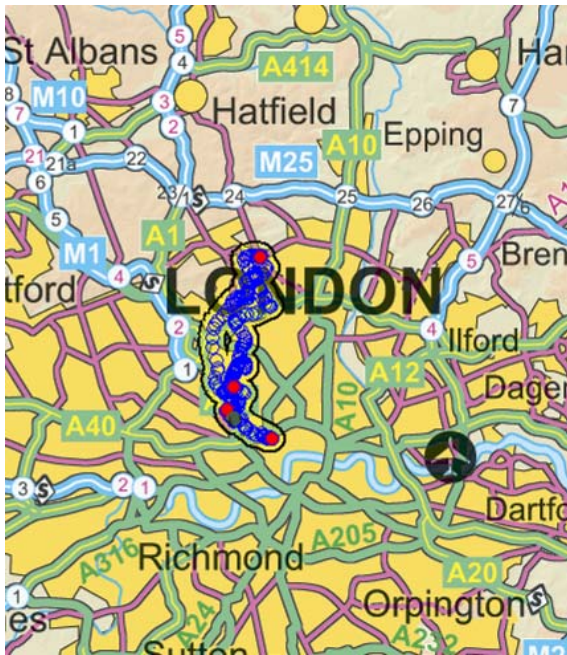


Understanding how daily travel influences people's lifestyles is something that has traditionally been done by using diaries. Now, Dipsticks Research is using the latest technology to take a different approach.

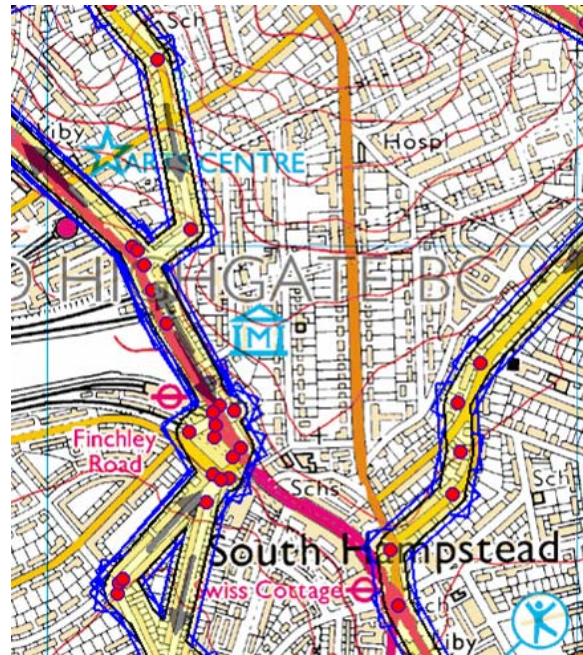
We have invested in GPS tracking technology that allows us to track respondents over a period of time and build up a map of their movements. The system is very accurate: people are tracked every second of the day to a spatial accuracy of up to metres! The result is a "track log" of GPS data that can be visually overlaid on Ordnance Survey maps. We can overlay the data on 25,000 scale maps which means that we can even see which streets they have travelled down.

**How could this help your research? Consider these examples:**

- Lifestyle studies - build up a detailed picture of your consumers' daily movement patterns with unprecedented accuracy.
- Out-of-home media consumption - correlate consumer movements with the positions of outdoor advertising sites and the location of ambient or experiential marketing campaigns.
- Transport - track travel and commuting patterns - we can even tell you how fast respondents are moving and whether they travelled abroad.



A journey around London



Street level detail of part of the same journey

We are getting great results from this methodology and a number of clients are using GPS in novel ways to understand their target audiences better. Our sister brand *Other lines of enquiry* has recently completed a groundbreaking study for CBS Outdoor into the spending power of mobile consumers.

If you would like to discuss our GPS research in more detail, please get in touch with John Raglan on 01434 611160 or [john@dipsticksresearch.com](mailto:john@dipsticksresearch.com)