

COLLECTIVE PSYCHOGRAPHIC WEIGHT

This weight has been developed using respondents who answered three sets of psychographic questions: VALS, Technographics, and Life Matrix.

By using this weight and base, you may compare these psychographic segmentation systems.

Include the COLLECTIVE base c*c-p definition: 35*46-1

Weight (XXXX.XX) - Card 35 Cols. 47-52

Unweighted respondent counts and projected populations are as follows:

| | ADULTS | MEN | WOMEN |
|------------------------|-------------|-------------|-------------|
| Unweighted respondents | 23,215 | 11,142 | 12,073 |
| Projected respondents | 213,310,000 | 102,477,000 | 110,833,000 |