

SPECTRA BEHAVIORSCAPE PLUS FRAMEWORK

Evolution of BehaviorScape Plus

Consumer analytics has been used for decades to focus time and resources against the most important consumers. With audience, product and media fragmentation and time restricted consumers making more in-store decisions, the pressure is on to create analytics that will drive volume.

Spectra’s behavior-based framework moves beyond geographic or demographic consumer targeting. The goals of this segmentation are as follows:

- **Explain** complex purchasing behavior by providing a window into why households behave the way they do.
- **Build** volume-driving, actionable recommendations to focus our clients’ spending

Developing Behavior-Based Framework

Our researchers set out to discover patterns in consumption behavior by evaluating a range of data sources, including industry-leading Homescan panel, disaggregated at the most granular level. Once patterns emerged, the next step was to align these behavioural shifts with life events that affect households’ consumption across a wide array of fast moving consumer goods (FMCG) products. The resulting BehaviorStages are cohesive yet distinctive consumer analytics.



Alignment of behavioral shifts:

- changes in level of consumption
- changes in depth of consumption
- changes in attitudes or patterns of usage



Explainable life events:

- changes in age
- changes in marital status
- changes in number or age of children
- other changes in HH composition

The BehaviorScape Plus Breakthrough

BehaviorStages are unique household situations that are described through a combination of demographic variables that motivate consumers’ day-to-day purchasing behavior. These BehaviorStages serve as the primary focus of the BehaviorScape Plus Framework. We add LifeStyles to capture the impact of affluence and urban density, thus completing the consumer picture.

The end result is the industry’s most sophisticated, syndicated method of analyzing consumers based on consumption behaviour. Hundreds of clients in the US, including 95% of the top 50 manufacturers, retailers, and brokers in the FMCG industry, use BehaviorScape Plus to identify, locate and communicate with their target households.

Uncovering Category Nuances
 Drivers of Customization
 Many categories or brand portfolios have unique consumer dynamics that require a customized framework. Custom frameworks are most appropriate for marketers who:

- Are very invested in a category, with high share driven by a single brand or a portfolio of brands within the category
- Operate within a category in flux. Categories that are growing or declining, have new brands, forms or features require an understanding of the nuances behind the changes.
- Have brands in categories with singular skews, i.e. strongly age-driven, household size-driven, children driven, etc.

We can create a custom BehaviorScape Plus Framework that maximizes lift for your category that is based on the attributes that drive consumption.

JOURNEY THROUGH THE CONSUMER BEHAVIORSCAPE PLUS

Let's chart the path of consumers as they evolve over time, using their product choices as a compass. As Spectra's researchers began analyzing differences in consumption behavior, the first factor that emerged in discriminating behavior was the presence of children (under the age of 18). These households account for 42% of the overall FMCG volume, and are found within four of the standard 10 BehaviorStages.

Kid-fluence

The first BehaviorStage consists of households with only younger children (under the age of 6). For **Start-Up Families**, life revolves around their children. It's not surprising that this BehaviorStage indexes high for child products; however, what is surprising is the lack of any other kind of products – everything is child related.

For households with at least one older child, the next factor that differentiates behaviour is household size. As the oldest child grows, some of these Start-Up Families move into **Small Scale Families**. These are 2 or 3-person households, where the oldest child is six or older. Most child families move through this BehaviorStage at some point, be it as a result of divorce, children leaving the nest, or simply a small family that chooses to have only one child.

For large families, the next discriminating factor is age of the head of household. Consequently, as families grow larger, they may move into **Younger Bustling Families**, where the age of head of the household is under 40. With 90% of the households having children under the age of 12, the children are still dependent on their parents, and activities are focused around the children's wants and needs.

As these families grow older, they move into **Older Bustling Families**, and both parents and children begin to assert their individuality. Children become more mobile and parents start to establish a more child-free identity.

Adults Only

Households without children account for six of our BehaviorStages. Age of the head of household is the first factor for analyzing these BehaviorStages. As the children of Older Bustling Families or Small Scale Families grow up, they move into **Young Transitionals**. Hopping from college classrooms to first jobs to 'just married', these Young Transitionals are characterized by an abundance of freedom.

For heads of household who are 35 or over, the next key differentiator is whether the household members are living as single or living as couples (or more). Therefore, the next BehaviorStage is **Independent Singles** (age 35-64). Like Small Scale Families, this BehaviorStage likely reflects shifting cultural norms. Most consumers get to this BehaviorStage two ways, either through divorce or from never having married.

Another path Young Transitionals can take is to enter **Established Couples** (age 35-54). Many of these households are dual income families reaching their peak earning potential.

The next BehaviorStage is **Empty Nest Couples**. These households have no children (under the age of 18) and are between 55-64. Beyond Young Transitionals, Empty Nest Couples are probably the BehaviorStage most in flux. Many, but not all, are readying for retirement and have had children leave the house (but still raiding the pantry).

The Neighborhoods

The BehaviorScape Plus journey continues with a stroll through the neighborhoods where consumers reside and shop.

Let's start by looking at the urban/suburban neighborhoods. The urban/suburban neighborhoods are made up of cities, suburbs and second cities. The most affluent of these Lifestyles is the **Prosperous Cities & Suburbs** neighborhoods. These ethnically diverse neighborhoods are highly educated and live in expensive homes.

The next group of neighborhoods in urban/suburban areas are **Middle Class Cities & Surrounds**. These ethnically diverse middle class neighborhoods consist of moderately priced housing. Even though this is a mix of urban and suburban areas most households in this Lifestyle live in suburban areas.

The last urban/suburban neighborhoods is the low income neighborhoods of **Hard Working Cities & Outskirts**. These neighborhoods have a high incidence of Hispanic households and single parents. Setting this Lifestyle apart from the others is the high percentage of renters and single parents.

Now let's look at the less populated areas made of small towns and rural areas. The most affluent of these neighborhoods is the **Prosperous Country Living** neighborhoods. These neighborhoods are predominantly White and live in homes worth over \$300,000. This Lifestyle has more homeowners than any other Lifestyle.

The next group of neighborhoods in rural areas are **Middle Class Countrysides**. These neighborhoods consist of moderately priced homes and is nearly 88% White and work in blue collar jobs.

The last rural neighborhood is the low income neighborhoods of **Hard Working Rural Living**. These neighborhoods have the highest percentage of households who are not employed and the second highest percentage of single moms and households without a high school degree behind Hard Working Cities & Outskirts.

BEHAVIORSTAGE	LIFESTYLE					
	Prosperous Cities & Suburbs	Prosperous Country Living	Middle Class Cities & Surrounds	Middle Class Countrysides	Hard Working Cities & Outskirts	Hard Working Rural Living
START-UP FAMILIES						
SMALL SCALE FAMILIES						
YOUNGER BUSTLING FAMILIES						
OLDER BUSTLING FAMILIES						
YOUNG TRANSITIONALS						
INDEPENDENT SINGLES						
SENIOR SINGLES						
ESTABLISHED COUPLES						
EMPTY NEST COUPLES						
SENIOR COUPLES						

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