



Mosaic Australia

Actionable consumer insight

Data Sheet



Group/Type	Group/Type Name	Household (%)	Adult Population (%)
A	High Society Australia's wealthiest households consisting of established families and older couples with large properties in coveted areas.	7.82	8.89
	A01 Executive Living Executives with school-aged children, earning the very highest incomes and owning exclusive real estate in inner urban areas.	2.02	2.21
	A02 Urban elite The wealthiest Australians, predominantly mid-life managers and business owners with school-aged children and substantial wealth.	2.35	2.79
	A03 Exquisite estates Mid-life couples and families with teenage or adult children owning large and exclusive outer-suburban homes with high incomes.	1.99	2.39
	A04 Golden oldies Wealthy retirement-aged intellectuals, often with their own companies living on lavish properties near the water.	1.47	1.49
B	Upscale Urbanites Ambitious, highly educated young professionals with substantial incomes, renting in the inner city.	6.41	6.11
	B05 City Sophisticates Well educated, early mid-life families, mostly owning with some renting exclusive properties in inner-urban Sydney and Melbourne.	2.14	2.17
	B06 Millennial Thrivers High-earning millennial professionals, renting apartments in inner suburban Sydney or Melbourne.	1.95	1.9
	B07 Solo Success High-achieving, often single millennial professionals with high incomes renting apartments in inner-city locations and moving around frequently.	2.32	2.04
C	Flourishing Families Professional parents of primary school children with high incomes, owning their own homes in suburban areas.	6.56	7.18
	C08 Family Fortune Millennial and Gen X families with multiple children and high incomes, owning expensive homes in capital cities with strong demand for credit.	2.09	2.48
	C09 Kids and Coast Millennial and Gen X parents of young children living in outer-suburban or large, developed coastal areas, earning high incomes.	2.11	2.17
	C10 Worldly Generations Multigenerational, culturally diverse families with adult children owning premium homes in suburban areas of capital cities.	2.35	2.53

Group/Type	Group/Type Name	Household (%)	Adult Population (%)
D	Suburban Stability Well-established households with older children, owning expensive properties in the suburban parts of urban centres.	6.56	7.5
	D11 Family Comfort Wealthy, mostly Gen X families with older children owning premium properties in outer suburbia.	2.05	2.53
	D12 High Flying Families Multigenerational households, often with older children, high incomes and established tenure in exclusive properties.	2.36	2.54
	D13 Regional Splendour Affluent, older middle-aged families with school-aged children or couples, owning large, valuable homes in inner-regional areas.	2.15	2.44

E	Millennial Movers Financially stable millennial parents with young children, owning modest homes in up-and-coming outer suburbia.	6.93	7.57
	E14 Digital Dreamers Millennial parents with multiple young children earning high incomes, with recent mortgages on properties in high-growth areas.	2.24	2.52
	E15 Brave Beginnings Recently settled, culturally diverse millennial families with young children and high incomes, but low wealth, owning homes in high-growth areas of Melbourne and Sydney.	2.69	3.06
	E16 Smart Renters Educated, diverse millennial families with young children and above average income, renting modest apartments in suburban Sydney and Melbourne.	2	1.98

F	Green & Gold Established families living in the outer suburbs earning above average incomes and substantial mortgages.	8.86	9.37
	F17 Family Fringe Families and solo parent households with above average incomes, owning homes in the suburban fringe.	2.76	2.86
	F18 Household Hustle Mid-life families and solo parents with multiple children in regional areas, often working in trades, with low education and above average income.	1.88	1.94
	F19 Home Builders Middle-aged single parents and families, often working in blue-collar jobs and earning above average incomes, owning homes in the metro-fringe.	2.43	2.51
	F20 Diverse Dreamers Culturally diverse families and single parents with older children and average incomes, enjoying long tenures in their outer suburban homes.	1.79	2.06

Group/Type	Group/Type Name	Household (%)	Adult Population (%)
G	Bright Starts Youngest households, often students or fresh graduates renting share houses in urban areas near university campuses.	6.15	5.89
	G21 Young Minds Young, highly educated, multicultural home-sharers and couples with above average incomes and high credit demand renting in central Sydney.	1.53	1.52
	G22 Stylish Students Young singles and home-sharers, often studying, with low-to-average incomes and recent leases near university campuses.	1.95	1.81
	G23 Young Independents Young housemates and singles with average incomes, often students, renting outer-suburban apartments.	1.72	1.69
	G24 Thrifty Thinkers Young, primarily international students with low incomes, renting close to universities, mostly in Melbourne.	0.96	0.87
H	Frugal Families Young single parents and families with low wealth and high repayment pressure, owning or renting homes in the outer suburbs.	6.5	6.32
	H25 New Kids On The Block Young families and solo parents with small children, living in new housing estates on the metro fringe.	2.02	1.99
	H26 Basic Necessities Young, solo parents with multiple young children and low incomes, working in blue-collar professions, living in outer-suburban housing estates.	2.48	2.28
	H27 Practical Parents Multicultural families and solo parents in blue-collar professions with multiple children, earning low incomes, with homes in the outer suburbs.	2.01	2.04
I	Dream Chasers Single households earning low-to-average incomes early in their careers, with low wealth, living in high-density suburbs.	5.59	4.89
	I28 Smart Starters Young, well-educated career-building professionals with moderate incomes, living in capital and satellite cities.	2.04	1.89
	I29 Suburban Strivers Young singles, earning average incomes and renting basic apartments in outer suburbia.	1.89	1.67
	I30 Modest Millennials Well educated, single and home-sharing millennials with minimal wealth, earning low incomes.	1.66	1.33

Group/Type	Group/Type Name	Household (%)	Adult Population (%)
J	Solo Budgets Singles and solo parents with low incomes and heavy financial strain, often unemployed or in low-skilled employment.	9.22	8.14
	J31 Honest Living Low-skilled workers earning below-average incomes and living in outer-suburban neighbourhoods.	1.96	1.82
	J32 Resolute Regionals Low-income, blue-collar singles and single parents, living in regional areas.	2.01	1.77
	J33 Suburban Resilience Young singles and solo parents living in the outer suburbs of Sydney and Melbourne, either unemployed or engaged in manual labour, many earning very low incomes.	1.54	1.38
	J34 Country Courage Singles and solo parents, renting in regional and rural towns, working in blue-collar jobs with many experiencing financial hardship.	2.07	1.75
	J35 Small Town Challenge Single parents and home sharers employed in low-skilled jobs living in established regional or rural towns.	1.64	1.43

K	Small Towners Blue-collar workers with below-average incomes, and retirees with low wealth, living in larger remote regional and rural towns across Australia.	9.04	8.54
	K36 Mining Money Young couples and families living and working in remote towns and mining communities, working in trades or mining and earning substantial incomes.	1.29	1.3
	K37 Humble Homes Blue-collar households earning below-average incomes, living in large regional, and in some cases, remote towns.	2.17	2.11
	K38 Rural Independents Home sharers and singles with low incomes, working in low-skill or entry-level jobs and renting in rural NSW and QLD.	1.72	1.59
	K39 The Sticks Labourers and retirees, largely Australian born, with limited education and low incomes, living in modest properties in rural towns.	1.92	1.66
	K40 Rural Retirees Retirees with minimal wealth, sometimes farmers, living in modest homes in small rural and remote towns.	1.95	1.88

Group/Type	Group/Type Name	Household (%)	Adult Population (%)
L	Land of Plenty Older middle-aged couples or families, earning average to high incomes, owning large residences in rural or regional towns.	6.74	7.22
	L41 Secure Estates Mature and majority Australian-born families, with school-aged children, earning high incomes and living on large blocks of land in regional areas.	1.78	1.99
	L42 Contented Acres Older couples with average incomes and high wealth, sometimes working in the agriculture industry, owning vast land, 10 to 40 km away from the nearest town.	1.85	1.99
	L43 Thriving Farmers Rural farming couples and home sharers, with modest incomes and high levels of wealth, owning large properties and acreages in very remote areas for the long term.	1.73	1.85
	L44 Rural Boomers Blue-collar and farming baby boomers living in regional areas, earning below-average incomes with high mortgage pressure.	1.37	1.39
M	Blissful Retirement Comfortable older couples and retirees owning properties with strong retirement funds.	7.84	7.73
	M45 Comfortable Couples Inner-regional older couples, with average incomes, owning properties with little mortgage pressure.	2.48	2.52
	M46 Coastal Comfort Comfortable, older middle-aged couples, some with adult children at home, living mortgage-free in high-value properties.	1.76	1.77
	M47 Suburban Sunshine Australian born, retired couples and singles with modest incomes and average wealth, owning homes in metro-fringe and coastal areas.	1.85	1.76
	M48 Coastal Retirees Retired couples and singles with high wealth, owning high-value coastal properties in scenic areas.	1.74	1.68
N	Timeless Traditions The oldest of all Groups, mostly singles with minimal incomes and wealth, living in units, retirement villages and social housing.	5.78	4.67
	N49 Retired Resilience Elderly retired singles, owning modest homes in regional and sometimes coastal areas.	1.34	1.12
	N50 Regional Assist Single baby boomers living in regional and rural locations, some in social housing and needing support with everyday activities.	1.52	1.24
	N51 Senior Solos The oldest singles with lowest incomes, owning basic apartments or living in retirement villages across various locations, requiring daily assistance.	1.81	1.43
	N52 Budget Boomers Baby boomer singles and home sharers living in social housing, often unemployed or with very limited incomes.	1.11	0.88

Grand Index Category & Topic List

Mosaic Groups/Types are applied to over 5,500 variables providing comprehensive insight into consumers' lifestyle, attitudes, values and behaviours.

All descriptive variables are available for interpretation and analysis in the Mosaic Portal and Mosaic Grand Index.

A category and topic breakdown is outlined on the following pages.



Who we are

Age
Ancestry
Average Number of Adults in Household
Children Ever Born
Count of all children in family
Country of Birth
Education - Age finished full-time education
Education - Attending Status
Education - Current formal education
Education - Currently Attending
Education - Degree subject obtained
Education - Field of Study
Education - Highest Education Level
Education - Qualifications Completed
Education - Schooling Completed
Employment - Employee/self-employed
Employment - General shift hours
Employment - Household or family member working overseas
Employment - Industry
Employment - Job function
Employment - Management level
Employment - Public sector industry
Employment - Self employed type
Employment - Self-employed type
Employment - Status
Employment - Who is responsible for choosing work hours
Employment - Work industry (short list)
Employment - Work sector (public/private)
Employment - Working status
Employment Status - Detailed
Employment Status - Rate (%)
Family Blending
Family Composition
Government Assistance
Grandchildren - Age
Head of Household Age
Hours Worked
Household Composition
Indigenous Population
Industry of Employment
Main Language Spoken at Home
Marital Status
Occupation
Overseas - Born Language Proficiency
Pets - Number owned
Pets - Owned in household
Presence of Children (0-5 yrs) - Proportion
Presence of Children (6-12 yrs) - Proportion
Presence of Children (13-17 yrs) - Proportion
Presence of Young Adults (18-24 yrs) - Proportion
Religion
Sex
Status in employment
Total Residents at Address
Unpaid Childcare
Unpaid Domestic Work
Voluntary work for an organisation or group
Year of Arrival in Australia

Where we live

Distance to Coast - Average (km)
Distance to Main Road - Average (km)
Distance to Major Airport (1M+ Passengers/yr) - Average (km)
Distance to Major City Centre - Average (km)
Distance to Military Base - Average (km)
Distance to Minor Airport - Average (km)
Distance to National Park - Average (km)
Distance to Railway Line - Average (km)
Distance to State Capital - Average (km)
Distance to Urban Centre (1,000+HH) - Average (km)
Estimated Property Value
Estimated Property Value - Average (\$)
Floor Area
Floor Area - Median (m2)
Length of Residence
Length of Residence - Average (Years)
Number Bathrooms
Number Bathrooms - Average (No. of Rooms)
Number Bedrooms
Number Bedrooms - Average (No. of Rooms)
Number Parking Spaces
Number Parking Spaces - Average (No. of Spaces)
Property - Access to a private or communal garden
Property - House Tenure
Property Tenure
Property Type
Remoteness
Residential Density
SEIFA Economic Resources
SEIFA Education and Occupation
SEIFA Socioeconomic Advantage and Disadvantage
SEIFA Socioeconomic Disadvantage
States and Territories

Our Finances

Affluence level
 Attitude towards present income
 Credit Demand - Credit Card
 Credit Demand - Mortgage
 Credit Demand - Overall
 Credit Demand - Personal Loan
 Credit Risk Insight
 Debt - Sources
 Household financial situation - Change since last month
 Household financial situation - Expected change in 12 months
 Household monthly disposable income
 Insurance - Health insurance type owned
 Insurance - Insurance policies intent to purchase - Next 12 months
 Insurance - Insurance policies intent to switch - Next 12 months
 Insurance - Other policies currently owned (individually or jointly)
 Insurance - Overall products owned
 Insurance - Policies currently owned
 Insurance - Policies currently owned (individually or jointly)
 Insurance - Renewal - Switching active/inactive
 Insurance - Switching - Research sources
 Investments & Retirement - Collectible items ever purchased as an investment
 Investments & Retirement - Collectibles planned to purchase as an investment - Next 12 months
 Investments & Retirement - Consolidation of superannuation account
 Investments & Retirement - Cryptocurrency usage - Reason
 Investments & Retirement - Houses - Future planning - Next 12 months
 Investments & Retirement - How much saved for retirement
 Investments & Retirement - Investment News Source
 Investments & Retirement - Investment objective
 Investments & Retirement - Investment products aware of
 Investments & Retirement - Investment products owned
 Investments & Retirement - Investment products propensity - Next 12 months
 Investments & Retirement - Investment proportion of pre-tax income
 Investments & Retirement - Investment Responsibility
 Investments & Retirement - Reasons for investing
 Investments & Retirement - Reasons for not investing
 Investments & Retirement - Total savings amount
 Investments & Retirement - Type of Investor
 Investments & Retirement - Type of pension provision owned
 Level of Financial Knowledge
 Likelihood financial actions - Next 12 months
 Money management priority
 Mortgage Repayment
 Mortgage Repayment - Affordability Indicator
 Mortgage Repayment - Median (\$)
 Mortgages - Financing future purchase
 Mortgages - Mortgage lenders - First contact
 Mortgages - Mortgage actions - Last 12 months
 Mortgages - Mortgage activity intent - Next 12 months
 Mortgages - Type of interest rate
 Mortgages - Type of mortgage
 Mortgages - When latest mortgage arranged

Our Finances

Payments & Money Transfer - Frequency of transferring money overseas
 Property - New home purchase intention
 Property - Search style
 Property - Sell home intention
 Property - Type of home to purchase
 Property - Types owned
 Rent Payment
 Rent Payment - Affordability Indicator
 Rent Payment - Median (\$)
 Retail Banking - Bank account features
 Retail Banking - Bank account type
 Retail Banking - Buy Now Pay Later (BNPL) - Usage Frequency
 Retail Banking - Card number held - Atm/debit card
 Retail Banking - Card number held - Credit card
 Retail Banking - Card number held - Debit card
 Retail Banking - Card number held - Other card
 Retail Banking - Card type - Owned
 Retail Banking - Cash - Usage Frequency
 Retail Banking - Checking accounts - Consideration - Next 12 months
 Retail Banking - Credit cards outstanding balance - Last 12 months
 Retail Banking - Cryptocurrency - Usage Frequency
 Retail Banking - Current Account Type - Other Banks
 Retail Banking - Debt pay off - Main active card
 Retail Banking - Digital/Mobile wallet - Usage Frequency
 Retail Banking - Frequency of credit/charge cards use - ATM card
 Retail Banking - Frequency of credit/charge cards use - Charge card
 Retail Banking - Frequency of credit/charge cards use - Credit card
 Retail Banking - Frequency of credit/charge cards use - Debit card
 Retail Banking - Gift cards - Usage Frequency
 Retail Banking - Number of active credit cards
 Retail Banking - Number of credit cards
 Retail Banking - Number of credit/charge cards held
 Retail Banking - Number of pre-paid cards
 Retail Banking - Number store cards held
 Retail Banking - Outstanding balance - All credit/charge cards
 Retail Banking - Payment type used
 Retail Banking - Paypal - Usage Frequency
 Retail Banking - Smartphone banking frequency
 Saving purposes
 Wealth
 Weekly Household Income - Median (\$)
 Weekly Household Income (Annual)
 Weekly Personal Income - Median (\$)
 Weekly Personal Income (Annual)

What we do

Air Travel - Airline Choice Company Policy
 Air Travel - Domestic business airtrips - Last 12 months
 Air Travel - Domestic holiday/leisure airtrips - Last 12 months
 Air Travel - Future Airline Travel - Next 12 months
 Air Travel - International business airtrips - Last 12 months
 Air Travel - International holiday/leisure airtrips - Last 12 months
 Air Travel - Type - Next 6 months
 Fitness & Wellness - Frequency of visiting the gym
 Fitness & Wellness - Reasons for having a gym membership
 Fitness & Wellness - Type of gym membership
 Fitness & Wellness - Ways I keep track of my fitness and diet
 Fitness & Wellness - Ways of working out on your own
 Fitness & Wellness - Worked out - Last month
 Gaming - Devices Ever Used
 Gaming - Devices Owned
 Gaming - Devices Used Monthly
 Gaming - Genres Ever Played
 Hobbies & Interests - Free time activities
 Hobbies & Interests - General Interests
 Hobbies & Interests - Hobbies
 Hobbies & Interests - Type of book reader
 Life Events - Last 12 months
 Life Events - Next 12 months
 Sports - Attend an in-person sporting event/league competition - Next 3 months
 Sports - Barriers to Attending Live Sport
 Sports - Consumption Preference
 Sports - Favourite Sport
 Sports - Frequency of Attending Live Sport
 Sports - General Interest
 Sports - Hours Spent Watching - Weekly
 Sports - Likelihood to travel to a sporting event - Next 12 months
 Sports - Likelihood to watch a sporting event/league competition in person - Next 3 months
 Sports - Media Consumption
 Sports - Reason Attend Live Sport
 Sports - Sports Played - Last 12 Months
 Travel - Activities ever done for leisure or business
 Travel - Amount of short break taken - Last 12 months
 Travel - Business or leisure traveler - Last 12 months
 Travel - Business trip - Activities - Last 12 months
 Travel - Business trips by car - Frequency
 Travel - Cash taken on the most recent holiday abroad
 Travel - Holiday - Favourite types
 Travel - Holiday - Most recent total spend per person - Last 12 months
 Travel - Holiday - Type of accommodation stay
 Travel - Holiday type - Next 12 months
 Travel - Holidays taken - Last 12 months
 Travel - Holidays taken abroad - Last 12 months
 Travel - Holidays taken in home country - Last 12 months
 Travel - Hotel stay - Duration - Last 12 months
 Travel - Hotel stay - Times - Last 12 months
 Travel - Hotel stay for business - Duration - Last 12 months
 Travel - Hotel stay for leisure/holidays - Duration - Last 12 months
 Travel - Leisure Activities - Last 12 Months
 Travel - Leisure Trips - Companion(s) - Last 12 months
 Travel - Leisure trips by car - Frequency
 Travel - Likelihood to book a flight - Next 12 months
 Travel - Likelihood to purchase travel & leisure products - Next 12 months

What we do

Travel - Likelihood to rent a vehicle for any purpose - Next 6 months
 Travel - Likelihood to stay in paid accommodation - Next 6 months
 Travel - Methods for booking accommodation
 Travel - Payment methods abroad
 Travel - Reasons for choosing most recent holiday destination
 Travel - Reasons to stay in a hotel
 Travel - Rideshare - Frequency
 Travel - Rideshare - Likelihood to use - Next 3 months
 Travel - Rideshare - Reasons for using
 Travel - Rideshare - Satisfaction factors
 Travel - Time per week for any purpose
 Travel - Total work/study commute time
 Travel - Transport modes used - Last 12 months
 Travel - Travel abroad for business - Last 12 months
 Travel - Work/study commute by car frequency
 Travel to Work (Method)

Our Opinions

Advertising
 Cars & Motoring
 Domestic Utilities & Appliances
 Finance
 Food & Drink
 Health & Beauty
 Internet Activities & Behaviour
 Internet Activities & Behaviours
 Leisure & Entertainment
 Lifestyle
 Media
 Retail
 Technology & Devices
 Travel

What we purchase & use

Cars & Motoring - Car 1 - Purchased new or used
Cars & Motoring - Car 2 - Purchased new or used
Cars & Motoring - Car 2 - Type owned
Cars & Motoring - Car 3 - Purchased new or used
Cars & Motoring - Car 3 - Type owned
Cars & Motoring - Car intent - Next 12 months
Cars & Motoring - Car maintenance done personally
Cars & Motoring - Car purchase intent - Next 12 months
Cars & Motoring - Car purchase intent - Type
Cars & Motoring - Car usage - Frequency
Cars & Motoring - Distance driven - Last 12 months
Cars & Motoring - Driving license held
Cars & Motoring - Expected car spend
Cars & Motoring - Frequency of changing tyres
Cars & Motoring - Likelihood to purchase a Car or Motorcycle - Next 12 months
Cars & Motoring - New car - Feature options
Cars & Motoring - Number of cars or trucks owned
Cars & Motoring - Number of cars owned
Cars & Motoring - Number of vehicles leased
Cars & Motoring - Reasons for purchase - Electric engine
Cars & Motoring - Reasons for purchase - Hybrid engine
Cars & Motoring - Reasons not to purchase - Electric engine
Cars & Motoring - Reasons not to purchase - Hybrid engine
Cars & Motoring - Type of vehicle future purchase - Engine type
Cars & Motoring - Type of vehicle owned - Engine type
Cars & Motoring - Tyre purchase factors
Cars & Motoring - Valid Australian driving license held
Cars & Motoring - Vehicle type owned
Cars & Motoring - Winter and Summer Tyres Switched
Charities - Amount donated - Last 3 months
Charities - Causes donated to - Last 3 months
Charities - Donation frequency
Cinema & Movies - Amount spent on films - Last 3 months - At cinema on/after release date
Cinema & Movies - Amount spent on films - Last 3 months - At cinema prior to release date
Cinema & Movies - Amount spent on films - Last 3 months - Blu-ray
Cinema & Movies - Amount spent on films - Last 3 months - DVD
Cinema & Movies - Amount spent on films - Last 3 months - Pay-to-view or streaming/downloading
Cinema & Movies - Amount spent on films - Last 3 months - Via paid TV
Cinema & Movies - Amount spent on films - Last 3 months - Via subscription streaming
Cinema & Movies - Amount spent on movie - Last 3 months - On TV Channel with a fee
Cinema & Movies - Amount spent on movie - Last 3 months - Via Free TV Channels without subscription
Clothing and Footwear - Accessories spend - Last 3 months
Clothing and Footwear - Clothes bought - Last 3 months
Clothing and Footwear - Clothing spend - Last 3 months
Clothing and Footwear - Devices used to purchase - Last 12 months
Clothing and Footwear - Purchase journey
Clothing and Footwear - Purchase motivation
Clothing and Footwear - Shoes bought - Last 3 months

What we purchase & use

Clothing and Footwear - Shoes spend - Last 3 months
Clothing and Footwear - Shopper type
Clothing and Footwear - Underwear/nightwear spend - Last 3 months
Consumer Electronics - Consideration when purchasing headphones/earphones - Next 12 months
Consumer Electronics - Device access - Computers & portables
Consumer Electronics - Device ownership - Computers & portables
Consumer Electronics - Device ownership - Home entertainment
Consumer Electronics - Device purchase intention - Computers & portables - Next 12 months
Consumer Electronics - Early adopter of technology
Consumer Electronics - Expected headphones/earphone spend
Consumer Electronics - Headphones - Future purchase - Next 12 months
Consumer Electronics - Headphones/earphones - Ownership
Consumer Electronics - Headphones/earphones - Type
Consumer Electronics - Likelihood to purchase Electrical Goods - Next 12 months
Consumer Electronics - Number of computers - Personal
Consumer Electronics - PVR - Number in household
Consumer Electronics - TV - Main screen size
Consumer Electronics - TV - Number in household
Consumer Electronics - TV - Types in household
Consumer Electronics - TV features (main)
Consumer Electronics - TV viewing - Devices used
Domestic Appliances - Future purchase intent - Next 12 months
Domestic Appliances - Items bought - Last 12 months
Domestic Appliances - Purchase factors
Eating Habits - Cooking from scratch frequency
Eating Habits - Eating habits description
Eating Habits - Factors encouraging a vegan/vegetarian diet
Eating Habits - Food attitudes - Importance
Eating Habits - Food bought - Last month
Eating Habits - Frequency of consuming bakery goods
Eating Habits - Frequency of consuming chilled processed meat and seafood
Eating Habits - Frequency of consuming chilled ready meals
Eating Habits - Frequency of consuming dessert
Eating Habits - Frequency of consuming fresh meat
Eating Habits - Frequency of consuming party food
Eating Habits - Frequency of consuming pastries
Eating Habits - Frequency of consuming veg/vegan products
Eating Habits - Likelihood of becoming completely vegan - Next 12 months
Eating Habits - Likelihood of becoming completely vegetarian - Next 12 months
Eating Habits - Product label taken into consideration
Eating Out - Breakfast - Frequency eaten out
Eating Out - Brunch - Frequency eaten out
Eating Out - Dinner - Frequency eaten out
Eating Out - Frequency
Eating Out - Frequency - Casual dining - Last month
Eating Out - Frequency - Eating fast food
Eating Out - Frequency - Family style restaurant - Last month
Eating Out - Frequency - Fast casual - Last month
Eating Out - Frequency - Fine dining - Last month

What we purchase & use

Eating Out - Frequency - Late night
Eating Out - Frequency - Lunch
Eating Out - Likelihood to eat at a Restaurant/Café - Next 30 days
Energy - Factors in selecting energy provider
Energy - Reason for switching energy service - Next 12 months
Energy - Supplier - Ever changed
Energy - Type of energy supply
Energy - Yearly energy spending
Food & Drink - Coffee capsules - Purchase frequency
Food & Drink - Coffee Drinking Frequency
Food & Drink - Coffee Drinking Location
Food & Drink - Coffee pod - Purchase frequency
Food & Drink - Coffee types drunk
Food & Drink - Food consider buying already frozen
Food & Drink - Frequency of consuming frozen food
Food & Drink - Frequency of consuming frozen meat
Food & Drink - Frequency of consuming frozen processed meat and seafood
Food & Drink - Frequency of consuming frozen ready meals
Food & Drink - Frequency of consuming frozen vegetables
Food & Drink - Frequency of consuming pre-packaged food
Food & Drink - Fridge and freezer type owned
Food & Drink - Frozen food - Purchasing intention compared to 12 months ago
Food & Drink - Frozen food frequency - Per week
Food & Drink - Likelihood to purchase packaged food products - Next 30 days
Food & Drink - Monthly spending on chilled foods
Food & Drink - Monthly spending on frozen foods
Food & Drink - Non-alcoholic beverage consumption - Next 30 days
Food & Drink - Reasons of purchasing frozen or chilled food
Food & Drink - Tea types drunk
Food & Drink - Types of coffee bought - Last 3 months
Food Delivery - Favourite cuisine
Food Delivery - Frequency
Food Delivery - Likelihood to order from a food delivery service - Next 30 days
Food Delivery - Mealtime service
Food Delivery - Purchase factors
Food Delivery - Reasons for not using
Food Delivery - Reasons for using
Gaming - Device Used
Gaming - Games Purchased - Last 6 Months
Gifts - Category of goods purchased
Gifts - Factors influencing gifts buying
Gifts - Occasions to buy
Gifts - Persons for whom you buy
Gifts - Spending on gifts
Health & Beauty - Choosing a make-up or personal care brand - Motivation
Health & Beauty - Choosing a make-up or personal care brand - Primary motivation
Health & Beauty - Frequency of shaving
Health & Beauty - Likelihood to purchase personal care products - Next 3 months
Health & Beauty - Type of beauty goods bought - Last 12 months

What we purchase & use

High Street Fashion - Clothes/Accessories retailers used - Last 3 months
Internet - Likelihood to purchase products/services from a Telecom/Internet/Pay TV company - Next 12 months
Mobile Phone - App types used
Mobile Phone - Apps downloaded - Smartphone
Mobile Phone - Daily activities done on your mobile phone
Mobile Phone - New mobile handset propensity
Mobile Phone - Operating system
Mobile Phone - Type
Mobile Phone - Type of phone contract/billtype
Music & Podcasts - Music formats purchased - Last 30 days
Online Shopping - Baby products
Online Shopping - Bed and bath (e.g. sheets, pillows, towels, etc.)
Online Shopping - Books (in any format: print, audio, electronic)
Online Shopping - Clothes and shoes
Online Shopping - Computers (including laptops and tablets) or computer accessories
Online Shopping - DIY products
Online Shopping - Financial products
Online Shopping - Food/groceries
Online Shopping - Furniture (e.g. armchairs, sofas, bed frames, etc.)
Online Shopping - Health and beauty products
Online Shopping - Holiday/travel
Online Shopping - Homeware or soft furnishings (e.g. curtains, cushions, plates, etc.)
Online Shopping - I generally prefer to buy things online rather than in stores
Online Shopping - I get more enjoyment from reading magazines online than in print
Online Shopping - I prefer to read news content online than in printed newspapers
Online Shopping - Jewelry
Online Shopping - Kitchen and home appliances (e.g. washing machines, fridges, dishwashers, etc.)
Online Shopping - Luggage
Online Shopping - Mattresses
Online Shopping - Mobile/cell phone or mobile/cell phone accessories
Online Shopping - Music or Movies
Online Shopping - Sports equipment
Online Shopping - Toys or games (e.g. board games, video games, etc.)
Online Shopping - TVs
Online Shopping - Wearable technology (e.g. smart watches, fitness trackers, etc.)
Pets - Monthly spend
Price Comparison Website - Ever used
Price Comparison Website - Following Action
Price Comparison Website - Type of product
Restaurant - Type visit frequency (dine-in, takeaway, delivery) - More than 1 year ago
Restaurant - Type visit frequency (dine-in, takeaway, delivery) - More than 6 months to 1 year ago
Restaurant - Type visit frequency (dine-in, takeaway, delivery) - Never
Restaurant - Type visit frequency (dine-in, takeaway, delivery) - Past 2-3 months
Restaurant - Type visit frequency (dine-in, takeaway, delivery) - Past 4-6 months

What we purchase & use

Restaurant - Type visit frequency (dine-in, takeaway, delivery) - Past month

Restaurant - Type visit frequency (dine-in, takeaway, delivery) - Past week

Retail - Categories of products bought - Last 3 months

Retail - Categories of products purchased - Last 12 months

Retail - Discounts used - Last 6 months

Retail - Homeware - Purchase journey

Retail - Homeware - Purchase motivation

Retail - Homeware/soft furnishing purchased - Last 12 months

Retail - Jewellery purchased - Last 12 months

Retail - Likelihood to purchase from a Retailer - Next 3 months

Retail - Luxury goods - Likelihood to purchase luxury goods - Next 12 months

Retail - Luxury goods

Retail - Luxury goods - Amount spent - Last 12 months

Retail - Luxury goods - Owned

Retail - Luxury goods - Product bought - Last 12 months

Retail - Luxury goods - Reasons to buy - Last 12 months

Retail - Purchase intent - Next 12 months

Retail - Second hand stores purchased from - Last 12 months

Services Ever Used

Smart Home - Concerns have about smart appliances

Smart Home - Smart Appliances awareness

Smart Home - Smart features aware of

Smart Home - Smart home appliances consideration - Next 6 months

Smart Home - Smart home appliances ownership

Smart Home - Smart home security cameras, sensors or alarms currently in household

Smart Home - Smart light system currently in household

Smart Home - Smart voice-controlled speaker currently in household

Smart Home - Voice controlled apps

Supermarket - Choosing a supermarket - Motivation

Supermarket - Purchase frequency

Supermarket - Weekly spend

Takeaway - Average monthly spend

Takeaway - Eating takeaway frequency

Takeaway - Factors in purchasing food delivery or take away

Vehicles in Household

Media and Advertising

Advertising - Advertising liked
Advertising - Channels that grab attention
Advertising - Main channel that grabs attention
Advertising - Non-traditional - Engaged with
Advertising - Retail Communication - Led to purchase
Advertising - Retail Communication - Type Noticed
Cinema & Movies - Favourite Film Genres
Cinema & Movies - Methods Used to Watch Movies
Cinema & Movies - Watch Films in Cinema Frequency - After Release Date
Cinema & Movies - Watch Films in Cinema Frequency - Before Release Date
Cinema & Movies - Watch Films on BluRay - Frequency
Cinema & Movies - Watch Films on DVD - Frequency
Cinema & Movies - Watch films on free TV Channel - Frequency
Cinema & Movies - Watch films on paid TV services - Frequency
Cinema & Movies - Watch films on pay to own/view - Frequency
Cinema & Movies - Watch films via free streaming - Frequency
Cinema & Movies - Watch films via subscription service - Frequency
Digital Assistant - Frequency of use
Digital Assistant - Likelihood to use - Next 12 months
Digital Assistant - Used For
E-Commerce - Monthly purchase frequency - Last 6 months
Events - Preferences
Events - Reasons for Not Attending
Gaming - Video Game Consumption Per Week
Internet - Access Frequency
Internet - Access Location
Internet - Activities
Internet - AdBlocker/AntiTracking Software - Used
Internet - Browsing Frequency Per Week - Exclude work
Internet - Home Connection Type
Internet - Provider other services supplied
Magazines - Types Read - In Print
Magazines - Types Read - Online
Music - Consumption Method - Last 6 months
Music - Favourite Genres
Music - Interest Level
Music - Listening Frequency
Newspapers - Consumption Per Week
Newspapers - Sections Read
OOH - Action Taken After Seeing Advertisement
OOH - Frequency Seen - Ads on outside of taxis
OOH - Frequency seen - Ads on outside of trucks
OOH - Frequency Seen - Billboards on side of road
OOH - Frequency Seen - Digital Phoneboxes
OOH - Frequency Seen - Large Digital Screens at Sports Events
OOH - Frequency Seen - Large digital screens on side of road
OOH - Frequency Seen - Posters/digital screens in airports
OOH - Frequency Seen - Posters/Digital Screens in cinema foyers
OOH - Frequency Seen - Posters/digital screens in shopping centres
OOH - Frequency Seen - Posters/Digital screens inside Trains
OOH - Frequency Seen - Posters/digital screens on public transportation
OOH - Frequency Seen - Posters/digitalscreens outside petrol station

Media and Advertising

OOH - Frequency Seen - Posters/digital screens outside shopping centres
OOH - Frequency Seen - Posters/digitalscreens outside petrol station
OOH - Frequency Seen - Posters/digital screens outside shopping centres
OOH - Frequency Seen - Posters/screens in railway station
OOH - Frequency Seen - Small digital posters on the high street
OOH - Frequency Seen - Small posters on the high street
OOH - Posters/screens on bus stops/shelters
Podcast - Genre listened to
Radio - Activity While Listening
Radio - Consumption - Hours Per Week
Radio - Genres listened to
Radio - Listening location
Radio - Time period listened to - Live broadcast radio
Radio - Time period listened to - Stream broadcast radio
Social Media - Genres Followed
Social Media - Type of content shared
Social Media - Video content - Frequency
Social Media - Video content - Recency
Source of news - General
Source of news - Last 30 days
Source of news - Main
Television - Genres watched
Television - Location of watching Live TV
Television - Location of watching Streaming/On-Demand TV
Television - Networks Watched - Last 30 Days
Television - Preferred method of watching
Television - Stream Live TV on other device - Frequency
Television - Watch on Computer - Frequency per week
Television - Watch on Games Console - Frequency per week
Television - Watch on Smartphone - Frequency per week
Television - Watch on Tablet - Frequency per week
Television - Watch on TV Device - Frequency per week
Television - Watch On-Demand - Frequency
Television - Watch TV Regularly