

COLLECTIVE PSYCHOGRAPHIC WEIGHT

This weight has been developed using respondents who answered four sets of psychographic questions: Buying Styles, 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	10,892	5,120	5,772
Projected respondents	211,845,000	101,655,000	110,190,000