

Research Alert's

# CONSUMER SEGMENTATION SURVEY

By Lisa Finn & The Editors Of Research Alert



## DISCOVER THE KEYS TO MOTIVATING TODAY'S CONSUMER:

- ▶ Make it easy to find needed items, get assistance and quickly move in and out of your store or website to satisfy the "Mission Shoppers" detailed on page 37.
- ▶ Spotlight the sense of enjoyment and pleasure your products deliver to appeal to the highly materialistic uber-spending "Luxury Aspirers" described on page 56.
- ▶ Strengthen your appeal to today's teens by seeking out the "cool girls" who are avid media users and advise their peers on clothes and music. Learn how much more "cool girls" spend monthly on page 21.

Use Research Alert's Consumer Segmentation Survey to target your prospects more effectively. Order your copy TODAY!

81 pages  
78 charts, graphs and tables

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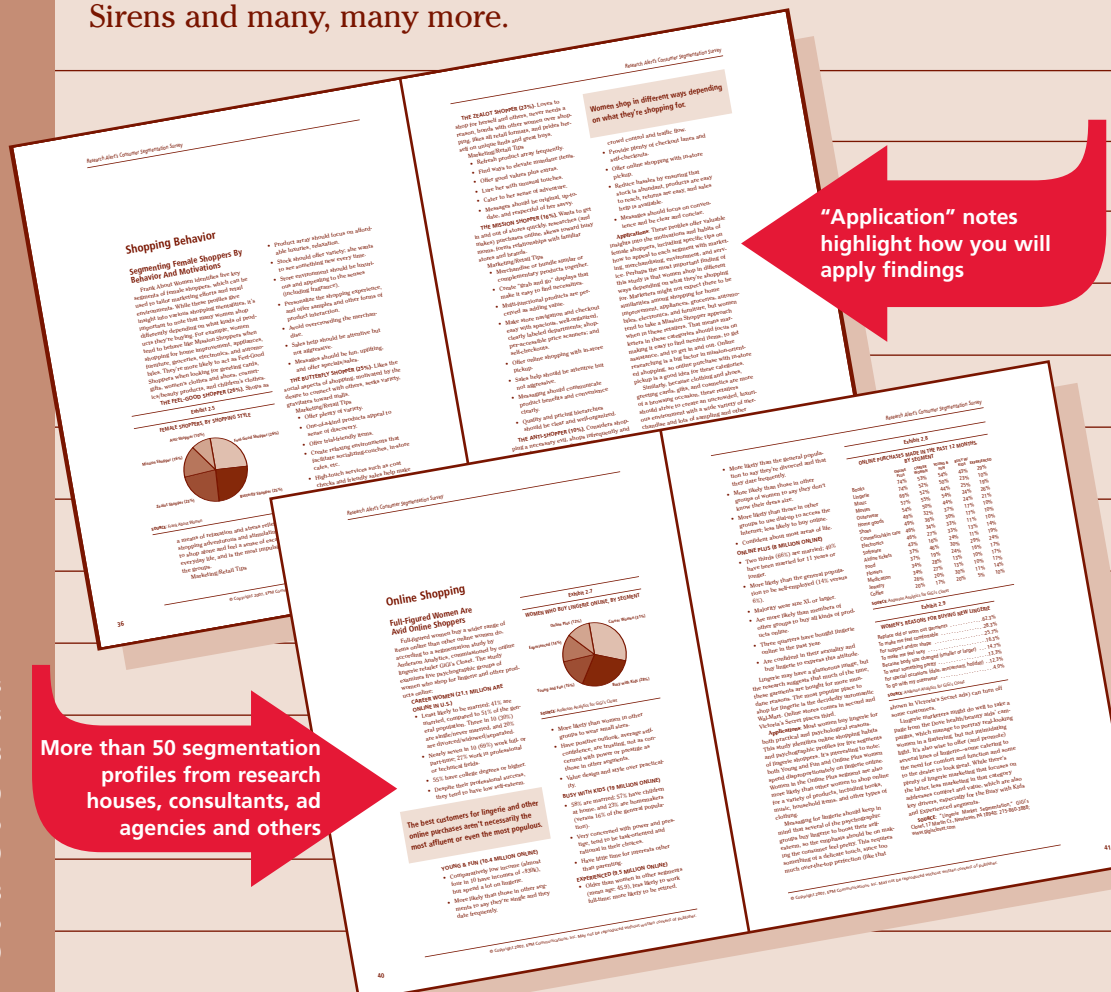
# Advance Your Marketing Programs And Turn Your Prospects Into Loyal Customers

## Research Alert's Consumer Segmentation Survey

Once upon a time it was enough to know your customer's age, sex, and income. No more. In today's ultra-competitive world, it's critical to match consumer behavior and attitudes with your own objectives.

Whether you're a consumer goods manufacturer, service provider, brand or media marketer, retailer or advertiser, "Research Alert's Consumer Segmentation Survey" helps you turn your prospects into loyal customers.

You'll learn to evaluate consumer patterns for Influencers and Early Adopters; Recreational Shoppers; Moms; Luxury Consumers; Brand Sirens and many, many more.



"Application" notes highlight how you will apply findings

More than 50 segmentation profiles from research houses, consultants, ad agencies and others



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# Download for immediate use at [www.epmcom.com/segmentation](http://www.epmcom.com/segmentation) or use the Order Form on back.

# Research Alert's Consumer Segmentation Survey

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### PART 1: DEMOGRAPHICS — AGE/GENERATIONS

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#### Segmenting The GLBT Market

Gays And Lesbians Have Different Travel Habits

**PLUS 78 CHARTS, GRAPHS AND TABLES.**



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