

MBR Michael Bauer Research -

By using MB-Research International Data researchers are able to

- Quantify regional market potential
- Judge areas as to their strengths and weaknesses
- Identify unused market potential
- Focus locally on marketing activities
- Set realistic local economic forecasts

To furnish users with a broad variety of data for different sets of tasks, various indicators for regional demand are compiled:

- Consumer Lifestyle Segments:** MB-Research Consumer Styles describe ten different, within the segment widely homogenous, types usable for market segmentation and determination of target groups. The types are shown in absolute numbers and in the percentage of the respective target groups of the nighttime population "15 years and above".

MB-Research Consumer Styles are created on the basis of different segmentation criteria such as demographics, value orientation, attitudes, consumer behavior and consumption volume, identified and validated in detail by conducted surveys on international level.

Description of Lifestyle segments in detail:

- **Type A – High Earning Urban Professionals**

Consumers in this segment show the highest per-capita income of all segments. They live almost all in single or multi-person households without children. They are employees, mainly in managerial positions or self-employed and have far above average a higher education. Regarding the willingness to spend for product groups such as clothing, this segment is a leader. Regarding smartphones, Apple is preferred to Samsung. They live mainly in metropolitan areas and large cities.

- **Type B – Comfortably Off Empty Nesters**

The consumers in this segment are almost all in the second half of life and live in households without children. In shopping they value quality and well-known brands. They also have favorite brands and shops and are able to keep track of a wide range of products and services offered; they prefer "Brick and Mortar" instead of online. Their per-capita income is significantly above average.

- **Type C – Modern and Pragmatic Over-50s**

The consumers in this segment are predominantly in the second half of life and live in households without children. Environmental protection and innovation have a high priority. High value is set on careful purchase planning. Best value for money is systematically searched. The per-capita income in this segment is mostly well above average, whereas the per-household income is, due to the domination of one or two-person households, mostly around or slightly below average.

- **Type D – Well Informed Modern Consumers**

The consumers in this segment have significantly high expenditures in product groups like clocks and jewelry and sports products. They are able to keep track of a wide range

of products and services offered. Online purchase is well above average. They are significantly above average white-collar employees. Quality, innovation and environmental protection have a high priority. The majority has a well above average per-capita income.

- Type E - Affluent Highly Educated Urban Families

The consumers in this segment have significantly high expenditures per household for practically all product groups. They are the segment with the highest online shopping frequencies. They are employees mainly in managerial positions and have far above average higher education. They live predominantly in families with children and are mainly members of the younger age groups. They enjoy shopping and like new products.

They live mainly in metropolitan areas and large cities. Innovation and environmental topics are important.

This segment shows the highest per-household income of all segments. It has the highest percentage of smartphone-users and social online network usage. Regarding smartphones, other than in most other segments, Apple is preferred to Samsung.

- Type F – Security-oriented Seniors

The consumers in this segment are almost all in the second half of life and live mostly in households without children. They put emphasis on security, relationships with fellow men and self-respect. Share of retirees is the highest in this segment. They search for best value for money and have favorite brands and shops. The majority in this segment has an around average per-capita income.

- Type G – Orientation Seeking Lower and Middle Class Consumers

Important values for the consumers in this segment are excitement, sense of belonging and social engagement. They are interested in new products but often find the quantity and quality of the many different products and the related product information confusing. The majority in this segment has a below average per capita income.

- Type H – Younger Lower and Middle Class Consumers

The majority of consumers in this segment has a below average per-capita income. They are mainly members of the younger age-groups, and almost all live in multi-person-households, mostly with children. Education and tradition are important to them. They enjoy shopping and look out for best value-for-money and favorite brands and shops. They put emphasis on security and self-respect.

- Type I – Modern Younger Families

The consumers in this segment live in multi-person-households, almost all with children. They are employees, mainly in managerial positions or self-employed. Due to the number of children per household the per-capita income is below average but in terms of household income is above average. Excitement is important for them and they have well above average expenditures for certain product groups such as sports products and permanent education. Majority of them are in the early-family- phase. In shopping they are very interested in new products and mostly buy well-known brands.

- Type J – Low-Income Younger Consumers

The consumers in this segment have on average the lowest income compared to the other segments. Majority of them are teenagers or persons in their twenties. They are strongly characterized by a substantial absence from the labor market, being the segment with the highest shares of students, unemployed and housewives. They live often in rural areas or smaller cities.