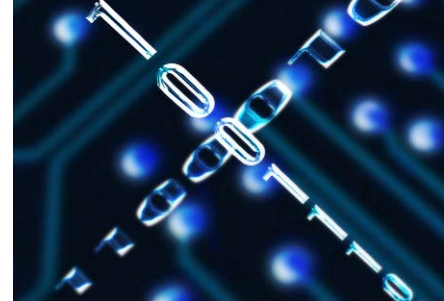


InfoBase™ Lifestyle Universe



Listed variables

January 2009

Personal and Family

Gender
Title
Year of Birth
Age Band
Marital Status
Lifestage (based on Family Status or Age Driven)
Number of Children Living at Home (0-21yrs)
Age of Child
Age of Youngest Child
Age of Eldest Child
Head of Household
Young Adult Still Living At Home
Parent Status

Employment

Occupation
Partner's Occupation
Self Employed
Partner is Self Employed
Individual is Earning
Partner is Earning
Number of Earners in Household
Household Socio Economic Classification

Occupation & Income

Annual Household Income (up to 75K+)
Two Income Couple
Dual Income No Kids Yet
Affluence Ranking

Home

Home Ownership Status
Household Size
Year Individual Moved Into Current Home
Year Household Moved into Current Home
Length of Residence (banded from year moved in)
Property Type
Number of Bedrooms
Multiple Dwelling Unit (MDU)
Number of Addresses within MDU
Date Home Built

Geography

TV Code
Region
County
Country

Finance

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

Automotive

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

Mail Order

Shopping by Catalogue / Mail Order
Mail Order Frequency

Newspaper

Preferred Newspaper Type

Technology

Appliances Owned:

Have a PC
Have internet access (low to high scores)
Have internet access at home
Type of internet connection at home
Have Multi Channel TV (satellite/cable/digital)
Mobile Phone
DVD Player

Interests:

Interest in Personal Computing
Technology Ranking (low to high scores)
Household Technology Ranking (low to high scores)

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
Going to the Pub
Golf
Gourmet Foods / Wines

Grandchildren
Health Foods
Hiking / Walking
Household Pets
Jogging / Physical Exercise
National Trust
Photography
Religious Activities
Stereo / Records / Tapes / CD's
Theatre / Cultural / Arts Events
Vitamins / Food Supplements
Wildlife / Environmental Concerns
Non-Smoking Household
Low - High Scores
Outdoor Interests Grade
Animal Nature Awareness
Entertainment Interest
Cultural Pursuits Grades

Charity

Donate:

Donate to Environmental / Animal / Wildlife Causes (low to high scores)
Donate to Global Causes (low to high scores)
Donate to Local Causes

Contribute:

Contribute to Charity in the Street/at the Door
Contribute to Charity by Post (low to high scores)

Charity Activity:

Charities / Voluntary Work
Charity Activity Ranking

Travel

Foreign Travel
Snow Skiing
Take UK Holidays
Take European Holidays
Take USA Holidays (low to high scores)
Take Rest of the World Holidays (low to high scores)

Segmentation

PersonicX Suite:

PersonicX Geo
PersonicX Household v2
PersonicX Onliners
PersonicX Financial
Greenscore

