READER PSYCHOGRAPHICS

AUTOMOTIVE	INDEX
People often ask my advice when it comes to automobiles	235
I consider myself to be an automotive enthusiast	229
I generally purchase the most expensive model with all the luxury appointments and options	207
I like to get a new car every two or three years	195
My car should express my personality	191
FASHION/STYLE	INDEX
Clothes made by fashion designers are more appealing	188
l often spend more money than I expected to on my fashion purchases	183
l am loyal to only a few fashion brands and stick with them	178
My budget allows for me to buy expensive designer clothes	176
typically use skincare products that contain sunscreen	162
FINANCE	INDEX
l regularly read financial news or financial publications	184
In general, I know my credit score	178
prefer to pay cash for things I buy, whenever I can	177
It is better for me to put my money in a low risk investment, even if the return may not be as great	172
l enjoy learning about financial products or services from others	170
GENERAL ATTITUDE	INDEX
l often find myself in a leadership position	181
l seek out variety in my everyday life	180
consider my work to be a career, not just a job	180
consider myself outspoken	179
enjoy taking risks	171
HEALTH	INDEX
l research treatment options on my own before asking my doctor about them	182
worry that doctors recommend treatments that earn them the most money	181
frequently look for new ways to change up my exercise routine	180
I rely on a mobile app to keep track of my fitness habits	170
Over the counter medications are safer than prescription drugs	155

TRAVEL	INDEX
I prefer to use an airline or hotel chain where I am a member of their loyalty/rewards program	n 178
I take vacation experiences that help differentiate me from my friends	178
When I find a vacation spot I like, I go back whenever I can	178
It's worth it to me to pay more for high quality hotel accommodations	176
Last minute travel specials are a great way to get a bargain	175
TECHNOLOGY	INDEX
I worry that smart home devices/appliances could invade my privacy	183
I am among the first of my friends and colleagues to try new technology products	182
I'm willing to pay more for top quality electronics	178
Before buying electronics, I do as much research as possible	177
l enjoy learning about technology or electronic products from others	175
AREAS OF INFLUENCE	INDEX
Magazines	358
Automotive Products	357
Other Vehicles	321
Automobiles	307
Business	198
BUYING STYLES	INDEX
I like to share my opinions about products and services by posting reviews and ratings online	e 182
I'm a spender rather than a saver	175
I buy brands that reflect my style	175
I prefer to buy products that offer the latest in new technology	175
I'm always one of the first of my friends to try new products or services	166
IMPORTANT PERSONAL VALUES STATEMENTS	INDEX
Adventure: Seeking adventure and risk	180
Social Recognition: Being publicly noticed, recognized, and acknowledged	180
Looking Good: Seeking the utmost attractive appearance	177
Social responsibility: Working for the welfare of society	173
Being in tune with nature: Fitting into nature	171