

Mary Christ-Erwin



Overview



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Presentation to the Dairy Industry Advisory Committee

The Suite of Styles Surveys



ConsumerStyles

As our base survey, we talk to more than 10,000 consumers nationwide, tracking their attitudes, lifestyle values, purchasing behaviors, shopping patterns, technology use and media habits.



HealthStyles

We also question our ConsumerStyles respondents about their health beliefs and behaviors. For example, we explore attitudes about diseases and disease prevention, health information-seeking and the doctor-patient relationship.



YouthStyles

YouthStyles surveys the behaviors, motivations and lifestyles of kids ages 9 to 18. We focus on kids in the same households as our HealthStyles respondents so that we can compare parent/child responses to key data points.



DocStyles

With DocStyles, we garner insights from 1,000 primary-care physicians who serve as key influencers of consumer attitudes about health and wellness. Other health-care-professional audiences, such as registered dietitians, can be sampled as well.



EuroPNStyles

For EuroPNStyles data, we reach outside the U.S. and tap into the consumer attitudes and behaviors of 10,200 adults in seven European countries— Belgium, France, Germany, the Netherlands, Portugal, Spain and the United Kingdom.

Ways to Use Styles

- Target audience definition and profiling
- Understanding unique audiences
- Augment the immersion stage of Insights
- Obtain multiple perspectives
 - U.S. versus European points-of-view
 - Both sides of the examination table
 - Parent/child opinions on same issue
- Evaluation/Program tracking
- “Research For ink”
- Customized re-contact research

Styles helps answer
questions and uncover
insights about consumer
and stakeholder
awareness and
motivation...

Question #1

Will it be eaten?

Question #2

What is the benefit of its consumption?

Question #3

Does the cost = my
pleasure?

Question #4

What are the odds of replicating consumption?

Question #5

What is my role, willingness and availability?

■ Factors impacting demand:

- The target
- The desired behavior
- The effort
- The real and perceived “get”
- The motivation
- The opportunity
- The choice
- The thing(s) required of you
- The cost

For more Information



Mary Christ-Erwin

Partner

Porter Novelli

1909 K Street, NW

Washington, DC 20006

Mchrist-erwin@porternovelli.com

202-973-3601

