

Personae Dataset

An advertising firm has been hired to design targeted advertisements for a client.

It is known that the potential customers are primarily retired individuals, usually married, who are exposed to a variety of media and advertising outlets.

It is suspected that there are three specific types of people who could be targeted using different marketing strategies:

- Group A: Living Large
- Group B: Having Fun
- Group C: Taking it Easy

Personae Dataset

- Participants are administered a questionnaire that asks many questions about their social, spending, traveling, and entertaining behaviors.
- The responses to these questions are coded and scaled by the researcher so that each item follows a finite scale (for example, 1-5, 1-7, and so on).

Personae Dataset

- This data set includes market research data on the 12 study participants, selected through an interview-based pre-screening process.
- Four participants were selected to represent each theoretical persona.

Variables Measured

- **savings**: Number of saving accounts (1-5 scale)
- **check**: Number of checking accounts (1-5 scale)
- **cd**: Number of certificate of deposit accounts (1-5 scale)
- **mmkt**: How many money market accounts (1-5 scale)
- **mortgage**: Do you have a mortgage? (0=n, 1=y)
- **trips**: Number of trips per year (1-6 scale)
- **catalogs**: Number of catalog purchases per year (1-6 scale)
- **latepay**: Delinquency of last late payment (1-5 scale)
- **revolve**: Extent to which revolve credit (1-4 scale)
- **vaccost**: Average cost of weekend vacation (1-7 scale)
- **income**: Household income (1-7 scale)
- **job2**: Do you work in retirement? (0=n, 1=y)
- **locloan**: Total L.O.C loans amounts (1-5 scale)
- **eatout**: Frequency eat out per month (1-4)
- **hotels**: Frequency stay at hotels per year (1-4)
- **clubs**: Number social club memberships (1-3)
- **group**: Expected cluster membership