

# Lifestyle

## A new service

## Superpanel Lifestyles

Superpanel is now administering attitudinal and lifestyle questions on an annual basis to the panel via the mediaSPAN questionnaire. This new innovation provides the opportunity to determine consumers' attitudes and lifestyles in conjunction with actual and specific purchasing behaviour. The Lifestyle product delivers details on subjects as diverse as shopping, promotions, travel, pets and housework, and can be combined with purchasing to deliver a range of marketing solutions;

- 1) Expanded Category / Brand Understanding  
An additional depth of information over and above the traditional brand demographics, notably for niche brands which typically are not represented in U & A's.
- 2) Reaching Consumer Target Groups  
Understanding what motivates target groups in order to identify how to talk to them more effectively. E.g, Heavy category buyers that do not buy my brand.
- 3) Focus for U & A's  
Provide a cost effective insight into my competitors buyer base to provide a basis for more focussed U & A studies.
- 4) Ad-Hoc Issues  
An easily accessible, look-up facility, without the necessity to re-interview for the exploration of new innovation/ideas.
- 5) Consumer Clustering/Segmentation  
An additional variable that can be combined with existing traditional demography and purchasing behaviour to provide effective consumer clustering.

### How can you get hold of the information?

Superpanel Lifestyles is available through a number of different routes. A Lifestyle Browser is available on a market by market basis. This gives cross tabulation of attitudes by brands on an electronic Browser. Data includes both lifestyle responses and 12 factor groupings derived from responses to the questions.

Lifestyle data is also available on Powerview databases. The data includes both question responses and the 12 Factor groupings presented as a demographic.

### 12 Factor Groupings

|                          |                          |
|--------------------------|--------------------------|
| The Healthies            | Own Label Fans           |
| Mad On Ads               | Homely & House Proud     |
| Looking for Offers       | Family Is Most Important |
| Traditional Brand Buyers | Affluent & Outgoing      |
| Bargain Hunters          | Want Convenience         |
| Trendy                   | Traditional Food         |

For more information on Superpanel Lifestyles, please  
Contact your Account Handler on 0181 967 0007.



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