# Behaviors and Attitudes

## Version

Release 2026B

## 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

The data consists of nearly 750 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:

- Children's products
- Fashion styles
- Financial
  - Attitudes
  - Behaviors
- Food and beverage
  - Attitudes towards food, dieting, and dining
  - Food preferences and purchase habits
  - Beverages
- Health and fitness
  - Attitudes, behaviors
- Home
- Leisure
  - Attitudes, hobbies and activities
- Lifestyle
  - Attitudes
  - Contributions, beliefs, and activism
- Media styles
  - Internet

# Behaviors and Attitudes

- Magazines, newspapers
- Movies
- Radio and television
- Pet ownership and services use
- Shopping styles and attitudes
- Sports fans
- Technology
  - Attitudes
  - Usage and ownership
- Travel
  - Attitudes
  - Types, locations, and features
- Values
- Vehicles
  - Attitudes
  - Maintenance and Usage
  - Types and Features

## Base Geography

Census Block

## 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 separate model was created which used the 32 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.

# Behaviors and Attitudes

Each variable is an estimate of the number of adults (population 18+) in any geographic area. Users who wish to view the data as a percentage should use the adult population base and not the total population or households.

## Sources

Consumer Behavior MRI-Simmons Double Base survey, 2023-2024
Applied Geographic Solutions, Demographic Dimensions
Applied Geographic Solutions, Panorama segmentation.

## Further Information

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