

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

Demographics

- Age
- Gender
- Sexual Orientation
- Social grade
- Main Shopper
- Marital status
- Qualifications
- Terminal education age
- Employment status
- Working status
- Chief Income Earner
- Income
- Household composition and presence of children
- Ethnic Origin
- Disability
- Government Office Region
- SIC and SOC classifications

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