

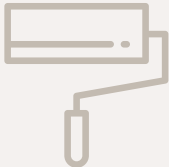




HOME

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.

	<h2>P19: Home Ownership</h2>
	<ul style="list-style-type: none"> • Homeowners • Likely Mortgaged • The Length of Residence • Property Type and Number of Bedrooms • High Spend on Mortgage • Mortgaged as 1st, 2nd or 3rd Time Buyer
	<h2>P20: Home Movers</h2>
	<ul style="list-style-type: none"> • Homeowners • Likely to Move (High Spend on Rent, Utility Bills) • Home Mover Stages: Moved Recently, Moving Soon, On the Market, Settling In
	<h2>P21: Home Improvers</h2>
	<ul style="list-style-type: none"> • Homeowners or Renters • Regular Saving Plan • High Spend on Household Appliances • New Furniture Buyers • Above Average Spend on Home Interior (furniture, textiles and appliances)

More variables available by request via

dataguru_uk@acxiom.com

