

**Information  
on**

**Sinus-Milieus<sup>®</sup>  
2015**

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## Sinus-Milieus® : Reason why

### Germany has changed

The Sinus Institute has been researching people's changing values and everyday lifeworlds for three decades now. The outcome is manifested in the Sinus-Milieus, one of the best known and most influential tools for target group segmentation. Sinus totally restructured the model in 2010. The updated Sinus-Milieus illustrate the everyday reality in our society as shaped by the accelerated rate of change it has seen over the last years. Developments such as greater flexibility in people's working and private lives, the erosion of classic family structures, the digitalisation of day-to-day living, and the growing polarisation of wealth are giving rise to a sustainably altered milieu landscape.

We live in an age of blurred boundaries, which for some offers undreamed-of opportunities, while others find it overwhelming and disconcerting. Such a development is making it ever more important for companies to focus their strategic marketing and communication efforts on trying to understand their target groups properly and differentiate between them. With the Sinus-Milieus, they have a powerful planning tool at their disposal.

As a scientifically validated model, the Sinus-Milieus reflect our changing society. They help those using it in companies and institutions to better appreciate the heterogeneous nature of modern values and pinpoint their target groups even more accurately.

### Target group optimization with Sinus-Milieus®

Socio-cultural change confronts marketing with new challenges. Both the ramification of markets and the integration and substitution processes in the sphere of information and communication technology are having adverse effects on the dispersion and efficiency of marketing communications. Successful product planning and communication in this day and age therefore presuppose comprehensive and at the same time differentiated attention to the consumer. And it is important to classify target groups more precisely, moving beyond the traditional socio-demographic criteria. The Sinus-Milieus provide an efficient, practical and time-tested planning tool which does justice to the value orientations and lifestyles of the consumers.

## What are Sinus-Milieus®? An instrument for strategic marketing, media and communication

Sinus-Milieus are the result of over three decades of research in the social sciences field. The Sinus method of determining target groups takes its cue from an everyday-life analysis of our society. The Sinus-Milieus group together people who are similar in terms of their attitude to life and ways of living. Basic values serve as input for analysis, along with everyday attitudes towards work, family, leisure, money and consumption. In other words, the Milieus draw the human being and his/her entire social environment and everyday-life system of reference into the field of vision. And in doing so they provide the marketing sector with more information and decision support than traditional target group approaches.

Leading brand product and service companies as well as political parties, ministries, labor unions, churches and organizations have been successfully implemented Sinus-Milieus for strategic marketing, product development and communication since the early Eighties. Major media conglomerates have been working with them for years, as have advertising and media agencies. In addition, the integration of the Sinus-Milieus into the main market/media studies and the AGF/GfK television audience panel has created interesting opportunities for optimizing the evaluation and planning of media.

The Sinus-Milieus are target groups that really exist – and they provide the thread for product development, strategy, positioning, communication, media planning and CRM.

In order to reach people and/or target groups, one must know and understand their values, goals in life, lifestyles and attitudes very well indeed. Only then can one get a realistic idea of what sways individuals and how they can be swayed. Here it is increasingly important not just to analyse people as mature, responsible human beings (who make rational decisions) but also to obtain a holistic picture of the target group: how its members perceive themselves and their environment; what they do and don't like; how they live, think, feel and make judgements. This has consequences for communications, which, given today's 'attention economy', is obliged not only to deliver sensible arguments but also to engage with the target group's sensuous and emotional side.

## **A target-group-oriented approach to product development, marketing and communication**

We should like to take this opportunity to present to you Sinus Everyday Life Research and the Sinus-Milieu Target Group Model and, in so doing, show that there is far more to them than just a methodological (or fashionable) variant of the instruments used in market research. We have been conducting and enlarging on this research approach continuously since 1979 (winning an ESOMAR Award in 1982), and in the following shall prove just how creative and dynamic a concept it is for marketing and communication.

### **The ethnological approach: Understanding!**

The goal of the Sinus milieu research is to provide an efficient, practicable instrument for strategic marketing and communication planning. To accomplish this, we need to thoroughly familiarize ourselves with the market-related consumer attitudes and needs that we consider a part of the overall everyday-life world of the individual. We can only fully grasp the expectations and wishes of a potential buyer and his or her product experiences and purchase motives, if we know and understand the everyday-life world out of which they have evolved.

People's awareness of leisure and consumption alters as a result of changing structures and values. This, along with the concomitant emergence of new values and lifestyles, leads to fundamental changes within all markets, thus posing new challenges for the strategic planning of marketing, products and marketing communications. Against such a background it is necessary to develop sensitive market models which take their cue from an increasingly complex reality involving greater particularization of people's wants and needs: the people are the market!

It goes without saying that, faced with today's ramification of markets and target groups, it is up to marketing to produce increasingly differentiated strategies. These days, the only way to gear product development and positioning to target groups and to successfully manage brands and communications is to work on the basis of the life world and lifestyle of those customers one is aiming to reach.

**Target groups that really exist**

Traditional segmentation according to socio-demographic features or social class are now far from adequate when it comes to getting to know these customers. Socio-demographic twins can, sometimes surprisingly and with unpleasant consequences, prove to represent entirely different target groups.

Formal communalities, a comparable social status, and even a similar attitude towards the product area, may be coupled with quite different lifestyles and basic values. Preferences relating to consumption and brands are determined far more by life goals, lifestyles and aesthetic preferences than by socio-demographics. Hence, only the holistic observation of the individual leads to realistic descriptions of everyday reality, to target groups that really exist.

**Socio-demographic twins**

"Domestic Altar" of Ms. A



"Domestic Altar" of Ms. B



Both Ms A and Ms B were 36 years of age when their homes were photographed. Both ladies received a degree from a university of applied sciences. Both are married and have two children. Both are working part-time in the field of marketing. One and the same target group? No: two different life worlds and aesthetic preferences, two different milieus.

## The Sinus approach ...

To this end, the Sinus Institute has developed its own individual research approach: Everyday Life Research. This focuses on people's everyday consciousness and everyday actions, describes existing groupings (social milieus) and monitors their development over time. The research is based on the premise that we cannot draw a true picture of target groups by – as is frequently the case – characterizing them merely in terms of age, occupation and income. After all, target groups are made up of living individuals who should not be artificially reduced to a "bundle of characteristics".

### What are Sinus-Milieus® ?



- In defining the Sinus-Milieus, we work on the basis of people's everyday-life world and lifestyle rather than formal demographic criteria such as schooling, occupation or income
- The analysis thus embraces fundamental values, along with everyday attitudes (towards work, the family, leisure, media, consumption)
- This means that the Sinus-Milieus group together people with similar outlooks and lifestyles. The Milieus could be described loosely as "groups of like-minded people".



As basic target groups for strategic marketing, the Sinus-Milieus have already proven their worth in a variety of markets.

The Sinus target group model thus takes its cue from everyday-life analysis of our society. The central result of this research is the demarcation and description of social milieus, each with their own characteristic attitudes and orientations for living. The Sinus-Milieus® group together people with similar outlooks and lifestyles, i.e. those with similar value priorities, social status and lifestyle.

## Everyday-life world

The Sinus-Milieus® provide a nuanced description of people's everyday life world, because the differences in lifestyles are far more significant for their consumption and brand preferences than differences in their socio-economic living circumstances. These days, a sense of social belonging depends less on class-specific features and more on shared aspects of lifestyle and how these are perceived. The Sinus model primarily takes into account the dimension of basic values, lifestyles and aesthetic preferences, but refers also to the dimension of social status. Contrary to lifestyle typologies that do a relatively quick job of classifying changing surface phenomena, the milieu model of Sinus focuses more on registering the underlying structures of social differentiation. It is nevertheless not a rigid system but moves in tune with social change with which it is constantly brought into line via model updates.

## ... and its application

In the increasingly confusing situation of overcrowded markets and fragmenting consumer demands the milieu model proves to be an efficient and highly practicable tool for strategic planning of marketing and communication: it is able to produce a sufficiently sensitive representation of everyday actuality and, at the same time provides a largely stable analytical framework for describing social reality.

## Target group currency

It is evidently for this reason that the Sinus-Milieus® now enjoy such widespread general acceptance in trade. They have proven their worth as basic target groups in all kinds of markets, and their diversity of applications is remarkable: for acquiring a differentiated description of customer and buyer groups, for targeted positioning of products and services, for the definition of market segments as to new products and relaunches, for tracking down market niches, for the efficient addressing of buyer potential, and last not least for early recognition and localization of changes in attitude.

## Clients

Target group analyses on the basis of the Sinus-Milieus® are used by major brand product manufacturers and service industries and by political parties, organizations and public service clients alike. Many advertising, media and PR agencies and several publishers work with this concept. In the case of many users the findings gleaned from Sinus-Milieu research have led to a fundamental reorientation in their marketing – from product development through image policy and staff training to marketing communications.

Our offer comprises socio-scientific and market-psychological expertises, consultancy and training as well as the development of strategies and forecasts based on the Sinus-Milieus®. These methods and tools provide the basis for solution-oriented interventions geared to the needs of our clients.

## Market-media studies

Thanks to its incorporation in various market/media studies\*, the Sinus-Milieu model has now established itself in media planning. Qualitative target group description using the Sinus-Milieus® represents a vast improvement over conventional planning approaches as far as target accuracy is concerned. So far, 25 German media agencies have been certified for media planning using the Sinus-Milieus®.

On behalf of the Joint Venture TNS Infratest Finanzforschung and Sinus, the Sinus-Milieus® have also been integrated in the Financial Market Data Service (FMDS) since the year 2000.

## Consumer panels

In 2008 the Sinus-Milieus were integrated into the Nielsen Homescan Panel and the Nielsen Direct Mail Panel. This has facilitated direct performance reviews of milieu-specific marketing and communication measures ever since.

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\* For instance: Best4Planning (Axel Springer, Bauer Media, Burda, Gruner + Jahr); Verbrauchs- und Medienanalyse (ARD, ZDF, RMS) and the television audience panels (measurement of TV reach) in Germany (AGF/GfK), Austria (ORF Teletest), and Switzerland (SRG Telecontrol)



## microm Geo Milieus®

Coupling the Sinus-Milieus® with the micro-geographical data system by microm, with whom we collaborate, has even paved the way for direct marketing applications. In Germany, Austria and Switzerland, the milieus can now be projected onto existing customer address records and indeed onto any kind of sub-divided area one chooses – down to a street of houses or a house as the smallest unit of space, thus offering a localizable benefit (in the truest sense of the word) over and above their general strategic meaning. In addition, the new Milieu Regio Trend offer facilitates spatially limited forecasts up to the year 2030.

## e-milieu®

Since the end of 1999, Sinus-Milieus® have been available for use in online research. We are co-operating here in Germany with Cologne-based *Respondi*, in Austria with *INTEGRAL*, Vienna, and in Switzerland with *GfK* (the Swiss Sinus-Milieus® are integrated in their online pool).

## Digital Sinus-Milieus®

The Sinus-Milieus® have been especially adapted for digital channels of communication. This means that online campaigns can be perfectly geared to them – a crucial advantage when addressing target groups across different media. For this we collaborate with *nugg.ad*, Europa's leading supplier when it comes to Predictive Behavioural Targeting.

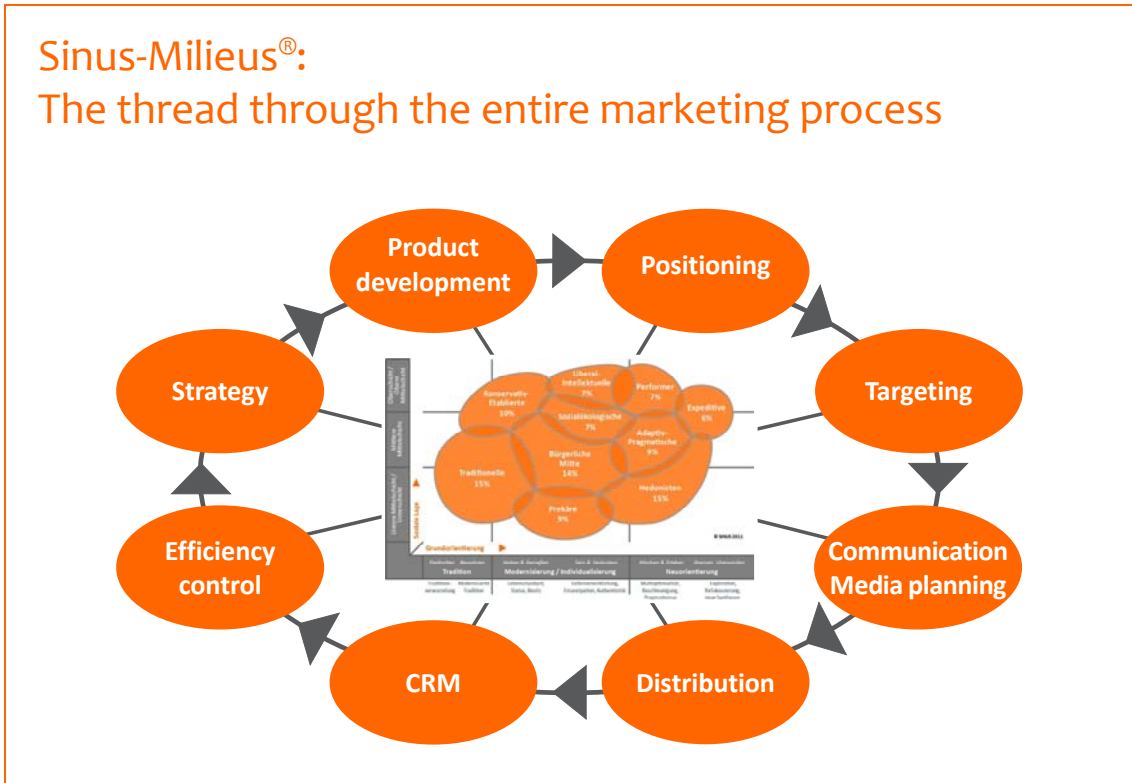
**Sinus-Milieus® international**

The Sinus-Milieus® have proven so practical a strategic tool for marketing and communication that corresponding programs are now being run in Germany, Austria, Switzerland, France, Great Britain, Italy, Spain, Russia, Poland, Hungary, Slovenia, Croatia, Bulgaria, Czech Republic, Slovakia, USA, Canada, and China. In several other countries, preparations for research are underway.

**Sinus-Meta-Milieus®**

In addition the Sinus-Meta-Milieus® provide a cross-national milieu-based target group model for international marketing.

The Sinus-Milieus®, which are based on consumers' everyday life worlds and lifestyles, are therefore firmly rooted in a comprehensive information system that can be used for target group optimization. This applies to all areas of marketing, and particularly to product development, brand positioning, media and communication planning.



## The research background

The milieu approach of Sinus aims to describe changes in the attitudes and behavior of the population against the background of changing values.

Within the framework of milieu research all the important areas which a person experiences on a daily basis (work, leisure, family, money, consumption, media, etc.) are registered. A key aspect of this research is the condensation of the empirically established value priorities and lifestyles into a basic typology – the Sinus-Milieus®. Contrary to traditional social stratification, the Milieus are defined by means of a classification regarding content. As well as basic values, lifestyle and life strategy, the analysis takes also into account everyday attitudes, aspirations, anxieties, and expectations for the future.

Unlike social classes, the Sinus-Milieus® are genuinely existent subcultures within our society, whose respective everyday worlds feature common terms of meaning and communication – an authentic picture of society instead of a statistical construct.

## Qualitative foundation

In the late Seventies the development and establishment of the milieu approach were at first based exclusively on qualitative findings, although these were founded on an exceptionally large sample. At that time, 1,400 everyday life explorations were conducted in all sections of the (West German) population and subsequently saved and processed in a data bank (Sinus Qualitative Data Pool).

1982 saw the introduction of quantitative examination and validation using a standardized and economically viable instrument to determine the Sinus-Milieus®. The instrument in question, the Sinus-Milieu Indicator, has been used ever since in representative studies to establish, for example, which types of car, fashion brands, places of purchase, or media are preferred in the different Milieus.

## Everyday aesthetics

Since 1983, the everyday aesthetics and style preferences in the Milieus have been subjected to systematic examination, description and documentation (as photos or on video). This visual material is used to test knowledge of one's target groups, to analyze stylistic change and, not least, as a graphic aid for staff training (customer advisers, sales personnel, etc.) and advertising briefings for agencies.

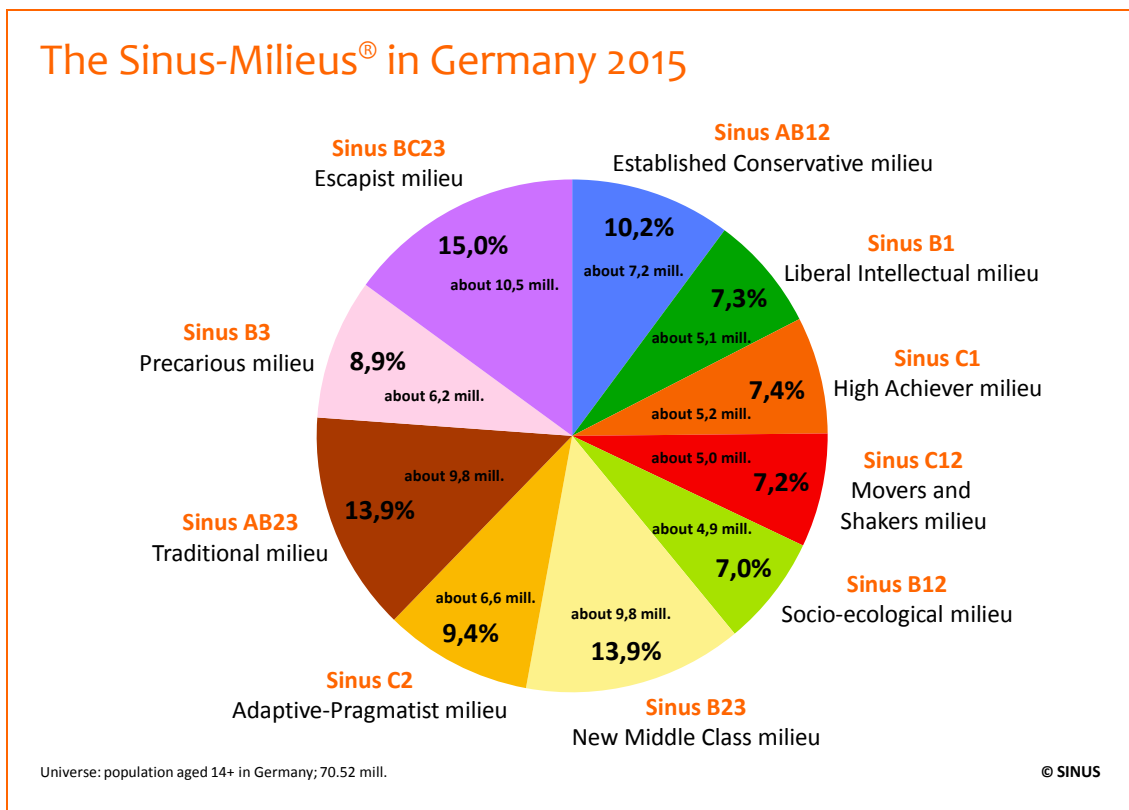
**The benefit**

The overview set out below provides a brief summary of the main premises and objectives of Sinus-Milieu Research.

<p><b>The benefit of the Sinus-Milieu® concept for marketing managers and advertisers</b></p>		
<b>True-to-life target groups</b>	via demarcation and description of different Social Milieus with their own characteristic basic values and lifestyles	→ <b>Milieu concept</b>
<b>Greater validity</b>	and illustration of social reality thanks to the use of a model based on respondents' everyday knowledge and actions	→ <b>Everyday-life world</b>
<b>Current relevance and prognostic power</b>	thanks to ongoing trend monitoring and model updates, while target groups remain relatively stable over time	→ <b>Trend research</b>
<b>Quantifiability</b>	of the everyday life model via development of a standardized, economically viable instrument with which to determine the Milieus	→ <b>Milieu indicator</b>
<b>Descriptiveness</b>	and practicability of results via systematic research and visual documentation of stylistic worlds for specific target groups	→ <b>Everyday aesthetics</b>

## The Sinus-Milieus<sup>®</sup> in Germany

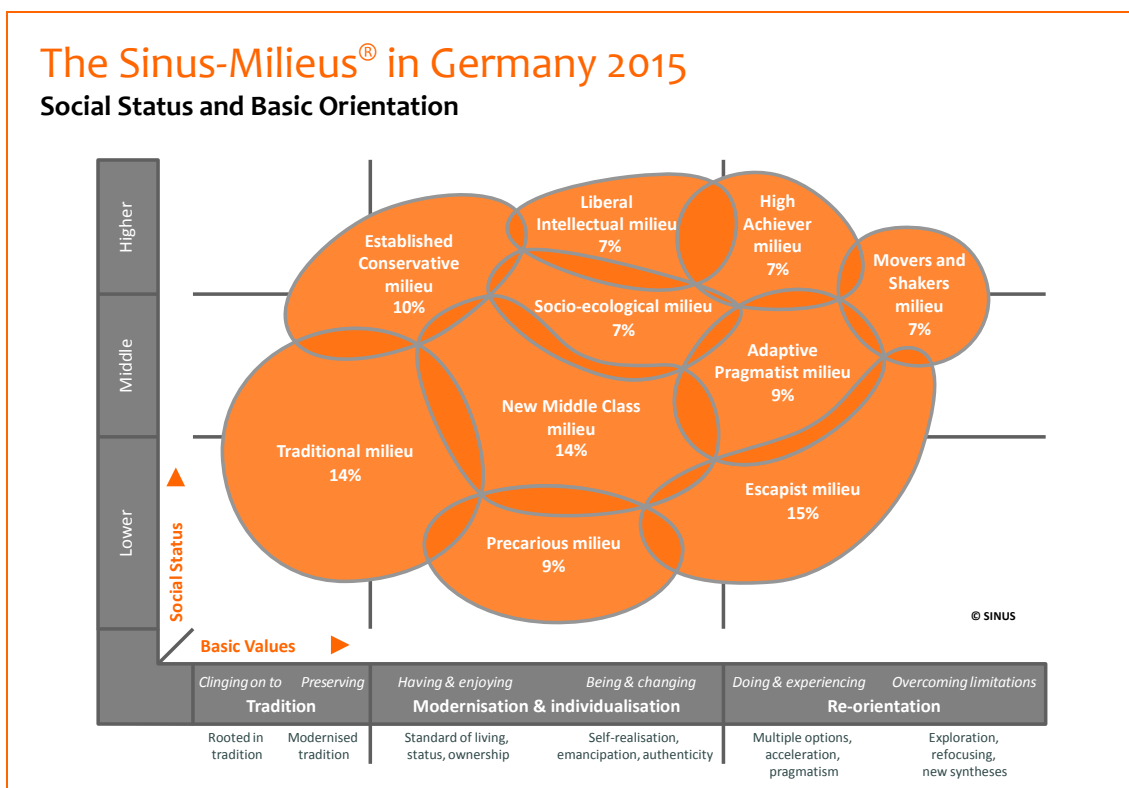
By running the Sinus-Milieu Indicator in large representative surveys (approx. 100,000 cases per year), it is possible to establish a quantitatively exact milieu structure of the population aged 14+. The result shows the very different proportions of the population represented by each milieu.



However: the boundaries between the Milieus are fluid. The very nature of social reality means that everyday-life worlds (apparently) cannot be strictly delimited according to, say, income or school qualifications as is the case with social classes. We refer to this as the indeterminacy principle of everyday reality. An integral part of the Milieu concept is the fact that there are areas of contact and transition between the Milieus.

**The "Potato Chart"**

This overlap potential and the position of the Milieus in German society, plotted according to social status and basic values, are visualized on the following chart: the higher up the respective Milieu in this chart, the higher the level of education, income and occupational group of its members; the further to the right it stretches, the less traditional their basic values.



The map of the Sinus-Milieus® has been known as "the potato chart" for many years. 10 "potatoes", one for each Milieu, make up a model image of the social stratification and value structure of the German society and their interdependence. Within this "strategic map" it is possible to plot products, brands, media, etc.

## Changes in the milieu landscape

Compared to earlier milieu maps, it emerges that the values axis requires further differentiation to bring it in line with the tangible historic changes taking place, and that distinct modernisation phases can be singled out within the major A, B and C segments. The transnational classification system (Sinus-Milieu models currently exist for 18 countries) that breaks down the class axis (social situation) and the values axis (basic orientation) into three segments, respectively, was retained following the last model update.

With regard to milieu nomenclature: those milieu names derived from traditional sociological research (such as the 'Established Conservatives') are not able to characterise the whole essence of an everyday life world but play an illustrative role within the designation system used by Sinus.

## Life world segments

The next page shows a brief description of the 10 current Sinus-Milieus® in Germany.

In this overview we have grouped together the Milieus according social classes. For the practicalities of marketing and media planning, it is often necessary to combine individual Milieus for reasons of strategic concentration. Many applications don't call for high-precision distinction.

Divisions other than those shown on the next page are of course possible, depending on the problem in question – e.g. combination of the 'Young Milieus', i.e. the C Milieus (Sinus C1 + C12 + C2 + BC23), or the 'Modern Elite Milieus' (Sinus B1 + C1), or the 'Postmaterialist Milieus' (Sinus B1 + B12), etc.

## Brief profile of Sinus-Milieus® in Germany

### Upper classes

<b>Established Conservative milieu</b> 10%	The classical Establishment: responsibility and success ethic; aspirations of exclusivity and leadership versus tendency towards withdrawal and seclusion
<b>Liberal Intellectual milieu</b> 7%	The fundamentally liberal, enlightened educational elite with post-material roots; desire for self-determination; an array of intellectual interests
<b>High Achiever milieu</b> 7%	Multi-optional, efficiency-oriented top performers with a global economic mindset and a claim to avantgarde style; high level of IT and multi-media expertise
<b>Movers and Shakers milieu</b> 7%	The unconventional creative avant-garde: hyper-individualistic, mentally and geographically mobile, digitally networked, and always on the lookout for new challenges and change

### Middle classes

<b>New Middle Class milieu</b> 14%	The modern mainstream with the will to achieve and adapt: general proponents of the social order; striving to become established at a professional and social level, seeking to lead a secure and harmonious existence
<b>Adaptive Pragmatist milieu</b> 9%	The ambitious young core of society with a markedly pragmatic outlook on life and sense of expedience: success oriented and prepared to compromise, hedonistic and conventional, flexible and security oriented
<b>Socio-ecological milieu</b> 7%	Idealistic, discerning consumers with normative notions of the 'right' way to live: pronounced ecological and social conscience; globalisation sceptics, standard bearers of political correctness and diversity

### Lower-middle / lower classes

<b>Traditional milieu</b> 14%	The security and order-loving wartime/post-war generation: rooted in the old world of the petty bourgeoisie or that of the traditional blue-collar culture
<b>Precarious milieu</b> 9%	The lower class in search of orientation and social inclusion, with strong anxieties about the future and a sense of resentment: keeping up with the consumer standards of the broad middle classes in an attempt to compensate for social disadvantages; scant prospects of social advancement, a fundamentally delegative / reactive attitude to life, and withdrawal into own social environment
<b>Escapist milieu</b> 15%	The fun and experience-oriented modern lower class/lower-middle class: living in the here and now, shunning convention and the behavioural expectations of an achievement-oriented society



## The development of the milieu landscape . . .

The landscape of the Social Milieus is in a state of flux. Although the constituent characteristics of the Milieus, namely people's basic values, remain relatively constant even in turbulent times, as society develops and values change, this is bound to influence the Milieu structure (in the longer term). Firstly, the alternations in socially dominant values are leading to shifts in the milieu landscape; secondly, each new young generation is confronted by new heterogeneous clusters of values and hierarchies, from which entirely new milieus can form.

Whereas the proportion of traditional Milieus in our society is continuing to decline, we are seeing continuous growth in the modern segment. It is here, naturally, that one finds the most structural changes – with consequences for the quantitative size of the Milieus, as well as their caliber and internal constitution, their particularization and convergence.

As such, the change to the make-up of the Milieus reflects the basic tendencies that are characteristic of social development as a whole:

### Main tendencies relating to change within our society

#### → Modernisation and individualisation

- The opening up of social space thanks to higher education along with increasing mobility, communication and networking, thus giving rise to greater scope for personal development and broader options

#### → Regression and a sense of being overwhelmed

- An increasing sense of being out of one's depth and uncertain when confronted by technological, sociocultural and economic change, the vast array of opportunities available (paralysed by choice), and destandardised personal biographies – resulting in a lack of orientation and loss of meaning, and a need to find relief, reassurance and a sound footing (regrounding)

#### → Blurring of boundaries and segregation

- Globalisation and digitalisation leading to rifts between lifeworlds and drifting apart of value sets, prompting socio-hierarchical differentiation and ever more social downgrading, erosion of the middle classes and the emergence of a cosmopolitan elite (one-world mindset)

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We see the cause of this to lie firstly in the changes undergone by any industrial society, i.e. the technological (digital) revolution both in the working and the everyday world or the simultaneous development into a society based on modern service industries, secondly in the educational expansion that has taken place since the Seventies, and finally the knock-on effect on the younger and middle-aged generation of changing values in progress since the Sixties.

### **... and the Adjustment of the Sinus-Milieu Model**

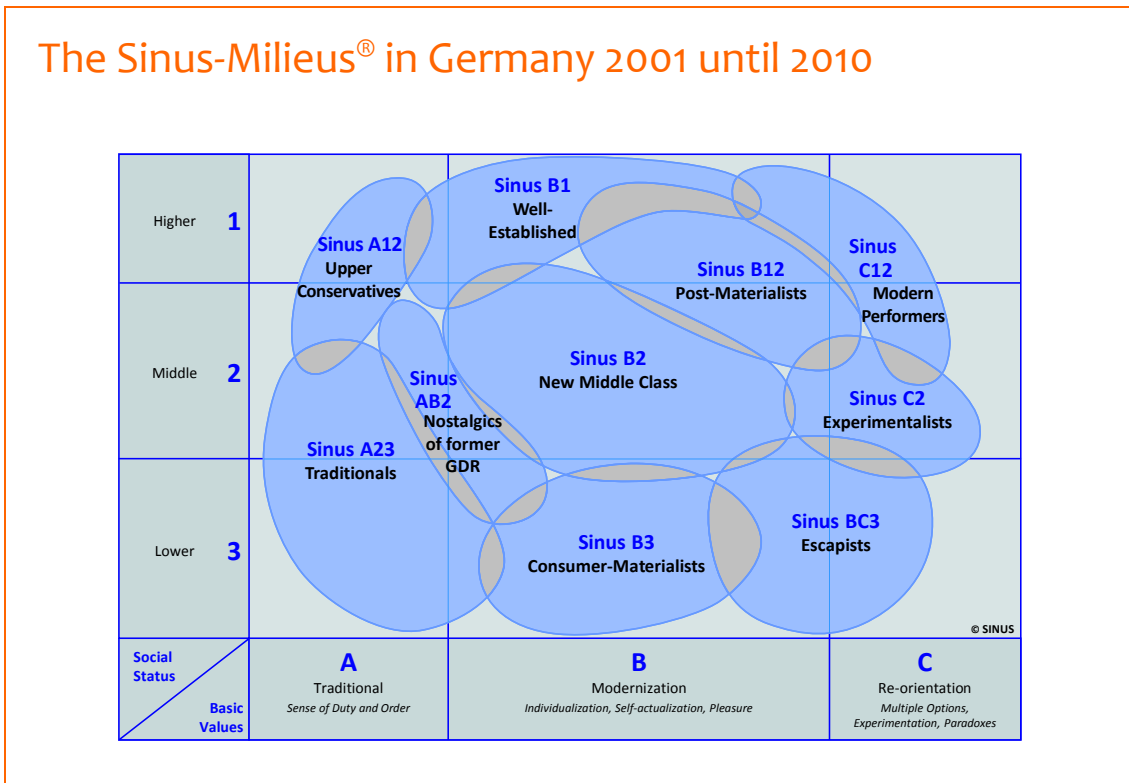
Particularization within the Sinus-Milieus® has always followed the major processes of socio-cultural segmentation in society. By the end of 1990 the Sinus-Milieu model consisted of eight groups (strictly for West Germany at the time). In the course of 1991, a new everyday-life world, the so called 'No-Collar milieu', was included in the target group system. At the same time, an original model, then comprised of nine groups, was developed for East Germany. In the Mid-Nineties the West model and shortly afterwards the East model were subjected to a complete update – not least in order to mirror the evolved affinities between certain everyday-life worlds in the old and new federal states.

A further adjustment took place early on in the year 2000. The Sinus-Milieu model was realigned and the procedure for Milieu classification further improved. At the same time, the evolved affinities between some West and East Milieus ("Convergence Milieus") provided the possibility of All-German analysis for the first time.

In the year 2001, we undertook a restructuring of the Sinus-Milieu model based on our continuous Trend and Milieu Monitoring programme and on targeted qualitative research in the newly emerging life world segments. The fusing together of what had hitherto been separate models for West and East Germany, along with changes in life situations and ways of life arising from social change, resulted in a clearly altered milieu landscape.

The adjustment of the Sinus model to the socio-cultural changes in our society is carried out on a continuous basis, just like the value change itself takes place continuously. I.e. the Sinus-Milieus model is constantly readjusted – even if many of the changes aren't perceivable for an on-looking outsider.

In spite of these continuous adjustments, a complete model update falls due at certain intervals. These operations (which are quite complex, costly and time-consuming) are necessary, because we want to meet our claim of always providing the users of our Milieu model with a true picture of the everyday life structures of our society.



The continuity of the approach always remains intact, as do the underlying theory and system. After all, people in society are still the same after a model update as they were beforehand. With each update, the respective newer model merely defines the structures more sharply to show areas of consolidation and division. However, this doesn't mean that the older model in each case is suddenly rendered obsolete. Users who have integrated the model into their own systems can carry on producing meaningful results with it for a transitional period.

## 2010 model update

Since the last model update in 2001, we have been observing an accelerated rate of social change:

### Current social change

→ **Structural changes:**

- Demographic shifts; changes in social structure and the working world; a drifting apart of those at the top and those at the bottom, of those in the middle and those on the periphery; the knowledge society; the multimedia revolution; the digital divide

→ **Convergence and divergence of values:**

- On the one hand performance and efficiency, pragmatism and a utilitarian orientation, multioptionality and multitasking; on the other hand 'regrounding', trying to regain a foothold and find emotional stability and security, promoting sustainability and deceleration, reinterpreting traditional values, combining old values to form new ones, engaging in selective idealism

→ **Social and cultural consequences:**

- Shrinking solidarity, growing precarity among sections of the lower class, convergence within the upper segment, modernisation of the functional elite, erosion of the middle strata, further differentiation within the modern segments, network society, social ethics

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A valid, scientifically sound model of society such as the Sinus-Milieus® must reflect these changes in order to remain state of the art. Hence we carried out another update in 2010 to accommodate the changes in values since the turn of the century. This was based on our sociocultural trend research and our ongoing studies into everyday lifeworlds (including, among others, the lifeworlds of young people, the 50+, and those with a migration background). The database for the last update consisted of 3,000 qualitative and over 300,000 quantitative interviews using the milieu approach.

## The internationalization of everyday-life research

The research program as presented so far, its findings and scope of application, relates in the first instance to the Federal Republic of Germany. But companies operating throughout the world now require – more urgently than ever before – a transnational form of trend and target group research for their global market strategic planning. We should therefore like to use the final pages of this brochure to outline to the reader our concept for recording social change from an internationally comparative perspective.

### All business is local

Characteristics that have arisen out of history and regional culture, muchloved traditions and customs, together with the differences in mentality dictated by language are subject to only slow change – and from time to time they even produce effects that conflict with tendencies towards globalization.

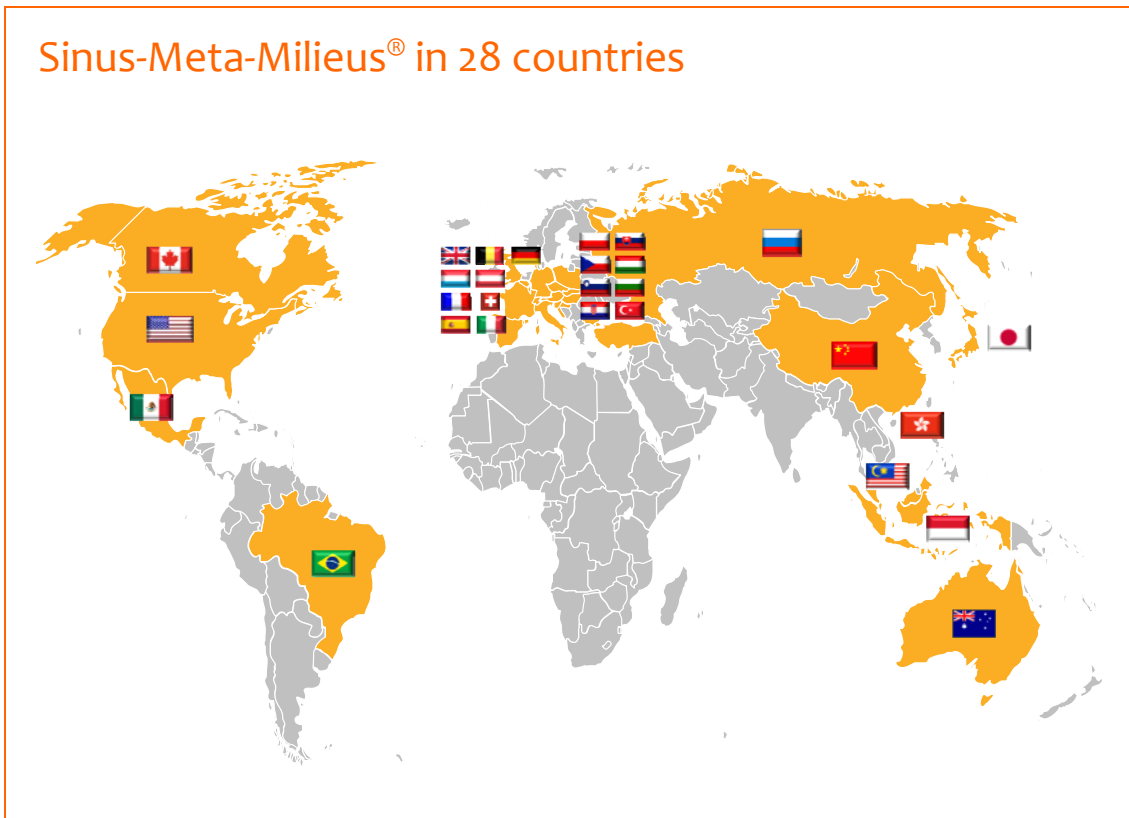
This doesn't make the tasks marketing is facing any simpler: across different markets and cultures, it is important to develop strategies that to a large extent are standardized and yet realistic (i.e. they make distinctions wherever necessary) in order to open up new markets and carry on serving those that already exist. This is the only possible way to use one's own strengths and make a reality of the synergies arising from the process of globalization.

In this area of conflict, consistent consumer orientation is essential: more than ever we need detailed knowledge and in-depth understanding of how people in the different parts of the world live their everyday lives, how they think and feel. Reducing consumers to a few formal criteria (such as age, income, or the purchase of specific goods) is a formula that invariably misses the mark.

This is why the Sinus Institute began as far back as the end of the Eighties to transfer its Everyday-Life and Milieu Research, which was very successful in Germany, to its neighboring countries in Europe. The result is a unique instrument for identifying and describing target groups that demonstrates transnational similarities without ignoring the things that divide.

**Cross-national milieu target groups**

Internationally comparative research can't just be about blindly applying the findings generated in one country to other countries. The goal must be to first arrive at specific national results. Inter-cultural comparison will then show that "groups of like-minded people" (Meta-Milieus) do indeed exist beyond national borders. When it comes to basic values, lifestyles and consumer preferences, it is possible to identify common patterns. And it is not unusual to find that people from different countries but comparable Milieus have more in common with each other than with the rest of their compatriots.

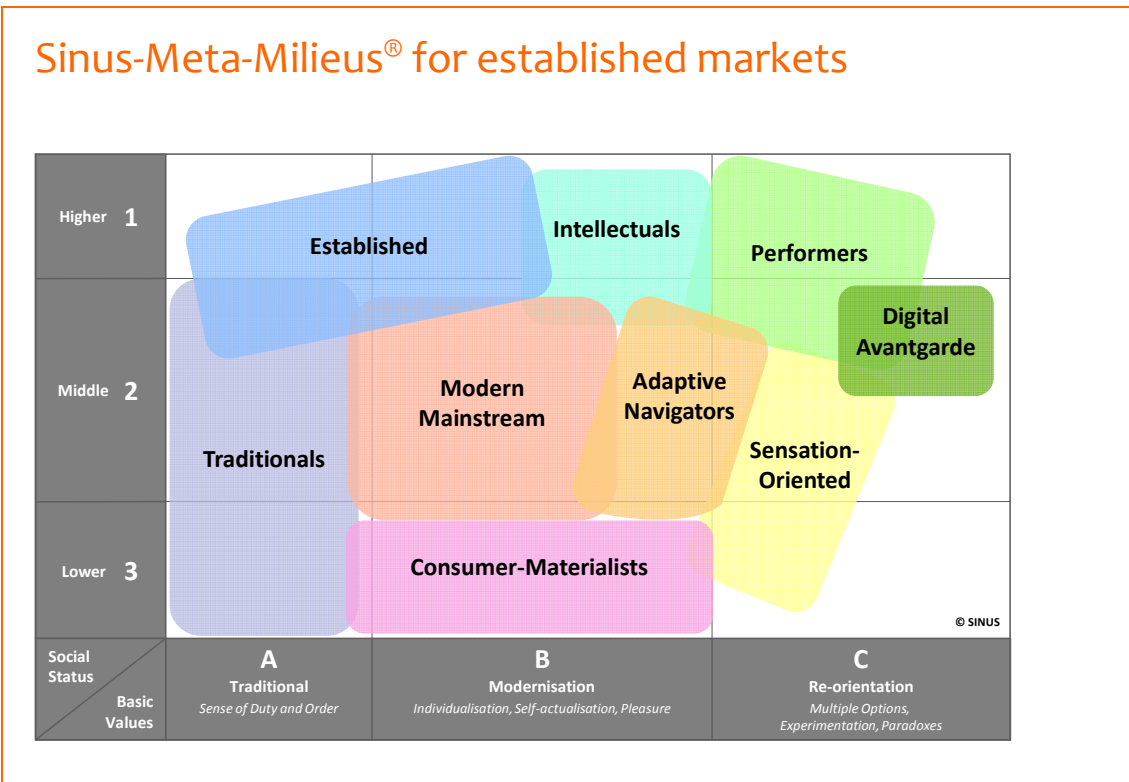


Today, there is an international model available for global marketing, namely the **Sinus-Meta-Milieus®**. Our alternative to the traditional way of conducting international trend and target group research focuses on accurately capturing evolved historical and cultural peculiarities in the countries under review, which it then incorporates into its respective country-specific target group definitions. Such a concept rules out a priori a transnational typing along the lines of 'Euro clusters'.

**Sinus-Meta-Milieus® : Global, prompt and cost-efficient**

The transnational Meta-Milieus have been in existence for over 10 years. Sinus completely reworked the model in 2013 and now distinguishes between the developed markets (established markets) and the emerging markets. Each economic sphere has its own unique model with nine milieus, respectively. These describe the consumer lifeworlds in holistic terms and allow comparison between the different countries.

Sinus-Meta-Milieus® have been developed for 28 countries to date. They are deployable in the EU, the APAC region, and in the NAFTA countries. They can be developed for further countries at any time. The newly validated tool can be implemented ad hoc in each country – at once and with a manageable degree of research effort. The Meta-Milieus can be combined with the proven Sinus tools to measure customer satisfaction and for brand positioning (Sinus Profiler Suite). And they can be integrated in existing segmentations to produce a customised solution.



## The people to contact at SINUS

We hope that this outline of the Sinus Everyday-Life and Milieu Research has provided some insight into our approach and our way of thinking. Even if we have been successful in this, there are bound to be many questions concerning methodology, our target group model, the Sinus-Milieus® and, above all, their concrete application for marketing, strategy, communications, and research.

We shall be glad to discuss these and other questions with you. The people to contact at Sinus Institute are: **Berthold Bodo Flaig** in Heidelberg and **Dr. Marc Calmbach** in Berlin.

Telephone: 06221 / 80 89-0 und 030 / 20 61 30 98-0

Telefax: 06221 / 80 89-25 und 030 / 20 61 30 98-19

E-Mail: [info@sinus-institut.de](mailto:info@sinus-institut.de)

Internet: <http://www.sinus-institut.de>

We shall be happy to arrange a personal meeting in which we will present our research approach and draw up a research and / or consultancy proposal tailored to your requirements.

In the case of a milieu presentation at your offices, we would charge the services of a Project Manager, based on our daily rates, and any travel expenses incurred.



## SINUS: Who we are

SINUS, member of the ADM (Association of German market and social research institutes), is an expert in psychological and socio-cultural research & consultancy. We develop strategies for companies and organizations which utilize socio-cultural change as a factor of success. Three decades of research experience in consumer psychology, lifestyles and social change have shaped the innovative methods, the research programs and the strategic know-how of SINUS.

SINUS was founded in 1978 by the certified psychologists Dorothea and Horst Nowak and still is an independent, owner-operated institute. Since 2009 the Vienna-based institute INTEGRAL is the majority shareholder of SINUS. Today, the institute employs 25 regular members of staff (researchers and consultants) from 5 nations with years of practical experience and market expertise. The average age is 40.5 years.

SINUS has established a network of domestic and international specialists: leading agencies and consultants, specialized research institutes, brand technicians, direct marketers and well-known design experts have been cooperating with SINUS for years – some of them even exclusively.

Many companies (from the brand item, media and service industry) as well as non-profit organizations (ministries, organizations, churches, universities) work with the research and consultancy tools of SINUS, e.g. with the Sinus-milieu model, because they help get a better understanding of social change and social structures.

[www.sinus-institut.de](http://www.sinus-institut.de)

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