

Behavior & Attitudes



Version	Release 2020
Purpose	The Behavior & Attitudes database is a collection of modeled variables that are intended to complement and simplify the main Consumer Behavior MRI database by focusing on those key attitudes and behavioral characteristics that drive consumer behavior and lifestyles in general.
Content	<p>The data consists of approximately 425 variables which are often themselves the combination of individual Consumer Behavior MRI variables. These have been classified into some key behavioral groupings, and each has been given a label which describes the behavior. Examples of such labels include 'Cowboy Style', 'Junk Food Averse', 'Barflies and Clubbers', 'Gearheads' and 'Nose to the Grindstone'. The groupings are:</p> <ul style="list-style-type: none">• Fashion styles• Financial attitudes• Food and beverage attitudes• Health and fitness attitudes• Home• Lifestyle and leisure• Media styles• Technology styles• Pets• Shopping attitudes and style• Sports fans• Travel attitudes and behaviors• Values• Vehicle style and behavior
Methodology	The Consumer Behavior MRI data in general consists of cross-tabulations of each variable against the Panorama segmentation system. As such, each variable is in effect assigned the average of the segment. In order to enhance the data, AGS took advantage of the linkages between Panorama and the analytics database Demographic Dimensions. For each variable, a model was created which used the 26 dimensions variables as independent variables against the Panorama derived values. Estimates at the block group level were created using these regression models, preserving the original survey results while allowing for significant variation within the block groups assigned to each segment.
Sources	Consumer Behavior MRI 2018-19

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Applied Geographic Solutions, Demographic Dimensions
Applied Geographic Solutions, Panorama segmentation system

Further
Information

Contact customer service at 877-944-4AGS or email
support@appliedgeographic.com.