



# DEMOGRAPHICS

Our data has 90% UK coverage, enabling you to reach a plethora of demographic groups. Built using both actual and inferred data, Acxiom demographics audiences provide accuracy, scale and greater ROI.

## P1: Household Composition



- Head of the Household
- Number of Adults
- Relationship Status
- Presence of Children
- Household Employment Status

## P2: Professionals/Decision Makers



- Social Grade ABC1 – 17.9m
- Occupation: Director, Business Owner
- Senior Management – 5.51m
- Household Income above £40k
- Employment in Education/Medical sector

## P3: Employment Status



- Students
- Employed
- Retired
- Social Grade C1C2D
- Craftsman/Tradesman
- Manual/Factory

More variables by request at

[dataguru\\_uk@acxiom.com](mailto:dataguru_uk@acxiom.com)

acxiom™



# TRAVEL

Tap into holiday makers, cruise takers and world travellers with our travel audiences. Built using both actual and inferred data, Acxiom travel audiences provide accuracy, scale and greater ROI.

## P4: European City Breaks & UK Travel



- Travel Destination: Europe
- UK Staycations
- High Spenders on UK Holidays
- Above Average Spend on Travel
- Purchase Chanel: Online
- Bargain Hunters

## P5: Bargain Hunters



- Price comparison check
- Discount Seekers
- Purchase Channel: via Online
- Holiday Type - short breaks
- Average Spend on Travel/Holidays

## P6: World & Abroad Travellers



- Above Average Spend on Travel
- High Spenders on Holidays Abroad
- Travel Destination: USA
- Leisure Travel to Rest of the World
- Purchase Chanel: Online or Agent

More variables available by request via

[dataguru\\_uk@acxiom.com](mailto:dataguru_uk@acxiom.com)

acxiom™



# AUTOMOTIVE

Acxiom data can help you reach the most appropriate car buying audiences, that are built using both actual and inferred data. Acxiom audiences provide accuracy, scale and greater ROI.

## P7: First Time Car Buyers



- Young Adults in the Household (age between 18 and 34)
- Drivers
- No Car in the Household
- Tendency to Buy Used/New Car
- In-Market for a car

## P8: Family Car Buyers



- Current Car Age: 4-6 years, 7 plus years
- Current Car Estimated Annual Mileage above 10k miles
- Family Car Owners (Minivans, Lower & Upper Medium Cars)
- Children Presence in the Household

## P9: Custom Prospect Buyers



- Tailored package that is built using specific car make models
- Current car older than 4 years
- Fuel Type
- High Spend on Car Maintenance & Fuel
- Tendency to Buy New or Used car

More variables available by request via

[dataguru\\_uk@acxiom.com](mailto:dataguru_uk@acxiom.com)

acxiom™



# RETAIL

From fashion conscious consumers to eco sensitive shoppers, our Retail audiences have it all covered. Built using both actual and inferred data, Acxiom data provides accuracy, scale and greater ROI.

## P10: Fashion Buyers



- Store card & Credit Card Users
- Frequent Online Buyers
- Above Average Spend on Clothes & Accessories
- High Spend on Hair & Beauty
- Bargain Hunters

## P11: Health & Ethical Consumers



- High Spenders on Health & Toiletries
- Above Average Spend on Food
- Green/Ethical Consumers
- Healthy Eaters
- Health & Socially conscious

## P12: Gadget Buyers



- Gadget Lovers
- High Level of Tech in the Household
- High Spenders on the Tech
- Purchase and Research Channel
- Value for Money, Trendy or Brand-Led Buyers

More variables available by request via

[dataguru\\_uk@acxiom.com](mailto:dataguru_uk@acxiom.com)

acxiom™



# FINANCIAL

Find savers, planners or investors for your campaigns with our financial data packages. Built using both actual and inferred data, Acxiom audiences provide accuracy, scale and greater ROI.

## P13: Savers & Planners



- High Economic Stability
- Owners of Regular Saving Plan
- Has Child Saving Plan
- High Spenders on Total Pensions, Savings and Investments
- Likely Investors in ISA

## P14: Card Preferences



- Credit or Debit Card Users
- Number of Credit Cards
- Credit Card Type
- Likely to Have a Personal Loan

## P15: Investors



- Household Income above £50k
- High Affluence
- Likely to Invest in Stocks & Shares
- High Investment Activity
- Above Average Spend on Savings and Investments

More variables available by request via

[dataguru\\_uk@acxiom.com](mailto:dataguru_uk@acxiom.com)

acxiom™



# LUXURY

Our luxury audiences are perfect for campaigns geared towards consumers with expensive taste, built using both actual and inferred data, Acxiom audiences provide accuracy, scale and greater ROI.

## P16: Lux & Professional Car Buyers



- Household Income above £50k
- Social Grade: A/B
- Owners of Luxury and Upper Medium classed cars
- High Spenders on the car and fuel
- Tend to Buy New Car

## P17: High Spenders



- Indulgent Buyers
- High Affluence
- Above Average Spend on Women's & Men's Clothing
- Interest in Fine Art & Food
- Quality & Brand focused buyers

## P18: Luxury Travellers



- Indulgent Buyers
- Travel Destinations: Europe, USA, UK, Rest of World
- Purchase Chanel via Agent
- High Affluence
- High Spenders on Holidays and Leisure Travel



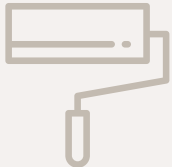
More variables available by request via

[dataguru\\_uk@acxiom.com](mailto:dataguru_uk@acxiom.com)

acxiom™

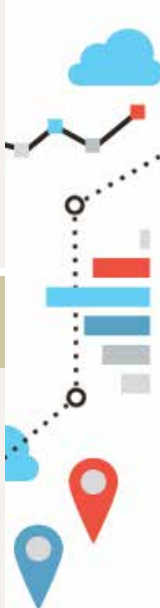


Reach all types of home owners and fixer uppers with our Home Audiences. Built using both actual and inferred data, Acxiom audiences provide accuracy, scale and greater ROI.

	<h3>P19: Home Ownership</h3>
	<ul style="list-style-type: none"> <li>• Homeowners</li> <li>• Likely Mortgaged</li> <li>• The Length of Residence</li> <li>• Property Type and Number of Bedrooms</li> <li>• High Spend on Mortgage</li> <li>• Mortgaged as 1st, 2nd or 3rd Time Buyer</li> </ul>
	<h3>P20: Home Movers</h3>
	<ul style="list-style-type: none"> <li>• Homeowners</li> <li>• Likely to Move (High Spend on Rent, Utility Bills)</li> <li>• Home Mover Stages: Moved Recently, Moving Soon, On the Market, Settling In</li> </ul>
	<h3>P21: Home Improvers</h3>
	<ul style="list-style-type: none"> <li>• Homeowners or Renters</li> <li>• Regular Saving Plan</li> <li>• High Spend on Household Appliances</li> <li>• New Furniture Buyers</li> <li>• Above Average Spend on Home Interior (furniture, textiles and appliances)</li> </ul>

More variables available by request via

[dataguru\\_uk@acxiom.com](mailto:dataguru_uk@acxiom.com)





# ENTERTAINMENT

If your target audience comprises movie buffs, hardcore gamers, TV bingers or all the above, Acxiom has you covered. Built using both actual and inferred data, Acxiom audiences provide accuracy, scale and greater ROI.

## P22: Movie Buffs



- Frequent Cinema Goers
- Interest in various movies genres (large selection available)
- Frequent Movie Streamers
- Watch movies via various channels
- High Spend on Recreation and Entertainment

## P23: TV Viewership



- Heavy to Light TV Viewers
- Regular TV on Demand viewers
- Tend to watch via Subscriptions, Free to View Only
- High Spenders on Subscriptions, Licences & Rental
- Daytime and Primetime Viewers

## P24: Gamers



- Game Console Owners
- High Spenders on Games & Software
- Hardcore Gamers
- Game Genres (large selection available)
- High Spenders on Tech (Young Adults, Families with children)

More variables available by request via

[dataguru\\_uk@acxiom.com](mailto:dataguru_uk@acxiom.com)

acxiom™