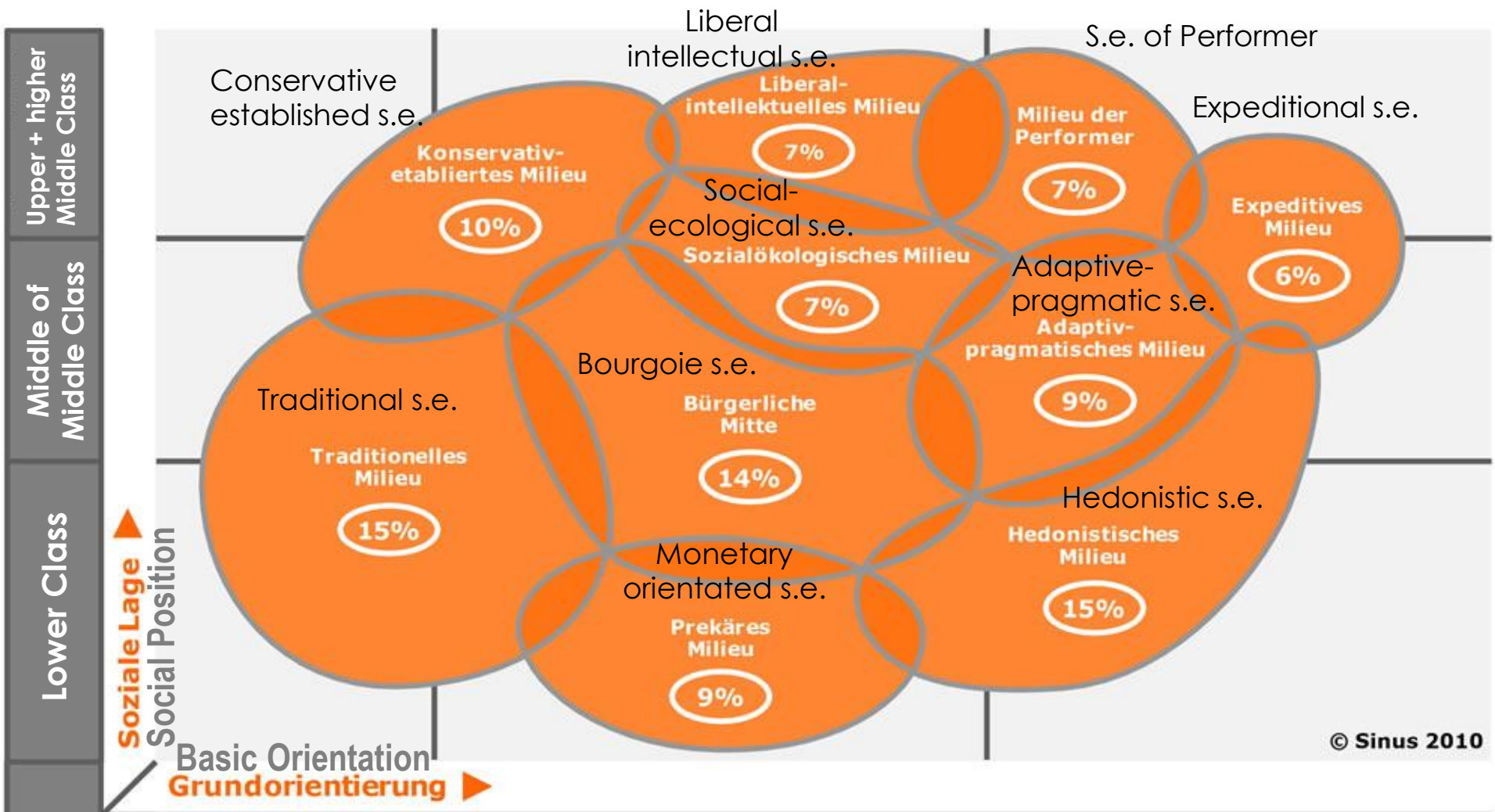


Die Sinus-Milieus® in Deutschland 2007

Soziale Lage und Grundorientierung



The Sinus Social Environments in Germany 2011



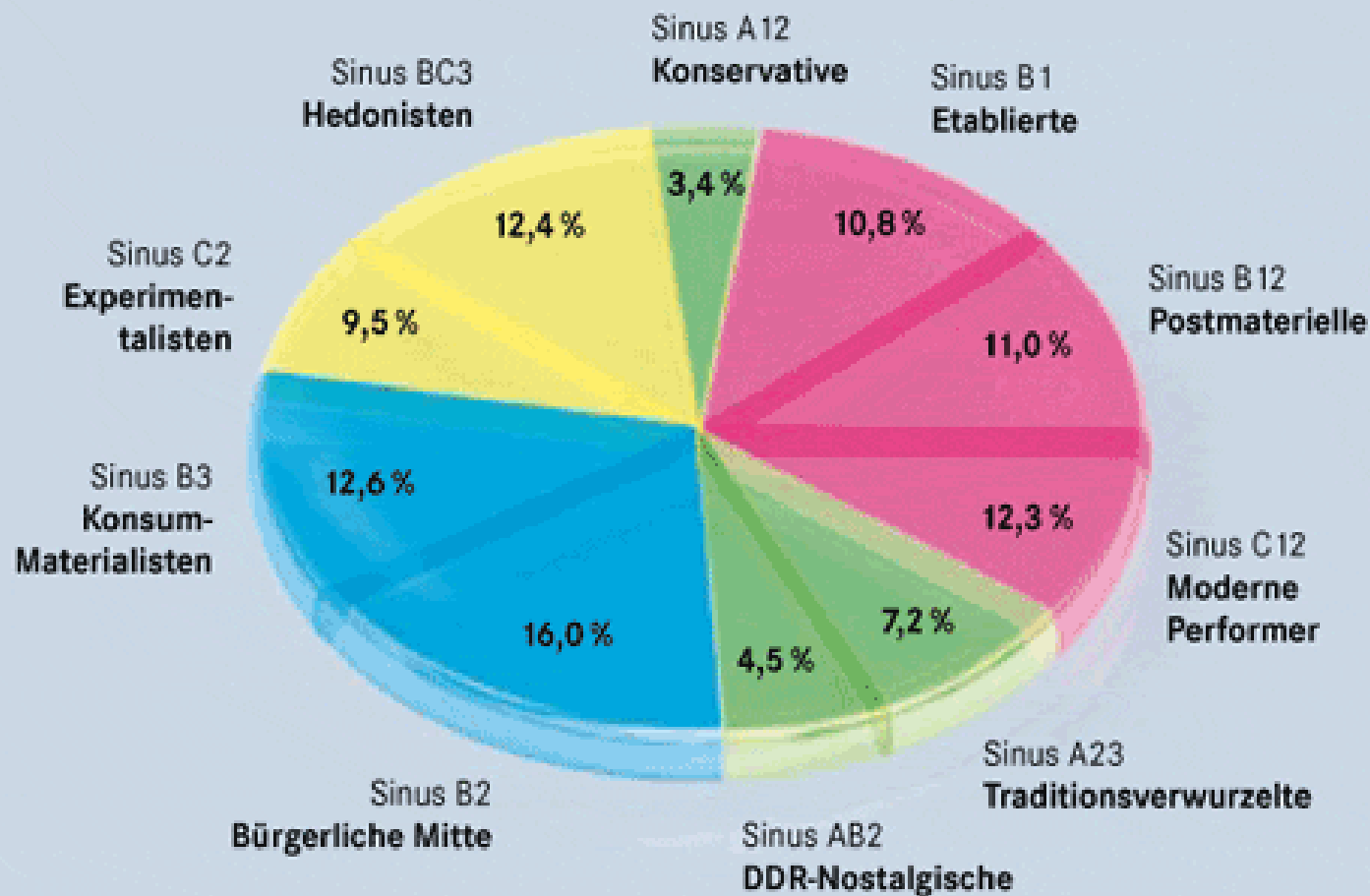
Keeping - Restauration Tradition	Having + Enjoyment Modernisation / Individualisation	Being + Changing	Making + Environment New Orientation	Surpassing boundaries
--	--	------------------	--	-----------------------

Routed in Tradition – Maintenance of Tradition	Livingstandard Status Ownership	Self-Realisation Emanzipation Authentic	Multi-Options Acceleration	Exploration, Retro-Focussing
---	------------------------------------	--	-------------------------------	---------------------------------

THE FRAGMENTED MARKET

Social Environments	2005	T	2007	T	2011	T
Conservative	5%		3,4%		10%	
East German Nostalgics	6%		4,5%			
Traditionalists	14%	25%	7,2%	15,1%	15%	25%
Bourgeois	16%		16,0%		14%	
Consumer-Materialist	11%	27%	12,6%	28,6%	9%	23%
Established	10%		10,8%			
Liberal-Intellect. 2011					7%	
Postmaterialist	10%		11,0%			
Social-ecological 2011					7%	
Performer	9%		12,3%		7%	
Adaptive-pragm. 2011		29%		34,1%	9%	30%
Experiments	8%		9,5%			
Expeditionists 2011					6%	
Hedonist	11%	19%	12,4%	21,9%	15%	15%

Die Sinus-Milieus[®] in Deutschland 2007



Quelle: stern Markenprofile 12/Sinus Sociovision
Basis: Gesamtbevölkerung 14 bis 64 Jahre: 49,93 Mio. Personen