

Vividata Psychographic Clusters

Psychographic clusters are available in major product categories measured in Vividata. The clusters comprise groups of people with similar attitudes towards the product category. Typically, there are four or five different groups for each product area.

Development of the clusters

Development started with an extended list of statements, covering the full of range of attitudes relevant to each product area. Correlation and factor analyses were then conducted for each product sector to establish the attitudinal dimensions relevant to the product area. Next the sample was split into two halves, and for each half the distribution of population along those dimensions was analyzed to find clusters. The solutions from the two halves were then compared to determine the optimal numbers of clusters.

Next the entire respondent data set was analyzed to produce final clusters by product, and to distinguish statements required to define respondents into those clusters from statements that essentially correlate with the factors. .

In each Vividata release, respondents are assigned to the pre-established clusters according to their answers to the questions in the questionnaire.

Product area clusters	Section / Product
Automotive	Automotive
Apparel & Fashion	Apparel & Fashion
Appliance/Home Furnishings	Appliance/Home Furnishings
Candy / snacks	Candy / snacks
Beer, wine & liquor	Beverages / Alcohol
Food, groceries	Groceries / Food shopping / Cooking / Eating
Health and nutrition	Health Care / nutrition
Technology clusters	Home Electronics & Technology

Vividata Psychographic Clusters

AUTOMOTIVE (5)

I love my wheels
Capitalist roadsters
Car is a tool
Driven by safety
Driving Miss Daisy

APPAREL, FASHION, COSMETICS (4)

Label Queens
Budget Fashion Conscious
Forever in Blue Jeans
Sensible Shoes

APPLIANCE, HOME FURNISHING (5)

The Get Set
Connected Handyman
Low-tech Boomers
Comfortable Technophobes
Style-not-Techie

CANDY, SNACKS (5)

Snack Happy
Closet Snackers
Anti-Snackers
Low-cal Snackers
Relaxed Nibblers

BEER, WINE, LIQUOR (4)

The Keg Crowd
Shaken-not-Stirred
Rosé, Experimenters
Temperants

GROCERIES (4)

Budget Family Shoppers
Brand Central
Premium Convenience
Eat 'n Run

HEALTH AND NUTRITION (6)

Living Healthy
Eat Hard, Play Hard
Calories Can't Touch Me
Health Conscious Champions
Unhealthy By Choice
Better Late than Never

TECHNOLOGY (3)

Technos
Out Of Touch
Disinterested

AUTOMOTIVE CLUSTERS

I love my wheels

“I love my wheels” expressed this group's infatuation with all things automotive, including performance, looks, color, accessories and even car maintenance. They felt that a car tells a lot about the person who owns it.

Capitalist roadsters

This was an affluent group who also loved the idea of an expensive sports car. But, despite having the money to afford one, they preferred more luxury vehicles. They left the servicing of their car to a dealer.

Car is a tool

The main concerns of this group were practicality and efficiency. The vehicles they owned tended to be practical: minivans, pickups and mid-sized sedans. Many tried to do their own servicing, for economic reasons.

Driven by safety

For this group, reliability and safety were paramount in car ownership. They had no desire to own a sports car, and they attributed little or no importance to the color of their car. They relied on their car dealership for servicing. The security aspect of auto club membership appealed to them.

Driving Miss Daisy

This portrays a group for whom the car was merely a means of transportation. The group contained a high concentration of over-50's, females and widows. But nevertheless, they did use a car; they were more likely to own station wagons.

APPAREL, FASHION, COSMETICS CLUSTERS

Label Queens

This group kept abreast of fashion and took pride in wearing the latest styles. They also enjoyed shopping for clothes, and they used fashion magazines for guidance. Cosmetics and fragrances were important to them, to the extent that they agreed with the statement “I don't feel secure without make-up”.

Budget Fashion Conscious

This group was relatively young. They liked to keep up with fashion trends, and they enjoyed looking through fashion magazines. While they enjoyed shopping for clothes, they also agreed with the statement “I look for bargains in second-hand clothing stores”.

Forever in Blue Jeans

"Comfort before fashion" would be this group's motto. They felt most comfortable in jeans. They were busy, and had little interest in shopping for clothes or keeping up with fashion trends.

Sensible Shoes

This group was older and had less interest in clothes or cosmetics. They were not at all comfortable in blue jeans or wearing perfume. They did not enjoy shopping for clothes.

Note: The “Apparel, Fashion, Cosmetics Clusters” consist of females only.

APPLIANCE, HOME FURNISHINGS CLUSTERS

The Get Set

These were innovators, on the leading edge for new household gadgets and audio/video equipment. They were also very interested in interior design ideas, looking for new ways to decorate their homes and getting inspiration for decorating from magazines. They considered themselves computer literate, and they spent time every day on the Internet.

Connected Handyman

This group had a do-it-yourself ability, shown by their agreement with the statement “I am good at fixing things”. As well as being manually skillful, they were also “connected” in the sense of being involved in the computer world and using the Internet. They didn’t get involved in home decoration, and design ideas for the home were of no interest to them.

Low-tech Boomers

This was an older group with a relatively high-income level, but they didn’t consider themselves to be on the leading edge in terms of household appliances or computers. When buying household appliances, they said they didn’t require top-of-the-line features. The PC in their household was likely used by somebody else.

Comfortable Technophobes

This was an older group who readily agreed that they only did things around the house if they absolutely had to. For them, home decorating was a chore. Their lives were comfortable; they used gardening and lawn care services; and they were likely to own a vacation home.

Style-not-Techie

This group was skewed towards females, and its members were “appliance-literate”. They didn’t get involved in doing things around the house because they either lived with their parents or they rented their accommodation. While they were not overly into computers, they were the type of younger people who were likely to own a MAC rather than a PC. In terms of style of furniture, they were likely to buy “kit-type” furniture - even though they probably got somebody else to put it together.

CANDY, SNACKS CLUSTERS

Snack Happy

This was a young, even teenage group. They agreed that they ate a lot of junk food. They bought snacks for the flavour rather than nutritional value, and they tended to be self-indulgent with snacks, agreeing with the statement, “I often buy snacks with just myself in mind”.

Closet Snackers

Closet snackers would reward themselves by snacking, but they would eat their snacks alone, and they felt guilty about eating what they considered to be “junk food”. They often ate snacks instead of regular meals (shown by their consumption of meal replacement bars and nutritional drinks). They were aware of nutritional concerns and their guilt at snacking was shown in their consumption of artificial sweeteners, sugarless gum and rice cakes.

Anti-Snackers

This group tended to reject the concept of snacks and snacking. They didn’t indulge in snacks; and they steered clear of “junk food”. They didn’t substitute snacks for regular meals and didn’t even consume low-calorie snacks.

Low-cal Snackers

This group felt extremely guilty about eating junk food, even though they claimed to eat it very rarely. They consumed light, low-calorie and nutritious snacks.

Relaxed Nibblers

This group appeared to have few guilt feelings about eating “junk food”. Although they didn’t buy snacks just for themselves, they enjoyed a variety of snacks in the household.

BEER, WINE, LIQUOR CLUSTERS

The Keg Crowd

The Keg Crowd was younger. Going to pubs and bars was part of their lifestyle, and they liked to party. They believed “low alcohol beer is not a man’s drink”.

Shaken-not-Stirred

This cluster was likely to drink different types of alcoholic beverages including beer, light beer, liquor and wine. They were very sociable, and they agreed with statements such as “I am prepared to pay more for good wine”.

Rosé, Experimenters

Drinking was not a major part of this group's lifestyle - but they did consume alcohol. They drank in moderation - and not only rosé wine. They also claimed they often-tried different brands of alcoholic beverages.

Temperants

This group was older and was situated further along the “temperance scale”. They indexed high on not consuming beer or liquor.

GROCERIES CLUSTERS

Budget Family Shoppers

This group had a traditional attitude to food and eating in the household, maintaining that they had a “sit-down meal” every evening. They consulted “specials” and newspaper inserts when they planned their grocery shopping, and they often used coupons. They didn’t believe branded products were worth the extra money, and they were not likely to spend a little more money just to save time shopping.

Brand Central

“Brand central” shoppers were organized in their grocery shopping. They planned their meals ahead and they always made a list of what they needed. They had conservative taste in food. They preferred branded products, and they believed those brands were worth the extra money. They preferred light, healthy, low-cholesterol foods.

Premium Convenience

While this group claimed they had a “sit-down meal” every evening, they were unlikely to spend a lot of time and effort preparing it. They didn’t use coupons when grocery shopping; they didn’t consult newspaper inserts and they didn’t use recipes from magazines. Their grocery shopping habits were reflected in their use of gourmet food stores and their purchasing of premium ice cream.

Eat 'n Run

The “sit down meal” was an anathema to this younger, single group. They didn’t get involved in grocery shopping; and they said they didn’t like to cook. They were very likely to order take-out food rather than prepare a meal themselves. They typically ate at burger and ‘taco’ restaurants.

HEALTH AND NUTRITION CLUSTERS

Living Healthy

People from this cluster paid attention to the nutritional content of food and medications. They tended to avoid food with trans fats and pre-packaged foods, and they appreciated low fat or low carb diets. For them, being healthy was just common sense; indeed they thought there was maybe even too much emphasis on health-related issues nowadays.

Eat Hard, Play Hard

This group was less interested in the nutritional content of the food they bought than the first cluster. They ate pre-packaged foods and foods with trans fats; they also ate at fast food restaurants and rewarded themselves with snacks. However, these highly educated (and younger) individuals valued exercise in their lifestyle – maybe as a counterbalance to their non-nutritional food intake.

Calories Can't Touch Me

This segment disagreed that they should start eating food that was better for them. Exercise was part of their daily life, so perhaps there was no need for a behavioral change towards healthier food. Members of this segment (with many younger men) just “eat what they like”.

Health Conscious Champions

This was a healthy conscious group which was well informed about nutrition and paid attention to the ingredients of food (no matter their price) and medication – often by reading labels. They exercised regularly and tried to eat smaller portions. They believed that low carb diets were not really particularly healthy. They were “health advocates” who were enthusiastic about good health, and they disagreed that there was too much emphasis on health-related issues these days.

Unhealthy By Choice

Exercise was not an important part of life for this group. They were more likely to drink alcohol and to smoke. They didn't use low calorie sweeteners or take diet pills. They were likely to suffer from depression and to have high blood pressure and high cholesterol.

Better Late than Never

This was health-conscious group. They tried to eat well, but they loved their carbohydrates. They were older and may suffer from diabetes, high cholesterol and rheumatism. They knew that their overall good health depended on eating well, and preferred low fat and light food. They tried dieting, but were not committed, long-term, to the concept. They also were interested in homeopathy, and used vitamins and supplements.

THE TECHNOLOGY CLUSTERS

Technos

Technos tend to be excited by and prone to buy the newest technologies. Naturally, the importance of the Internet cannot be overemphasized for this group. Typically they are younger, better educated and have higher incomes.

Out of Touch

The oldest group, they feel left behind by technology.

Disinterested

Neither Technos nor do they feel out of touch, this group is less involved either way with new technology.