

# 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
- Working status
- Chief Income Earner
- Income
- Household composition and presence of children
- Ethnic Origin
- Disability
- Government Office Region

## Other Media

- Internet
- TV
- Cinema
- Radio
- Podcasts

## Lifestyle

- Future plans (next six months)
- Shopping
- Travel and Holidays
- Motoring
- Commuting

### 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