

# INTRODUCING MEMBER ATTRIBUTES FOR IPSOS COMMUNITIES

For "In the Moment" Consumer Segment Understanding

**Member Attributes** is an exciting new community feature enabling clients to view individual members' demographic information and past survey feedback directly from front-end profile pages and qualitative activities within the community.

Click on any member profile to see a list of attributes mapped to individual participants, including gender, age, income, product preferences or any other data points gathered during the qualification screener or in previous community surveys. What you choose to see is fully customizable and can be re-configured or updated at any time, providing you with the ability to view the information that matters most to you.

## *Member Attributes on Profile Page*



LovesToBike  
Respected Member

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### MEMBER ATTRIBUTES

**Gender:** Male  
**Age:** 18-34  
**Ethnicity:** Caucasian  
**HH Income:** \$100,000 - \$109,999  
**HH Size:** Four  
**Children Age:** 6 to 12 years old: Two  
**Marital:** Married



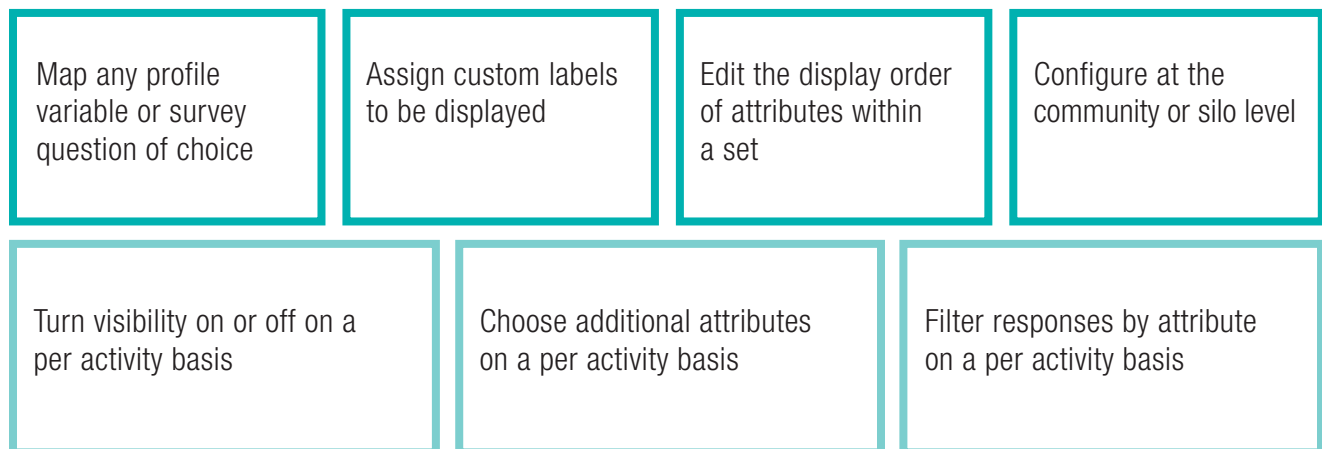
Attributes are also viewable from within discussions, blogs, ideation and voting activities, allowing you to view critical information side-by-side with the feedback at hand. This feature provides for enhanced, “in the moment” contextual understanding of key consumer segments, and includes the option to choose additional attributes to display on a per activity basis, as well as an option to filter responses based on the variables of your choice.

## Member Attributes on Community Activity

The screenshot shows a community post from a user named 'LovesToBike', a 'Respected Member'. The post is titled 'Reply to Moderator' and is dated '11-23-2015 01:18PM'. The content of the post is: 'I love the new shopping aisle! Finding my favorite brands is so much easier now with the large, bright signs and expanded shelf space. It's my new favorite section of the store!'. Below the post, there are 5 stars, '0 Likes', a thumbs-up icon, and a 'Reply' button. At the bottom, the member's attributes are listed: Gender: Male, Age: 18-34, Ethnicity: Caucasian, and HH Income: \$100,000 - \$109,999. An 'Options' dropdown menu is visible in the top right corner.

Member attributes can be configured at the top level of the community, for a standard view of information across all community silos, or on the silo level of the community, for different views based on region or segment.

## KEY FEATURES OF MEMBER ATTRIBUTES:



For more information please contact your Ipsos SMX Account Director or visit us online at [www.ipsosSMX.com](http://www.ipsosSMX.com)