

# Data Universe



BehaviourBank  
 InfoBase Lifestyle Universe  
 The Lifestyle Selector  
 Consofile  
 Email Selector

	BehaviourBank	InfoBase Lifestyle Universe	The Lifestyle Selector	Consofile	Email Selector
<b>PERSONAL &amp; FAMILY</b>					
Gender	•	•	•	•	•
Gender of Partner		•	•		
Title	•	•	•	•	
Title of Partner	•		•		
Date of Birth	•		•	•	
Date of Birth of Partner	•		•	•	
Year of Birth	•	•	•	•	
Age Band	•	•	•	•	•
Age Band of Partner	•		•		
Marital Status	•	•	•	•	•
Lifestage	•	•	•		
Lifestage by Children		•		•	•
Lifestage by Affluence		•			•
Single Parenthood	•		•		
Ailment	•			•	
Number of Children Living at Home (0 to 21 years)	•	•	•	•	•
Age of Child	•	•	•	•	•
Age of Youngest Child	•	•	•		•
Age of Eldest Child	•	•	•		•
Child's Year of Birth	•		•	•	
Captured Telephone Number				•	
*Ex-Directory Telephone Number		•			
<b>EMPLOYMENT &amp; EDUCATION</b>					
Occupation	•	•	•	•	•
Partner's Occupation	•	•	•		•
Employment Detail	•	•	•		•
Partner's Employment Details	•	•	•		•
Earning Occupation		•			•
Partner Earning Occupation		•			•
Socio Economic Classification	•	•	•	•	•
Education Qualifications - You	•				
Education Qualifications - Partner	•				
Household by Occupation Type		•			•

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<b>HOME</b>					
Home Owner Status	•	•	•	•	•
Type of Residence	•	•	•	•	•
MDU		•			
MDU Size		•			
Number of Bedrooms	•	•			•
Household Size	•	•			•
Moved into Current Home	•	•	•	•	•
Length of Residence	•	•	•		•
Length of Resident Band				•	
Age of boiler	•	•			
When Home Built	•				
<b>GEOGRAPHY</b>					
Geography	•	•	•	•	•
<b>LIFESTYLE</b>					
Regular Leisure Interests and Activities	•	•	•	•	•
Favourite Leisure Interests and Activities	•		•	•	
Partner's Favourite Activity	•		•		
Smoker	•		•	•	
Non-Smoker		•			•
Leisure Activities Segmentation	•				
Pet Owner	•	•		•	•
Number of Dogs	•				
Number of Cats	•				
Respondent or Partner Bet On	•				
Prize Draw Frequency Last Year	•				
Betting Games of Chance Interest	•				
Mail Order Purchase Frequency in Last Year	•	•			•
Mail Order Frequency				•	
What Catalogue Purchase				•	
Cost of Quarterly Electricity Bill				•	
Cost of Quarterly Gas Bill				•	
Cost of Quarterly Water Bill				•	
Cost of Quarterly Telephone Bill				•	
Outdoor Interests Grade	•	•	•		•
Green Awareness Band	•				
Animal Nature Awareness (Band)	•	•			•
Entertainment Interest Grade		•	•		•
Environmentally Friendly Products	•	•			
Recycle Products	•	•			
Health Consciousness	•				
Health Product Usage	•				
Cultural Pursuits Grades	•	•	•		•
Sociability	•				
Music Style				•	
<b>INCOME &amp; FINANCE</b>					
Annual Household Income	•	•	•	•	•
Earning Occupation		•			•
Two Income Family	•	•	•		•
Dual Income No Kids Yet	•	•	•		•

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Income Status	•	•			•
Lifestyle Indicator				•	
Affluence Band	•	•	•		•
Credit Card Ownership Household	•	•	•	•	•
Pay Credit Card in Full	•			•	
Credit Card Switcher		•			
Consider Changing Credit Card / New Credit card	•			•	
Consider Banking by Telephone				•	
Consider Banking by PC				•	
Considering Financial Product	•			•	
Financial Product Owned	•	•		•	
Bank Card/Building Society	•	•	•		•
Number of Credit Cards	•		•	•	
Buildings Insurance Expiry Month	•		•	•	
Home Contents Insurance Expiry Month	•		•	•	
Have Home Contents Insured	•				
Insurance Level	•				
Investments Owned	•			•	
Consider Professional Advice on Finance	•			•	
Consider Reducing Mortgage Payments	•			•	
Consider a Loan	•			•	
Investment Level	•	•			•
Stock Owning Household	•	•			•
Home Equity Release	•				
Average Monthly Credit Card Balance	•				
Insurance Consider	•				
Value of Home	•				
Loan/Debt Management Consider	•				
Private Financial Provisions Made	•	•			•
Employer Financial Provisions Made	•				
Financial Activity	•				
Retired Financial Activity	•				
High Consumer Spend	•				
Wealth	•				
Retired Wealth	•				
Pet Insurance Expiry Month	•				
<b>GROCERY &amp; SHOPPING</b>					
Stores Used for Grocery Shopping	•			•	
Store Used for Main Shopping	•				
How Far is Main Grocery Store From Home	•				
Main Shopping Weekly Grocery Spend	•				
Other Shopping Weekly Grocery Spend	•				
Reason for Shopping Where They Do	•				
Favourite Store Segmentation	•				
Shopping - Online Purchase Frequency	•				
Shopping - Channel Preference	•				
<b>CONSUMER PRODUCTS</b>					
Appliances Owned - Domestic and Other	•	•		•	
Multi-Channel TV		•			•
Gardening Products by Mail Order				•	
High Tech Product Ownership		•			

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## TECHNOLOGY

	BehaviourBank	InfoBase Lifestyle Universe	The Lifestyle Selector	Consofile	Email Selector
Internet Connection - Broadband / Dial-Up	•	•	•		
Where Access Internet	•				
Broadband Provider	•				
Mobile Phone Provider	•				

## CHARITABLE GIVING

	BehaviourBank	InfoBase Lifestyle Universe	The Lifestyle Selector	Consofile	Email Selector
Donate				•	
Consider Donating To	•			•	
Frequency of Charity Donate				•	
Causes Contributed to in Past Year	•			•	
How Contribution is Made to Cause	•				
Charity Segmentation	•				
Number of Charities Donated to	•				
Charity Social Awareness Grades	•		•		
Charity Activity Ranking		•			•
Deprivation	•				

## NEWSPAPERS

	BehaviourBank	InfoBase Lifestyle Universe	The Lifestyle Selector	Consofile	Email Selector
Daily Newspapers Read Regularly	•		•	•	
Sunday Newspapers Read Regularly	•			•	
Favourite Daily Newspaper	•				
Favourite Sunday Newspaper	•				
Preferred Newspaper Type	•	•	•	•	•
Subscribe to Magazines				•	
When Buy Daily Newspaper	•				
Main Daily Newspaper Delivered	•				
How Often Buy Sunday Newspaper	•			•	

## AUTOMOTIVE

	BehaviourBank	InfoBase Lifestyle Universe	The Lifestyle Selector	Consofile	Email Selector
Car Owner	•	•	•	•	•
Car Ownership	•	•	•	•	•
Age of Car		•		•	•
Bought a Car Under 3 Years		•			•
Number of Cars in Household	•			•	
Main Driver Car 1	•				
Main Driver Car 2	•				
Make Car 1	•				
Make Car 2	•				
Year Purchased Car 1	•				
Year Purchased Car 2	•				
SMMT Code		•			•
SMMT Code Car 1 / EC Classification	•		•		
Size Car 1	•				
Annual Mileage Car 1	•				
Annual Mileage Car 2	•				
Mileage Bands Car 1	•				
Mileage Bands Car 2	•				
Bought New / Used Car 1	•			•	
Bought New / Used Car 2	•				
Date by Which Plan to Change Main Car			•	•	
Year by Which to Change Car 1	•				
Year by Which to Change Car 2	•				
Automotive Segmentation	•				

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<b>TRAVEL</b>					
Years No Claims	•		•		
Partner's Years No Claims	•		•		
Motor Insurance Expiry Month Car 1	•		•		
Make and Model Car 1	•		•		
Registration Car 1	•		•		
Registration Car 2	•				
Date of Car Registration	•		•		
Car Breakdown Cover Provider	•				
Car Breakdown Cover Expiry Month	•				
<b>TRAVEL</b>					
Holiday Location in UK	•	•		•	•
Holiday Location in Europe	•	•			•
Holiday Location in USA	•	•			•
Holiday Location in Rest of World	•	•			•
Holiday Accommodation	•				
Weekend or City Breaks	•				
Winter Holidays	•				
Number of Overseas Holidays in the Last 3 Years				•	
<b>SEGMENTATIONS</b>					
PersonicX Household™		•			
PersonicX Geo™	•	•	•	•	•
PersonicX Financial™		•			
PersonicX Onliners™		•			
PersonicX Green™		•			
<b>BESPOKE MODELS</b>					
Age of Property		•			
Dishwasher Ownership		•			
Credit Card Switcher		•			
Utility Switcher		•			
Supermarket Spend		•			
Age of Boiler		•			

