

Sinus-Milieus®

Research Approach

Sinus-Milieus are the result of three decades of social science research. This target group segmentation is based on an analysis of everyday life within our society and groups together people with similar attitudes and ways of life. Basic values as well as attitudes to work, family, leisure, money and consumption all play a part in the analysis.

Since the early Eighties, Sinus-Milieus have been deployed not only by leading brand product manufacturers and service companies for their strategic marketing, product development and communication but also by political parties, ministries, trade unions, established churches, and associations. Major media companies have been working with them for years, as have advertising and media agencies.

The Sinus-Milieu model undergoes constant updates to keep up with changing values. This takes place on the basis of Sinus Trend Research and on-going research into people's lifeworlds.

Following the update undertaken in 2010, the Sinus model now comprises ten restructured milieus, of which the largest in terms of numbers may be further differentiated if need be.

Positioning Model

The boundaries between the milieus are fluid; it is (seemingly) impossible to delimit lifeworlds as closely as social strata, and we refer to this as the indeterminacy principle of everyday reality. Indeed, one of the fundamental features of the milieu concept is that there are points of contact and transitions between the milieus.

This overlap potential and the position of the milieus within society are visualised on the following chart, where the latter are plotted according to social status and basic values: the higher the location of the milieu in this chart, the higher the level of education, income and occupational group of its members; the further to the right its position, the more modern their basic values in a sociocultural sense.

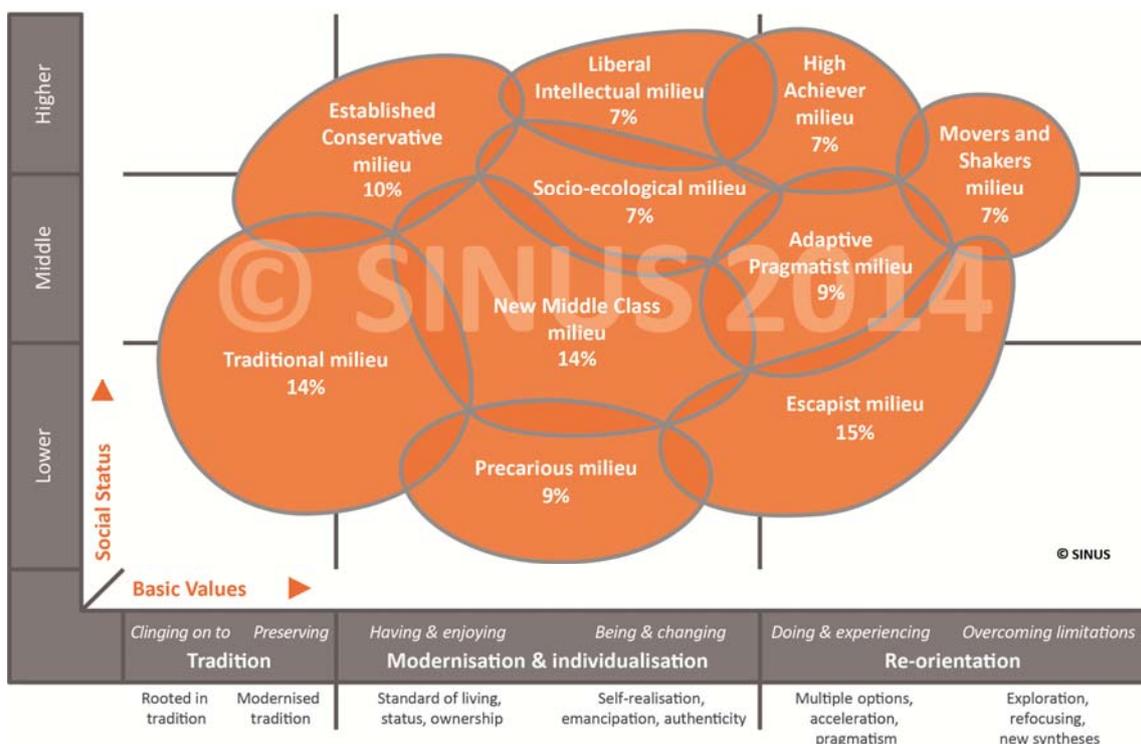
Within this 'strategic map' it is possible to plot products, brands and media, etc.

The integration of Sinus-Milieus into the major market media studies and the AGF/GfK television panel has created an interesting means of optimising media evaluation and planning that goes beyond product development and marketing.

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Sinus-Milieus® in Germany 2014



Brief Profile of Sinus-Milieus®

Upper classes

Established Conservative milieu
10%

The classical Establishment: responsibility and success ethic; aspirations of exclusivity and leadership versus tendency towards withdrawal and seclusion

Liberal Intellectual milieu
7%

The fundamentally liberal, enlightened educational elite with post-material roots; desire for self-determination; an array of intellectual interests

High Achiever milieu
7%

Multi-optional, efficiency-oriented top performers with a global economic mindset and a claim to avantgarde style; high level of IT and multi-media expertise

Movers and Shakers milieu
7%

The unconventional creative avant-garde: hyper-individualistic, mentally and geographically mobile, digitally networked, and always on the lookout for new challenges and change

Middle classes

New Middle Class milieu
14%

The modern mainstream with the will to achieve and adapt: general proponents of the social order; striving to become established at a professional and social level, seeking to lead a secure and harmonious existence

Adaptive Pragmatist milieu
9%

The ambitious young core of society with a markedly pragmatic outlook on life and sense of expedience: success oriented and prepared to compromise, hedonistic and conventional, flexible and security oriented

Socio-ecological milieu
7%

Idealistic, discerning consumers with normative notions of the 'right' way to live: pronounced ecological and social conscience; globalisation sceptics, standard bearers of political correctness and diversity

Lower-middle / lower classes

Traditional milieu
14%

The security and order-loving wartime/post-war generation: rooted in the old world of the petty bourgeoisie or that of the traditional blue-collar culture

Precarious milieu
9%

The lower class in search of orientation and social inclusion, with strong anxieties about the future and a sense of resentment: keeping up with the consumer standards of the broad middle classes in an attempt to compensate for social disadvantages; scant prospects of social advancement, a fundamentally delegative / reactive attitude to life, and withdrawal into own social environment

Escapist milieu
15%

The fun and experience-oriented modern lower class/lower-middle class: living in the here and now, shunning convention and the behavioural expectations of an achievement-oriented society