



PROVIDING A COMPLETE PICTURE OF U.S. CONSUMERS

For over 40 years, companies have turned to GfK Consumer Life (Roper Reports®) to dive deep into today's market and where it's heading, to develop strategic opportunities.

With Roper Reports® you can start with the broader context of change to understand how social and cultural shifts impact everyday lives.

- To understand how these changes impact engagement with products and services.
- Having a visibility into disruptive forces, and how consumers may embrace or reject them.
- Capture emerging opportunities by monitoring change across all aspects of your consumers' lives.

GfK Roper Reports® **Provides a holistic perspective of consumers by understanding all aspects of their lives.**

- confidence and concerns
- personal values
- leisure and entertainment
- retail, shopping and brands
- aspirations and status symbols
- travel
- health and wellness
- beauty and personal care
- food and diet
- technology and media
- influence and information flow
- home
- attitudes towards advertising
- automotive
- personal finance

DSA members will
receive **20% off**
Roper Reports®
U.S. subscriptions!
Contact us by
August 31, 2016

DELIVERING THE BIG PICTURE

Strategic tools for growth ValueScopeSM, our personal values segmentation, reveals the deep-rooted guiding principles that shape needs and provide meaning to life for consumers. Use values to develop compelling messaging, position products that appeal to consumer aspirations, and build stronger brands.

The InfluentialsSM, GfK's segment of bellwether consumers, influence mainstream market behavior through online and in person word of mouth recommendations. As proven early adopters, they provide a preview of emerging trends and changing needs. Picture-a-trend provides qualitative insights into the lives of consumers through digital photographs.

Roper Reports® asks consumers to answer some of our questions with photos that reflect their attitudes, aspirations, and experiences. These photos can be linked with respondents' characteristics to provide a fresh perspective by illustrating and enhancing our stories.

Customized Support

A team of consultants, analysts and trends professionals support your day-to-day use of Roper Reports® to ensure that your business objectives are addressed with timely, relevant and productive insights. Your Roper team can create customized reports, compose and deliver presentations, and provide quick data runs—all as part of your subscription to the service.

Key Deliverables

As a part of your subscription, you receive a full range of services, and insights delivered with a consultative approach:

- GfK Roper Reports® Annual Perspective: our comprehensive presentation of changing consumer attitudes and behaviors, emerging trends and implications for your business.
- Need-to-know reports: analysis that keeps you up-to-date throughout the year on timely trends, consumer groups or markets.
- Client webinars: briefing sessions to present current analyses, new findings and POV's.
- Public Pulse®: short perspectives on topics and trends in the marketplace.
- Pulse forums: group discussions about timely trends and consumer groups.



Questions? Contact us!

Eric Wagatha | T +1 949 255 0153
eric.wagatha@gfk.com

Ben Gamse | T +1 202 416 6443
bgamse@dsa.org

About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

www.gfk.com

GfK. Growth from Knowledge