

A wide range of lifestyle and classification information is available on PAMCo

Demographics

- Gender
- Age
- Social Grade
- Ethnicity
- Region – Government Office, ITV, ISBA
- Working status
- Occupation and industry
- Marital status
- Presence of children
- Household tenure
- Income
- Education

Other Media

- Internet
- TV
- Radio
- Cinema

Lifestyle

- Future plans (next six months)
- Devices in household (PC, tablet, smartphone etc)
- Devices personally used

Classification systems

- Social grade (Based on occupation)
- NS-SEC (The Government's grading of social class)

Geodemographics

- ACORN
- MOSAIC
- Financial ACORN
- Financial MOSAIC

Engagement

- Source of Copy
- Time Spent Reading
- Attitudinal Brand Statements for print and digital e.g. trust