

The GfK MRI logo consists of the letters 'GfK' in white, set against a solid orange square background.

GfK MRI

The background of the slide is a blue-tinted photograph of a family. On the left, a woman in a white shirt is looking at a laptop. In the center, a woman with glasses is smiling and holding a smartphone. On the right, a young boy and a man are looking at a laptop together, both smiling.

The GfK MRI Psychographic Sourcebook

A Guide to the Attitudinal Questions
and Consumer Segmentations Available in
*Survey of the American Consumer
Teenmark
and
The American Kids Study*

November 2011

The GfK MRI Psychographic Sourcebook

Introduction

Consumers with similar demographics often have quite dissimilar attitudes. Adults in the same age group and with similar incomes, for instance, can have very different risk tolerance when it comes to investing...seek different levels of emotional payback from shopping...or have different preferences for the kinds of foods they buy and prepare.

GfK MRI has long been known for the high-quality data it provides on consumer demographics and behavior, including media and product usage. Over the past 18 years, GfK MRI has also released high quality data that speak to the full range of attitudes and feelings about specific consumer categories and products, as well as to overall purchasing experiences. Marketers—increasingly interested in gaining insights into what motivates consumers—use these data to go beyond demographics to understand the ‘why’ that underlies consumer behavior.

The sourcebook is designed to act as a guide to, and summary of, the psychographic information GfK MRI collects in three studies:

The Survey of the American Consumer

- **Part 1** reports on batteries of **psychographic questions** across eight areas: Advertising & Media; Community, Politics & Attitudinal Outlook; Fashion & Shopping; Finance & Insurance; Health & Nutrition; Sports & Leisure; Technology; and Travel & Transportation. Part 1 also showcases psychographic questions developed by third parties that generate insights into various consumer behaviors.
- **Part 2** describes GfK MRI **segmentation analyses**—many of them newly created and recently released—available to GfK MRI subscribers; most of these segmentations were devised by the GfK MRI research team after careful analysis of consumers’ responses to various psychographic batteries.

Teenmark

This section contains **psychographic questions** and **segmentation analyses**, devised by the GfK MRI research team, which provide marketers insights into what makes teens (age 12 to 19) tick.

The American Kids Study

This section lists **psychographic questions** GfK MRI asks of younger consumers (age 6 to 11).

This issue of the GfK MRI Psychographic Sourcebook is current as of October 2011. It reflects psychographic questions asked through Wave 65 of the *Survey of The American Consumer* and questions asked in the 2011 *Teenmark* and the *American Kids Study*. For completely up-to-date information, please contact your GfK MRI sales representative or visit www.gfkmri.com.

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All of GfK MRI's psychographic batteries and segmentations can be cross-tabulated against the hundreds of demographics measured by GfK MRI, including the following generation groups:

- **Millenials** (b. 1977-1994)
 - **GenXers** (b. 1965-1976)
 - **Boomers** (b. 1946-1964)
 - **Early Boomers** (b. 1946-1955)
 - **Late Boomers** (b. 1956-1964)
 - **Pre-Boomers** (b. before 1946)
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American Kids Study

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A woman with short dark hair, wearing a white button-down shirt and dark pants, is sitting on the floor in a living room. She is looking down at a magazine or newspaper she is holding. The room is softly lit, with a sofa and a coffee table visible in the background. The entire image has a light blue overlay.

Survey of the American Consumer

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Survey of the American Consumer: Part 1

I. Advertising & Media

A. Alternative Advertising Places

This battery of psychographic questions explores consumers' reactions to advertising found out-of-home, outdoors and in non-traditional venues such as cell phones and movie theaters. Opinions are also solicited about product placement in different media.

Questions – Alternative Advertising Places: *Here is a list of different places where you might find advertising. Have you personally seen this type of advertising (in the past 6 months, in the last 30 days)? How much interest do you have in the advertising that appears in these places (considerable interest, some interest, not much interest or have never seen)?*

- Billboards
- Ads on buses/trains
- Ads at bus stops or train stations
- Ads inside taxis
- Ads on top of taxis
- Ads on phone booths
- Ads at sports or entertainment events
- Ads on postcards
- Ads sent to a cell phone or other mobile device
- Ads on posters at movie theaters
- Ads in stores (not video ads)
- Video ads in grocery stores
- Video ads in drug stores
- Video ads in convenience stores
- Video ads in large discount/department stores
- Video ads in warehouse/club stores
- Video ads in other stores
- Video ads in shopping malls
- Video ads in bars/pubs
- Video ads in coffee shops/cafes/delis*
- Video ads in fast food or family restaurants
- Video ads in gym/health clubs
- Video ads in medical offices
- Video ads in airports
- Video ads at gas stations
- Video ads in office building lobbies*
- Video ads in office building elevators*
- Video ads in movie theater lobbies*
- Infomercials
- Offers or ads sent to your home by mail
- Product placement in video games
- Product placement in TV shows
- Product placement in movies

* New in Wave 65

Survey of the American Consumer: Part 1

I. Advertising & Media

B. Interest in Advertising

Like the weather, everyone talks about advertising, and everyone has an opinion about it. This battery of questions explores consumers' attitudes—negative and positive—toward advertising in different media and can be a good indicator of consumer engagement.

Questions – Interest in Advertising: Please read the following statements and indicate how closely they reflect your opinion (agree strongly, agree somewhat, neutral, disagree somewhat, disagree strongly) concerning each medium (magazines, newspapers, television, radio and the Internet).

- Provides me with useful information about bargains
- Provides me with meaningful information about the product use of other consumers
- Provides me with useful information about new products and services
- For me, is amusing

- For me, appears at inconvenient moments
- For me, has no credibility
- For me, is repeated too often
- For me, all ads in/on (magazines/newspapers/television/radio/the Internet) are alike

For the following statements, indicate which most closely reflects your opinion (based on a 10-point scale; 1=does not describe your attitude at all; 10=describes your attitude completely)

- Advertising helps me keep up-to-date about products and services that I need or would like to have
- Too many products do not perform as well as the ads claim
- Advertising is more manipulative than it is informative
- Much of advertising is way too annoying
- I like to look at advertising
- On average, brands that are advertised are better in quality than brands that are not advertised

Survey of the American Consumer: Part 1

I. Advertising & Media

C. Media Attitudes

Thinking about the media choices adults make consumes a great deal of time for marketers and researchers, as well it should. By helping marketers gauge the depth of feelings and emotions people have about different media, this battery of questions can be a good proxy for consumer engagement.

Questions – Media Attitudes: For each of the following statements, please check off which media you think it describes—TV, radio, Internet, magazines, newspapers. You can check off as many as you'd like. For example, if you think the statement describes all of them, check off all five. For the last statement, pick only one.

- A good source of learning
- Pure entertainment
- Makes me think
- Keeps me informed/up-to-date

- A good escape
- Relaxes me
- Puts me in a good mood
- Gives me good ideas

- Keeps me up-to-date with the latest styles and trends
- The one I trust the most (pick one): TV, radio, Internet, magazines, newspapers

Survey of the American Consumer: Part 1

II. Community, Politics, Environment & Attitudinal Outlook

A. Consumer Confidence

Many national surveys and polls cover issues about consumer confidence in the economy, but with GfK MRI you can explore these issues in context with the qualitative and quantitative data available in the *Survey of the American Consumer*.

Questions – Consumer Confidence:

- Thinking of the last 12 months, do you believe that you and your household are better off, about the same or worse off financially than you were one year ago?
- Thinking of the next 12 months, do you think you and your household will be better off, about the same or worse off financially one year from now?
- Thinking of the last 12 months, do you believe that the economy and business conditions in the country as a whole are better, about the same or worse now than one year ago?
- Thinking of the next 12 months, do you think that the economy and business conditions in the country as a whole will be better, about the same or worse one year from now?

Survey of the American Consumer: Part 1

II. Community, Politics, Environment & Attitudinal Outlook

B. General Attitudes

GfK MRI asks respondents in the *Survey of the American Consumer* about their level of agreement with a number of issues and opinions. While not relating directly to specific consumer behaviors, the responses to this battery of questions can provide a multidimensional attitudinal and emotional context for consumers' media and product decisions.

Questions – General Attitudes: We are interested in your attitude about a number of issues. Please indicate how much you agree or disagree with each of the following statements (agree completely, agree somewhat, disagree somewhat, disagree completely):

- I try to eat dinner with my family almost every night
- I am so busy, I often can't finish everything I need to in a day
- I strive to achieve a high social status
- The government should pay more attention to environmental issues
- I like to shower my loved ones with gifts
- I like to give the impression that my life is under control
- Given the choice, I would be my own boss
- Prayer is a part of my daily life
- Marriage should only be legal between a man and a woman
- I am interested in finding out how I can help the environment
- I don't mind giving up my personal time for work
- Risk-taking is exciting to me
- I am very interested in the fine arts
- I purchase products to help organize my life
- Religion should be the pillar of our society
- I often find myself in a leadership position
- I like to live a lifestyle that impresses others
- Spending time with my family is my top priority
- I work primarily for the salary
- I prefer a set routine in my daily life
- Global warming is a serious threat
- I enjoy showing off my home to guests
- I feel really good about seeing celebrities in the media that share my ethnic background*
- I like to learn about foreign cultures
- Keeping a neat, organized home is a top priority for me
- I feel I am more environmentally conscious than most people
- Even if things look messy, I know where everything is
- I consider myself sophisticated
- I must admit, I work most weekends
- Children have a right to be spoiled
- I attend religious services regularly
- My philosophy is "Life should be as much fun as possible."
- I am typically willing to pay more for high-quality items
- I'd rather prepare a meal than eat in a restaurant
- A company's environmental record is important to me in my purchasing decisions
- I consider myself a spiritual person
- My friends are the most important thing in my life
- I often feel like my life is slipping out of control
- I enjoy being the center of attention
- My goal is to make it to the top of my profession
- I seek out variety in my everyday life
- Its important to me that my children continue my family's cultural traditions
- Family is important to me, but I have other interests that are equally important
- I consider myself to be very sociable
- People who are worried about the environment are overreacting
- My cultural/ethnic heritage is an important part of who I am
- I frequently wish I had more time to spend with my family
- I would continue working even if I won the lottery
- I make sure I take time for myself each day
- Juggling family and work demands is very stressful for me
- I see myself as somewhat of a loner
- My home is an expression of my personal style
- I consider myself outspoken
- I enjoy maintaining traditions
- I'm more connected to my ethnic heritage than my parents are*

* New in Wave 65

Survey of the American Consumer: Part 1

II. Community, Politics, Environment & Attitudinal Outlook

C. Green Psychographic Questions

Looking to introduce a new Green product? Or, planning a Green corporate advertising campaign? Throughout GfK MRI's *Survey of the American Consumer*, we ask a variety of Green-related attitudinal questions. These psychographic data complement the many questions GfK MRI asks consumers about their use of environmentally-friendly and organic products, and can be invaluable for marketers looking to reach Green-minded consumers—or, their polar opposites. Below is a summary of the Green psychographic questions and statements available as of Wave 65.

- I buy vehicles that reflect my commitment to support the environment
- I am willing to give up convenience in return for a product that is environmentally safe
- I am willing to pay more for a product that is environmentally safe
- I buy natural products because I am concerned about the environment
- I often use natural or organic beauty products
- I expect the brands I buy to support social causes
- I buy natural products because I am concerned about my and my family's health
- I am more likely to purchase brands that support a cause I care about
- I regularly eat organic foods
- I try to buy food that is grown or produced locally (in the region where I live)
- I prefer alternative medicine to traditional medical practices
- In general, I think herbal supplements are effective
- The government should pay more attention to environmental issues
- I am interested in finding out how to help the environment
- Global warming is a serious threat
- I feel I am more environmentally conscious than most people
- A company's environmental record is important to me in my purchasing decisions
- I have a great deal of knowledge/expertise on Environmentally-Friendly Products
- People who are worried about the environment are overreacting
- Does your vehicle use Combination Gas and Electricity for Hybrid Vehicles?
- Do you buy foods specifically labeled as Natural or Organic?
- Do you consider yourself to be (semi-vegetarian; vegetarian; vegan)?
- Have you participated in environmental groups/causes in the last 12 months?
- Did you use environmentally friendly/"green" products in any remodeling/home improvement jobs?
- Have you recycled products in the last 12 months?
- On a scale of 1 to 7, how important is Preserving the Environment to you?

Survey of the American Consumer: Part 1

II. Community, Politics, Environment & Attitudinal Outlook

D. Political Outlook/Affiliation

For many adults, political orientation is an integral part of their identities, and often a good indicator—and even predictor—of where they stand on a broad range of non-political issues and choices.

Questions – Political Outlook: *In terms of your political outlook, do you usually think of yourself as...?*

- Very Conservative
- Somewhat Conservative
- Middle of the Road
- Somewhat Liberal
- Very Liberal

Political Affiliation: *Which political party, if any, are you affiliated with?*

- Democratic
- Republican
- Other Party
- Independent/No Part Affiliation

Survey of the American Consumer: Part 1

II. Community, Politics, Environment & Attitudinal Outlook

E. Public Activities (Basis for The “INFLUENTIAL Americans®” Segmentation):

This battery of questions examines the public activities of adults who influence others across a number of actions and identifies the salient characteristics of those people who are most likely to get things done in their communities.

Questions – Public Activities: Participation in politics or public or civic affairs: Here is a list of activities that people may engage in relating to politics or public or civic affairs. Which, if any, have you done in the past year?

- Voted in a federal, state or local election
- Written or called any politician at the state, local or national level
- Written a letter to the editor of a newspaper or magazine or called a live radio or TV show to express an opinion
- Written something that has been published

- Written an article for a magazine or newspaper
- Attended a political rally, speech or organized protest of any kind
- Attended a public meeting on town or school affairs
- Held or run for political office

- Served on a committee for some local organization
- Served as an officer for some club or organization
- Signed a petition
- Worked for a political party

- Made a speech
- Been an active member of any group that tries to influence public policy or government
- Participated in environmental groups/causes
- Engaged in fundraising

- Recycled products
- None of the above

Survey of the American Consumer: Part 1

III. Fashion & Shopping

A. Buying Styles

This series of questions is designed to provide psychographic information about "how" and "why" we buy, and complements the "what we buy" GfK MRI product data. They offer insights into a broad range of habits, attitudes, thoughts, and preferences that influence purchasing decisions made by American consumers.

Questions – Buying Styles: Please indicate how much you agree or disagree with each of the following statements (agree mostly, agree somewhat, disagree somewhat, disagree mostly):

- Buying American products is important to me
- I know the price I pay for most of the foods and packaged goods I buy
- I think shopping is a great way to relax
- I enjoy wandering the store looking for new, interesting products
- I only purchase products online when I have a coupon or promotional code for the site

- I don't make purchase decisions based on advertising
- I like to shop around before making a purchase
- If I really want something I will buy it on credit rather than wait
- I buy based on quality, not price
- I buy natural products because I am concerned about the environment

- The offer of "free shipping" attracts me to a shopping website
- Price is more important to me than brand names
- I'm a "spender" rather than a "saver"
- It's important to me that salespeople be knowledgeable about the products they sell
- I am influenced by what's hot and what's not

- How a personal care or household product smells is very important to me
- I like to share my opinions about products and services by posting reviews and ratings online
- My favorite grocery store offers low prices on all products every day
- A celebrity endorsement may influence me to consider or buy a product
- I only use coupons for those brands I usually buy

continued on next page>>

Survey of the American Consumer: Part 1

III. Fashion & Shopping

A. Buying Styles (continued)

- I am annoyed by all of the signs in the stores
- I expect the brands I buy to support social causes
- I often seek the advice of others before making a purchase
- Before purchasing a product online, I typically read online reviews submitted by others
- I am willing to give up convenience in return for a product that is environmentally safe

- Shopping used to be more enjoyable
- I buy brands that reflect my style
- People often come to me for advice before making a purchase
- I tend to make impulse purchases
- I buy the brands I grew up with, the ones my parents used

- I prefer products that offer the latest in new technology
- My number one goal when shopping is to save as much money as possible
- I always check the ingredients and nutritional content of food products before I buy them
- I often save money by buying previously used items online
- I don't have time to bother clipping or saving coupons

- My children have a significant impact on the brands I choose
- I smell personal care and household products in the store before I buy them
- I would pay extra for a product that is consistent with the image I want to convey
- My spouse has a significant impact on the brands I choose
- I like to compare prices across different sites before purchasing something online

- When I find a brand I like, I stick to it
- If a product is made by a company I trust, I'll buy it even if it is slightly more expensive
- I like to change brands often for the sake of variety and novelty
- I buy natural products because I am concerned about my and my family's health
- I think if a manufacturer offers a coupon, I am probably being overcharged to begin with

continued on next page>>

Survey of the American Consumer: Part 1

III. Fashion & Shopping

A. Buying Styles (continued)

- I prefer purchasing things online for a fixed price, as opposed to bidding in online auctions
- The service of the personnel at a store is an important part of my decision to shop there
- I will gladly switch brands to use a coupon
- I am more likely to purchase brands that support a cause I care about
- I'm always one of the first of my friends to try new products or services

- I prefer a store that has a large selection of familiar brands
- I usually like to wait until other people have tried things before I try them myself
- Generic or store brand products are as effective as brand-name products
- I use the Internet to buy hard-to-find products
- I'd rather receive a sample of a product than a coupon

- I am willing to pay more for a product that is environmentally safe
- I prefer to shop at stores that specialize in a specific type or style of product
- Brand name is the best indication of quality
- I prefer to buy things my friends or neighbors would approve of

Survey of the American Consumer: Part 1

III. Fashion & Shopping

B. Fashion & Style Attitudes

Fashion talks to some people and helps guide their consumer decisions, while other consumers simply ignore it and still manage to lead happy and fulfilled lives. This battery of questions explores the many ways American consumers balance style and practicality.

Questions – Fashion & Style Attitudes: How much do you agree or disagree with each of the statements (agree completely, agree somewhat, disagree somewhat, disagree completely)?

- Being able to customize an item makes me more willing to purchase it
- Comfort is one of the most important factors when selecting fashion products to purchase
- I prefer fashion that is classic and timeless as opposed to trendy
- I rely on magazines to keep me up-to-date on fashion
- I am loyal to only a few fashion brands and stick with them
- I only buy shoes and clothing when I have to replace something
- I often spend more money than I expected to on my fashion purchases
- When buying fashion products, the overall look is more important than the brand
- When I find a haircut that suits me, I stick with it
- I follow a strict skin-care routine
- I am content with my appearance
- I must admit I wear designer brands partially to impress other people
- When a celebrity designs a product, I am more likely to buy it
- I consider my fashion style to be trendy
- I often use natural or organic beauty products
- I buy new clothes at the beginning of each season
- I only spend what I budget on fashion items
- I often try different ways to style my hair
- I love to mix and match high and low end designers when putting together an outfit
- I'll buy trendy clothes even if they're not the highest quality
- I am more likely to buy a brand that I know supports a charity
- You can tell a lot about a person by the clothes they wear
- Clothes made by fashion designers are more appealing
- I'm willing to use the Internet to shop for fashion products
- I generally wear sunscreen
- I prefer to shop for fashion products on my own, rather than with friends
- I dress more to please myself than to please others
- I would consider having a cosmetic surgery or procedure to improve my appearance
- When I smell a perfume or cologne sample that I like in a magazine, I will purchase it*

Survey of the American Consumer: Part 1

III. Fashion & Shopping

C. Intent to Purchase

This battery of questions provides marketers with a sense of the major purchases consumers may make in the next year, and explores expected lifestyle changes that could alter or influence those plans.

Questions – Intent to Purchase: *In the next twelve months, how likely are you or someone in your household to (very likely, somewhat likely, not very likely, not at all likely):*

Home:

- Buy your first house/residence
- Buy a second house/vacation home
- Sell your house/residence
- Take out a 2nd mortgage or equity loan

Remodel your home:

- Remodel kitchen
- Remodel bathroom
- Convert room to home office
- Add rooms – exterior additions
- Other

Buy insurance:

- Homeowner or personal property
- Life insurance

Buy financial products:

- Invest in stocks, bonds or mutual funds

Travel: Vacation within the U.S.:

- Hawaii
- Florida
- Theme park
- Other

Take a Cruise: for more than one day

Travel: Vacation abroad:

- Europe
- Caribbean
- Mexico
- South America
- Other

Vehicle:

- Buy a new vehicle
- Buy a used or pre-owned vehicle
- Lease a vehicle

Buy/lease vehicle type:

- 2-door car
- 4-door car
- Van/Mini-van
- Motorcycle
- Sport Utility Vehicle
- Truck
- Hybrid/Alternative Fuel Vehicle

Buy electronics:

- eReader (e.g. Amazon Kindle)
- Home theater system
- Large flat screen/HDTV (27" – 42")*
- Giant flat screen/HDTV (43" or more)*
- Portable DVD player
- Blu-Ray player*
- Digital video camera/Digital camera
- Desktop computer
- Laptop computer
- Satellite radio
- Smartphone
- Tablet (e.g. Apple iPad)

Lifestyle (you personally):

- Get engaged
- Become a parent
- Become a grandparent
- Have a child go away to college
- Have a child graduate from college
- Have a child get married
- Retire from full-time work
- Collect lump-sum from pension/IRA/401K
- Start or buy a new business
- Change jobs

Survey of the American Consumer: Part 1

IV. Finance & Insurance

A. Finance Attitudes

This series of questions explores various emotional, social, historical and practical components that contribute to the different ways consumers spend and invest their money. The responses serve as a useful counterpoint to the data GfK MRI collects about American's economic activities: personal and household income, home ownership, value of investments, credit card usage, and so forth.

Questions – Finance Attitudes: *How much do you agree or disagree with each of the statements (agree completely, agree somewhat, disagree somewhat, disagree completely)?*

- I regularly read financial news or financial publications
- I hate to borrow money; I would much rather save up in advance of a purchase
- My parents tend/tended to be savers
- I would be happy to use the Internet to carry out day to day banking transactions

- I often take the opportunity to discuss my knowledge of financial products or services with others
- I always know broadly how much is in my bank account at any one time
- There are one or two financial institutions that I always turn to first
- It is better for me to put my money in a low-risk investment, even if the return may not be as great

- The way I deal with my finances reflects how my parents dealt with theirs
- When I find a financial product or service that I like, I typically recommend it to people I know
- You are better off having what you want now, as you never know what tomorrow brings
- I like to take risks when investing for the chance of a high return

- I enjoy learning about financial products or services from others
- I only save for a specific purpose
- Borrowing money makes me feel uncomfortable
- People often ask my advice when it comes to financial matters

- I hate having to go to the branch of my bank or savings institution
- I find the ups and downs of the financial markets exciting
- I often ask the advice of others when it comes to financial products or services
- I'm happy to use the phone to carry out day to day banking transactions

- Investing in the stock market is too risky for me
- The economy has a direct effect on my spending habits
- I feel overwhelmed by financial burdens
- Investing for the future is very important to me

Survey of the American Consumer: Part 1

IV. Finance & Insurance

B. Financial Institution Preferences

Consumers have different preferences when choosing to do business with a financial institution. For some, top-notch customer service is key. For others, financial stability of the company is their main concern. And many consumers will go with whichever institution provides the highest interest rates. This battery of psychographic questions examines consumers' priorities when selecting a financial institution.

Questions – Financial Institution Preferences: Which, if any, of the following do you consider very important when choosing a bank or financial institution?

- Customer Service
- Financial Stability of Company
- Friend's/Relative's Recommendation
- Interest Rates
- Location of Branch
- Reputation of Company
- Rewards Program
- Size of Company
- Years in Business
- Other

C. Insurance Provider Preferences

This battery of psychographic questions explores what features consumers find important when selecting an insurance provider. These questions—asked for Auto Insurance, Homeowners/Personal Property Insurance and Life Insurance—allow marketers to see how consumer preferences differ across various types of insurance.

Questions – Insurance Provider Preferences: Which of the following, if any, are very important to you when choosing an Insurance provider? (asked for Auto Insurance, Homeowners/Personal Property Insurance, and Life Insurance)

- Agent Recommendation
- Customer Service
- Financial Stability of Company
- Location
- Rates
- Reputation of Company
- Simplicity of Application
- Size of Company
- Years in Business
- Other

Survey of the American Consumer: Part 1

V. Health & Nutrition

A. Diet Control/Eating Habits

It is increasingly clear that what we decide to eat is often a lifestyle choice—a choice that reflects how we view our health. The battery of questions concerning diet control and eating habits help marketers understand specific methods consumers use to manage their weight and overall health.

Questions – Diet Control/Eating Habits: *Are you presently controlling your diet? If yes, reason for diet control:*

- Blood sugar level
- Cholesterol level
- Food allergy
- Lactose intolerance
- Maintain weight
- Physical fitness
- Regularity
- Salt restriction
- Weight loss
- Other

Do you buy foods specifically labeled as?

- Fat-free
- Gluten-free
- High fiber
- High protein
- Lactose-free
- Low-calorie
- Low-carb
- Low-cholesterol
- Low-fat
- Low-sodium
- Natural or organic
- Probiotic
- Sugar-free

Do you consider yourself to be?

- Semi-vegetarian
- Vegetarian
- Vegan

If you are dieting, which methods are you using?

- Alli
- Jenny Craig
- Jillian Michaels*
- Medifast*
- NutriSystem
- South Beach Diet
- Weight Watchers
- Other diet organization or club
- Atkins Diet
- Doctor's care/diet
- Diet control book
- Exercise program
- Other

* New in Wave 65

Survey of the American Consumer: Part 1

V. Health & Nutrition

B. Food Attitudes

Beyond necessity, why do people eat the food they eat? The answers to this battery of questions can help marketers better understand the degree to which Americans eat with their health in mind and the importance of planning and convenience in shopping for food and in preparing their meals.

Questions – Food Attitudes: How much do you agree or disagree with each of the statements (agree completely, agree somewhat, disagree somewhat, disagree completely)?

- I try to eat healthy these days and pay attention to my nutrition
- I rarely eat frozen dinners
- I typically celebrate special occasions at restaurants
- During a given week, I cook meals frequently

- If a food item is on sale, I buy multiple units to stock up
- Often, I eat my meals on the run
- I rely on product labels to help me make decisions when food shopping
- I enjoy being creative in the kitchen

- I try to eat a healthy breakfast every day
- I only buy food items that are name-brand, not generic brands
- I evaluate the nutrition of menu items when ordering at a restaurant
- When I find a food product I like, I typically recommend it to people I know

- I don't allow junk food in my home
- When I find a restaurant I like, I stick with it
- Frozen dinners are a convenient alternative for a meal
- Eating at a fast food restaurant is fun

- If generic brands are on sale, I will purchase them over my normal name-brand
- I'm willing to spend more for a quality bottle of wine
- I don't have very much interest in cooking
- I try to buy foods that are grown or produced locally (in the region where I live)

continued on next page>>

Survey of the American Consumer: Part 1

V. Health & Nutrition

B. Food Attitudes (continued)

- I enjoy trying different types of food
- I indulge my cravings for sweets
- Fast food is junk food
- I typically drink wine with dinner

- People often ask my advice when it comes to food
- I prefer picking up quick meals to cooking meals
- I'm fine with eating at a restaurant by myself
- I don't pay much attention to my intake of fat

- Dinners in my home are usually planned ahead of time
- I only eat fast food when I'm in a rush
- I prefer cooking with fresh food rather than canned or frozen
- I'm a creature of habit, and stick to the food I know I like

- I let my children make their own decisions when ordering at a restaurant
- I regularly eat organic foods

Survey of the American Consumer: Part 1

V. Health & Nutrition

C. Health Attitudes

This battery of questions provides insights into how Americans relate to their general health, to the medical community and to the pharmaceutical industry. It complements usage questions GfK MRI asks about specific medications, both prescription and over-the-counter, that consumers take for a variety of ailments and conditions.

Questions – Health Attitudes: *How much do you agree or disagree with each of the statements (agree strongly, somewhat agree, somewhat disagree, disagree strongly)?*

- I go to the doctor regularly for check-ups
- I prefer alternative medicine to traditional medical practices
- Generic medications are as effective as brand-name prescription drugs
- In general, I feel I eat right
- In general, I think herbal supplements are effective

- I take my prescription medicines exactly as prescribed
- I'm often first to try the most advanced medicines
- I prefer popular brand-name drugs, even if they cost more
- I rely on my physician to recommend drug brands
- In general, newer drug brands work better than older brands

- If a drug brand works, I stick with it
- To save money, I would buy prescription drugs from countries other than the United States
- Before I begin taking any drug, I look for as much information about it as possible
- I am willing to take prescription drugs even if my insurance company doesn't cover them
- Over the counter medications are safer than prescription drugs

- I only go to the doctor when I'm very ill
- Sometimes I skip a dose of my prescription drugs because I worry about the side effects
- I take medicine as soon as I don't feel well
- Medication has improved the quality of my life
- I follow a regular exercise routine

- My medical conditions limit my lifestyle somewhat
- I am always looking for new ways to live a healthier life
- I am happy with my weight
- I consult my pharmacist for health advice
- Vitamin supplements improve one's health

Survey of the American Consumer: Part 1

VI. Sports & Leisure

A. Interest in Sports

To rabid sports fans, everyone should feel as strongly as they do about their teams; adults on the opposite end of the spectrum are mystified about enthusiasm for any spectator sport. GfK MRI explores these extremes of feeling—and points between—for a number of organized sports.

Questions – Interest in Sports: On a scale from “0” to “10” where “0” means you are not a sports fan at all, “5” means you are an average sports fan and “10” means you are a super sports fan, where would you place yourself on that scale for each of the following?

- College Basketball
- College Football
- Other College Sports
- Golf
- High School Sports
- Major League Baseball
- NASCAR
- NBA
- NFL
- NHL
- Olympics
- Professional Wrestling
- Soccer
- Tennis

Based on their answers to the Interest in Sports battery, consumers may be considered one of the following:

- **General Sports Fans** have higher than average ranking across all sports.
- **Super Sports Fans** are General Sports Fans who rank at the Super Fan level for 3 or more sports.

Survey of the American Consumer: Part 1

VI. Sports & Leisure

B. Leisure Activities

The various ways Americans spend their leisure time is another barometer of lifestyle choices. The battery of questions regarding leisure activities represents a wide range of activities and tap into the choices consumers make for their downtime.

Questions – Leisure Activities: Which of the following have you personally participated in the last 12 months? How often do you engage in these (2 or more times a week, once a week, 2-3 times a month, once a month, less than once a month)?

- Attend auto shows
- Adult education courses
- Attend art galleries or shows
- Attend horse races
- Attend country music performances
- Attend rock music performances
- Attend classical music/opera performances
- Attend other music performances
- Attend dance performances
- Backgammon
- Baking
- Barbecuing
- Go to bars/night clubs
- Go to beach
- Billiards/pool
- Birdwatching
- Board games
- Book clubs
- Chess
- Cooking for fun
- Concerts on radio
- Crossword puzzles
- Dance/go dancing
- Dining out
- Entertain friends or relatives at home
- Fantasy sports league
- Furniture refinishing
- Home decoration and furnishing
- Karaoke
- Go to live theater
- Go to museums
- Painting, drawing
- Photography
- Photo album/Scrapbooking
- Picnic
- Play bingo
- Play cards
- Play musical instrument
- Reading books
- Reading comic books
- Sudoku puzzles
- Word games
- Trivia games
- PC/computer games (play online with software)
- PC/computer games (play online without software)
- PC/computer games (play offline with software)
- Video/electronic games (console)
- Video/electronic games (portable)
- Woodworking
- Zoo attendance

Do you engage in any of the following activities?

- Collecting antiques
- Collecting art
- Collecting coins
- Collecting comic books
- Collecting figurines
- Collecting stamps
- Collecting sports trading cards
- Electric trains
- Indoor gardening & plants
- Listen to music
- Raising pets
- Tropical fish

Survey of the American Consumer: Part 1

VI. Sports & Leisure

C. Participation in Sports

This series of questions is designed to aid marketers in understanding how much of a role sports plays in the lives of American consumers.

Questions – Participation in Sports: Which of the following have you personally participated in last 12 months? How often do you engage in these (2 or more times a week, once a week, 2-3 times a month, once a month, less than once a month)?

- Aerobics
- Archery
- Auto racing
- Backpacking
- Baseball
- Basketball
- Bicycling—Mountain
- Bicycling—Road
- Boating (power)
- Bowling
- Canoeing/kayaking
- Fishing—fresh water
- Fishing—salt water
- Football
- Frisbee
- Golf
- Hiking
- Hockey
- Horseback riding
- Hunting with bow & arrow
- Hunting with handgun
- Hunting with rifle
- Hunting with shotgun
- Ice skating
- Jet skiing
- Jogging/running
- Karate
- Kick Boxing
- Lacrosse
- Marathon/triathlon (training and events)
- Martial arts
- Motocross
- Motorcycling
- Paddle tennis
- Pilates
- Ping pong/table tennis
- Racquetball
- Rock climbing
- Roller blading/in-line skating
- Roller skating
- Rowing: stationary/outdoor
- Sailing
- Scuba diving
- Skateboarding
- Skiing—cross-country
- Skiing—downhill
- Snorkeling/skin diving
- Snowboarding
- Snowmobiling
- Soccer
- Softball
- Surfing/windsurfing
- Swimming
- Target shooting
- Tennis
- Volleyball
- Walking for exercise
- Water skiing
- Weight lifting
- Whitewater rafting
- Yoga
- Other

D. Engage in Physical Fitness

The physical fitness question is designed to be a summary of Americans' commitment to a regular exercise program.

Questions – Engage in Physical Fitness: Have you engaged in a regular exercise program in the last 12 months where you exercised at least twice a week? If yes, did you exercise...

- At home
- At a club
- At another facility

Survey of the American Consumer: Part 1

VII. Technology

A. Cellular/Mobile Opinions

For many Americans, cell phones are a necessary and welcome part of their everyday lives; for others they are intrusive and often mysterious devices. This series of questions looks at the relationships different groups of consumers have with cellular technology—from enthusiasts to technophobes and everything in between.

Questions – Cellular/Mobile Opinions: *How much do you agree or disagree with each of the statements (agree strongly, somewhat agree, somewhat disagree, disagree strongly)?*

- I carry my cell phone everywhere I go
- I will always keep a household (landline) telephone, no matter how much cell phone service improves
- I am frequently annoyed at people talking too loudly on their cell phones in public places
- I only answer my cell phone when I know who is calling

- I often use my cell phone to make phone calls from home
- The primary reason I have my cell phone is for safety
- Sometimes my cell phone makes me feel like I'm too available
- Cell phones are too complicated these days

- I understand how to use most of the features on my cell phone
- Having one mobile device that can do everything is very convenient
- There are some features on my cell phone I'd like to use, but I don't know how to use them
- I just want to use my cell phone to make and receive calls and don't care about any other features

- I think of my mobile phone as a source of entertainment
- My cell phone is an extension of my personality
- I enjoy customizing the look and sound of my cell phone
- I would be willing to receive advertisements on my cell phone in exchange for services, like live TV or Text Messaging

- I would be willing to pay a monthly subscription fee to receive live TV on my cell phone
- I would be willing to receive advertisements on my cell phone in exchange for lower monthly costs
- I expect the quality of video on my cell phone to be as good as that on my TV
- Advertisements on cell phones are annoying

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Survey of the American Consumer: Part 1

VII. Technology

A. Cellular/Mobile Opinions (continued)

- I am interested in watching video clips on my cell phone
- I am interested in watching live TV on my cell phone
- Text messaging is an important part of my daily life
- I would use Text Messaging if I knew how to do it

- I would use Text Messaging more often, if it were easier to type the messages
- I would use Text Messaging more often, if it were less expensive
- I would use the Internet on my cell phone more often, if it were less expensive
- I would use the Internet on my cell phone more often, if the websites loaded more easily

- I would use the Internet on my cell phone more often, if the screen were easier to read

How important to you are the following features when choosing a mobile service provider? (very important, somewhat important, not important)

- Customer Service
- Phone Models Available
- Service Coverage Area
- Service Plan Available

Survey of the American Consumer: Part 1

VII. Technology

B. Internet/Online Attitudes

We all know that the Internet can/will/must change our lives. But is it loved? As cable TV and cellular phones encroach onto territory once traveled exclusively online, knowing how people use the Internet and how they relate to it, can give marketers the edge they need in profitably communicating with consumers. The answers to this battery of questions can help provide that edge.

Questions – Internet/Online Attitudes: *How much do you agree or disagree with each of the statements (agree completely, agree somewhat, disagree somewhat, disagree completely)?*

- The Internet is a great way to gather information on products/services I'm considering purchasing
- The Internet is a great way to actually buy products
- The Internet has allowed me to learn things I probably wouldn't have learned otherwise
- The Internet is a great way to communicate with family/friends

- The Internet is a main source of entertainment for me
- I like to keep my personal Internet pages updated with information about my life
- I would feel disconnected without the Internet
- Going online is one of my favorite things to do with my free time

- The Internet is a good thing, but I worry that too much technology can be a bad thing
- Instant messenger keeps me in touch with my friends
- The Internet is a good way to meet new people
- I think people put too much private information about their lives on the Internet
- The Internet has little impact on my daily life

Survey of the American Consumer: Part 1

VII. Technology

C. Social Networking

Social networks are a powerful way to connect with friends, relatives, colleagues or prospects. With consumers of all ages engaged in social networking, it's more important than ever for marketers to understand this potential marketplace and the different reasons consumers have for tapping into the evolving world of digital connectedness. How people respond to this battery of questions can provide valuable insight into the power of social networks to drive consumer behavior.

Questions – Social Networking: *Are you a member of any social networking websites(s)? Did you do any of the following using a social networking website in the last 30 days?*

- Update your status
- Update your profile
- Post a picture
- Post a video
- Post a website link
- Visit a friend's profile or page
- Comment on a friend's post
- Post a blog entry*
- Rate or review a product or service*
- Send a message or e-mail
- Use IM
- Play a game
- Invite people to an event*
- Send a real or virtual gift*
- Post that you "like" something*
- "Follow" or become a "fan of" something or someone
- Click on an advertisement*
- Watch a video*
- Post your current location*
- Other*

*On a scale of 1 to 4 where 1 is "not at all important" and 4 is "very important", how important to you, personally, are the following reasons for visiting or using a social-networking website**

- Keep in touch with family/friends
- Reconnect with people from my past
- Meet new friends
- Follow the activities of my friends and family
- Find out about products and services
- Find local information
- Play games
- To show support for my favorite companies or brands
- To receive exclusive offers, coupons, or other discounts
- To gain access to VIP or members-only events
- Rate or review a product or service
- Meet or network with professional contacts
- Find people who have interests similar to me
- Find information about news or other current events
- Find information about a movie, TV station or show

Survey of the American Consumer: Part 1

VII. Technology

D. Technology Attitudes

Some people “get” new technology, and some don’t—ask any 16 year old who has tried to explain the different features of a new cell phone to a parent. These questions explore the different ways adults confront or conform to new technologies. The responses can be useful when designing new products, promoting new features or selecting the right media vehicles as target markets emerge, expand or contract.

Questions – Technology Attitudes: *How much do you agree or disagree with each of the statements (agree completely, agree somewhat, disagree somewhat, disagree completely)?*

- I enjoy reading about new technology products
- I’m willing to pay more for top quality electronics
- I often take the opportunity to discuss my knowledge of technology or electronic products with others
- Computers are too confusing to be of much use to me

- I give others advice when they are looking to buy technology or electronics products
- Computers can be a good source of entertainment
- I’m fascinated by new technology
- I enjoy learning about technology or electronic products from others

- Technology helps make my life more organized
- Before buying electronics, I do as much research as possible
- Technology has little impact on my daily life
- When I find a technology or electronic product I like, I typically recommend it to people I know

- I am among the first of my friends and colleagues to try new technology products
- At first, I was nervous about using computers, but now I’m much more comfortable
- I often ask the advice of others when it comes to technology or electronic products
- I like to read reviews before buying technology or electronics
- I want others to say “wow” when they see my electronics

Survey of the American Consumer: Part 1

VIII. Travel & Transportation

A. Automotive Attitudes

This series of questions explores various pragmatic and emotional factors at play in the decision-making process for a new or used car, SUV, truck or motorcycle. The questions are designed to explore the commonly held perception that “You are what you drive,” and the responses are particularly useful in light of the data on actual and planned purchase behaviors that GfK MRI collects.

Questions – Automotive Attitudes: *How much do you agree or disagree with each of the statements (agree completely, agree somewhat, disagree somewhat, disagree completely)?*

- I want a vehicle that has both the comforts of a car and the capabilities of a truck
- I plan to buy the vehicle that best meets my needs no matter who makes it or in what country it is produced
- The vehicle a person owns says a lot about him or her
- I often take the opportunity to discuss my knowledge of automobiles with others

- I’m loyal to my vehicle brands and stick with them
- I consider myself to be an automotive enthusiast
- I buy vehicles that reflect my commitment to support the environment
- I seek out vehicles with bold, innovative designs that stand apart from others on the road

- I think of vehicles as basic transportation
- I look forward to technology advances in new vehicles
- The quality of workmanship/construction of a vehicle is more important than anything else
- I enjoy learning about automobiles from others

- I research and compare as many vehicles as possible before making my final purchase decision
- When I find a vehicle that I like, I typically recommend it to people I know
- My first consideration in choosing a vehicle is its exterior styling
- I look for vehicles that offer spirited performance and powerful acceleration

- I typically look at several vehicle brands when shopping for a new vehicle
- Having a vehicle that is fun to drive is a top consideration in my purchasing decision
- I enjoy personalizing my vehicle to reflect my individual tastes
- I often ask the advice of others when it comes to automobiles

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Survey of the American Consumer: Part 1

VIII. Travel & Transportation

A. Automotive Attitudes (continued)

- I prefer buying models of vehicles that I or people I know have owned and like
- I want the cheapest and easiest to maintain vehicle I can find
- I generally purchase the most expensive model with all the luxury appointments and options
- People often ask my advice when it comes to automobiles

- Having a versatile vehicle to accommodate my busy lifestyle is important to me
- Rebates and incentives strongly influence my new vehicle purchase decisions
- I consider safety first when shopping for a new vehicle
- I always follow the advice of my mechanic

- I always maintain my vehicle as recommended by the manufacturer's manual
- If you had to make a decision today, what new (not used) car or truck would you buy or lease?

Survey of the American Consumer: Part 1

VIII. Travel & Transportation

B. Vacation Travel Attitudes

Despite their relatively high incomes, Americans take less vacation time than the consumers of almost every other industrialized nation. This series of questions explores various qualitative factors that may influence how, where and for how long Americans choose to take time off for themselves and their families.

Questions – Vacation Travel Attitudes: *How much do you agree or disagree with each of the statements (agree completely, agree somewhat, disagree somewhat, disagree completely)?*

- On my vacations, I prefer traveling to places I've never been
- Concerns about security issues have made me less likely to travel
- Travel and hotel discounts have a strong influence on where I choose to travel and where I choose to stay
- I often take the opportunity to discuss knowledge of vacation options with others

- In general, price is more important to me than convenience when making travel plans
- I'd rather book a trip over the Internet than meet with a travel agent
- Packaged deals are great, because I don't have to plan out the details too much
- I love doing research on a location before I go on vacation

- When I learn about a great vacation, I typically recommend it to people I know
- I'd rather travel by myself or with just a small group of people
- I frequently choose active vacations with lots to do
- It's worth it to me to pay more for high quality hotel accommodations

- I'm happy to do very little, if any, sightseeing on my vacations
- I enjoy learning about vacation options from others
- When I find a vacation spot I like, I go back whenever I can
- I am willing to pay more for a flight in order to travel on my favorite airline

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Survey of the American Consumer: Part 1

VIII. Travel & Transportation

B. Vacation Travel Attitudes (continued)

- The best vacation is restful without too much physical exercise
- Group tours are fun and a good way to meet people
- People often ask my advice when it comes to vacation travel
- I'd rather travel in the U.S. than to a foreign location

- The Internet is not a secure way to make travel plans
- I often ask the advice of others when it comes to vacation travel
- Last-minute travel specials are a great way to get a bargain
- Traveling to foreign places is a great way for me to learn about other cultures

- I'd rather take a few weekend vacations than one long vacation
- I prefer guided tours to traveling independently
- Planning a vacation is just as much fun as the trip itself

Survey of the American Consumer: Part 1

IX. Psychographic Batteries Designed by Third Party Partners

A. Category INFLUENTIALSSM

Where do opinions come from? For many consumers in the market for a particular product or service, they come from other people—relatives, close friends, co-workers, even store clerks. This series of questions looks at how American consumers “shop around” for a good opinion across a full range of consumption and product categories.

Please read the following questions/statements and check any box that applies:

- I have a great deal of knowledge/experience in this topic
 - My family/friends often ask for and trust my advice on this topic
-
- | | | | |
|--|---|---|---|
| <ul style="list-style-type: none">• Healthcare• Physical Fitness• Healthy Lifestyle• Environmentally-Friendly products• Prescription Drugs• Dieting• Cooking• Snacks• New Food Items• Grocery Shopping• Cleaning Products• Beauty• Fashion—Clothes• Fashion—Shoes• Other Fashion | <ul style="list-style-type: none">• Shopping• Wine• Beer• Other Alcoholic Beverages• Coffee• Soft Drinks• Automobiles• Other Vehicles• Automotive Products• Business Travel• Vacation Travel• Restaurants• Finance/Investments• Real Estate• Insurance• Business | <ul style="list-style-type: none">• Home Remodeling• Household Furnishings• Interior Decorating• Gardening• Computers• Home Electronics• New Technology• Mobile/Cell Phones• Photography• Video Games• Books• Movies• TV Shows• Radio• Newspapers• Magazines | <ul style="list-style-type: none">• Internet• Music• Other Entertainment• News• Politics• Sports• Sporting Equipment• Fishing• Hunting• Parenting• Education• Products for Babies or Children• Pets |
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Survey of the American Consumer: Part 1

IX. Psychographic Batteries Designed by Third Party Partners

A. Category INFLUENTIALSSM (continued)

Which, if any, of these people have you recommended any product or service to in the past 12 months?

- Family members
- Friends
- Colleagues or people you know through work
- Neighbors
- People who share a hobby or interest of yours

- People you know through a community group or other activity
- People you know through your kids' activities
- People you don't necessarily know, but ran into at a store or point of sale
- People you don't necessarily know, but have made a recommendation to online (e.g. via chat room, online bulletin board, etc.)

For each of the following categories, which, if any, of these people have you recommended any product or service to in the past 12 months (family/friends, neighbors/colleagues, people you don't necessarily know—in stores, online, etc.)?

- Automotive
- Finance
- Technology
- Food
- Vacation Travel
- Healthcare

Survey of the American Consumer: Part 1

IX. Psychographic Batteries Designed by Third Party Partners

B. GfK Roper Values

This battery of questions examines the personal values of American adults and contrasts them with the responses to a series of activities-related questions.

Questions – Personal Values: Please rate on a scale of 1 to 7, with “1” meaning not at all important and “7” meaning extremely important, how important is the value to you as a guiding principle in your life?

- Wealth: having material possessions, a lot of money
- Status: achieving a higher social status
- Ambition: aspiring to get ahead
- Honesty: being sincere, having integrity

- Being in tune with nature: fitting into nature
- Preserving the environment: helping to preserve nature
- Creativity: being creative, imaginative
- Freedom: having freedom of action and thought

- Curiosity: wanting to explore and learn about new things
- Public image: protecting my reputation, saving face
- Protecting the family: having safety for loved ones
- Social responsibility: working for the welfare of society

- Equality: desiring equal opportunity for all
- Stable personal relationships: maintaining a long-term commitment to friends and loved ones
- Romance: having romance in my life
- Enjoying life: doing things because I like them

- Having fun: having a good time
- Adventure: seeking adventure and risk
- Sex: achieving a fulfilling sexual life
- Looking good: Seeking the utmost attractive appearance

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Survey of the American Consumer: Part 1

IX. Psychographic Batteries Designed by Third Party Partners

B. GfK Roper Values (continued):

- Duty: fulfilling obligations to family, community and country
- Respecting ancestors: showing respect for those who came before us
- Traditional gender roles: following traditional roles for men and women
- Faith: holding to religious faith and belief

- Learning: continuing to learn throughout my life
- Helpfulness: making the effort to assist others
- Friendship: having close, supportive friends
- Power: having control over people and resources

- Open-mindedness: being broad-minded
- Social tolerance: respecting ethnic, religious, and racial differences
- Authenticity: being true to myself
- Self-reliance: being self reliant, choosing my own goals

- Tradition: preserving time-honored customs
- Being youthful: feeling young
- Excitement: having stimulating experiences
- Self-interest: putting my interests ahead of others

- Knowledge: being well educated
- Simplicity: keeping your life and mind as uncluttered as possible
- Cultural purity: keeping my culture free from outside influences
- Working hard: always giving my best effort

- Modesty: being modest, self-effacing
- Thrift: being economical or careful with money and avoiding excess

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Survey of the American Consumer: Part 1

IX. Psychographic Batteries Designed by Third Party Partners

B. GfK Roper Values (continued):

Questions – Activities: *About how many hours per week do you typically spend at each of these activities?*

- With kids or grandkids at home or outside the home
- With your spouse or significant other
- Watching television or movies at home
- At your personal computer, including the Internet

- Reading
- Doing fun and exciting things
- Learning new things or expanding your knowledge
- Gardening or yard work
- Housework (cleaning, washing, etc.)

- Cooking
- Working on your automobile
- Alone
- Commuting to and from work

- At schools or any organizations other than church
- Socializing/doing things with friends around town
- Working at a paid job outside of home
- Working at a paid job at home
- Exercising
- On average, about how many hours of sleep do you get each night?

Survey of the American Consumer: Part 1

IX. Psychographic Batteries Designed by Third Party Partners

C. VALS™

VALS, developed by Strategic Business Insights, segments U.S. adults into eight distinct types—or mindsets—using proprietary psychometric measures and key demographics that explain and predict consumer behavior. VALS assigns individuals a VALS type on the basis of their responses to questions in the VALS Survey. Below are the VALS Survey questions.

General Attitudes: According to Strategic Business Insights, the VALS attitude items are first person statements with a low level of emotional sensitivity. VALS typing is based on both the scaled responses to the statements (agree mostly, agree somewhat, disagree somewhat, disagree mostly) and additional information in the proprietary algorithm.

- I am often interested in theories
- I like outrageous people and things
- I like a lot of variety in my life
- I love to make things I can use everyday

- I follow the latest trends and fashions
- Just as the Bible says, the world literally was created in six days
- I like being in charge of a group
- I like to learn about art, culture and history

- I often crave excitement
- I am really interested only in a few things
- I would rather make something than buy it
- I dress more fashionably than most people

- The federal government should encourage prayer in public schools
- I have more ability than most people
- I consider myself an intellectual
- I must admit that I like to show off

- I like trying new things
- I am very interested in how mechanical things, such as engines, work
- I like to dress in the latest fashions
- There is too much sex on television today

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Survey of the American Consumer: Part 1

IX. Psychographic Batteries Designed by Third Party Partners


C. VALS (continued):

- I like to lead others
- I would like to spend a year or more in a foreign country
- I like a lot of excitement in my life
- I must admit that my interests are somewhat narrow and limited

- I like making things from wood, metal, or other such material
- I want to be considered fashionable
- A woman's life is fulfilled only if she can provide a happy home for her family
- I like the challenge of doing something I have never done before

- I like to learn about things even if they may never be of any use to me
- I like to make things with my hands
- I am always looking for a thrill
- I like doing things that are new and different

- I like to look through hardware or automotive stores
- I would like to understand more about how the universe works
- I like my life to be pretty much the same from week to week



All of GfK MRI's psychographic batteries and segmentations can be cross-tabulated against the hundreds of demographics measured by GfK MRI, including the following generation groups:

- **Millenials** (b. 1977-1994)
 - **GenXers** (b. 1965-1976)
 - **Boomers** (b. 1946-1964)
 - **Early Boomers** (b. 1946-1955)
 - **Late Boomers** (b. 1956-1964)
 - **Pre-Boomers** (b. before 1946)
-

Survey of the American Consumer: Part 2

Psychographic Segmentation Analyses

The following GfK MRI segmentations group consumers based on their answers to the corresponding batteries of attitudinal questions. GfK MRI subscribers can either create proprietary segmentations, based on their own unique marketing needs, or use these GfK MRI-created tools. Either way, segmentation analyses, particularly when added to consumer demographic and behavior knowledge, allow a multi-dimensional view of the marketplace and can help refine marketing strategies and better predict consumer activity.

GfK MRI offers thirty psychographic segmentations from the *Survey of the American Consumer*. Each analysis defines and examines different consumer groups within a particular product or service category:

- I. **Advertising & Media**
 - A. **Interest in Advertising** looks at the ways consumers view advertising across 5 media platforms
 - B. **Media Attitudes** groups consumers based on how they value various media—television, radio, newspapers, magazines and the Internet
 - C. **Newspaper Readers** looks at the different ways American consumers continue to use newspapers in their daily lives
 - D. **Responsiveness to Ads Across Media** classifies consumers according to their interest in advertising across different media

- II. **Community, Politics, Environment & Attitudinal Outlook**
 - A. **Civic/Political Engagement** focuses on the dynamics and motivations of American adults not just as consumers, but also as citizens
 - B. **General Attitudes** focuses on the underlying attitudes that often drive media and consumer decisions
 - C. **Green Attitudes & Behavior** evaluates the values, attitudes and behaviors underlying consumers' relationship with the environment

- III. **Fashion & Shopping**
 - A. **Buying Styles** focuses on different methods and styles of shopping
 - B. **Consumer Innovators** identifies early adopters of new products
 - C. **Fashion & Style Attitudes** examines consumers' opinions on fashion and style, as well as their spending habits

- IV. **Finance**
 - A. **Banking Methods** looks at four styles of transactions with banking institutions
 - B. **Market Involvement & Savings** examines consumers' attitudes towards money
 - C. **Money Borrowing Attitudes** identifies consumers based on their attitudes toward borrowing money

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Survey of the American Consumer: Part 2

Psychographic Segmentation Analyses (continued)

V. Health & Nutrition

- A. **Cooking & Food Shopping** looks at the cooking of food and the shopping that goes along with it
- B. **Diet Control & Eating Habits** groups consumers based on their various approaches to diet
- C. **Doctors & Healthcare** identifies two consumer groups: those who regularly go to the doctor...and those who do not
- D. **Eating & Nutrition** explores the relationship consumers have with food and how it fits into their daily lives
- E. **Medicine & Drugs** groups consumers based on their approach to medical treatment and remedies

VI. Sports & Leisure

- A. **LeisureStyles** looks at the different ways people use their personal time

VII. Technology

- A. **Internet and Mobile Web** examines consumers' online activities and their usage of computers and mobile devices to access the Internet
- B. **Mobile Attitudes** explores consumers' opinions about and usage of their cell phones
- C. **Technology Attitudes** focuses on the different ways consumers relate to technology

VIII. Travel & Transportation

- A. **Interest/Expertise in Automobiles** identifies automotive enthusiasts—the people other people come to for advice about cars
- B. **Preferred Automobile Characteristics** isolates consumers based on their attitudes towards automotive characteristics
- C. **Travel Planning** explores how different groups of travelers plan their trips
- D. **Vacation Preferences** focuses on the different ways people approach “enjoyment” while on vacation

IX. Psychographic Segmentations Derived From Third Party Batteries

- A. **INFLUENTIAL Americans**[®] identifies individuals who participate in politics or public or civic affairs to a greater degree than the average American
- B. **Category INFLUENTIALS**SM identifies individuals considered to be influential due to their expertise in specific categories
- C. **LOHAS**[™] (**Lifestyles Of Health And Sustainability**) examines consumer attitudes toward the environment, social issues and corporate social responsibility
- D. **VALS**[™] explains the deeper psychological drivers of consumer behavior

Survey of the American Consumer: Part 2

I. Advertising & Media

A. Interest in Advertising Segmentation

This segmentation explores consumers' level of interest in advertising in or on the following media:

- TV
- Radio
- Newspapers
- Magazines
- Internet

Respondents are ranked on a scale of 1 to 5 based on their level of interest in advertising in or on a particular medium—1 being those who agree least with the statement and 5 being those who agree most with the statement.

- I find advertising on/in (TV, radio, newspapers, magazines, the Internet) to be irritating
- I find advertising on/in (TV, radio, newspapers, magazines, the Internet) to be informative
- I find advertising on/in (TV, radio, newspapers, magazines, the Internet) to be entertaining

Survey of the American Consumer: Part 2

I. Advertising & Media

B. Media Attitudes Segmentation

Do people have different attitudes toward different media? Do they use different media in different ways for different purposes? What expectations do they have for the media they use? Answers to these questions can be found within the Media Attitudes segmentation.

Consumers generally value a particular medium (television, radio, newspapers, magazines, or the Internet) according to three criteria: how well it performs as a means to *relax* or *entertain*; how well it *informs*, and how well it *inspires*. For each medium, the Media Attitudes segmentation uses data about how these criteria are applied and identifies eight categories of media consumers.

These categories are available and applied to each medium measured:

- **Relaxation Only**—consumers who value a given medium exclusively for its ability to entertain.
- **Inspiration Only**—users of a medium who primarily value the given medium as a source of good ideas and as a provider of information about new products, styles and trends.
- **Information Only**—consumers who value a given medium only for its ability to provide news or information.
- **Relaxation & Inspiration**—those consumers who value the medium as an entertainment resource and as a source for new ideas.
- **Relaxation & Information**—those media users of who value the given medium as both an entertainment resource and as a source for news or information.
- **Information & Inspiration**—those users of a given medium who describe it as a good source for news or information and as a source of good ideas for products or trends.
- **Three in One**—those consumers who value a given medium for all three purposes—as an entertainment resource, as a source of news and information, and as a source of ideas or information about new trends and styles.
- **No Specification**—consumers who do not ascribe any of the three media evaluation criteria to the given medium.

Survey of the American Consumer: Part 2

I. Advertising & Media

C. Newspaper Readers Segmentation

This segmentation looks at the different ways American consumers continue to use newspapers in their daily lives.

- **Cover to Cover**
Members of this segment read newspapers from cover-to-cover, section-by-section. These readers tend to be older (age 55+), environmentally concerned and are often wary of new technology.
- **Facts & Entertainment**
These readers have an appetite for both “hard” news (national, international, local, business, opinion) and “soft” news (entertainment, lifestyle, technology, sports, travel). They tend to be males age 45+, well-educated and with high household incomes.
- **News Hounds**
Demographically and behaviorally similar to Facts & Entertainment readers, this segment is nearly two times more likely than the average consumer to have a HHI \$75,000+. They read newspapers for hard, not soft news.
- **Living Well**
Nearly 90% of the consumers in this segment are women. They are mostly college educated, age 45+ and look for information in newspapers to enhance their lifestyles. The most read newspaper sections among these consumers are Entertainment, Fashion, Food, Health, Home and Travel.
- **Lifestyle & Ads**
These readers like newspaper Fashion, Food and Health sections, but are also particularly interested in newspaper ads and inserts. Mostly women with household incomes below \$40,000, they are unfamiliar with or uninterested in new technology and buy green only when it doesn’t conflict with their budgets.
- **Entertainment**
Almost evenly divided between men and women, the readers in this segment are most interested in entertainment stories. Their favorite parts of the newspaper are the Entertainment, Lifestyle, Movies and TV Listings sections.
- **Comics**
Two-thirds of the Comics segment readers are women and with limited income: 1 in 3 have a HHI <\$29,999. They are cat owners, spend their money carefully and are generally technophobic.

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Survey of the American Consumer: Part 2

I. Advertising & Media

C. Newspaper Readers Segmentation (continued)

- **Comics & Sports**

Although more affluent than the Comics segment, these readers watch how they spend their money. 68% are men who have little interest in technology, unless it has to do with games.

- **Sports Fans**

Individuals in this segment tend to be younger men, (age 18-44). They are enthusiastic about cars, indifferent to environmental issues and are brand loyal.

- **Sports & Classifieds**

Readers who focus exclusively on newspaper Sports and Classified sections are mostly men with HHI <\$50,000. 40% are fathers, they are extremely price-conscious, and indifferent to health or environmental issues.

- **Classifieds**

This segment is made up largely of non-college educated women, age 25 to 44, with children and pets. Looking for good deals, they are impulse buyers with limited discretionary cash.

- **Skimmers**

Members of this segment tend to be female and skim newspaper sections. They are highly educated: 1 in 3 has a graduate degree.

- **Non-Readers**

Compared to the other segments, these non-readers have the lowest educated, the lowest household incomes and, often, English is their second language. 1 in 4 did not graduate high school and 1 in 3 has a HHI <\$29,999.

Survey of the American Consumer: Part 2

I. Advertising & Media

D. Responsiveness to Ads Across Media Segmentation

Respondents in each segment are more interested in the type of advertising listed in the segment title than are the respondents in any other consumer segments.

- **Ads on the Road**
Members of this segment are most interested in advertising on billboards, taxis, buses and trains, at bus stops and train stations, and atop taxicabs.
- **Ads in Mass Media**
Advertising delivered through magazines and electronic media such as TV, radio, and the Internet, appeals the most to this segment.
- **Ads on Paper**
Members of this segment are most interested in advertising delivered through print, which they find informative, relaxing and/or inspirational.
- **Ads on Emerging Media Vehicles**
Members of this segment are most interested in ads delivered through non-traditional media including mobile devices, product placement in movies/TV shows/video games, and video ads in stores, shopping malls, restaurants, and other public places.
- **Ads at Events**
The advertising that appeals most to this group is displayed at sports or entertainment events and through product placement in movies and TV shows.
- **Ad Adverse**
Consumers in this segment are most likely either to be not interested in or to have not been exposed to advertising in TV, radio, newspapers, magazines and the Internet.

Survey of the American Consumer: Part 2

II. Community, Politics, Environment & Attitudinal Outlook

A. Civic/Political Engagement Segmentation

Labels such as Republican, Democratic, Independent, Liberal and Conservative may be useful to journalists and pundits, but they fall short in helping to draw an accurate, in-depth picture of the American political landscape. This segmentation helps marketers better understand the dynamics and motivations of American adults not just as consumers, but also as citizens.

- **Political Activists**

Deeply committed to and involved in the political process, these consumers index exceptionally high across a full range of political activities: voting, organizing, communicating, active involvement in local and national politics. They tend to be highly educated and affluent, with a median age of 51.5, and, in political outlook, shun the middle of the road. Newspapers and radio are their most trusted media.

- **Local Participants**

These citizens show a high level of interaction with other people in their communities. They serve on local committees, as officers of local clubs and organizations, and engage in public fundraising at three times the national rate. They are affluent and highly educated, somewhat more likely to be women, and just as likely to contribute to PBS or NPR as they are to contribute to religious organizations. Television has a relatively low ranking in their roster of trusted media.

- **Civic Advocates**

Members of this segment want their voices heard. They publish books, write articles for magazines and newspapers, deliver speeches and use all forms of media, including live radio and TV programs, to promote their views and opinions. Civic Advocates are likely to be Late Boomers, highly educated, affluent and liberal. They trust the Internet more than any other medium, and are the least likely of the political segments to watch TV (including primetime).

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Survey of the American Consumer: Part 2

II. Community, Politics, Environment & Attitudinal Outlook

A. Civic/Political Engagement Segmentation (continued)

- **Vote & Sign**

Adults in this segment tend to limit their public or civic activities to voting and signing petitions, and to shy away from more active forms of political involvement. They are found across the political spectrum and are generally well-educated and live in high-income households (\$60,000+). They trust magazines and radio more than other media, and are heavy magazine, newspaper, Yellow Pages, Outdoor and Internet users.

- **Strictly Voters**

They vote in local, state and federal elections, but are otherwise uninvolved in the political process. Members of this segment are evenly distributed between men and women, and are neither poor nor affluent.

- **Passive Civics**

Adults in this segment do not vote, and do not involve themselves in any way in political activities. They tend to be younger consumers living in low to middle income households.

Survey of the American Consumer: Part 2

II. Community, Politics, Environment & Attitudinal Outlook

B. General Attitudes Segmentation

The focus of this segmentation is on the underlying attitudes that often drive media and consumer decisions. Respondents are asked about their opinions on a variety of issues revolving around family, home, ambition, culture, orientation to others and the environment.

- **Faith & Family**

The interests of consumers in this segment do not venture far beyond their families and their faith. Spending time with family is a top priority, they try to eat dinner with their families almost every night and believe that marriage should be legal only between a man and a woman. They consider themselves to be spiritual, attend religious services regularly and say that prayer is a part of their daily lives. Members of this segment show little interest in environmental causes, the arts or foreign cultures.

- **Status Seekers**

For members of this segment, family and faith take a distant second place to social or career advancement. Their lifestyles are admittedly meant to impress others and they enjoy being the center of attention. Status Seekers relish the excitement associated with risk-taking and show little concern for the environment. Any interest they may have in the arts or foreign cultures is directly related to their drive for what they define as success.

- **Knowledgeable Nesters**

Home is the primary focus for members of this segment, who strive to have dinner with their families almost every night. Consumers in this segment value order but seek variety in their everyday lives. They are environmentally conscious and genuinely interested in the arts and foreign cultures. Nesters find it important to keep their homes neat and organized and enjoy showing their homes to guests.

- **Culturally Connected**

By choice or by life stage, respondents in this segment focus less on family than other consumer segments and more on the things of this world. They are environmentally conscious, interested in the fine arts and in learning about foreign cultures. They show little interest in religious matters and are very liberal when it comes to opinions about marriage equality.

Survey of the American Consumer: Part 2

II. Community, Politics, Environment & Attitudinal Outlook

C. Green Attitudes & Behavior Segmentation

This segmentation was created using responses to questions about consumers' attitudes toward the environment and actions taken to support it, including recycling, buying hybrid cars and eating organic food. Consumers fall in one of six environment-related categories:

- **Un-Green**

These consumers place little value on preserving the environment or living in harmony with nature. When shopping, they put convenience and price before pro-environmental factors. They don't buy organic food, don't recycle and have no involvement in environmental groups or causes.

- **Green at the Supermarket**

Members of this segment are green, but not always because of the environment. They often "buy green" and regularly eat organic foods, most likely because of their own health concerns – not necessarily out of concern for the environment.

- **Green in Theory**

Members of this segment are Green by self-description, but not in practice. They say it is important to protect the environment and to be in tune with nature, but they will not give up convenience or low cost for the environment's sake, their behavior is not motivated by environmental concerns and they are not involved in environmental groups or causes.

- **Green But Only If**

Green Shoppers think green and often act green, but their allegiance to Green causes has limits. They have positive views on preserving and protecting the environment, but they are not willing to give up convenience or pay more for environmentally safe products.

- **Green at Their Best**

Green at Their Best members think green, shop green, and live green. They are true believers in environmental causes, consistently recycling and buying environmentally friendly products, even when those products are less convenient or cost more than similar items.

- **Green Advocates**

Green Advocates are the greenest of the Green. Nature and the environment are of paramount importance to this segment of environmentalists, whose members firmly believe that their actions have an impact on the world. Not only do they recycle, environmental impact is an overriding factor in all their purchase decisions. And, of course, they actively support environmental causes.

Survey of the American Consumer: Part 2

III. Fashion & Shopping

A. Buying Styles Segmentation

This segmentation looks at the varying attitudes, behaviors and product choices of consumers in five segments:

- **Penny-Pinchers**—Nuances of quality and desirability are not paramount to these consumers, who judge all purchases by a single criterion: cost (the lower the better). Brand loyalty is less important than a “cents-off” coupon, and they express little interest in technology, nutrition or the environment, unless it will save them money.
- **Conscientious Consumers**—These consumers know what they’re paying for and shop for bargains, but cost is only one of the factors they consider when shopping. Buying American products and environmentally safe products also matter. They are conscious of quality, loyal to their brands and highly unlikely to try new products or make impulse purchases.
- **Buyers of the Best**—Low price is not the objective to consumers in this segment; it’s quality that matters most. They are careful to buy the best, and brand loyalty trumps all other considerations in their purchases. They favor environmentally safe products, are extremely comfortable with new technology, and always check the ingredients and nutritional content of food products they buy.
- **Habitualized Havers**—These consumers find comfort in tradition, even when it’s just their own – they buy what they have always bought, and see little reason to change. They are brand loyal, but only in the sense that once they’ve found a brand they are comfortable with, they stop looking.
- **Swayable Shopaholics**—They shop for no other reason than that they want to; price, quality, brand, “Made in America”—nothing matters so much to them as the emotional payoff from a simple act of buying. Impulse buyers, these consumers are willing to pay extra for image-enhancing products, and easily switch brands for the sake of novelty or variety.

Survey of the American Consumer: Part 2

III. Fashion & Shopping

B. Consumer Innovators Segmentation

This segmentation identifies “early adopters”—those consumers who make or break new products by setting buying trends and supporting new markets—in six product categories. Each report examines the category’s consumers in detail.

The Consumer Innovator segments and their categories are:

- **Food Innovators**—Food and the kitchen environment
- **Home Appliance Innovators**—Home environment
- **Electronic Innovators**—Electronics
- **Leisure Innovators**—Leisure activities
- **Financial Innovators**—Financial products and services
- **Personal Care/Health Innovators**—Personal health and health care
- **Super Innovators**—Three or more of the above

Survey of the American Consumer: Part 2

III. Fashion & Shopping

C. Fashion & Style Attitudes Segmentation

This segmentation looks at the varying attitudes, behaviors and product choices of consumers in four segments:

- **Function Over Fashion**

Members of this segment are indifferent to fashion and style and give it little thought. They are replacement rather than impulse buyers, purchasing new clothing items and shoes only when they have to and never spend beyond what has been budgeted. Classic styles and new fashions are all the same to these consumers, who feel no loyalty to specific brands and have little interest in keeping up with style trends.

- **Mainstream Fashion**

Members of this segment are driven more by comfort and tried-and-true fashion sense than they are by popular trends. They are not particularly brand loyal and do not try to impress others with either classic or trendy brand labels. They do not follow fashion trends in magazines, and apparel endorsed by celebrities or from high-profile fashion designers do not necessarily appeal to them.

- **Fashionable on a Budget**

These consumers believe in the power of fashion but are careful in how they indulge their appetite for designer labels and trendy styles. Their brand loyalty is limited to just a few lines, but brands are important factors in their apparel choices, especially those from high profile designers or carrying celebrity endorsements. They always buy new clothes for each new season and admit to wanting to impress other people with their style sense, but they are also budget-driven and do not like to overspend.

- **Fashion First**

These consumers are the fashion marketer's dream: they wear designer brands to impress other people, consider themselves to be trend setters as well as trend followers and prefer high-style fashion designers and products endorsed by celebrities. They rely on magazines to keep up to date with latest trends and styles, are not necessarily loyal to their favorite brands, and are not afraid to go over budget on what they consider to be necessities.

Survey of the American Consumer: Part 2

IV. Finance & Insurance

A. Banking Methods Segmentation

This segmentation identifies four distinct segments of “consumers as bankers,” based on the different ways people would prefer to conduct their banking transactions:

- **Log-in Bankers**—These consumers are happiest when taking advantage of the Internet’s interactive capabilities to manage their financial accounts. They dislike banking in person, but don’t mind carrying out some transactions over the telephone.
- **Drop-in Bankers**—These consumers prefer to bank in person. They prefer to see and talk to the people who handle their money.
- **Phone-in bankers**—Members of this segment prefer to perform their banking transactions mostly by phone.
- **Not-in bankers**—Members of this segment are not really banking consumers; they do not conduct any banking transactions or perform any banking activities.

Survey of the American Consumer: Part 2

IV. Finance & Insurance

B. Market Involvement & Savings Segmentation

This segmentation is based on three factors: attitudinal data having to do with interest in finance, and attitudes toward saving and financial risk.

- **Financially Uninvolved**—These consumers focus on the present; they want what they want when they want it. They have little interest in things financial, even those that touch them personally. “Long-term Savings” is an abstract concept to them, and their avoidance to risk comes more from a lack of interest, among other things, than from a fear of loss.
- **Savers First**—Members of this segment are enthusiastic about their savings, but highly intolerant of risking them for a greater return. “Savings” is an important factor for their futures, and as much an immediate necessity as food and shelter. They have little interest in financial news, and prefer to keep their money in low risk investments.
- **Money Game Players**—These consumers want to have as much control over their investments as possible, yet are willing to tolerate market risk for a higher return. They follow developments in the financial world regularly, especially in the media, and are highly focused on the future.
- **Money Game Spectators**—These consumers feed off the excitement of the market’s ups and downs, but can’t take a chance on getting hurt themselves. Somewhat passive when it comes to long-term market investing, they are oriented more to the present than to the future, they mostly save only for special purposes.

Survey of the American Consumer: Part 2

IV. Finance & Insurance

C. Money Borrowing Attitudes Segmentation

This segmentation was created using responses to items in the Financial Attitudes battery concerning attitudes toward borrowing money. Participants in the survey were asked about their agreement with two statements—"I hate to borrow money" and "Borrowing money makes me feel uncomfortable." Their answers were used to create four classifications:

- **Balk the Bank**
These consumers are very uncomfortable with borrowing money; essentially, they hate doing it.
- **On Someone Else's Dime**
Members of this segmentation are credit-reluctant in their attitudes: they don't feel as strongly negative about borrowing as members of the "Balk the Bank" segment, but it does make them uncomfortable.
- **To Their Credit**
These consumers are credit realists. They don't like to borrow money, but it does not make them uncomfortable to do so.
- **I.O.U.**
Consumers in this category have the mind-set of a credit enthusiast: they are not averse to borrowing, nor does borrowing increase their anxiety levels.

Survey of the American Consumer: Part 2

V. Health & Nutrition

A. Cooking & Food Shopping Segmentation

This segmentation explores attitudes and behaviors relating to the cooking of food and the shopping that goes along with it.

- **Food-To-Go**—These consumers have little interest in cooking. They frequently eat on the run, and prefer picking up a prepared meal to spending time cooking at home.
- **Home-Cooking Virtuosos** love to cook at home. They stock up on multiple units of on-sale items, have no qualms about buying generic food items, and want their ingredients fresh.
- **Cooking Up an Image**—Like the Virtuosos, this segment spends a lot of time cooking at home, but they are extremely brand loyal and rarely buy generic items, even when they are on sale.

Survey of the American Consumer: Part 2

V. Health & Nutrition

B. Diet Control & Eating Habits Segmentation

Many American adults who control their diets do so for a multitude of reasons. This segmentation uses responses to questions about diet control, food choices, and exercise and relates those responses to the reasons consumers give for managing what they eat.

- **Fitness**

Members of the Fitness segment exercise at least twice a week and “eat healthy” by focusing on food’s nutritional value. They believe that fit people eat fit food—fat-free, high fiber, low-cholesterol, low-fat, low-sodium, natural, organic, and often vegetarian. Their primary motivations for diet control are physical fitness, weight maintenance and regularity.

- **Health Condition**

Consumers in this segment are under orders, usually by their doctors, to watch what they eat. They need to control their blood levels (cholesterol, sugar) and restrict salt intake. They tend to consider themselves semi-vegetarians, and to buy fat-free, low-carb, low-cholesterol, low-sodium and sugar-free products, organic or otherwise.

- **Weight Loss**

Consumers in this segment have one goal – to lose weight. To that end, they buy fat-free or low-fat, high fiber, low-calorie, sugar-free food. They are also willing to cede control over their diets to a special weight loss or exercise program (Jenny Craig, Weight Watchers, South Beach, Atkins, etc.).

- **No Diet**

Members of this segment do not monitor their diets (yet).

Survey of the American Consumer: Part 2

V. Health & Nutrition

C. Doctor & Healthcare Segmentation

This segmentation identifies two groups of consumers: those who regularly go to the doctor and those who do not.

- **I'm My Own Doctor**

These consumers might go to the doctor when there is a problem, but not for regular check-ups. Even when they do consult a professional for medical treatment, they are unlikely to rely on the physician in choosing drug brands.

- **Doctor Knows Best**

Consumers in this segment are "good" patients: they go to the doctor regularly for check-ups, take their medicine exactly as prescribed and trust their physicians' recommendations for drug brands.

Survey of the American Consumer: Part 2

V. Health & Nutrition

D. Eating & Nutrition Segmentation

This segmentation goes beyond the buying and preparation of food and explores segments that illuminate the relationship consumers have with food and how it fits into their daily lives.

- **Convenience Over Health**—These consumers have little appreciation of the relationship between nutrition and good health. They see frozen dinners as convenient alternatives to preparing meals with fresh ingredients, and rarely plan ahead for their meals.
- **Heedful of Wellness**—Consumers in this segment choose health over convenience. They start their days with healthy breakfasts, don't eat junk food, watch their fat intake and plan their meals ahead of time.
- **Blasé 'bout Edibles**—This segment shares many of the characteristics of the "Convenience Over Health" segment, but its members are not as aggressive in making a trade-off between good nutrition and convenience. They just don't care.

Survey of the American Consumer: Part 2

V. Health & Nutrition

E. Medicine & Drugs Segmentation

This segmentation examines consumers' attitudes toward different approaches to medical treatment and to the remedies available for their ailments.

- **Generic Traditionalists**

Loyal to traditional remedies and established drugs, consumers in this segment do not favor alternative medicine and have little faith in herbal supplements. They consider generic medications to be as effective as brand-name drugs, and do not necessarily think that newer brands are more effective than older ones.

- **Alternatives**

To the members of this segment, the best medical treatments are neither traditional nor advanced, but alternative, and they are firm believers in the effectiveness of herbal supplements. They also favor generic products, and think tried and true drug brands work just as well as newer brands.

- **Brand-Name Traditionalists**

Members of this segment put their faith in traditional medicine and branded remedies. Often the first to try advanced treatments, they prefer popular brand-name drugs, even if they cost more. In general, they feel that newer drug brands work better than older ones.

Survey of the American Consumer: Part 2

VI. Sports & Leisure

A. LeisureStyles Segmentation

LeisureStyles is designed to help marketers gain a deeper understanding of how and when consumers are most “themselves,” doing what they most like to do. Membership in a segment depends on responses to a series of questions concerning use of consumers’ downtime. The segmentation places adult consumers into eight activity groups.

- **Sports Enthusiasts**—baseball, basketball, football, Frisbee, soccer, softball, tennis and volleyball
- **Puzzles & Games**—backgammon, board games, crossword puzzles, electronic games (not TV), bingo, cards, word games, and trivia games
- **Hunters & Fishers**—archery, fishing (fresh water), fishing (salt water), hunting with a bow and arrow, hunting with a handgun, hunting with a rifle, hunting with a shotgun, and target shooting
- **Outdoor Speedsters**—auto racing, power boating, jet skiing, motocross, motorcycling, roller-blading/inline skating, snowboarding, snow-mobiling, and water skiing
- **Outdoor Adventurers**—backpacking/hiking, canoeing/kayaking, horseback riding, jet skiing, rock climbing, sailing, scuba diving, skiing (cross country), skiing (downhill), snorkeling/skin diving, surfing/windsurfing, and whitewater rafting
- **Cultured Nesters**—attend other music performances, attend dance performances, concerts on radio, dining out, cooking for fun, entertain friends/relatives at home, go to live theatre, go to museums, and reading books
- **Collectors**—model making, coin collecting, figurine collecting, stamp collecting, sports trading card collecting, electric trains, tropical fish
- **Passives**—individuals that tend to participate in the activities (leisure and sports) included in the analysis at lower levels than the general population or not at all.

Survey of the American Consumer: Part 2

VII. Technology

A. Internet and Mobile Web Segmentation

This segmentation explores how American consumers access the Internet and what they do with it. It was developed from responses to survey questions about online usage and a broad range of digital activities.

- **Offliners**
The adult consumers in this segment manage to get through their daily lives without the Internet or mobile web, neither of which they use.
- **Online Occasionals**
Members of this segment use the Internet from time to time, but only for e-mail, chat rooms or instant messaging (IM). Only a very few ever access mobile web.
- **Online Financials**
Members of this segment use the Internet as a financial tool to track their investments, trade stocks or bonds and pay their bills. They also exploit the Internet's research, news and information capabilities to search for financial information, get the latest news and guide big-ticket purchases such as real estate and automobiles. They usually log on to the Internet via computer and only rarely use mobile web.
- **Homepagers**
Homepagers look at the Internet through the prism of home, family and career. Their most common online activities include personal shopping, making personal and business travel plans, obtaining news, obtaining medical and childcare/parenting information, reading and writing blogs, and looking for recipes. Homepagers usually access the Internet from their computers, and infrequently through mobile web.

continued on next page>>

Survey of the American Consumer: Part 2

VII. Technology

A. Internet and Mobile Web Segmentation (continued)

- **Netizens**

Netizens see the Internet as a lifestyle enabler, usually accessing it with their computers and hardly ever with mobile web. They use the Internet as a social networking tool (for e-mail, chatting, IM, blogging, phone calls, online dating), as a personal shopping assistant, as an entertainment resource (for games or gambling, visiting a TV website or looking at listings, radio programs and downloading just about anything digital) and as an information source (especially for general and sports news, employment ads and when researching for an automotive purchase).

- **Mobi-Essentials**

Mobi-Essentials are digital enthusiasts, similar to Netizens but with the urgency bar pushed up a few notches. They do everything that Netizens do on the Internet, and more: making personal and business purchases and travel plans, obtaining financial information, tracking investments, trading stocks and bonds. Mobi-Essentials have a pressing need for timely information, and often rely on the mobile web for breaking news, sports, weather and financial information.

- **Mobi-Xplorers**

Mobi-Xplorers are leading the way into the digital frontier, taking full advantage of the Internet and faithfully adopting new mobile applications as they emerge. Mobi-Xplorers do more things, more frequently, on mobile web—including downloading and streaming live TV, using mobile mapping services and visiting local information sites—than any other segment of American consumers.

Survey of the American Consumer: Part 2

VII. Technology

B. Mobile Attitudes Segmentation

For many Americans, cell phones are a necessary and welcome part of their everyday lives; for others they are intrusive and often mysterious devices. This segmentation looks at the relationships different groups of consumers have with cellular technology—from enthusiasts to technophobes and everyone in between.

- **Mobile If I Must**

These adults use cellular or mobile phones, but prefer the relative simplicity of landlines over what they perceive as the complexity of digital devices and their often confusing array of features.

- **Mobile Minimalists**

Consumers in this segment primarily see the cell phone as a single use appliance, an efficient replacement of or counterpart to the conventional landline. They don't want their cell phones to do more, but to do what they do well. They don't use mobile devices to project an image of themselves, but value them solely on their ability to facilitate communication.

- **Mobile App-Happy**

These consumers have fully integrated digital technology into their everyday lives. They love their mobile devices, and want to get as much out of the relationship as they can, quickly adopting new applications as they come out and customizing their phones to reflect their personalities.

- **Mobile Ad & App-Happy**

These digital enthusiasts are distinguished by their acceptance of mobile advertising, which they see not as an intrusion but as an enhancement of their devices' capabilities. They engage with marketers who contact them via text messaging, and are highly likely to accept ads on their cell phones in exchange for free services.

- **Disconnected**

These consumers either don't have or don't use cellular phones or any other mobile telecommunications devices.

Survey of the American Consumer: Part 2

VII. Technology

C. Technology Attitudes Segmentation

This segmentation considers the responses to various technology-related questions—both behavioral and attitudinal—to develop profiles for six groups of consumers:

- **Tech-Splorers** are eager to try new technologies and use them more frequently than the other segments. Knowledgeable and confident enough to give advice to others, Tech-Splorers are more likely to have read or looked into technology, computer and science magazines.
- **Tech-Thusiasts** own and use advanced technology products, and are highly interested in the theoretical aspects of technology. They want to know how things work, enjoy reading about new products and are willing to pay for top quality electronics.
- **Techno-Gamers** embrace technology for entertainment purposes and are big fans of electronic, computer and video games—online, they are more likely to chat, participate in dating services, play games and access gambling sites.
- **Tech-Splooters** have a more pragmatic orientation toward technology—they value new tech products most for their utility. Tech-Splooters are generally satisfied with the technologies they use and are unlikely to be interested in knowing much more about them.
- **Techno-Laggards** are not interested in advanced technology or applications. They do not find computers intimidating and use the Internet on a limited basis for checking e-mails, searching for specific information or shopping.
- **Techno-Phobes** have little or no interest in purchasing advanced technology products or services. They do not participate in the technology purchasing or decision-making process and are suspicious of computers and the Internet and technology in general.

Survey of the American Consumer: Part 2

VIII. Travel & Transportation

A. Interest/Expertise in Automobiles Segmentation

This segmentation depends on consumers' level of agreement with two statements: whether they consider themselves to be car enthusiasts, and whether people come to them for advice about cars.

- **Apathetic about Autos**

Most adults are not automotive enthusiasts, and are not often sought for advice by other people when it comes to automobiles.

- **Pumped Up about Cars**

One third of adult consumers consider themselves to be automotive enthusiasts, with enough apparent credibility that people ask them for advice when it comes to automobiles.

Survey of the American Consumer: Part 2

VIII. Travel & Transportation

B. Preferred Automotive Characteristics Segmentation

These segments were achieved by examining the levels of agreement adults had with a series of statements concerning their attitudes toward particular characteristics of automobiles, including functionality, economy, performance, environmental impact and importance of design and luxury options. To broaden the context, respondents were also asked about the vehicle they would buy if they had to make a decision today.

- **Car = Basic and Functional**

Functionality is a key concept for this segment, which prefers vehicles that combine a car's comforts with a truck's capabilities. Unconcerned by brand or country of origin, rebates and incentives have little or no influence on their vehicle purchase decisions; nor are they likely to purchase expensive or luxurious cars.

- **Car = Transportation Only**

Efficiency is the defining characteristic of this segment, which wants the cheapest and lowest-maintenance vehicles that can be found. They think of cars as basic transportation, and are not interested in automotive design or environmental friendliness; more important is the maker of the car and the country where it was produced.

- **Car = Luxury and Style**

Automotive value for these consumers means good looks and a carload of luxury features. They show little interest in who makes a car, where it is made or how its operation will affect the environment; their primary consideration is exterior styling.

- **Car = Green and Suitable**

These consumers prefer to buy vehicles that both reflect their commitment to the environment and accommodate their busy lifestyles. They are highly unlikely to want a car simply because it is expensive or luxurious.

- **Car = Green and Trendy**

Members of this large segment want it all—luxury and performance, utility and ecological sensitivity—but with rebates and other options.

Survey of the American Consumer: Part 2

VIII. Travel & Transportation

C. Travel Planning Segmentation

This segmentation explores how different groups of travelers plan their trips, and the influence of issues like security and economy on travel-related decisions.

- **“I’m Staying Close to Home”**—These vacationers are cautious about security and focused on special discounts when it comes to travel. They have little use for the Internet in planning their trips or paying for them, mostly due to doubts about its safety.
- **“I’m My Own Travel Agent”**—Travelers in this segment prefer to plan and pay for their vacations using the Internet. Their destination choices often depend less on location or desirability than on the hotel and travel discounts they actively seek online.
- **“Take Me Away, Please”**—These vacationers want to get away from it all, especially if it is to a foreign destination. They prefer to have other people handle the details and logistics of travel, and are very likely to use the full range of services provided by travel agencies.

Survey of the American Consumer: Part 2

VIII. Travel & Transportation

D. Vacation Preferences Segmentation

This segmentation looks at different types of vacationers, based on what people do (and do not) like to do while on vacation.

- **Tour Groupies**—These vacationers enjoy the convenience and ease of guided tours and prefer packaged deals to independent travel. Whether by car, bus, plane or train, they want to see the sights – it's why they travel.
- **Kickin' Back Vacationers** use their vacation time to rest and relax; the effort involved in taking a foreign trip, sightseeing or even going on a cruise is not for them. They prefer to travel by themselves or in small groups.
- **Active Adventurers** choose vacation destinations that give them plenty to do. Frequent and independent travelers, they like theme parks and sightseeing, physical exercise and outdoor recreation—especially while on vacation.
- **Ever the Spring Breakers** still go for the fun, not the sights. They like guided or package tours for the convenience, but don't mind paying extra to fly with a favorite airline.

Survey of the American Consumer: Part 2

IX. Psychographic Segmentations Derived from Third Party Batteries

A. INFLUENTIAL Americans® Segmentation

The INFLUENTIAL Americans® Segmentation is based on consumers answers to the public activities battery of questions. Responses to these questions are used in a third-party arrangement with GfK Roper Consulting, a division of GfK Custom Research North America, to identify America's "Influentials"—the one in ten people who tell the other nine how to vote, where to eat, and what to buy. To qualify as an "Influential" a respondent must answer "yes" to at least three of the items below.

Which, if any, have you done in the past year?

- Voted in a federal, state or local election
- Written or called any politician at the state, local or national level
- Written a letter to the editor of a newspaper or magazine or called a live radio or TV show to express an opinion
- Written something that has been published

- Written an article for a magazine or newspaper
- Attended a political rally, speech or organized protest of any kind
- Attended a public meeting on town or school affairs
- Held or run for political office

- Served on a committee for some local organization
- Served as an officer for some club or organization
- Signed a petition
- Worked for a political party

- Made a speech
- Been an active member of any group that tries to influence public policy or government
- Participated in environmental groups/causes
- Engaged in fundraising

- Recycled products
- Any activity

Survey of the American Consumer: Part 2

IX. Psychographic Segmentations Derived from Third Party Partners

B. Category INFLUENTIALSSM Segments

Experience has shown that not all INFLUENTIALS segments are equal. Some influence the national conversation about broad social themes, while others wield influence only on specific categories. GfK Roper has refined its INFLUENTIALS analytics to create Category INFLUENTIALS groups. The result is an even more precise tool for defining and leveraging the most influential consumers in your category.

Based on their answers to the Category INFLUENTIALS battery, consumers may fall in one of two segments for each category:

- **Category Influential Consumers** are deeply familiar with their category, frequent recommenders across broad social networks, highly trusted, and word of mouth leaders for products and services.
- **Super Category Influentials** are a subset of Category Influentials and have reported they have influenced more types of people in a particular time frame.

- | | | | |
|-------------------------------------|-----------------------------|-------------------------|-----------------------------------|
| • Healthcare | • Shopping | • Home Remodeling | • Internet |
| • Physical Fitness | • Wine | • Household Furnishings | • Music |
| • Healthy Lifestyle | • Beer | • Interior Decorating | • Other Entertainment |
| • Environmentally-Friendly products | • Other Alcoholic Beverages | • Gardening | • News |
| • Prescription Drugs | • Coffee | • Computers | • Politics |
| • Dieting | • Soft Drinks | • Home Electronics | • Sports |
| • Cooking | • Automobiles | • New Technology | • Sporting Equipment |
| • Snacks | • Other Vehicles | • Mobile/Cell Phones | • Fishing |
| • New Food Items | • Automotive Products | • Photography | • Hunting |
| • Grocery Shopping | • Business Travel | • Video Games | • Parenting |
| • Cleaning Products | • Vacation Travel | • Books | • Education |
| • Beauty | • Restaurants | • Movies | • Products for Babies or Children |
| • Fashion—Clothes | • Finance/Investments | • TV Shows | • Pets |
| • Fashion—Shoes | • Real Estate | • Radio | |
| • Other Fashion | • Insurance | • Newspapers | |
| | • Business | • Magazines | |

Survey of the American Consumer: Part 2

IX. Psychographic Segmentations Derived from Third Party Partners

C. LOHAS™

**This data partner segmentation is available by subscription only. Please contact your GfK MRI representative for more information.*

LOHAS (“Lifestyles Of Health And Sustainability”) is a segmentation conducted with GfK MRI’s data partner Natural Marketing Institute (NMI). LOHAS classifies consumers according to their behaviors and attitudes toward the environment, social issues and corporate social responsibility.

- **LOHAS™**—LOHAS consumers are dedicated to personal and planetary health. Not only do they make environmentally friendly purchases, they are active stewards of the environment.
- **Naturalites™**—This segment has a strong personal health focus through consumables. Naturalites are not, however, as committed to the environment nor driven to purchase eco-friendly durable goods.
- **Drifters™**—These consumers have good intentions, but factors other than the environment influence their actual behavior. They are, however, driven to sustainability based on the trendiness of the topic.
- **Conventionals™**—This very practical segment doesn’t have far-reaching green attitudes, but they do have environmental behaviors such as recycling and energy conservation.
- **Unconcerned™**—Simply put, the environment is not a priority to consumers in this segment.

Survey of the American Consumer: Part 2

IX. Psychographic Segmentations Derived from Third Party Partners

D. VALS™ Segments

**This data partner segmentation is available by subscription only. Please contact your GfK MRI representative for more information.*

VALS, developed by Strategic Business Insights, segments U.S. adults into eight distinct types—or mindsets—using proprietary psychometric measures and key demographics that explain and predict consumer behavior. VALS assigns individuals a VALS type on the basis of their responses to questions in the VALS Survey. Below are summaries of the eight VALS segments.

- **Innovators**

Innovators are successful, sophisticated, take-charge people with high self-esteem. They are change leaders and are most receptive to new ideas and technologies. Innovators are very active consumers, and their purchases reflect cultivated tastes for upscale, niche products and services.

- **Thinkers**

Thinkers are motivated by ideals. They are mature, satisfied, comfortable, and reflective people who value order, knowledge, and responsibility. They tend to be well educated and actively seek out information in the decision-making process. Although their incomes allow them many choices, Thinkers are conservative, practical consumers; they look for durability, functionality, and value in the products they buy.

- **Achievers**

Motivated by the desire for achievement, Achievers have goal-oriented lifestyles and a deep commitment to career and family. Their social lives reflect this focus and are structured around family, their place of worship, and work. With many wants and needs, Achievers are active in the consumer marketplace. Image is important to Achievers; they favor established, prestige products and services that demonstrate success to their peers.

- **Experiencers**

Experiences are motivated by self-expression. Young, enthusiastic, and impulsive consumers, Experiencers quickly become enthusiastic about new possibilities but are equally quick to cool. They seek variety and excitement, savoring the new, the offbeat, and the risky. Experiencers are avid consumers and spend a comparatively high proportion of their income on fashion, entertainment, and socializing.

continued on next page>>

Survey of the American Consumer: Part 2

IX. Psychographic Segmentations Derived from Third Party Partners

D. VALS™ Segments (continued)

**This data partner segmentation is available by subscription only. Please contact your GfK MRI representative for more information.*

- **Believers**

Like Thinkers, Believers are motivated by ideals. They are conservative, conventional people with concrete beliefs based on traditional, established codes: family, religion, community, and the nation. They follow established routines, organized in large part around home, family, community, and social or religious organizations to which they belong. As consumers, Believers are predictable; they choose familiar products and established brands. They favor U.S. products and are generally loyal consumers.

- **Strivers**

Strivers are trendy and fun loving. Because they are motivated by achievement, Strivers are concerned about the opinions and approval of others. Money defines success for Strivers, who don't have enough of it to meet their desires. They favor stylish products that emulate the purchases of people with greater material wealth. Strivers are active consumers. As consumers, they are as impulsive as their financial circumstances will allow.

- **Makers**

Like Experiencers, Makers are motivated by self-expression. They express themselves and experience the world by working on it—building a house, raising children, fixing a car, or canning vegetables—and have enough skill and energy to carry out their projects successfully. Makers are practical people who have constructive skills and value self-sufficiency. Makers are unimpressed by material possessions other than those with a practical or functional purpose. Because they prefer value to luxury, they buy basic products.

- **Survivors**

Survivors live narrowly focused lives. Because they have few resources with which to cope, they often believe that the world is changing too quickly. They are comfortable with the familiar and are primarily concerned with safety and security. Survivors are cautious consumers. They represent a very modest market for most products and services. They are loyal to favorite brands, especially if they can purchase them at a discount.



Teenmark

Teenmark

Teenmark

I. Psychographic Batteries

GfK MRI's *Teenmark* study turns an innovative focus on younger consumers (age 12 to 19) and their influence in the consumer marketplace. Many of the questions asked in *Teenmark* are similar to the *Survey of the American Consumer*, giving marketers an uncommon opportunity to view the larger context in which younger consumers work their magic in the market.

Psychographic Questions in Teenmark: Attitudinal questions in *Teenmark* generally follow the same format: "We are interested in your attitude about a number of issues. There are no right or wrong answers. Please indicate how much you agree or disagree with each of the following statements." Questions are asked for the following topics:

- | | | |
|-----------------------------------|-------------------------------|-----------------|
| A. Ad Attentiveness by Media | I. Future Goals | Q. Sports |
| B. Alternative Advertising Places | J. Internet/Online Technology | R. Stresses |
| C. Beauty: Hair | K. Leisure Activities | S. Technology |
| D. Beauty: Makeup | L. Media Attitudes | T. Video Games |
| E. Cellular Mobile Opinions | M. Memberships/Clubs | U. Volunteerism |
| F. Fashion & Style Attitudes | N. Movies | V. Yourself |
| G. Finance | O. Music | |
| H. Food | P. Socializing | |

A. Ad Attentiveness by Media

- I usually pay attention to TV commercials
- I usually pay attention to ads in magazines
- I usually pay attention to ads on the radio
- I usually pay attention to ads on the Internet

Teenmark

I. Psychographic Batteries

B. Alternative Advertising Places

This battery explores teens' reactions to advertising found at out-of-home, outdoors and in non-traditional venues such as cell phones and movie theaters.

Questions – Alternative Advertising Places: Here is a list of different places where you might find advertising. How much interest do you have in the advertising that appears in these places (considerable interest, some interest, not much interest or have never seen)?

- Product placement in movies
- Product placement in TV shows
- Product placement in video games
- Offers or ads sent to your home by mail
- Infomercials
- Video ads in theater lobbies*
- Video ads in office building elevators*
- Video ads in office building lobbies*
- Video ads at gas stations
- Video ads in airport
- Video ads in medical offices
- Video ads in gyms/health clubs
- Video ads in coffee shops, cafes or delis
- Video ads in fast food or family restaurants
- Video ads in shopping malls
- Video ads in gyms/health clubs
- Video ads in warehouse/club stores*
- Video ads in large discount/department stores*
- Video ads in convenience stores*
- Video ads in drug stores*
- Video ads in grocery stores*
- Video ads in other stores*
- Ads in stores (not video ads)
- Ads shown on-screen before the start of a movie*
- Ads on posters at movie theaters*
- Ads sent to a cell phone or other mobile device
- Ads on postcards
- Ads at sports or entertainment events
- Ads on phone booths
- Ads on top of taxis
- Ads inside taxis
- Ads at bus stops or train stations
- Ads on buses/trains
- Billboards

Teenmark

I. Psychographic Batteries

C. Beauty: Hair

- I often try different ways to style my hair
- I like to try different haircuts every now and then
- I like to try different hair coloring or highlights
- I usually keep the same hair style for a while

- I rely on magazines to give me ideas for my hair and learn about new products
- I often use the same hair care products
- I often use whatever hair care products are on sale
- I like to try new/different brands and products

- I often see hair products advertised on TV that I want to try
- I often see hair products advertised in magazines that I want to try
- I like to keep my hair natural—I rarely use styling products or hairspray
- A hair style is a good indicator of one's style

D. Beauty: Make-up

- I often try different ways to apply my makeup
- I like to try different makeup colors
- I usually use the same makeup routine
- When I can, I buy new makeup products to try

- I rely on magazines to give me makeup ideas and learn about new products
- I like to keep my face looking fairly natural—I don't use too much makeup
- I don't use any makeup at all
- I often see makeup products advertised on TV that I want to try

- I often see makeup products advertised in magazines that I want to try
- The way someone does their makeup says a lot about their style
- I often use natural or organic beauty products

Teenmark

I. Psychographic Batteries

E. Cellular/Mobile Opinions

- I carry my cell phone or PDA everywhere I go
- I only answer my cell phone when I know who is calling
- I often use my cell phone to make phone calls from my home
- The primary reason I have my cell phone is for safety
- I understand how to use most of the features of my cell phone
- Having one mobile device that can do everything is very convenient
- There are some features on my cell phone I'd like to use, but I don't know how to use them
- I just want to use my cell phone to make and receive calls and don't care about any other features
- My mobile phone is an extension of my personality
- I enjoy customizing the look and sound of my cell phone
- Advertisements on cell phones or PDAs are annoying
- I am interested in watching video clips on my cell phone
- I am interested in watching live TV on my cell phone
- Text messaging is an important part of my daily life

F. Fashion & Style Attitudes

- I like to know what's in style
- I like to create my own style
- I rely on magazines to keep me up to date on fashion
- I often buy the latest fashions as soon as they come out
- I usually wait to buy the latest fashions until I see a lot of people at school wearing them
- I like to make sure fashions don't go out of style too quickly before I buy them
- Being "in style" is very important to me
- I consider my fashion style to be trendy
- I must admit I wear designer brands partially to impress other people
- When a celebrity designs a product, I am more likely to buy it
- I'm willing to use the Internet to shop for fashion products
- I prefer to shop for fashion products on my own, rather than with friends
- I dress more to please myself than to please others
- I would consider having a cosmetic surgery or procedure to improve my appearance*

How do you find out about new fashion trends?

- Friends
- Family
- Radio
- TV
- Magazines
- Newspapers
- Internet
- Other

Which, if any, of the following things do you do after you find out about new fashion trends?

- Tell friends
- Tell family
- Write about it on the Internet
- Other

Teenmark

I. Psychographic Batteries

G. Finance

- I try hard to save money—I'm careful about how I spend it
- I usually spend most of my money—I buy what I want, when I want
- I don't need to save now—I have the rest of my life to do that
- The economy has a direct effect on my spending habits

- I should be able to buy anything I want
- Not being able to buy everything I want makes me appreciate the things I am able to buy
- I get money from my parents on a regular basis to spend as I choose
- My parents buy most everything I ask for

- Investing for the future is very important to me
- Credit cards are the greatest thing—they allow you to buy things you couldn't afford otherwise
- Credit cards are dangerous—they allow you to spend more money than you actually have
- I usually decide what to spend my money on
- I only save for a specific purpose

H. Food

- I try to pay attention to my nutrition
 - Eating at a fast food restaurant is fun
 - Often, I eat my meals on the run
 - I try to eat breakfast every day
 - When I find a food I like, I typically recommend it to people I know
 - I typically celebrate special occasions at restaurants

 - Cooking is boring
 - I enjoy trying different types of food
 - I rely on product labels to help me make decisions when food shopping
 - I eat whatever I want
 - I stick to the food I know I like
 - I only eat fast food when I'm in a rush*
- Eating well is important for good health
 - I regularly eat organic foods
 - When I find a restaurant I like, I stick with it
 - Fast food is really bad for you
 - I usually snack while watching TV
 - When I'm upset, I eat

 - I evaluate the nutrition of menu items when ordering at a restaurant
 - Sometimes I feel self-conscious about what I eat
 - I often feel I eat too much
 - I would rather eat fast food than a home-cooked meal
 - I enjoy being creative in the kitchen
 - I consider myself a vegetarian
 - I love to eat in restaurants

* New in Teenmark 2011

Teenmark

I. Psychographic Batteries

I. Future Goals

What are your goals for the future?

- Go to college
- Have your own business
- Make a lot of money
- Buy a house
- Be famous
- Go into the corporate world
- Go into the arts
- Serve in the military
- Have good relationships with friends
- Have good relationships with family
- To volunteer and give back to the community
- Travel
- Get married
- Have children
- Have a successful career
- To enjoy life
- Retire early
- Other

J. Internet/Online Technology

- The Internet is a great way to gather information on products/services I'm considering purchasing
- The Internet is a great way to actually buy products
- The Internet has allowed me to learn things I probably wouldn't have learned otherwise
- The Internet allows me to do better research for school work
- The Internet is a great way for me to communicate with family/friends
- The Internet is a main source of entertainment for me
- I would feel disconnected without the Internet
- Going online is one of my favorite things to do with my free time
- The Internet is a good thing, but I worry that too much technology can be a bad thing
- Instant messenger keeps me in touch with my friends
- The Internet is a good way to meet new people
- The Internet has little impact on my daily life

Teenmark

I. Psychographic Batteries

K. Leisure Activities: Personally participated in the last 12 months:

- Attend auto shows
- Attend dance performances
- Attend music concerts/performance
- Attend sporting events
- Babysitting
- Baking/cooking
- Go to beach
- Billiards/pool
- Board games/cards
- Chess
- Go to coffee shop
- Crossword puzzles/word games
- Cruise around in a car
- Dance/go dancing
- Dining out
- Exercise/workout
- Fantasy sports league
- Hang out with friends (outside of school)
- Karaoke
- Listen to the radio
- Go to live theater
- Go to museums
- Painting, drawing
- Go to parties
- Photography
- Photo Album/Scrapbooking
- Picnic
- Play musical instrument
- Play sports
- Read magazines
- Read books
- Read comic books
- Shop
- Spend time alone in room
- Spend time with family
- Spend time with girlfriend/ boyfriend (outside of school)
- Study
- Sudoku Puzzles
- Take a nap
- Talk on the phone
- Trivia games
- PC/Computer games (play online with software)
- PC/Computer games (play online without software)
- PC/Computer games (play offline with software)
- Video/electronic games (console)
- Video/electronic games (portable)
- Volunteer work
- Watch TV
- Go to zoo

Do you engage in any of the following activities?

- Collecting—comic books
- Collecting—coins
- Collecting—figurines
- Collecting—stamps
- Electric trains
- Raising pets

Do you personally buy/collect or trade sports/trading cards?

- Baseball
- Basketball
- Football
- Hockey
- Magic cards
- Other sports
- Other Trading Cards

Teenmark

I. Psychographic Batteries

L. Media Attitudes

For each of the following statements, please check off which media you think it describes—TV, radio, Internet, magazines. You can check as many as you'd like. For example, if you think the statement describes all of them, check off all four.

- A good source of learning
- Pure entertainment
- Makes me think
- Keeps me informed/up to date

- A good escape
- Relaxes me
- Puts me in a good mood
- Gives me good ideas

- Keeps me up-to-date with the latest styles and trends
- The one I trust the most (pick one)—TV, radio, Internet, magazines

M. Memberships/Clubs

Please mark which clubs or groups you currently belong to:

- School sports team
- School club (non-sports)
- Environmental organization
- Local civic organization

- Religious group
- Cultural/ethnic group
- Health club/gym/exercise group
- Hobby club (not in school)

- Theatre/dance group
- Volunteer group
- Military group
- Other

Teenmark

I. Psychographic Batteries

N. Movies

How do you find out about new movies you want to see?

- Friends
- Family
- Radio commercials
- TV commercials

- Previews/trailers at a movie theater
- Previews/trailers online
- Magazine advertisements
- Newspaper advertisements
- Other

Which, if any, of the following things do you do after you see a new movie?

- Tell friends
- Tell family
- Write about it on the Internet
- Other

O. Music

- I like all different kinds of music
- My taste in music is very specific
- I keep up-to-date with what's going on in the music industry
- I get ideas from magazines for what music to listen to

- I like to copy fashion styles of my favorite music artists
- You can tell a lot about somebody by his or her music/CD collection
- Music is a huge part of my life
- My style of clothes reflects my taste in music

How do you find out about new music?

- Friends
- Family
- Radio
- TV
- Magazines
- Newspapers
- Internet
- Other

Which, if any, of the following things do you do after you hear new music?

- Tell friends
- Tell family
- Write about it on the Internet
- Other

Teenmark

I. Psychographic Batteries

P. Socializing

- I like to keep my personal Internet pages updated with information about my life
- I find it easy to make friends
- I think people put too much private information about their lives on the Internet
- Being a part of the popular crowd is important to me

- I frequently plan activities for friends
- When I try something new, I tend to share my opinions about it with my friends
- People often look to me for advice
- I consider myself to be popular

- I try hard not to leave anybody out
- I see myself as somewhat of a loner
- IM is the best way to keep in touch
- Text messaging is the best way to keep in touch

- Phone calls are the best way to keep in touch
- Email is the best way to keep in touch
- Internet sites are the best way to keep in touch

Teenmark

I. Psychographic Batteries

Q. Sports: Personally participated in the last 12 months:

- Aerobics
- Backpacking
- Baseball
- Basketball
- Bicycling – Mountain
- Bicycling – Road
- Boating (power)
- Bowling
- Camping
- Canoeing/kayaking
- Cheerleading
- Dirt Bike Racing
- Fencing
- Fishing
- Football
- Frisbee
- Golf
- Gymnastics
- Handball
- Hiking
- Hockey – Field
- Hockey – Ice
- Horseback riding
- Ice skating
- Jogging/running
- Karate
- Kick Boxing
- Lacrosse
- Marathon (Training and Events)
- Martial Arts
- Ping Pong/Table Tennis
- Pilates
- Racquetball
- Rock Climbing
- Roller blading/in-line skating
- Roller skating
- Rowing: stationary/outdoor
- Sailing
- Scuba diving
- Skateboarding
- Skiing – cross country
- Skiing – downhill
- Snorkeling/Skin diving
- Snowboarding
- Snowmobiling
- Soccer
- Softball
- Surfing/Windsurfing
- Swimming/diving
- Target shooting
- Tennis
- Track & Field
- Triathlon (Training and Events)
- Volleyball
- Walking for exercise
- Water skiing/Other water sports
- Weight lifting
- Whitewater rafting
- Yoga
- Other

Interest in Sports:

On a scale from “0” to “10” where “0” means you are not a sports fan at all, “5” means you are an average sports fan and “10” means you are a super sports fan, where would you place yourself on that scale for each of the following?

- College Basketball
- College Football
- Other College Sports*
- Golf
- High School Sports*
- Major League Baseball
- NASCAR
- NBA
- NFL
- NHL
- Olympics
- Professional wrestling
- Soccer
- Tennis

Teenmark

I. Psychographic Batteries

R. Stresses

How often do you feel "stressed out"?

- All the time
- Sometimes
- Once in a while
- Rarely
- Never

What are the situations in your life that generally cause you to feel "stressed"?

- A lot of school work
- Your parents' relationship
- Relationships with your friends
- Relationships with your parents
- Not enough money
- Juggling too many responsibilities
- Your weight/body image
- Your overall appearance
- Relationships with your siblings/other family
- Relationships with your boyfriend/girlfriend
- Not enough sleep
- Not enough time in the day
- Issues with your own health
- Other people's health issues
- Other

S. Technology

- I often take the opportunity to discuss my knowledge of technology or electronic products with others
- I give others advice when they are looking to buy technology or electronic products
- Computers can be a good source of entertainment
- I'm fascinated by new technology
- I enjoy learning about technology or electronic products from others
- Technology helps make my life more organized
- When I find a technology or electronic product I like, I typically recommend it to people I know
- I am among the first of my friends and colleagues to try new technology products
- I want others to say "wow" when they see my electronics

Teenmark

I. Psychographic Batteries

T. Video Games

How do you find out about new video games?

- Friends
- Family
- Radio
- TV

- Magazines
- Newspapers
- Internet
- Other

Which, if any, of the following do you do after you play a new video game?

- Tell friends
- Tell Family
- Write about it on the Internet
- Other

U. Volunteerism

Have you done any volunteer work in the past 12 months? If yes, which groups you have volunteered for in the past 12 months?

- Religious groups (church, synagogue, etc.)
- Political organizations
- Environmental organizations (i.e., Greenpeace)
- Animal rights organization

- Homeless organizations (i.e., shelters, clothing drives, etc.)
- Youth organizations (i.e., tutoring, Big Brother types of organizations)
- Third World countries' relief organizations
- Natural disaster relief organizations

- Medical organizations (hospital, nursing homes, homebound or eldercare)
- Cause-related organizations (AIDS, breast cancer, anti-drug, etc.)
- Other

Teenmark

I. Psychographic Batteries

V. Yourself

- I usually speak my mind
- I often hold my feelings in and don't say much
- Getting good grades is important to me*
- I like to make my own decisions
- I like to get other people's opinions before making decisions
- I do things that often surprise or shock people
- I don't like to disappoint people
- I buy natural products because I am concerned about the environment*
- I like to live day by day and not think about tomorrow
- I often plan ahead
- I worry about my future
- I expect the brands I buy to support social causes*
- I think I'm a pretty normal teen
- I ask my parents to buy products that are good for the environment*
- I think I have a good head on my shoulders
- I hate stereotypes—everyone is their own person
- I feel really good about seeing celebrities in the media that share my ethnic background*
- My family is such an important part of my life
- My friends are such an important part of my life
- I like spending time on my own
- I am willing to pay more for a product that is environmentally safe*
- I'm constantly on the go—always busy doing things
- I like to spend a good amount of my time at home
- I would like to be more sporty or athletic*
- I enjoy school for the educational aspect
- I enjoy school for the social aspect
- A job is about more than just earning money
- A celebrity endorsement may influence me to consider or buy a product*
- Religion is important to me
- People who are worried about the environment are overreacting*
- I wish I had more free time
- I want to make a lot of money when I am older
- I often do things to help other people
- Sometimes I worry so much I can't sleep
- My cultural/ethnic heritage is an important part of who I am*
- I am happy with my appearance
- I like to spend time with my family
- I am more likely to purchase brands that support a cause I care about*
- The environment is important to me
- I think it's important to recycle
- I typically know what is going on in current events

continued on next page>>

Teenmark

I. Psychographic Batteries

V. Yourself (continued)

- I make sure I take time for myself each day*
- I eat dinner with my family almost every night
- I find myself drawn to outgoing people
- Often I would rather stay at home than go out socially

- I like to give the impression that my life is under control
- I pride myself on my creativity
- I frequently wish I had more time to spend with my family*
- Risk-taking is exciting to me

- I am happy with my weight
- I tend to spend a lot of time by myself
- I often find myself in a leadership position
- I consider myself outspoken*

- My philosophy is "life should be as much fun as possible"
- I enjoy being the center of attention
- I like to share my opinions about products and services by posting reviews and ratings online*
- I'm more connected to my ethnic background than my parents are*

* New in Teenmark 2011

Teenmark

II. Psychographic Segmentation Analyses

Psychographic Segmentation Analyses

GfK MRI has several segmentation analyses based on the *Teenmark* study. Much like the analyses prepared for adults in the *Survey of the American Consumer*, these segmentations group teens based on their answers to the following batteries of attitudinal questions: Fashion; Internet/Online Technology; Food; Finance; Yourself; Beauty: Makeup; Beauty: Hair; Music; and LeisureStyles.

A. Beauty: Hair Attitudes Segmentation

The Hair Attitudes segmentation examines the unique relationship teens have with their hair, what they think their hairstyles say about them, and the importance hair-related products are to maintaining their unique styles.

- **Coif Queens**
Coif Queens believe in Style, but are still looking for the right one, and aren't afraid to try different looks in their search for the one that best reflects who they are (at least for the moment). They like to try new and different brands and products, and seek out information about them in magazines. The ads they see in magazines and on TV often guide their consumer choices.
- **Product Friendly**
The teenage consumers in this segment like their usual hairstyles, but are always on the lookout for new products to maintain them. New brands are important to Product-Friendlies, and they rely on magazines for ideas and information about new hair products. They often see hair products advertised on TV and in magazines that they would like to try.
- **Self-Styled**
Self-Styled teenage consumers are as hair-focused as Coif Queens, but are more confident and self-directed about their style choices. They aren't afraid to try different styles and new cuts, and like to try different hair coloring schemes, but they don't rely on magazines or TV ads for guidance.
- **Just A Trim**
Members of this segment have found their hairstyles and stick with them. They aren't influenced by what they see in magazines or on TV about hair care products, mainly because they see no reason to change from the products they usually use.
- **Hair Natural**
Like many teenagers, the consumers in this segment are generally happy with their hairstyles. Unlike other teenagers, they like to keep their hair natural, and have little interest in hair styling products of any kind.

Teenmark

II. Psychographic Segmentation Analyses

B. Beauty: Makeup Attitudes Segmentation

The Beauty & Makeup Attitudes segmentation groups young women along a spectrum of involvement with makeup, investment in personal style and the role media plays in their cosmetics choices.

- **Cosmetics Queens**

Cosmetics Queens shop for style; they love makeup, but haven't yet settled on a particular style and are always in the market for something new. They like to try different applications and colors and buy new makeup products just to try them. They look for ideas, information and ads in magazines, and keep a collective eye out for makeup product commercials on TV.

- **Self-Applied Style**

Like Cosmetics Queens, these teenage consumers love makeup, especially new products and different looks. Unlike the Queens, they have their personal styles, and cosmetics ads they see in magazines or on TV have little influence on them. For much the same reason, they don't rely on magazines for ideas and information about makeup products.

- **Au Naturel**

These teenage consumers are almost totally immune to makeup's charms; they prefer a natural look, don't use much makeup and have no interest in new cosmetics products. They don't seek information or ideas about makeup in magazines, and while they may see ads for new makeup products in magazines or on TV, they don't look for them. They don't even think makeup has much to do with personal style.

Teenmark

II. Psychographic Segmentation Analyses

C. Fashion Attitudes Segmentation

The Fashion Attitudes segmentation breaks teens down by their fashion sensibilities, their inclination to shop (or not) for clothes and accessories, and the importance of social and media influences on their fashion choices.

- **Fashion Groupies**

Fashion groupies believe they have a trendy fashion sense, but they tend to act more like fashion followers than trailblazers. They like to know what is in style, but they wait to see what others are wearing before they buy, and what they do buy is not likely to go out of style before too long.

- **Fashion Disconnects**

Fashion is not a factor of the good life among these young consumers, and they are almost totally indifferent to clothing, beyond its practical aspects. They don't like to shop, they don't care what's in style, and they don't buy new clothes just because a new season rolls around.

- **Fashionistas**

Fashionistas love the "new", especially when it means something new to wear. They believe they are trend-setters and that clothes say a lot about the wearer, so being "in style" is very important to them. As marketing targets, they are particularly valuable as trend-spreaders, who reliably seek out what's new in magazines and buy the latest fashions as they arrive in stores.

- **Fashion Mall-Mavens**

These consumers love to shop for clothes and accessories, but they have their own styles and are not particularly interested in the latest styles. They don't look to magazines for fashion guidance and they're not likely to pick up something in the mall simply because it just came in.

Teenmark

II. Psychographic Segmentation Analyses

D. Finance Attitudes Segmentation

The Finance Attitudes segmentation examines the role of money in the lives of teens, how they get it and how important spending money—or saving it—is to them.

- **Self-Funded Savers**

These young consumers make their own money and use it wisely, saving for the future and buying what they need rather than what they want. They see credit cards as a trap to spend what they don't have.

- **Parent-Funded Spenders**

These young consumers enjoy the fruits of their parents' success and the bounty of their generosity. They save little, have little concern for the future and admit little parental constraint on their consumption of consumer goods. They see credit cards as almost magical devices that grow in value when used.

- **Parent-Funded Squirrelers**

These young consumers may not need or want to earn their own money, but they treat what they get from their parents as if they had earned it. They are appreciative of what they do buy, and think it's smart to save for the future. Credit cards, to these thrifty consumers, offer a false sense of prosperity.

Teenmark

II. Psychographic Segmentation Analyses

E. Food Attitudes Segmentation

For young children, food is a source of sustenance and pleasure (or pain, as when Mom insists you finish your lima beans). The story gets more complicated as people move into their teenage years and discover the nutritional, social, and even moral dimensions of eating. GfK MRI's Teenmark "Food Attitudes" segmentation explores the different and emerging ways that teenagers relate to food.

- **Thoughtful Eaters**

These young consumers are nothing if not responsible, at least when it comes to what they eat, and food for them is a source of nutrition as well as enjoyment. They try to eat breakfast every day, regularly eat organic foods, and firmly believe that fast food is really bad for you.

- **Self-Conscious Snackers**

Members of this segment ingest a large portion of guilt with every meal. While they often eat on the run, eat what they want rather than what they should and are big snackers while watching TV, food can be a source of anxiety for them. They often feel they eat too much, and sometimes feel self-conscious about what they eat. Food can also be a way for them to deal with anxiety; teens in this segment report that when upset, they eat.

- **Uninhibited Foodies**

Members of this segment love food and have no qualms about it. They enjoy different types of food and eat, guilt free, whatever and however much they want, without self-consciousness.

- **Fast Food Fans**

Trying different types of food is not for these teenagers, whose focus is on convenience and familiarity, with little regard for nutrition and variety. Cooking bores them, they would rather pick up some fast food than wait for a home-cooked meal, and they prefer to stay with food they know they like.

Teenmark

II. Psychographic Segmentation Analyses

F. Internet/Online Technology Attitudes Segmentation

The Internet/Online Technology Attitudes segmentation categorizes teens according to what they are doing online, their reasons for being connected, and the depth of their involvement with the Internet.

The names for these segments have been derived from Internet-chat slang commonly used by teens.

- **AOTA—All of the Above**

For AOTA's, the Internet is virtually their entire world, and without it they feel disconnected from the world. Many of their interactions with the world occur online: the Internet allows them to shop and buy, chat and communicate, study and learn, almost simultaneously. To complete the circle, the Internet is also one of their main sources of entertainment, and something they are likely to use to fill in free time.

- **AFK—Away From the Keyboard**

These teens have absolutely no use, practical or otherwise, for the Internet. They are totally immune to the charms of the web, and indifferent to its interactive, transactional and connective capabilities. They don't even consider the Internet to be a good source for information or entertainment.

- **CUOL—See You Online**

Members of this segment value the Internet most for its connectivity. They use it to communicate with friends and family, to link with educational and information resources, or just for fun. While the Internet plays a central role in their daily lives, they show little enthusiasm about using it as a shopping tool or guide.

- **FITB—Fill In The Blanks**

FITB-ers most value the Internet for its practicality. They go online for a long list of reasons – to shop, to buy, to research, to communicate with family– but they don't use it for entertainment or to otherwise while away their free time. The Internet enhances their connectedness to the world, but doesn't dominate it.

Teenmark

II. Psychographic Segmentation Analyses

G. LeisureStyles Segmentation

Despite the conventional view—that they spend too much time sleeping, hanging out and talking on the phone with their friends—American teenagers actually do a lot with their free time. This segmentation looks at the full range of leisure activities American teenagers engage in, from social activities to competitive sports and less physically demanding pursuits.

- **Jocks & Jills**

Members of this segment participate in such sports and leisure activities as baseball, basketball, football, Frisbee, golf, handball, hockey (field), jogging/running, lacrosse, paddle tennis, ping-pong, racquetball, soccer, softball, tennis, volleyball, and track & field.

- **Renaissance Teens**

Members of this segment participate in such activities as attending auto shows, attending dance performances, attending music concerts/performances, attending sporting events, babysitting, baking/cooking, going to the beach, playing billiards/pool, playing board games/cards, chess, going to a coffee shop, dance/going dancing, dining out, playing fantasy sports league, karaoke, going to museums, going to parties, photography, going to picnics, playing a musical instrument, reading magazines, reading books, reading comic books, going to the zoo, playing trivia games, and volunteering.

- **Outdoor Enthusiasts**

Among the most popular leisure and sports activities in this segment are backpacking/hiking, bicycling (mountain), bicycling (road), boating, bowling, camping, fishing, canoeing/kayaking, horseback riding, ice-skating, rock-climbing, sailing, skiing, swimming, diving, and water skiing and other water sports.

- **Gamers**

Members of this segment play mostly chess, electronic games, video games, and PC/computer games.

- **Fit n' Social**

Among the most popular activities in this segment are dance/going dancing, karaoke, cheerleading, aerobics, fencing, gymnastics and ice-skating.

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Teenmark

II. Psychographic Segmentation Analyses: *Teenmark*

G. LeisureStyles Segmentations (continued)

- **Boarders & Bladers**

Members of this segment participate in such activities as bicycling, dirt bike racing, ice hockey, ice-skating, lacrosse, skateboarding, roller blading, in-line skating, roller-skating, snowboarding, snowmobiling, and wind surfing.

- **Lovebirds**

Among the most popular leisure activities in this segment are attending auto shows, playing billiards or pool, cruising around in a car, and spending time with a or girlfriend or boyfriend.

- **Comics & Collectibles**

Members of this segment read comic books, and collect comic books, coins, figurines, stamps, or electric trains.

- **Not Doing Much**

Teens that tend to participate in the activities (leisure and sports) at lower levels than the general population or not at all.

Teenmark

II. Psychographic Segmentation Analyses

H. Music Attitudes Segmentation

The Music Attitudes segmentation analysis looks at the role music plays in teens' day-to-day lives, its importance in how they define themselves and how it influences their fashion styles.

- **Tune Trendy**

Members of this segment are the followers among young music consumers, with no particular loyalty to one genre or artist or another. They look outside themselves for guidance, preferring the "new" because it is new. Like most teenagers, music plays a huge part in their lives.

- **Signature Soundtrack**

Signature Soundtrackers have just as intensely emotional involvement with music and their favorite artists as Tune Trendies, but their tastes are more focused on specific genres, and their styles more settled. Like most young music consumers, they believe the music someone likes says a lot about that person.

- **Love to Listen**

Love to Listen-ers like to keep up with what is going on in music, but they don't seek out information about what's new. Neither their musical preferences nor their favorite artists influence their fashion choices.

- **Solely Sound**

Music plays a "huge part" in the lives of these young consumers, but more for the sound than the source. Solely Sound-ers consider themselves the elitists or purists of the music market. They have specific tastes in music, and are not likely to be influenced by magazine articles or artists' fashion statements.

- **Background Beats**

These young consumers don't really "listen" to music as much as they "hear it," just as most movie-goers experience background music without really giving it much attention. Music plays little or no role in their lives, personal or social; they have no favorite artists who influence their fashion choices, and don't consider a person's musical preferences as indicative of much of anything.

Teenmark

II. Psychographic Segmentation Analyses

I. Yourself Attitudes Segmentation

The Yourself Attitudes segmentation groups teens based on how they describe the importance of their relationships with friends and family, while also considering how they reflect on themselves and on their futures.

- **Social Butterflies**

These young consumers feel they are ready to make a leap into adulthood, whether or not the world agrees with them. They like to assert themselves and make their own decisions, independent of others' opinions. They have begun to distance themselves from family and to rely more on friends, but they have an ambivalent attitude toward the future and their busy lifestyles don't allow much time for thinking about tomorrow.

- **Busy Bees**

Compared to Social Butterflies, these young consumers are equally ready for adulthood, but would prefer the transition be a smooth one. Their independent-mindedness is tempered with an appreciation for others' advice and a disinclination to disappoint, shock or surprise. They live in an expansive world, with room enough for friends and family, school and community, today and tomorrow.

- **Bookworms**

Members of this segment aren't having problems with impending adulthood– they're still struggling with the transition to adolescence from childhood. They prefer to operate under the social radar, and don't worry too much about the passage of time. Family is more important to their lives than friends.

- **Hermit Crabs**

Behaviorally, Hermit Crabs share a number of characteristics: a reluctance to focus on the future, spending a lot of time at home, a seeming passivity. But these young consumers have left more of their childhood behind, and have developed a taste for independence that expresses itself by attaching little importance to almost anything genuinely important (family, friends, school, tolerance, etc.).



American Kids Study

American Kids Study

GfK MRI's *American Kids Study*, with approximately 5,000 participants age six to 11 from households included in the *Survey of the American Consumer*, uses an extensively studied and tested child-friendly questionnaire to explore several areas: personal information, media usage, product consumption and lifestyles.

In addition, the study includes a series of psychographic questions that ask young children directly about what is often only observed about them or inferred from their behavior.

Psychographic Questions in the American Kids Study: *These are some things other kids have said about themselves. Thinking about yourself, which of the following statements do you completely agree with?*

A. Advertising Preferences

Which of these advertisements do you like seeing or hearing?

- Commercials on TV
- Ads on the radio
- Ads on the Internet
- Ads in video games

- Ads before movies (at a movie theater)
- Other
- I don't like seeing or hearing advertisements

What do you really like to see or hear in advertising?

- Something that surprises me
- Funny things (like a funny animal or character)
- Kids my age
- Famous people I like

- Music
- Sarcastic humor that makes fun of things
- Silly humor
- Tricks played on people

- Colorful images
- Action and excitement
- Learn more about a new product
- Other

American Kids Study

B. Electronic Entertainment Preferences

Thinking about yourself, which of the following statements do you completely agree with?

- I would rather play video games than watch TV
- I am usually the first one of my friends to play new video games
- I would rather play outside than watch TV
- One of my favorite things is spending time on the computer

- I would rather watch TV than go on the computer
- I usually go to movies when they first come out
- I would rather watch TV than play video games
- I know all the new songs before my friends do
- I think computers are boring

C. Magazine Attitudes & Actions

Thinking about yourself, which of the following statements do you completely agree with?

- I read magazines for fun
- I enjoy playing the games in magazines
- Reading magazines makes me think
- I like to look at the ads or advertisements in magazines
- I learn a lot from reading magazines

American Kids Study

D. Movies

How do you find out about new movies you want to see?

- My friends
- My family
- Radio commercials
- Television commercials

- TV shows that talk about movies
- Coming attractions or previews at a movie theater
- Online movie trailers or previews
- Magazine advertisements

- Newspaper advertisements
- Billboard advertisements
- Other
- I do not go to the movies

After you see a movie, who do you tell about it?

- My friends
- My family
- Other
- I don't usually talk about movies

E. Music and Video Games

How do you find out about (new music; new video games)?

- My friends
- My family
- Internet sites
- TV

- Radio
- Magazines
- Other
- I don't usually find out about (new music; new video games)

After you (hear new music; play new video games), who do you tell about it?

- My friends
- My family
- Other
- I don't usually talk about (new music; new video games)

American Kids Study

F. Nutrition

- I try not to eat food with lots of sugar
- I try not to eat fattening foods
- The taste of food is really important to me
- I learn about nutrition in school
- My parents teach me about nutrition
- I don't know much about nutrition
- I usually read the nutrition labels on food and beverages
- I eat whatever I want
- I try to eat breakfast every day
- I enjoy trying different types of foods
- I often feel I eat too much
- I love to eat in restaurants
- I would rather eat fast food than a home-cooked meal
- I use the microwave to heat up foods (without help from an adult)
- I eat dinner with my family almost every night
- I feel too old to order a kid's meal
- The most important thing about a kid's meal is the toy

G. Sports

Which of these sports did you do, at anytime, in the last 12 months?

- Baseball
- Basketball
- Bike riding/
Dirt bike riding
- Bowling
- Cheerleading
- Dancing
- Fishing
- Football
- Gymnastics
- Ice skating/Ice hockey
- Jogging/running
- Karate
- Rollerblading/
Roller Skating
- Skateboarding
- Skiing/Snowboarding
- Soccer
- Softball
- Swimming/Diving
- Tennis
- Volleyball
- Walking for exercise
- Other

Why do you play sports?

- They are fun to play
- To keep in shape/It's good for me
- To be with my friends
- I am good at sports
- Keeps me from getting bored
- My parents want me to
- To compete against other kids
- Because I have to
- Other
- I don't know

American Kids Study

H. Thoughts and Feelings

- I worry about school tests
- I am happy being my age
- I wish I were older so I could do more
- Religion is important to me
- I want to go to college
- I wish I had more free time
- I want to make a lot of money when I am older
- I often do things to help other people
- I feel stressed out a lot of the time
- I am one of the first people to try new things
- The environment is important to me
- I worry about what will happen in the future
- Advertising gives me ideas for things I want to buy
- My family is an important part of my life
- My friends are an important part of my life
- I don't like the way I look
- Sometimes I worry so much I can't sleep
- Other kids my age look to me for what is cool
- Being "in style" is very important to me
- I am happy with my weight
- I wish I could gain weight
- I wish I could lose weight
- I think it's important to recycle
- I will vote as soon as I'm old enough
- When I'm with my friends, I'm the one who decides what to do
- I like to spend time with my family
- I think I'm a pretty normal kid
- I would like to be more sporty or athletic
- I ask my parents to buy things I see on TV
- It's easy for me to make friends
- I like spending time on my own
- I ask my parents for things my friends have
- I ask my parents for things my brother or sister has
- I would like to be more popular
- Getting good grades is important to me
- I ask my parents to buy things that are good for the environment
- I would like to be less shy
- I care about what my brother or sister thinks is cool

Do you think you are...? (Check all that apply)

- Creative
- Funny
- Active
- Smart
- Curious
- Popular
- Quiet
- Cool
- Loud
- Friendly
- Sporty or athletic
- Shy
- Happy
- Brave
- Healthy
- Other
- None of these

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