ACXIOM DIGITAL
AUDIENCE VARIABLES

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AUTOMOTIVE
Consumers who are likely to own varying types of motor vehicles as well as shop for car accessories for varying needs.

CHARITIES AND CAUSES
Information about an individuals' interest and contribution to charitable causes.

DEMOGRAPHICS
Individual and household-level demographic information such as adult composition and children's ages.

ENTERTAINMENT
Consumers who enjoy various forms of entertainment ranging from movies, music and books to TV shows.

FINANCIAL
Information about individuals' financial services such as whether they have considered a home loan.

GEOGRAPHICS
Geographic location of the individuals.

HOME
Information about the individuals' property type and home ownership status.

INSURANCE
Consumers who are likely to have differing insurance policies such as motor and private health.

INTEREST
This audience category contains individuals' lifestyle, entertainment, magazine and topic interests.

INVESTMENT SERVICES
Information about an individual's investing activities.

LIFESTYLE
Consumers who participate in activities such as leisure classes, sports, eating out, etc.

MEDIA CONSUMPTION
Consumers' media consumption habits.

RETAIL
Consumers who are likely to purchase goods across various product categories including beauty, electronics, kids' toys etc.

SEASONAL
Consumers who are likely to purchase goods and gifts for different holidays and celebrations.

TECHNOLOGY
Details which technologies individuals own.

TRAVEL
Individuals who are likely to be regular travellers for business or leisure.

CUSTOMER SEGMENTATION
Segments the population into different categories based on demographic information and consumption habits.

To learn more about how Acxiom can work with you, visit acxiom.co.uk or call us at 0207 526 5265.

Likely Current Vehicle Age

Age of the consumer's current vehicle.

- 0-3 Years
- 4-7 Years
- 7+ Years

Current Vehicle Estimated Miles

Estimated mileage on the individual's vehicle.

- Under 5,000 Miles
- 5,000-8,000 Miles
- 8,000-10,000 Miles
- 10,000-12,000 Miles
- 12,000-20,000 Miles
- Over 20,000 Miles

Likely Current Vehicle SMMT Classification

Likely SMMT classification of the individual's vehicle.

- A/B
- B/C
- D/I
- E+

Likely Vehicle Age

Likelihood of an individual buying a new vs. used car, and the likelihood of the car being less than three years old.

- Buy Car Under Three
- New Car Buyer
- Used Car Buyer

Likely Vehicle Purchase Spend

Level of purchase spend allocated to the household vehicle.

- Significantly Above Average
- Above Average
- Average
- Below Average
- Significantly Below Average

Motorist

There is a motorist in the household.

- Yes/No

Fuel Type

Type of fuel used to power the household vehicle(s).

- Petrol
- Diesel

Motor Fuel Spend

Amount the individual spends on fuel.

- Significantly Below Average
- Below Average
- Average
- Above Average
- Significantly Above Average

Motoring Maintenance Costs

Cost to the individual of motor maintenance.

- Significantly Below Average
- Below Average
- Average
- Above Average
- Significantly Above Average

Total Motoring Costs

Total motoring costs to the individual.

- Significantly Below Average
- Below Average
- Average
- Above Average
- Significantly Above Average

Charities/Voluntary Work

The individual does charity or voluntary work.

- Yes/No

Charity Donor Ranking

Ranking of an individual's donation in terms of reliability.

- Low
- Medium
- High
- Very high

Donate to Environmental/Animal/ Wildlife Causes

Likelihood of an individual donating to an environmental or wildlife cause.

- Very Likely
- Likely

Donate to Global Causes

Likelihood of an individual donating to global causes.

- Very Likely
- Likely

Donate to Local Causes

The individual donates to local causes.

- Yes/No

Donates in the Street/at the Door

The individual donates to charity at their front door or in the street.

- Yes/No

Donates by Post

Likelihood of an individual donating to a cause by post.

- Very Likely
- Likely

Charitable Donations/Subscriptions Percentile

Household's likely spend on charitable donations.

- Significantly Above Average
- Above Average
- Average
- Below Average
- Significantly Below Average

Age

Field indicates the age of the individual.

- 18-24
- 25-29
- 30-34
- 35-39
- 40-44
- 45-49
- 50-54
- 55-59
- 60-64
- 65-69
- 70-74
- 75+

Occupation

Individual's occupation.

1. Craftsman/Tradesman
2. Education/Medical
3. Manual/Factory
4. Middle Management
5. Office/Clerical, Shopworker
6. Professional/Senior Management

Employment Status

Current employment status of the individual.

1. Director
2. Company Director
3. Self-Employed/Business Owner
4. Housewife/Homemaker
5. Retired
6. Student

Incomes Across Individual and Partner

Income across the individual and their partner.

- 0
- 1
- 2

Number of Incomes Across Primary Couple

Income across the primary couple within a household.

- 0
- 1
- 2

Number of Earners in the Household

Number of earners within a household.

- 0
- 1
- 2
- 3
- 4+

Proportion of Adults Earning

Proportion of adults within a household who are earning an income.

- Minority
- Half
- Majority
- All

Household Employment Status

Household employment status, based on household's primary couple.

1: Fully Working
2: Mix of Working/Non-Working
3: Working Age but Not Working
   (Student/Housewife)
4: Early Retirement (Working Age/Retired)
5: Retired

Socio-economic Classification

Socio-economic classification of the household.

- A/B
- C1/C2
- D
- E
- Retired

Gender

Indicates the gender of the individual.

- Male
- Female

Adults in Household

The current number of adults living in a household.

- 1
- 2
- 3
- 4
- 5+

Household Size

Total household size = adults + number of children up to and including 16 years of age.

- 1
- 2
- 3
- 4
- 5+

Household Composition

Summarises the composition of a household.

- Single Female
- Single Male
- Unknown Gender
- Married Couple
- Cohabiting Couple
- Two-Person Household
- Married Family–Grown-Up Children at Home

Combined Income

The combined annual household income.

- 01: £20,000-£24,999
- 02: £25,000-£29,999
- 03: £30,000-£34,999
- 04: £35,000-£39,999
- 05: £40,000-£49,999
- 06: £50,000-£74,999
- 07: £75,000+

Individual Life Stage (Age Driven)

The individual life stage of a consumer, driven by their age.

- 18-24, Living with Parents
- 18-24, Left Home
- 25-34, Single (No Kids)
- 25-34, Couple (No Kids)
- 25-34, Child 0-4
- 25-34, Child 5-7

Individual Lifestage (Age Driven)

The individual life stage of a consumer, driven by their age.

- 25-34, Child 8+
- 35-44, Single (No Kids)
- 35-44, Couple (No Kids)
- 45-54, Single (No Kids)
- 35-54, Child 0-4
- 35-54, Child 5-10
- 35-54, Child 11-16
- 35-54, Grown-Up Children at Home
- 55-64, Not Retired, Single
- 55-64, Not Retired, Couple
- 55-64, Retired
- 65-74, Not Retired
- 65-74, Retired, Single
- 65-74, Retired, Couple
- 75+, Single
- 75+, Couple

Still at Home

The individual is a young adult still living at home.

- 18-34

Marital Status

The marital status of the individual.

- Married
- Living with Partner
- Single

Head of Household Indicator

Individual lifestage of a consumer, driven by their age.

- P1: Head of Household
- P2: Head of Household's Partner
- OT: Other Household Member

Parental Status

Whether or not the individual has kids.

- Has Kids
- No Kids

Number of Children

Presence of children in a household, and how many.

- No Children
- 1 Child
- 2 Children
- 3 Children
- 4+ Children

Has Child

There is a child at home within the listed age ranges.

- 0-4
- 5-7
- 8-10
- 11-16
- 17-21

Age of Child

Ages of the children in terms of their respective ages.

- 1st Born
- 2nd Born
- 3rd Born

Adults in Household

The current amount of adults living in a household.

- 1
- 2
- 3
- 4+

Household Size

Young adults or students living in the household.

- Student(s) In Household
- Young Adult(s) in Household

Socio-Economic Classification (Household)

The socio-economic classification of the household.

- A
- B
- C1
- C2
- D
- E

Household Income (Broader banding)

The combined annual household income.

- 01: £20,000-£29,999
- 02: £30,000-£39,999
- 03: £40,000-£49,999
- 04: £50,000-£74,999
- 05: £75,000+

Household Income £75k+

The combined annual household income where it is above £75,000.

- £75,000–£99,999
- £100,000+

Film

- Actors
- Harrison Ford Fans
- Cinema Going Frequency
- Once a week or more
- Once every two to three weeks
- Movie Genres
- Action
- Adventure
- Classics/Musicals
- Comedy
- Documentaries
- Dramas
- Family
- Foreign Art House
- History/Biography
- Horror
- Romance
- Science Fiction
- Thriller
- War
- Westerns
- Star Wars
- Partners of Star Wars Fanatics
- Star Wars Fanatics
- The Force Awakens

Streaming

1. Once a Week or More Often
2. Once a Fortnight
3. Once a Month
4. Every 2 to 3 Months
5. Every 4-6 Months
6. Never

Watching At Home

- DVD
- Pay to Own View
- Subscription Streaming

Music

- Device Used
- CD Player
- Purchase
- Streaming

TV Consumption

- TV On Demand
- Regular Use
- Watched in Last 30 Days
- Watch Tennis on TV
- Likely
- Very Likely

Affluence Ranking
Ranks individuals based on their affluence.
1: Very High
2: High
3: Medium

Credit Card User
Individual has a credit card or not.
- Credit Card User
- None

Number of Credit Cards
The number of credit cards an individual has.
- None
- 1
- 2
- 3+

Type of Card
Type of card by the individual.
- Visa/Mastercard
- American Express/Diners Club
- Store/Shop Card

Have a Debit Card
The individual has a debit card.
- Has a Debit Card

Personal Loan
The likelihood of an individual having a personal loan.
- Very Likely to Have
- Likely to Have

Stability Rank
Ranks individuals' level of financial stability.
1: Very High (Very Low Levels of Adverse Debt)
2: High (Low Levels of Adverse Debt)
3: Medium (Average Levels of Adverse Debt)

Affordability Rank
Indicates individuals' level of affordability.
1: Very High (Very Comfortable)
2: High (Comfortable)
3: Medium (Managing)

Household's Standard of Living
Ranks the household's standard of living.
1: Very Comfortable
2: Comfortable
3: Comfortable but Over-Stretched
4: Acceptable Standard of Living but Cautious
5: Acceptable Standard of Living

Constituencies

The assembly/parliamentary constituencies within these countries.

- Wales (all)
- Scotland (all)
- Northern Ireland (all)

TV Region

Indicates the household TV region.

- Anglia–ANG
- Border–BOR
- London–CAR
- Central–CEN
- Channel Islands–CHI
- Grampian–GMP
- Granada–GRA
- Welsh TV–HTV
- Meridian–MER
- Scottish TV–STV
- TV South West–TSW
- Tyne Tees–TYT
- Ulster–ULS
- Wales TV–WST
- West–WTV
- Yorkshire–YOR
- Carlton–CAR

Region Code

Indicates the household region code.

- Channel Islands–CI
- East Anglia–EA
- East Midlands–EM
- Isle of Man–IM
- Northern Ireland–NI
- North–NO
- North West–NW
- Scotland–SC
- South East–SE
- South West–SW
- Wales–WA
- West Midlands–WM
- Yorkshire–YH

Country Code

Contains the country code of the households.

- Channel Islands–C
- England–E
- Isle of Man–I
- Northern Ireland–N
- Scotland–S
- Wales–W

Average Spend

Average spend for these segments.

- Accommodation (Mortgage/Rent)
- Home Energy
- Household Goods
- Total Housing Spend

Household Home-Ownership status

Household level of home ownership.

- Home Owner
- Home Private Renter
- Home Renter

Homebuyer

How many times the individual has been a home buyer.

- Likely to be a 1st Time Buyer
- Likely to be a 2nd Time Buyer
- Likely to be a 3rd+ Time Buyer

Mortgage

The individual has a mortgage.

- Yes/No

Length of Residency

The length of time an individual has lived in a property.

1: Up to 3 Years
2: 3-5 Years
3: 6-10 Years
4: 10+ Years

Property Type

Type of property the individual resides.

- Flat/Maisonette
- Terraced
- Semi-Detached
- Detached
- Bungalow

Bedrooms

The amount of bedrooms at a property.

- 1
- 2
- 3
- 4+

Accommodation Spend

Percentile of household's spend on accommodation (mortgage/rent).

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Mortgage Spend

Mortgage spend percentile household's likely spend on mortgage.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Rent Spend

The household spend on rent.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Energy Spend

The home energy spend percentile.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Housing Rates

Shows the housing rates and taxes spend percentile.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Housing Maintentance Costs

Household's likely spend on housing maintenance.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Housing Expenditure

Total expenditure on housing (rent, mortgage, energy, rates/taxes, maintenance).

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Furniture Spend

Household's likely spend on furniture, furnishings, carpets and other floor coverings.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Appliance Spend

Household appliances spend percentile.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Household Goods

Household's likely spend on glassware, tableware, textiles etc.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Garden/Tools Spend

Household's spend on tools and equipment for house and garden.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Household Goods

Household's spend on household goods (furniture, appliances, tools, glassware, tableware, textiles).

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Life Insurance

Indicates if the individual has life Insurance.

- Very Likely to Have
- Likely to Have

Private Medical Insurance

Indicates the likelihood of an individual having private medical insurance.

- Very Likely To Have Private Insurance
- Likely To Have Private Insurance

Accident Insurance

Indicates the likelihood of an individual having accident insurance.

- Very Likely to have
- Likely to have

Insurance Ranking Activity

Ranks the activity of an individual with regards to their spend on insurance.

4: Low
3: Medium
2: High
1: Very High

Life Insurance Spend

Household's likely spend on life insurance.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Medical Insurance Spend

Household's likely spend on medical insurance.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Personal Insurance

Household's spend on personal insurances (not motor and home).

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Other Personal Insurance

Household's personal insurance.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Car Expiry

This element indicates when the individual's car insurance expires.

- Monthly Bands

Motor Insurance No Claims

Indicates how long the motorist has had car insurance without making a claim.

- 0-3 Years
- 3+

Motor Insurance Spend Percentile

Household's likely spend on motor insurance.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Building Insurance Expiry

Indicates the expiry date of the individual's building insurance.

- Banded (Monthly)

Contents Insurance Expiry

Indicates the expiry date for the individual's home content insurance.

- Banded (Monthly)

Insurance Provider Switcher

Indicates if the individual has switched provider in the last three years.

- Yes/No

Insurance Ranking Activity

Ranks the activity of an individual's spend on insurance.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Building Insurance

Household's likely spend on building insurance.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Contents Insurance

Household's likely spend on contents insurance.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Buying Insurance

Indicates where or how the individual is likely to buy insurance.

- Online
- Face to Face
- Phone

National Trust

Household has a regular interest in the National Trust.

• National Trust

Wildlife/Countryside

Household enjoys being in/is interested in wildlife and the countryside.

• Wildlife/Countryside

Animal

Household has an animal/nature awareness level.

• General

Bet on Horses/Sport

The individual enjoys betting on horses.

• Bet on Horses/Sport

Crosswords/Puzzles

The individual enjoys puzzles and crosswords.

• Crosswords/Puzzles

General

The individual's cultural pursuits interest level.

• General

Theatre/Cultural Events

Household has a regular interest in theatre/cultural events.

• Theatre/Cultural Events

Fine Art/Antiques

Household has a regular interest in fine art/antiques.

• Fine Art/Antiques

Current Affairs

Household has a regular interest in current affairs.

• Current Affairs

Fashion

Household has a regular interest in fashion clothing.

• Fashion

Fine Food/Cooking

Household has a regular interest in fine food/cooking.

• Fine Food/Cooking

DIY

Household has a regular interest in Do-It-Yourself.

• DIY

Gardening

Household has a regular interest in gardening.

• Gardening

Prize Draws/Competitions

Household has a regular interest in prize draws/competitions.

• Competitions

Reading Books

Household has a regular interest in book reading.

- Reading Books

Cycling

Household has a regular interest in cycling.

- Cycling

Watching Football

Household has a regular interest in football.

- Watching Football

Golf

Household has a regular interest in golf.

- Golf

Gardening Spend

Household's likely spend on gardening.

1: Significantly Above Average

2: Above Average

3: Average

4: Below Average

5: Significantly Below Average

Pets Spend

Household's likely spend on pets.

1: Significantly Above Average

2: Above Average

3: Average

4: Below Average

5: Significantly Below Average

Private Pension

The likelihood of an individual having a private pension.

- Very Likely to Have
- Likely to Have

Regular Savings Plan

The likelihood of the individual having a savings plan.

- Very Likely to Have
- Likely to Have

Child Savings plan

The individual's likelihood of having a child savings plan.

- Very Likely to Have
- Likely to Have

Have an ISA

The Individual has an ISA.

- Have an ISA

High-Interest Investments

The individual has high-interest investments.

- High Interest Investments

Stocks

The individual has stocks and shares.

- Stocks and Shares

Investment Ranking

Investment activity—ranked.

3: Medium
2: High
1: Very High

Pensions Spend

Household's likely spend on pensions.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average

Saving and Investments Spend

Household's likely spend on savings and investments.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average

Pensions, Savings and Investments

Household's spend on pensions, savings and investments.

1: Significantly Above Average
2: Above Average
3: Average

Eating and Drinking Out

Household's likely spend on eating and dining out.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Sports Fans and Admissions

Household's likely spend on sporting events and tickets.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Entertainment and Recreation

Household's spend on entertainment and recreation.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Recreation and Leisure

Household's spend on recreation and leisure.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Fitness Fanatics

The individual is a fitness fanatic.
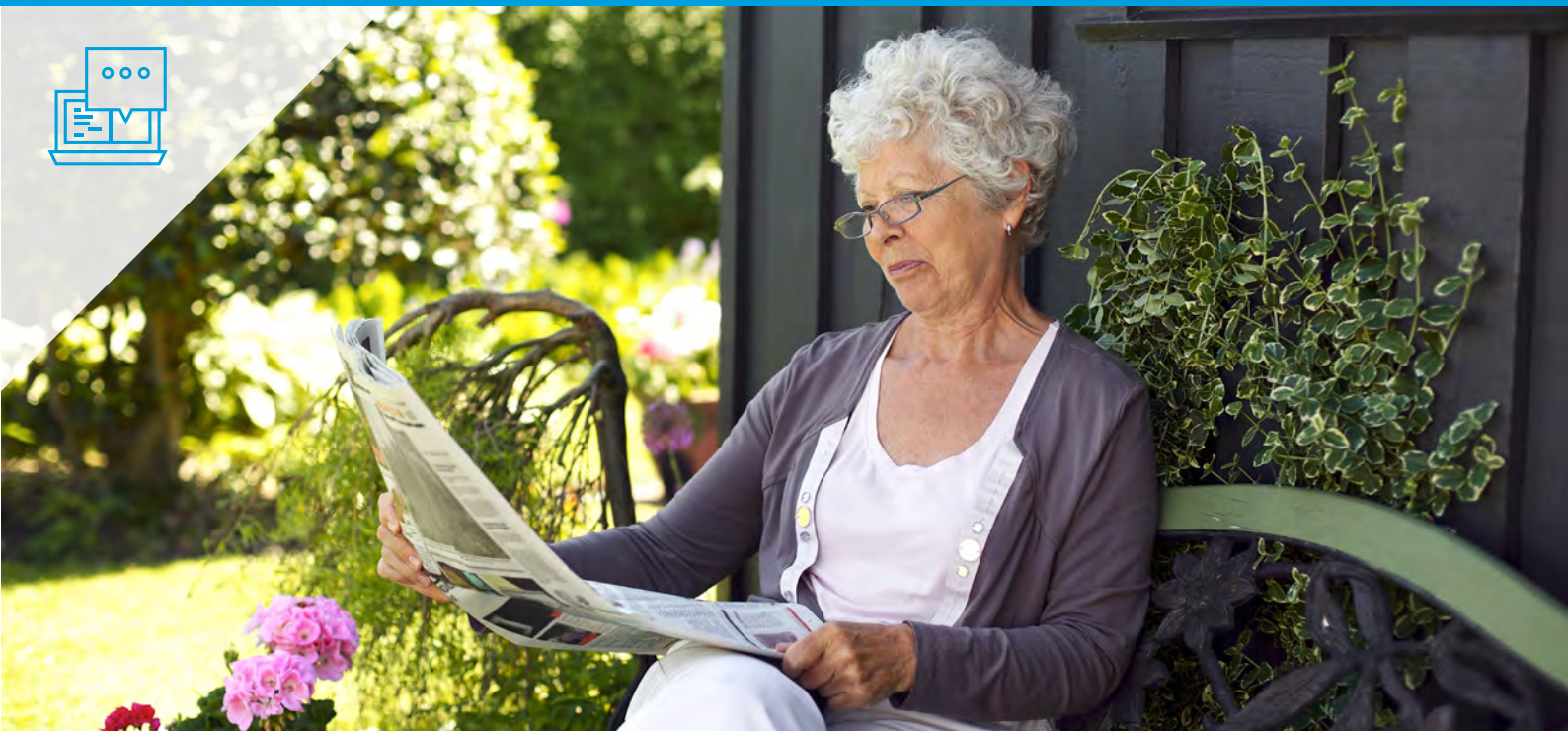
- Yes/No

Pet Owners

The household has a cat or dog.

- Cat
- Dog

Lifestyle Choices

- Healthy Eaters
- Social Conscious
- Cultural Connoisseurs
- Football Fans

Quality Titles

The individual has a quality newspaper readership.

- Any Quality Title
- Guardian
- Independent
- Daily Telegraph
- Times
- Financial Times

Mid-Market Press

The individual has a mid-market newspaper.

- Any Mid Market Title
- Daily Express
- Daily Mail

Popular Titles

The individual has a tabloid or popular newspaper readership.

- Any Popular Title
- Daily Record
- Daily Mirror
- Star
- Sun

Online Reader

The individual likes to read their media online.

- Likely to Read Newspaper Online

Email

Individual prefers to shop via email.

- Very Likely to Prefer
- Likely to Prefer

Post

Individual prefers to shop via post.

- Very Likely to Prefer
- Likely to Prefer

Phone

Individual prefers to shop via phone.

- Very Likely to Prefer
- Likely to Prefer

Social Networking

Individual prefers to shop via social media.

- Very Likely to Prefer
- Likely to Prefer

Online Purchase Frequency

Frequency of purchases made by an individual.

- Never
- Rarely
- Sometimes
- Often

Mail Order Purchases

Indicates the individual enjoys purchasing via catalogues.

- Mail Order—Enjoy Purchasing via Catalogues

Mail Order Frequency

Indicates the frequency of mail orders made by the individual.

- Never
- Rarely
- Sometimes
- Often

Alcohol at Home—Spend

Indicates the spend percentile of the household purchase of alcohol for the home.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Food Spend

Indicates the spend percentile of the household purchase of food.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Household Goods

Indicates the spend on household goods.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Personal Goods

Household's likely spend on personal goods, toiletries etc.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Pet Food

Household's likely spend on pet food.
1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

CPG (Food, Drink, Tobacco, Toiletries, Cleaning, etc.)

Ranks CPG spend.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Clothing, Footwear and Personal Effects (Women's)

Household's likely spend on women's clothing, footwear and personal effects.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Clothing, Footwear and Personal Effects (Men's)

Household's likely spend on men's clothing, footwear and personal effects.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Clothing, Footwear and Personal Effects (Children Under16)

Household's likely spend on children's clothing, footwear and personal effects.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Clothing, Footwear and Personal Effects

Ranks clothing, footwear and personal effects spend.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Hair and Beauty

Household's likely spend on hair and beauty services.
1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Health

Household's likely spend on health.
1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Education (Nursery and School Spend)

Household's spend on school and nursery education.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

University and College

Household's spend on university/college education.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Indulgent Purchases

Ranks the degree to which an individual makes indulgent purchases.

- Very High
- High
- Average
- Low
- Very Low

Asset Rank

Ranks the individual's assets profile.

- Very High
- High
- Average

Transport Spend

Ranks transport spend percentile.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Buyer of Toys

Frequent buyers of toys for children within the corresponding age bands.

- 0-4
- 5-7
- 8-10
- 11-16

Gadget Lovers

Indicates if the consumer has a high interest in technology, electronics and gadgets.

- Yes/No

Ethical/Green Consumers

Indicates that a consumer is likely to be sensitive to making green purchases or ethically sound purchases.

- Yes/No

Home and Property

Indicates if a consumer is likely to spend money on their home or new furniture.

- Home Spend Behaviours
- New Furniture

Retail Trigger

The birthday week of an individual's male partner.

- Male Partner Birthday

Retail Trigger

The birthday week of an individual's female partner.

- Female Partner Birthday

Retail Trigger

The upcoming month of a child's birthday in a household.

- Child 1-4 Birthday
- Child 5-7 Birthday
- Child 8-10 Birthday
- Child 11-16 Birthday
- Child 17-21 Birthday

Christmas

The purchase behaviour of individuals around the Christmas period.

- Discount Seekers
- Early Christmas Shoppers
- Extravagant Premium Brand Spenders
- Family Focused Christmas Shoppers
- High Technology Spenders
- Highest Spending Christmas Shoppers
- Late Christmas Shoppers
- Holiday Purchase Season

Holiday Purchase Season

The type of holiday makers a consumer may be.

- European City Breakers
- Holiday Big Spenders
- Long Haul Sun Seekers
- UK Staycations
- USA Trippers

January Sales

Useful for pinpointing discount seekers during January sales time.

- Discount Seekers

New Furniture

Highlights those with an interest in furniture or who have moved recently.

- Home Furnishers

New Years

Target those who make New Year's Resolutions.

- Healthy Hedonists

Technology at Home

Indicates technology in the household.

- PC
- Internet
- Digital Camera
- MP3/iPod
- Flat Screen TV
- HD TV
- Mobile Phones
- Have Games Console

Technology Ranking

Indicates the household technology utilisation.

1: Very High
2: High
3: Upper Medium
4: Medium
5: Lower Medium
6: Low
7: Very Low

Mobile

Highlights the mobile contract payment type of the consumer.

- Contract
- Pre-Pay

PPV TV

Highlights the TV viewership subscription of the household.

- Subscribe to Pay to View
- Free to View only

Consumer Electric Audience Segmentation

01: High spending technology hungry young affluent households.

- Healthy Hedonists

02: Tech savvy, financially comfortable established couples and families.

03: Comfortable empty nesters with high spend on practical technology.

04: Stretch income to meet technology demands of teenagers/young adults.

05: Strong interest but "starting out" priorities reduce demand.

06: Young, only just making ends meet, would spend more if they could.

07: Older comfortable families with other priorities suppressing spend.

08: Empty nesters with lack of household demand reducing spend.

09: Young and struggling, little spare cash to fund technology purchase.

Telecoms Audience Segmentation

01: Comfortable tech savvy mature families with very high communications spend.

02: Older households, wealth rather than demand driving high spend.

03: Young high spenders who would spend more if they could.

04: Mid age above average spenders with mixed financial stability.

05: Young and prone to spending beyond their means for latest tech.

06: Mid age average spenders with mixed financial stability.

07: Mid age empty nesters with below average spend due to reduced demand.

08: Young and struggling, below average spend but enjoy tech they can afford.

09: Comfortable but prudent older households with little tech interest.

10: Low income, small households with low spend on technology and communications.

11: Older, offline, low income and low tech.

Computing

Personal computing as a regular interest.
• Computing is a Regular Interest

Internet Usage

Probability to use internet for—game playing.
• Likely to Use the Internet for Gaming

Probability to buy groceries online—often.
• Likely to Regularly Buy Groceries Online

Probability to use internet for—eBay.
• Likely to Use eBay

Probability to use internet for—weather news.
• Likely Use for News and Weather

Probability to use internet for—price comparison.
• Likely Use for Price Comparison

Probability to use internet for—social networking.
• Likely Use for Social Networking

Probability to use internet for—gambling/betting.
• Likely to Gamble or Bet Online

Probability to use internet for—paying bills.
• Likely to Pay Bills Online

Buy Technical Product

Indicates where the consumer is most likely to buy a technical product.
• Catalogue
• Online
• Instore

Audio, TV, Video etc.

Household's likely spend on consumer electronics.
1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Computer Software/Games

Household's likely spend on software and games.
1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

TV Rental/Streaming Subscriptions

Household's likely spend on technology subscriptions, licences and rental.
1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

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Holiday Type

Indicates the kind of holiday a consumer is likely to take.

- UK
- Europe

USA

Indicates the likelihood of a consumer taking a US holiday.

- Likely
- Highly Likely

Rest of the World

Indicates the likelihood of a consumer taking a holiday in the rest of the world.

- Likely
- Highly Likely

World Travel

Indicates the likelihood of a consumer choosing world travel as a regular holiday.

- Yes/No

Holidays

Indicates the type of holiday package a household is likely to opt for.

- Activity/Sports
- Beach
- Camping/Caravan
- City Breaks
- Cruise
- Culture and History
- Family Park Breaks
- Holiday Duration: 15+ Nights
- Lakes & Mountains
- Luxury
- Multi-Centre
- Package
- Relaxing
- Skiing/Boarding
- Spa and Wellbeing
- Winter Sports

Booking

Indicates the channel by which the consumer is likely to book their holiday.

- Online
- Agent

Holiday Abroad Spend

Household's likely spend on holidays abroad.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Holiday UK Spend

Household's likely spend on holidays in the UK.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Holiday Spend

Household's spend on holidays.

1: Significantly Above Average
2: Above Average
3: Average
4: Below Average
5: Significantly Below Average

Airlines

Indicates if the consumer is likely to seek a low cost airline carrier for their holiday.
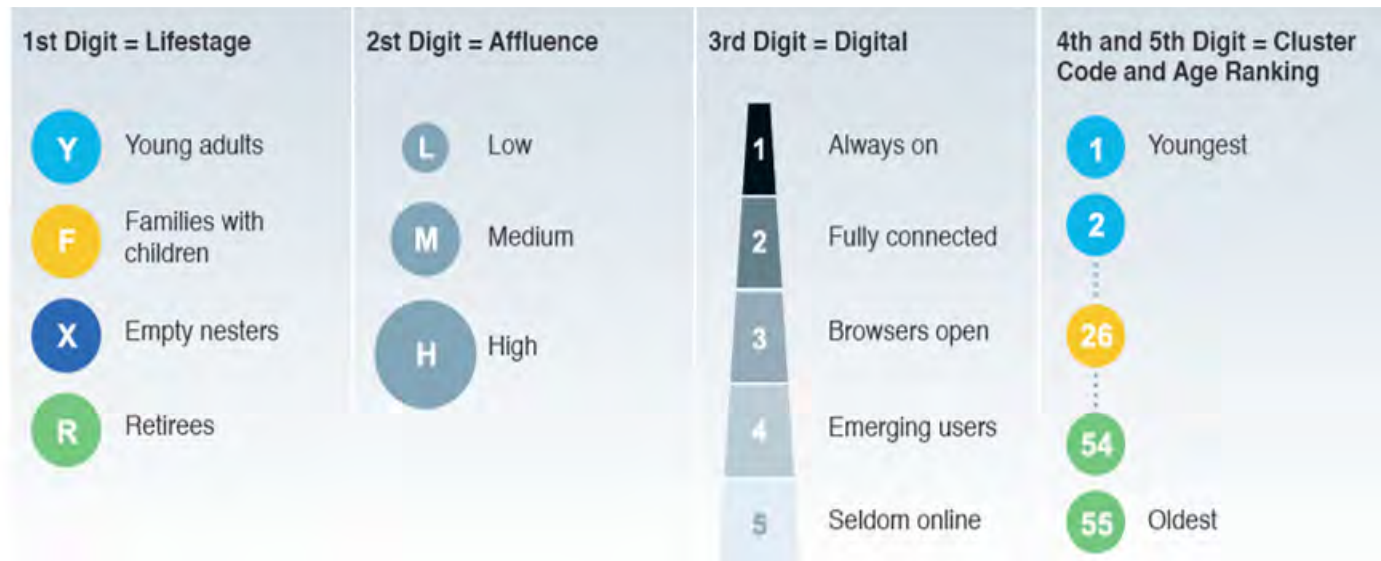
• Low Cost Airlines

Acxiom's marketing segmentation is known as Personicx.
Personicx utilises a wealth of demographic, geographical, lifestyle and
behavioural information to segment the UK market place into 55 robust clusters,
allowing you to effectively understand, target and connect with consumers.

Code Structure

Personicx is driven by behaviour and structured with a five-digit code combining life stage, affluence, digital activity and age. For example: Cluster Code FM110 breaks in to FM110 i.e. Families With Children, of Medium Affluence, Highly Digital, Aged Between 25-45 years.
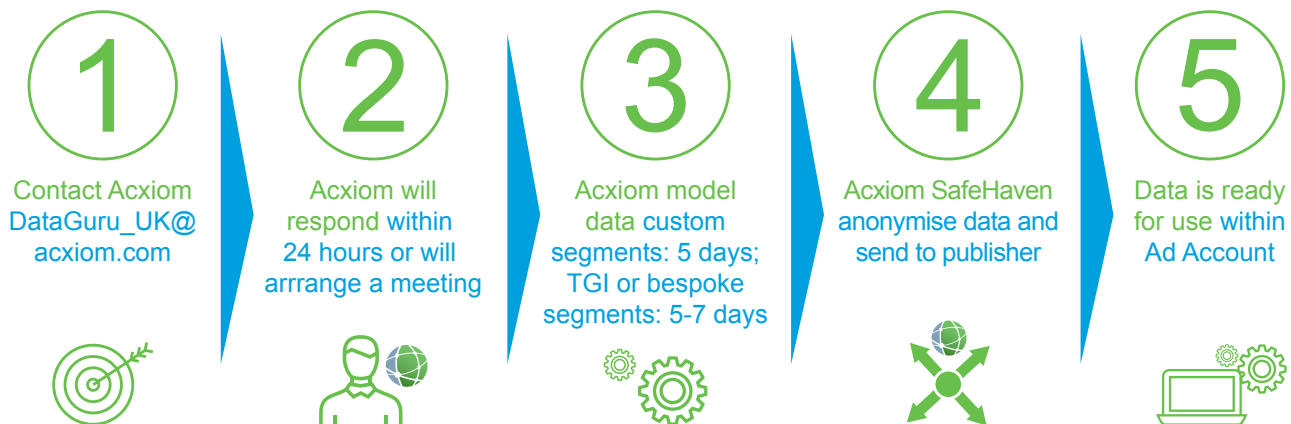
1st Digit = Lifestage	2st Digit = Affluence	3rd Digit = Digital	4th and 5th Digit = Cluster Code and Age Ranking
Y — Young adults	L — Low	1 — Always on	1 — Youngest
F — Families with children	M — Medium	2 — Fully connected	2
X — Empty nesters	H — High	3 — Browsers open	26
R — Retirees		4 — Emerging users	54
		5 — Seldom online	55 — Oldest

The Personicx Eye

The dimensions of the code structure are used to plot the clusters and visualises how the unique segments relate to each other and the rest of the UK. For greater depth on the individual segments, click on the graphic.
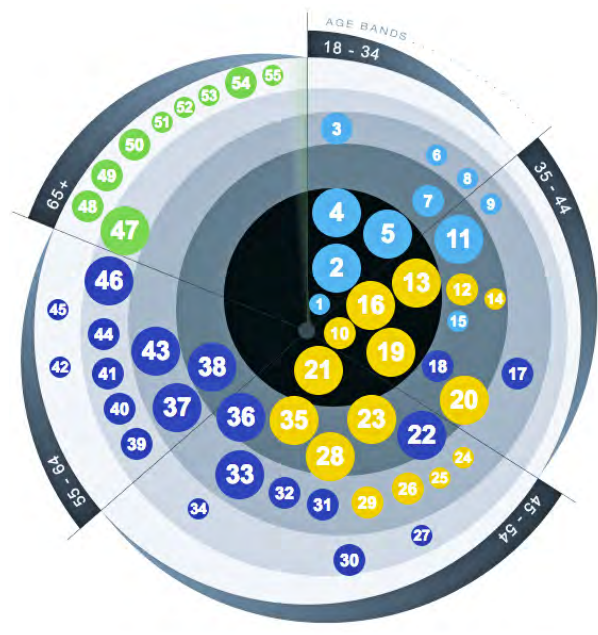
Do you require data expertise, or need to resolve a query regarding our data? Kickstart your campaign and contact our DataGuru inbox on **Dataguru_uk@acxiom.com**—to commence the following steps.

1
Contact Acxiom
DataGuru_UK@
acxiom.com

2
Acxiom will
respond within
24 hours or will
arrrange a meeting

3
Acxiom model
data custom
segments: 5 days;
TGI or bespoke
segments: 5-7 days

4
Acxiom SafeHaven
anonymise data and
send to publisher

5
Data is ready
for use within
Ad Account

DATA GURU

To learn more about how Acxiom can work with you, visit acxiom.co.uk or call us on 0207 526 5265.

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