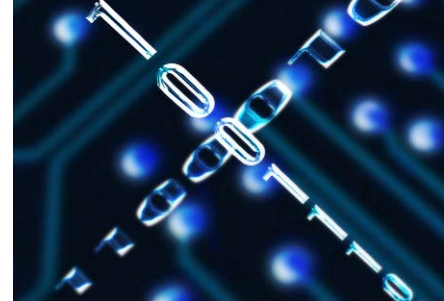


# Email Selector



## Listed variables

January 2009

### Personal and Family

Gender  
Age Band  
Marital Status  
Number of children living at home  
Age of children (0-21yrs)

### Employment

Occupation  
Partner's Occupation  
Self Employed  
Household Socio Economic Classification

### Occupation & Income

Household Income (50K+)  
Affluence Ranking

### Home

Home ownership status  
Household Size  
Length of Residence (banded from year moved in)  
Year Individual Moved Into Current Home  
Property Type

### Automotive

Car make and model  
Car Ownership  
Age of Car  
Bought a car under 3 years  
Bought car new / used  
Number of cars  
SMMT Code

### Geography

TV Code  
Region  
County  
Country

### Finance

Have credit card  
Card ownership (Visa, Barclaycard, Store Card etc)  
Own stocks / shares  
Life Insurance  
Private Pension  
Have mortgage  
Regular Saving Plan  
Personal Loan  
Funeral Plan  
Child Savings Plan  
Lump Sum Investment  
Private Medical Insurance  
Unit Trusts / High Interest Investments  
Insurance Activity Ranking  
Investment Activity Ranking

## Insurance Renewals

Car

Buildings

Contents

## Mail Order

Shopping by Catalogue / Mail Order

Mail Order Frequency

## Newspaper

Newspaper Readership

Preferred Newspaper Type

## Lifestyle

### Regular Leisure Interests & Activities:

Book Reading

Coin / stamp Collecting

Collectibles

Crosswords / Puzzles

Current Affairs

Do It Yourself

Doing the Pools

Eating Out

Fashion Clothing

Fine Art / Antiques

Further Education

Gardening

Going to Bingo

Golf

Gourmet Foods / Wines

Grandchildren

Health Foods

Hiking / Walking

Household Pets

Jogging / Physical Exercise

National Trust

Photography

Religious Activities

Stereo / CD's

Theatre / Cultural / Arts Events

Vitamins / Food Supplements

Wildlife / Environmental Concerns

Non-Smoking Household

Outdoor Interests Grade

Animal Nature Awareness

Entertainment Interest

Cultural Pursuits Grades

Travel

## Technology

### Appliances Owned:

Have a PC

Have internet access

Have Multi Channel TV (satellite/Cable)

Technology Ranking

## Travel

Take UK Holidays

Take European Holidays

Take USA Holidays

Take Rest of the World Holidays

## Charity

Donate to Environmental / Animal or Wildlife Causes

Donate to Global Causes

Donate to Local Causes

Contribute to Charity in the Street / at the Door

Contribute to Charity by Post

Charities / Voluntary Work

Charity Activity Ranking

## Segmentation

### PersonicX Suite:

PersonicX Geo

PersonicX Household v2

PersonicX Onliners

PersonicX Financial

Greenscore

