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
DELIBERING
THE BIG
PICTURE

Strategic tools for growth
ValueScope℠, 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 Influentials℠, 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.
Pictur-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!
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