

LIFEMATRIX

What is LifeMatrix?

LifeMatrix is a segmentation system designed by NOP World, to categorize U.S. adult consumers into mutually exclusive groups according to a consumer behavior model including values, lifestyle and life stage information. Beginning with the Wave 47 questionnaire, all MRI respondents were asked to indicate the importance, on a scale of 1 to 7, of 25 values; they were also asked to indicate how many hours per week they spent on 17 different activities.

How Should I Look At the LifeMatrix Data?

Use the LifeMatrix Weighting

Only about 50% of MRI Respondents fill out the LifeMatrix section of the questionnaire, which makes projecting their answers to the general population more complicated than it would be otherwise. (Note: further complicating matters, in the 2002 Fall MRI study, from which the example below is drawn, the LifeMatrix values section was only included in a single wave of the two-wave study. This reduces the LifeMatrix respondent count by an additional 25% overall in 2002 Fall MRI. 2003 Spring MRI and later studies contain a full two-wave measurement.)

When looking at responses to LifeMatrix values, it is only appropriate to include LifeMatrix respondents in the analysis, but we still need those respondents to predict the behavior of the entire adult population. **The solution? Recalculate the weights for the LifeMatrix respondents so that they make up the difference.** So if only half the respondents fill out the LifeMatrix section, their weightings must be, on average, twice as high to scale to the same number of adults.

To address this issue, **a special weight scheme has been made available** in your software that enables the relatively small number of LifeMatrix respondents to project to the entire adult population. **Make sure you use this weight scheme** whenever you work with LifeMatrix data.

Use the LifeMatrix Base

The crosstab paradigm has three dimensions: bases, columns and rows. Rows and columns are easy for most people to visualize and understand, but bases are less often used and commonly misunderstood.

Choosing a base other than "all" in Crosstab restricts the unweighted respondents displayed in the upper left-hand corner of the Crosstab. This reduces the base projected count (000), which is the basis for all vertical percentages, horizontal percentages and indices calculated on that Crosstab view.

Choosing the LifeMatrix weighting ensures that the non-LifeMatrix respondents do not influence the projected (000) counts. However, it **does not remove non-LifeMatrix respondents** from the unweighted counts – for that, **you must change the base to include only the LifeMatrix respondents.** If you don't, you may end up using unstable data without realizing it.

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How Will the Numbers Be Affected If I Use the Wrong Weight and/or Base?

The table below demonstrates the results that the different weight/base combinations have on the numbers.

Value: "Wealth: Having material possessions, a lot of money"

Selected Weight	Selected Base	Avg. Weight	Base Unwgt'd	Base (000)	Very Important Unwgt'd	Very Important (000)	Very Important %
Pop. (000)	All	7943	25805 no	204964 yes	2254 yes	17500 no	8.54% no
Pop. (000)	LifeMatrix	8084	6760 yes	54649 no	2254 yes	17500 no	32.02% no
LifeMatrix	All	7943	25805 no	204964 yes	2254 yes	68519 yes	33.43% yes
LifeMatrix	LifeMatrix	30320	6760 yes	204964 yes	2254 yes	68519 yes	33.43% yes

2002 Fall MRI

WEIGHT: POPULATION (000), BASE: ALL

This is **the default weight-base combination** when dealing with MRI data, but it is **not appropriate when dealing with LifeMatrix data**, for two reasons: (1) the base **includes MRI respondents who are not LifeMatrix respondents** (making some things appear to be stable that really aren't), and (2) **the weightings for the LifeMatrix respondents** (based on projecting to all adults from the larger base of respondents) **are lower than they need to be to project to the general population.**

WEIGHT: POPULATION (000), BASE: LifeMatrix:

If we screen out the non-LifeMatrix respondents, we see the **correct number of respondents, but the wrong base (000) value**, since the weights were designed to project a larger base of respondents to the same goal. The agree (000) value is affected in the same direction, but to a slightly different degree, ending in the result of an **incorrect very important % value** of 32.02%.

WEIGHT: LifeMatrix, BASE: ALL

By changing the weight, **you get all the correct projected counts, and all percentages that are based on those counts** (such as the 33.43% of people who consider "Wealth: Having material possessions, a lot of money") **will therefore be correct, too. But the base unweighted count is too high, which means you won't always know when you're working with unstable data.** (Note: to avoid this problem, recent MEMRI² versions – 2.11 and later – automatically "force" the LifeMatrix base restriction when you select the LifeMatrix weight).

WEIGHT: LifeMatrix, BASE: LifeMatrix

This is **the correct way to code when using LifeMatrix data. All values are correct.** So you can see that based on the answers of 6,760 respondents projecting to 204,964,000 people, 2,254 respondents representing 68,519,000 people, or 33.43% of adults, consider the value "Wealth: Having material possessions, a lot of money" to be very important.

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Include the LIFEMATRIX base c*c-p definition: 13*03-1

Weight (XXXX.XX) - Card 13 Cols. 04-09

Unweighted respondent counts and projected populations are as follows:

	ADULTS -----	MEN ---	WOMEN -----
Unweighted respondents	13,357	6,429	6,928
Projected respondents	213,454,000	102,533,000	110,921,000

LIFEMATRIX Source Questions

-8 Very Important
-9 Not Important
-0 Average Importance

61*01 Wealth: Having material possessions, a lot of money
61*02 Status: Achieving a higher social status
61*03 Ambition: Aspiring to get ahead
61*04 Honesty: Being sincere, having integrity
61*05 Being in tune with nature: Fitting into nature
61*06 Preserving the environment: Helping to preserve nature
61*07 Creativity: Being creative, imaginative
61*08 Freedom: Having freedom of action and thought
61*09 Curiosity: Wanting to explore and learn about new things
61*10 Public image: Protecting my reputation, saving face
61*11 Protecting the family: Having safety for loved ones
61*12 Social responsibility: Working for the welfare of society
61*13 Equality: Desiring equal opportunity for all
61*14 Stable personal relationships: Maintaining a long-term
commitment to friends and loved ones
61*15 Romance: Having romance in my life
61*16 Enjoying life: Doing things because I like them
61*17 Having fun: Having a good time
61*18 Adventure: Seeking adventure and risk
61*19 Sex: Achieving a fulfilling sexual life
61*20 Looking good: Seeking the utmost attractive appearance
61*21 Duty: Fulfilling obligations to family, community and country
61*22 Respecting ancestors: Showing respect to those who came before us
61*23 Traditional gender roles: Following traditional roles for men and women
61*24 Faith: Holding to religious faith and belief
61*25 Learning: Continuing to learn throughout my life

Lifematrix segments

Card 13 col. 10-1 Renaissance Women
-2 Free Birds
-3 Dynamic Duos
-4 Home Soldiers
-5 Rugged Traditionalists
-6 Tribe Wired
-7 Priority Parents
-8 Settled Elders
-9 Fun/Atics
-0 Struggling Singles

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Lifematrix activities

Number of hours typically spend at each of these activities

- 1 Heavy
- 2 Medium
- 3 Light
- 0 No activity indicated

	Heavy (hours)	Medium (hours)	Light (hours)
46*75 With kids or grandkids at home or outside the home	31+	9-30	1-8
46*76 With your spouse or significant other	50+	21-49	1-20
46*77 Watching television or movies at home	19+	8-18	1-7
46*78 At your personal computer, including the Internet	10+	4-9	1-3
46*79 Reading	9+	4-8	1-3
46*80 Doing fun and exciting things	9+	4-8	1-3
47*01 Learning new things or expanding your knowledge	7+	3-6	1-2
47*04 Gardening or yard work	6+	3-5	1-2
47*05 Cooking	10+	5-9	1-4
47*06 Working on your automobile	4+	2-3	1
47*07 Alone	20+	6-19	1-5
47*08 Commuting to and from work	6+	3-5	1-2
47*09 At schools or any organizations other than church	7+	3-6	1-2
47*10 Socializing/doing things with friends around town	6+	3-5	1-2
47*13 Working at a paid job outside of home	41+	37-40	1-36
47*14 Working at a paid job at home	22+	7-20	1-6
47*15 Number of hours of sleep each night	8+	7	1-6