



Consumer Research Data Points

Demographic

- Age
- Sex
- Family size
- Family life cycle
- Household Income
- Occupation
- Education
- Religion
- Ethnicity
- Nationality

Psychographic

- Social
- Lifestyle
- Personality

Behavior

- Use occasion (i.e., special occasion)
- Benefits sought (quality, service, economy)
- Price sensitivity
- User status (i.e., first time)
- Usage rate
- Loyalty
- Readiness
- Attitude toward product

Geography

- Local
- State
- Regional
- National
- International

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