Consumer Behavior

Vintage

Release 2026B

Content

The consumer behavior database consists of approximately 13,800 indexes of product consumption, lifestyle preferences, product ownership, and attitudes. Based on the 2024-2025 MRI-Simmons 'doublebase' survey, it offers insight into the consumption patterns and preferences of consumers. The following general categories of information are provided:

- Apparel
- Appliances
- Attitudes and Organizations
- Advertising
- Media Advertising
- Media Attitudes
- Automobiles
- Buying Habits
- Consumer Confidence
- Financial
- Food
- Health
- Intended Purchases
- Political Outlook
- Public Activities
- Sports
- Technology
- Vacations
- Automotive
- Baby
- Beverages
- Computer
- Electronics
- Family Restaurants
- Fast Food and Drive-In Restaurants
- Financial
- Groceries
- Health & Beauty

- Health & Medical
- Home Furnishings and Equipment
- Insurance
- Internet
- Leisure
- Media Radio
- Media Read
- Media Television
- Pets
- Shopping
- Sports
- Telephone
- Travel
- Video

Methodology

The Consumer Behavior database is derived from an analysis of the MRI surveys using Panorama. Each of the nearly 100,000 records in the MRI survey is geocoded then assigned the Panorama code of the block group. The results are then summarized for each variable over the sixty-eight segments, in effect providing the average value for each Panorama segment. For example, a variable such as "Shopped at Macy's" is computed by summarizing the records for each segment as a yes/no response, then finding the average percentage of households in each segment who shopped at Macy's. This is often referred to as a profile.

The profile is then applied to geographic areas by making the assumption that households in demographically similar neighborhoods will tend to have similar consumption patterns as a result of their similar economic means, life stage, and other characteristics. The result is a series of estimates for geographic areas which measure the relative propensity of consumers in each geographic area to shop at particular stores, own various household items, and engage in activities.

In most cases, these should be considered as relative indicators, since local differences may result in different behavior. In addition, in some cases, variables must be considered as potential only, since the activity or store may not be locally available.

As mentioned above, the latest MRI release vintage 2024-2025 includes over 13,800 individual variables, a substantial expansion over previous releases.

Further Information

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