

A psychographic segmentation that links people with emotions

We understand that clients are looking for new and innovative ways to understand their audiences and develop creative that will resonate. This includes moving beyond traditional demographics and profiling metrics.

The 15 Perspectives Segmentation Groups

Perspectives allows agencies and brands to not only understand the audiences that matter, but the types of messages that will resonate best with those audiences.

The segmentation groups allow you to put emotions, outlooks, and mindsets at the heart of your planning process. Each Perspective is based on a factor analysis of over 80 attitudinal statements and allocates the YouGov Profiles panel into 15 distinct groups each with their own unique attributes, brand loyalties and points of view.



Alienated

This Perspective feels withdrawn from aspects of modern life and likes their own space. This is about being more introverted and comfortable using the brands and technology that are familiar.



Cautious

This is about being risk averse, and taking time before making decisions. Those with this Perspective are likely to hold savings and investments – and have a higher interest in personal finance and business. Unsurprisingly, head rules the heart for this Perspective.



Cosy

This Perspective is all about feeling calm, relaxed, and comfortable. This might be while watching TV, using the internet, or consuming their favourite food brands. Less likely to be concerned with exercise regimes and trips to the gym, this group knows what they like and stick with it.



Entrepreneurial

This Perspective is motivated by accomplishing goals and learning new skills. They see themselves as well-educated, organised and are likely to be high users of professional and messaging apps, reflecting their need to be connected to others and updated with the latest news. This is very much an "always online" Perspective.



Experimental

This Perspective embodies adventure and travel. They enjoy cooking, exercising and trying new experiences, brands, cultures. This Perspective is drawn to try young, disruptive brands that symbolise their adventurous approach to life.



Family-Orientated

As the name suggests, people in this Perspective focus on making memories with their family and their experience as a parent. They enjoy relaxing with friends, dislike being by themselves and let their heart rule their head. Their interests focus on personal image and the home as do the brands that they are more likely to consume.



Luxurious

This Perspective is all about status and premium purchasing choices. Their interests are likely to include cars, business, personal finance, computers and technology. They are led by the "name of brands" and retailers' reputation when making purchases – especially for electrical items.



Materialistic

A Perspective that considers themselves socially healthy and enthused by being around groups of people. They are honest, extroverted, and happy to express their feelings. As well as a particular interest in shopping, fashion, cosmetics, and celebrities, a high frequency use of instant messaging apps allows them to increase and maintain their social health.



Pragmatic

This Perspective very much sees themselves as independent. Less swayed by what others think, they take a keen interest in computers and technology which they believe holds the power to improve their life. They are more concerned with the function of products and experiences rather than their status.



Trusting

This Perspective goes for large, established brands, and trusts that new technology is a force for good. They are organised, punctual, tidy, and more likely to stick with brands for long periods of time.



Patriotic

This Perspective is homely, loyal, and extroverted. They can be more easily reached through televised sporting events (even better if they feature their national team) or the printed press, and make an effort to support British businesses.



Resourceful

This Perspective makes use of the knowledge and opinions of friends, family and colleagues for financial decisions. Online communities or marketplaces also help inform the majority of their purchasing and financial decisions.



Suspicious

This Perspective is about being wary of the way brands and organisations operate. People with this mindset take an interest in finance, current affairs and technology – but are not always positive about technological innovation.



Sensitive

This Perspective cares about what people think of them and they need alone time after being in a group. They are interested in celebrities, beauty and grooming, fashion and cosmetics – which perhaps fuels their high use of social media platforms.



Traditional

As you might expect, this group lives through tried and tested experiences that are often tied to the nuclear family. They adhere to established wisdom and well-engrained concepts such as "good and evil". This Perspective does not have a huge affinity with any particular brands.