

UNDERSTAND THE DRIVERS OF CONSUMER BEHAVIOR

WHAT MOTIVATES YOUR CONSUMERS?

Nielsen Scarborough already sheds light on the WHO, WHAT and WHERE of local consumer life. Now, you can tap into the WHY – those key motivators and attitudes of consumers – with the Nielsen Scarborough/GfK MRI Attitudinal Insights Module.

The product combines GfK MRI attitudinal data with Nielsen Scarborough into a single, integrated database. You can use the Attitudinal Insights Module to examine consumer attitudes in conjunction with media consumption or purchasing behaviors. These insights are essential to:

- Finding out what motivates people to make a purchase
- Examining openness to advertising among key consumer targets
- Identifying key segments of the population, such as technology early adopters, patriotic consumers or brand loyal moms
- Examining motivations behind consumer interest in advertising, usage of social media, their process behind making healthcare decisions, and much more

HOW IT WORKS

GfK MRI attitudinal data is merged with syndicated Nielsen Scarborough at the respondent level, so that the two data sets can be freely crossed, combined, or otherwise analyzed.

The Nielsen Scarborough GfK MRI Attitudinal Insights Module provides access to 400+ new variables that reflect consumer psychographics in 13 different categories.

Baltimore adults are 11% more likely to agree to paying more for high-quality hotel accommodations AND 14% more likely to paying more to fly on their favorite airline, than the average U.S. adult.

Chicago adults boast high brand loyalty to their vehicles. They are 19% percent more likely than the average U.S. adult to agree completely with the statement "I'm loyal to my vehicle brands and stick with them." New York and San Diego adults are more likely to disagree completely with that statement.

13 ATTITUDINAL AND BEHAVIORAL CATEGORIES

Following is a list of variables featured in the Nielsen Scarborough/GfK MRI Attitudinal Insights Module.

General Attitudes

- 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
- Pets deserve to be pampered
- I avoid confrontation whenever possible

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- 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
- To me, it is important to keep up-to-date with news and current affairs
- I love keeping up with celebrity news and gossip
- Keeping a neat, organized home is a top priority for me
- I feel I am more environmentally conscious than most
- 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
- I consider myself a spiritual person
- A company's environmental record is important to me in my purchasing decisions
- 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
- It's 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 am more connected to my ethnic heritage than my parents are
- I choose to have a small group of friends rather than a large group of acquaintances
- I consider my work to be a career, not just a job
- I can tell my home is clean by the way it smells
- I am willing to take charge to get things done

Buying Styles

- 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
- 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

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- A celebrity endorsement may influence me to consider or buy a product
- I only use coupons for those brands I usually buy
- 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 overcharged to begin with
- 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'm a "spender" rather than a "saver"
- 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
- I like to connect with brands through social-networking sites

Interest In Advertising

- Advertising on mobile phones provides me with useful information about bargains
- Advertising on mobile phones provides me with meaningful information about the product use of other consumers
- Advertising on mobile phones provides me with useful information about new products and services
- For me, advertising on mobile phones is amusing
- For me, advertising on mobile phones appears at inconvenient moments
- For me, advertising on mobile phones has no credibility
- For me, advertising on mobile phones is repeated too often
- For me, all ads on mobile phones are alike
- Advertising on TV provides me with useful information about bargains
- Advertising on TV provides me with meaningful information about the product use of other consumers
- Advertising on TV provides me with useful information about new products and services
- For me, advertising on TV is amusing
- For me, advertising on TV appears at inconvenient moments
- For me, advertising on TV has no credibility

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- For me, advertising on TV is repeated too often
- For me, all ads on TV are alike
- Advertising on radio provides me with useful information about bargains
- Advertising on radio provides me with meaningful information about the product use of other consumers
- Advertising on radio provides me with useful information about new products and services
- For me, advertising on radio is amusing
- For me, advertising on radio appears at inconvenient moments
- For me, advertising on radio has no credibility
- For me, advertising on radio is repeated too often
- For me, all ads on radio are alike
- Advertising in newspapers provides me with useful information about bargains
- Advertising in newspapers provides me with meaningful information about the product use of other consumers
- Advertising in newspapers provides me with useful information about new products and services
- For me, advertising in newspapers is amusing
- For me, advertising in newspapers appears at inconvenient moments
- For me, advertising in newspapers has no credibility
- For me, advertising in newspapers is repeated too often
- For me, all ads in newspapers are alike
- Advertising in magazines provides me with useful information about bargains
- Advertising in magazines provides me with meaningful information about the product use of other consumers
- Advertising in magazines provides me with useful information about new products and services
- For me, advertising in magazines is amusing
- For me, advertising in magazines appears at inconvenient moments
- For me, advertising in magazines has no credibility
- For me, advertising in magazines is repeated too often
- For me, all ads in magazines are alike
- Advertising on the Internet provides me with useful information about bargains
- Advertising on the Internet provides me with meaningful information about the product use of other consumers
- Advertising on the Internet provides me with useful information about new products and services
- For me, advertising on the Internet is amusing
- For me, advertising on the Internet appears at inconvenient moments
- For me, advertising on the Internet has no credibility
- For me, advertising on the Internet is repeated too often
- For me, all ads on the Internet are alike
- 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

Automotive Attitudes

- 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

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- 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
- 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

Cellular Mobile

- 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 my 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
- 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
- Features Important to you: Customer Service
- Features Important to you: Phone Models Available
- Features Important to you: Service Coverage Area
- Features Important to you: Service Plans Available
- I like to receive coupons on my cell phone that are based on my location

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Fashion & Style

- 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 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
- Maintaining a youthful appearance is important to me
- I judge others by how "put together" they look
- It is important to me to be well-groomed

Finance

- I regularly read financial news or financial publications
- I hate to borrow money
- 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

- 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
- 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

Food

- I try to eat healthy these days and pay attention to my nutrition
- I rarely eat frozen dinners

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- 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)
- 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 decision when ordering at a restaurant
- I regularly eat organic foods
- 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
- Food is a comfort to me
- I often use recipes when preparing a meal
- I'm always on the lookout for quick and easy meal options
- I like to see healthier options at fast food restaurants
- I use food to bring family together
- I am loyal to my food brands and stick with them
- I enjoy celebrating special occasions at home with family and friends
- I rely on mobile coupons for deals while food shopping
- 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
- 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
- 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

Health

- 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

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Internet & Online

- 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

Social Networking

- Visited or used past 30 days
- Did you do any of the following (past 30 days):
 - Update your status
 - Update your profile
 - Post picture(s)
 - Post video(s)
 - Post a website link

- Visit a friend's profile/page
- Comment on a friend's post
- Posted a blog entry
- Rated or reviewed a product or service
- Sent a message or email
- Use IM
- Play a game
- Invited people to an event
- Send a gift (real or virtual)
- Posted that you "like" something
- "Follow" or become a "fan of" something or someone
- Clicked on an advertisement
- Watched a video
- Posted your current location
- How important to you: Keep in touch with family/friends
- How important to you: Reconnect with people from my past
- How important to you: Meet new friends
- How important to you: Follow the activities of my friends and family
- How important to you: Find out about products and services
- How important to you: Rate or review a product or service
- How important to you: Meet or network with professional contacts
- How important to you: Find people who have interests similar to me
- How important to you: Find information about news or other current events
- How important to you: Find information about a movie, TV station or show
- How important to you: Find local information
- How important to you: Play games

- How important to you: To show support for my favorite companies or brands
- How important to you: To receive exclusive offers, coupons or other discounts
- How important to you: To gain access to VIP or Members-Only events

Technology

- 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
- If I am able to use a new technology product, someone has to show me how to use it
- I like to have a lot of gadgets
- 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 electronics 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

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- 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
- I like to be connected, either by phone or internet, at all times
- To me, it's important to always be reachable wherever I am
- Building electronics is a hobby of mine

Vacation Travel

- 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 my 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 myself or with just a small group of people
- 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
- 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
- The best vacation is restful without too much physical exercise

Segmentations

General Attitudes:

- Faith and Family
- Status Seekers
- Knowledgeable Nesters
- Culturally Connected

Ideal Car (Automotive):

- Basic and Functional
- Transportation Only
- Luxury and Style
- Green and Suitable
- Green and Trendy

Auto Interest/Expertise:

- Apathetic and Autos
- Pumped Up and Cars

Money Borrowing Attitudes:

- I.O.U.
- To Their Credit
- On Someone Else's Dime
- Balk the Bank

Banking Methods:

- Log-In Bankers
- Drop-In Bankers
- Phone-In Bankers
- Not-In Bankers

Finance and Saving:

- Financially Uninvolved
- Savers First
- Money Game Players
- Money Game Spectators

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Buying Styles:

- Penny-Pinchers
- Conscientious Consumers
- Buyers of The Best
- Habitualized Havers
- Swayable Shopaholics

Cooking/Food Shopping:

- Food-To-Go
- Home Cooking Virtuosos
- Cooking-Up an Image

Eating/Nutrition:

- Convenience Over Health
- Heedful of Wellness
- Blasé about Edibles

Doctors/Healthcare:

- I'm My Own Doctor
- Doctor Knows Best

Medicine/Drugs:

- Generic Traditionalists
- Alternatives
- Brand-Name Traditionalists

Internet and Mobile Web:

- Offliners
- Online Occasionals
- Online Financials
- Homepagers
- Netizens
- Mobi-Essentials
- Mobi-Xplorers

Preferred Vacation Types:

- Tour Groupies
- Kickin' Back Vacationers
- Active Adventurers
- Ever the Spring Breakers

Advertising by Platform (TV, Radio, Newspaper, Magazine, Internet, Mobile)- Ranges from Most to Least For:

- Information
- Irritation
- Entertainment

Technology Attitudes:

- Tech-Splorers
- Tech-Thusiasts
- Techno-Gamers
- Tech-Sploitors
- Techno-Laggards
- Techno-Phobes

Cellular/Mobile:

- Disconnected
- Mobile If I Must
- Mobile Minimalists
- Mobile Ad & App-Happy

Fashion and Style Attitudes:

- Function Over Fashion
- Mainstream Fashion
- Fashionable on a Budget
- Fashion First

Logistics of Travel Planning:

- "I'm staying close to home"
- "I'm my own travel agent"
- "Take me away please"

CONTACT YOUR NIELSEN REPRESENTATIVE FOR ADDITIONAL INFORMATION.