

# Attitudes and Psychographic data

Get inside the mind of your consumers

---



## Attitudes and Psychographic Data

### Target consumers by their state of mind

To more successfully target the right individuals and engage them with messages that will resonate, marketers need to look into the consumer's heart and mind. Our psychographic audiences offer marketers the ability to target consumers across an array of audiences that are based on who the person is and what they believe. The highly revealing, in-depth segments take into account a consumer's attitudes, expectations, behaviors, lifestyles, purchase habits and media preferences.

The psychographic audience segments are modeled from Experian's trusted Simmons National Consumer Study, a syndicated survey of 20,000 American adults that is used day-in and day-out by marketers, agencies and media companies to help them better understand consumer motivations and identify the most appropriate media through which to reach them

#### Diverse categories

- Leverage these pre-built audiences across nine major categories based on the not-so-visible characteristics that have significant impact on consumer buying decisions. Or you can build a custom audience and layer in other attributes to reach an even more precise audience.

#### Audience snapshot

- **Impulse Buyer:** Reach consumers who change brands for the sake of variety and novelty. They often buy things on the spur of the moment.
- **Health and Image Leader:** Reach consumers who are likely to try any new health and nutrition products or diets. They are a regular source of health information for others.



## Attitudes and Psychographic Data

### Environment

#### Behavioral Greens

Reach consumers likely to think and act green. They have negative attitudes towards products that pollute and incorporate green practice into their lives on a regular basis.

#### Think Greens

Reach consumers who are likely to think green but do not necessarily follow through on those beliefs with green actions.

#### Potential Greens

Reach consumers unlikely to either behave or think along particularly environment conscious lines and remain on the fence about key green issues.

#### True Browns

Reach consumers who are not environmentally conscious. They may even have negative attitudes about the environment and the green movement.

### Financial

#### Careful Money Managers

Financially secure consumers who are careful with money, manage money well and are good at saving.

#### Investment Leader

Investment leaders will pay any price for financial advice, but they are also a source of financial information for others. They feel financially secure and want others to know that.

#### Smart Investors

Actively seek out as much information about an investment as possible before committing. They shop around for the best investment deal and have an aversion to financial debt.

### Health and well being

#### Invincibles

This segment is based on a statistical analysis of consumers who have reported to be unconcerned about their health.

#### Trusting Patients

A statistical analysis of consumers identifies Trusting Patients as those who rely on doctors and are aware of and follow healthy eating and lifestyle practices.



#### Weight Reformers

This segment is based on a statistical analysis of consumers who constantly struggle with healthy food choices as they try to find an easy and effective way to improve their diet and health.

#### Healthy Holistics

A statistical analysis of consumers identifies Healthy Holistics as those who are committed to exercise and making healthy choices when they shop or eat. These lifestyle choices help them to stay in good health and ward off illness and disease.

#### Image Shapers

This segment is based on a statistical analysis of consumers who believe looking good means being healthy. Convenience and healthy choices can—and do—go together for this group.

### Media Involvement

#### Advertising Receptive

Reach consumers who are generally receptive to advertising. They find advertising interesting, have a high level of “ad curiosity” and enjoy reading advertising.

#### Ad Negativity

Reach consumers who are the opposite of advertising receptive, meaning they generally don't mind watching television commercials and don't make purchase decisions based on advertising.

#### Magazine Involvement

Reach consumers who see magazines as informative, entertaining and a cost-effective medium.

## Attitudes and Psychographic Data

### Newspaper Involvement

Reach consumers who consider newspapers as informative, trustworthy and an important source of local news.

### Radio Involvement

Reach consumers who consider radio as informative, entertaining and rely on it for quick news updates.

### TV Involvement

Reach consumers who consider television as informative, entertaining and are even willing to arrange their personal schedule around television programming.

## Mobile Personas

### Mobirati

Mobirati are highly active and influential in the mobile world. Marketers should consider mobile marketing strategies to reach this segment, including optimizing their websites and emails for mobile and developing relevant and entertaining apps.

### Mobile Professionals

Mobile Professionals use their mobile devices primarily to conduct business and do their jobs, rather than for personal use. They need high quality, smart devices and want to be connected at all times. Marketers looking to reach this segment should be sure their content is mobile-optimized and should consider producing mobile-specific content, especially if they are advertising a B2B product.

### Pragmatic Adopters

Reach consumers that are learning about features on their phones beyond the basics. While cell phones are playing an increasingly important role in their lives, they are still generally focused on the device's primary functions as opposed to advanced features.

### Basic Planners

Reach consumers who are largely uninterested in cell phones or technology. They use their phones simply for the basics and see it as just another communication device.

### No Mobile Phone

Consumers who are not likely to be mobile phone users.

## Mobile Opinions

### Traditional Users

Reach consumers who are likely to use a cell phone for basic calling only (when a landline is not available) as well as the tendency to reserve a cell phone for emergency use.

### Switching Behavior

Reach consumers who are likely to switch service providers for various reasons, including: better quality, plans or technology.

### Feature Focus

Reach consumers who value a phone's more advanced features and technology more than the traditional calling function. They use their phones to get information and news and use it to decide where to go and what to do.

## Personal Views

### Health and Image Leader

Reach consumers who are likely to try any new health and nutrition products or diets. They are a regular source of health information for others and are willing to spend whatever it takes to look younger.

### Family Centered

Reach consumers who largely prefer spending a quiet evening at home with family rather than going out. For them, time is more valuable than money and place a high level on duty over enjoyment.

### Social Isolation

Reach consumers who tend to be unhappy with their lives as it is and often feel alone. Members of this segment worry a lot and have a feeling that there is little that can be done to change their life.

### Work-Centered

Reach workaholics who view money as the best measure of success. They are willing to sacrifice time with family to get ahead and hold the view that people get what they deserve in life.

### Religious Conservative

Reach consumers who have socially conservative views. They are more pro-life than pro-choice, believe attending religious services is important and self-identify as a conservative, evangelical Christian.

## Attitudes and Psychographic Data

### Political Personas<sup>SM</sup>

#### Conservative Democrats

Conservative Democrats are well informed adults who have strong opinions on key issues that often do not align to the Democrat's traditional platform. For instance, they are more likely to be "pro-life" and say that religion plays an important role in their lives. However they have liberal views on issues like the environment, immigration and volunteerism.

#### Green Traditionalists

Green Traditionalists are largely "middle-of-the-road," but they tend to skew more conservative on some key political and social issues, such as abortion, social security, healthcare and religion. The environment is a key issue for this group.

#### Informed but Unregistered

This segment consists of adults who are well-informed and aware of important political issues, but not registered. They tend to have very strong opinions that tend to be on the conservative side. Informed but Unregistered are engaged in their communities and strive for a better environment.

#### Left Out Democrats

Left Out Democrats typically identify as being "middle-of-the-road" or somewhat/very liberal. They are not highly engaged or opinionated on the majority of political and social issues and often have jaded or apathetic views to things like education, economy, the environment and healthcare secure and want others to know that.

#### Mild Republicans

Mild Republicans are generally center to center-right. They have more conservative views on social security, immigration, employment and education. They are on-the-fence when it comes to health care, the environment and the role of religion. And they are generally liberal on the issues of abortion, legalizing drugs and pornography.

#### On-the-Fence Liberals

On-the-Fence Liberals can fall anywhere from "middle-of-the-road" to "very liberal." While they do not have particularly strong feelings on many political issues, they do have a slight skew towards more liberal positions. This especially rings true for issues like abortion and religion.

#### Super Democrats

Super Democrats are the most likely to be "very liberal." They have very strong liberal opinions on a variety of topics, including the environment, healthcare, immigration, education, the economy as well as most social issues. Super Democrats are very involved in their communities.

#### Ultra Conservatives

Ultra Conservatives are well-informed, community-minded individuals with very strong conservative beliefs. In fact, they skew conservative on all key election issues, including: employment, the environment, immigration and healthcare. They also have conservative attitudes regarding social issues, such as abortion, religion and legalizing drugs.

#### Unconnected-Unregistered

This segment contains young, hard working adults who strive for a better standard of living but are somewhat disconnected politically and civically. They skew more Hispanic than other segments and communication in Spanish is important.

#### Uninvolved Conservatives

Uninvolved Conservatives are either "somewhat" or "very conservative." They are not particularly engaged in their communities nor do they have strong feelings on many key political issues. They do, however, have conservative attitudes towards immigration and their financial attitudes lean towards conservative as well.



## Attitudes and Psychographic Data

### Self-Concepts

#### Affectionate/Passionate

Reach consumers who view themselves as: Affectionate, passionate, loving, romantic, amicable, amiable, benevolent, kind, good-hearted, sincere, sociable, friendly, cheerful, likable, trustworthy, competent, reliable and responsible.

#### Brave/Courageous

Reach consumers who view themselves as: Brave, courageous, daring, adventuresome, open-minded, liberal, tolerant, creative, inventive, imaginative, artistic, funny, humorous, amusing, witty, intelligent, smart, bright and well informed.

#### Dominating/Authoritarian

Reach consumers who view themselves as: Dominating, authoritarian, demanding, aggressive, egocentric, vain, self-centered, narcissistic, stubborn, hardheaded, headstrong, obstinate, tense, nervous, high-strung and excitable.

#### Efficient/Organized

Reach consumers who view themselves as: Efficient, organized, diligent, thorough, frank, straightforward, outspoken, candid, self-assured, confident, self-sufficient and secure.

#### Refined/Gracious

Reach consumers who view themselves as: Refined, gracious, sophisticated, dignified, reserved, conservative, quiet and conventional.

### Shopping Behavior

#### Approval-Seeking

Reach consumers who often buy things that their friends and neighbors approve of as well as keeping abreast of changes in fashions and styles.

#### Brand Loyals

Reach consumers who resist buying unknown brands to save money and look for brand names on packages.

#### Child-Influenced

Reach consumers who buy products either because their child requested it or because it is related to their child's welfare.

#### Impulse Buyer

Reach consumers who change brands for the sake of variety and novelty. They often buy things on the spur of the moment and lack planning for major purchases.

#### Informed Consumer

Reach consumers who are knowledgeable about products, including reading product labels and shopping to take advantage of bargains.

### Technology Adoption

#### Technology Novices

Reach those who consider technology as having a limited impact on their lives and are generally disconnected from emerging technology.

#### Technology Apprentices

Reach those who are generally comfortable using the Internet and some gadgets but still have room to expand usage.

#### Technology Journeymen

Reach those who consider technology as an important part of life and are skilled users of new technology.

#### Technology Wizards

Reach those who rely heavily on technology and new gadgetry and forge a path for new products and technology development.



## Create your audience for addressable, cross-channel marketing

There are infinite data combinations and selections Experian Marketing Services can help you with for optimal audience targeting. Using our comprehensive inventory of data, we can find even the most unusual of audiences to help you connect your advertisers with new prospects. From demographics to behavioral and psychographic information, we draw on a massive base of knowledge accumulated during five decades in business. Our audience segments are powered by our industry-leading compiled consumer database — ConsumerView<sup>SM</sup> — and we maintain a wealth of information about consumers and how they make buying decisions. Our national database uses state-of-the-art technology, unique build methodology, and vast data sources with online linkages to deliver a superior database that addresses the sophisticated needs of today's multichannel marketer.

Ask your Experian representative today how you can start using Experian and first party data to fuel campaigns across channels and publishers.

### How leading marketers use Experian's inventory of addressable data attributes to build custom audiences:

- **Retain and acquire new customers:** Improved audience targeting precision using first and third-party data in combination with predictive data attributes to confirm ability to purchase and propensity models that predict likelihood to buy
- **Extend reach:** Through OmniActivation<sup>TM</sup>, we can activate your audience for one-to-one addressable advertising across channels. Deliver efficient, engaging, cross-channel advertising strategy using the best message wherever a prospect or customer might be

### Contact us

- [digitalaudiences@experian.com](mailto:digitalaudiences@experian.com)

