

With Attitude

Segment Consumers by their Lifestyle Attitudes — to Discover their Purchasing Preferences

Consumers hold individualistic attitudes on a wide range of topics — from health, to politics, to technology adoption. Each consumer's unique attitudes influence his or her lifestyle choices. And their lifestyles impact their purchasing decisions on cars, clothing, food, entertainment, and more.

Knowing consumers' unique lifestyle attitudes has numerous business implications — from site selection, to merchandising, to marketing. However, there has not been a dependable way to cluster consumers according to their lifestyle attitudes — until now.

The STI: LandScape™ product is an innovative neighborhood segmentation system created specifically to segment consumers by both traditional demographic factors and by their lifestyle attitudes. As a result, LandScape data goes far beyond other segmentation systems — and gives companies deeper levels of actionable consumer insight at the block-group level.

When you choose LandScape data to segment consumers, you gain more dependable geodemographic neighborhood segments, access to 21 unique Lifestyle and Environmental Indicators, and the option to view consumers' real-world purchases on thousands of items.

- **LandScape data delivers the most trustworthy division of U.S. neighborhoods.** Because it is based on STI: PopStats™ population estimates, companies gain the most dependable segmentation of U.S. neighborhoods. According to the traditional measures of age, income, ethnicity, and more, LandScape has created 15 neighborhood segments and 72 categories across the U.S.
- **Allows researchers to add 21 Lifestyle and Environmental Indicators to their market analysis.** From health, to social, to crime, to the ecosystems, LandScape data's Indicators target consumers with a whole new level of precision.
- **Provides the option to view consumers' actual purchasing habits.** Mediamark's consumer survey data is available on every neighborhood segment in the LandScape product, providing real-world insight on consumers' current expenditures on household and personal items, leisure activities, and media selections.

No other neighborhood segmentation system delivers the depth and breadth of consumer lifestyle intelligence that LandScape data provides. If you want to gain greater knowledge of your consumers, LandScape data will provide the most detailed and actionable consumer views available today.

What can STI: LandScape data help you build today?



STI'S DATA PRODUCTS:

- STI: PopStats™
- STI: BlockPoint™
- STI: LandScape™
- STI: WorkPlace™
- STI: Spending Patterns™
- STI: Market Outlook™
- STI: Colossus™

Visit Our Web Site:

www.popstats.com

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STI: LandScape Features and Benefits

With the LandScape™ product's wide range of features, you will gain an industry-leading number of market research benefits.

FEATURES	BENEFITS
PopStats™ Data Dependability	Access consumer segmentation based on the most accurate population estimates available today — including 15 neighborhood categories and 72 segments
10 Unique Lifestyle Indicators	Discover five social and five health indicators that influence consumers' purchasing propensities, based on data from leading U.S. agencies
11 Unique Environmental Indicators	Understand consumers from 11 environmental perspectives, including crime and migration, based on data from leading U.S. agencies
Syndicated Consumer Survey Data	Learn what consumers are buying now on household, entertainment, and media, based on Mediamark's trusted consumer panel survey data
Seamless Data Integration	Gain easy access to LandScape data — which works on all existing research engines
Free GIS Tools	Leverage a wealth of GIS data from the online STI: Data Depot, and use STI: ISIS, an executive-level reporting software — all free to STI clients
Flexible Licensing Terms	Obtain generous licensing terms, including the use of previous year's data, authorized data use beyond purchase year, and minimal data-use restrictions
Market Research Insight	Attend STI's Annual Research Conference — which provides a forum to share research, knowledge, and best practices about LandScape data and other STI products
Responsive Customer Service	Enjoy STI's industry-leading customer service — the highest in the research industry

Test STI: LandScape in Any Trade Area

Discover the lifestyle attitudes that influence your consumers' purchasing habits — with today's only consumer lifestyle-attitude-focused neighborhood segmentation system.

To test-drive STI: LandScape data in your market of choice, contact us today for a free block-group level sample.