



INFOBASE[®] ENHANCEMENT VARIABLES

INCLUDING PERSONICX AND AFFORDABILITY

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InfoBase Lifestyle Universe is the UK's richest source of consumer enhancement data and is able to deliver fully populated lifestyle, demographic and behaviour variables across more than 90% of UK households. Implemented strategically into your marketing activity InfoBase enhancement data will improve your customer acquisition, engagement, retention, insight, segmentation and recognition. A summary of variables available for enhancement is detailed below:



Geography

- TV Region
- County
- Region Code
- Country Code
- Population Density (postcode level)



Marital Status, Age and Lifestage

- Gender
- Marital Status
- Year of Birth
- Full date of birth
- Age (banded)
- Partner's Year of birth
- Partner's Full date of birth
- Individual's Lifestage - Age driven
- Household Level Lifestage - Age driven
- Individual's Lifestage - Family status driven
- Household Lifestage- Family status driven
- Young Adult still living at home
- Number of Young Adults still living at home

Key

- Variable is fully populated across the InfoBase universe using actual data where present and imputed where not. This ensures solutions can be consistently deployed across all enhanced records and delivers reach across all marketing channels.
- Variable is based on actual data only from the UK's largest source of lifestyle questionnaire data; delivering known lifestyle, demographic and behaviour variables across more than 55% of UK households. Coverage ranges from 15%-61% enabling the precision of actual data to be applied effectively within customer enhancement solutions.
- Two versions of the variable are available. Full coverage or as actual data only.



Presence of Children

- Parent Status
- Dependent children in household
- Number of children at home (0-21 years)
- Number of children in the household aged 00-10
- Number of children in the household aged 00-16
- Number of children in the household aged 11-16
- Number of children in the household aged 17-21
- Child at home 0-4 years old
- Child at home 5-7 years old
- Child at home 8-10 years old
- Child at home 11-16 years old
- Child at home 17-21 years old
- Age of eldest child
- Age of eldest child in household
- Age of youngest child
- Age of youngest child in household
- Children's Year of Birth



Household Composition

- Head of Household Indicator
- Household Size - number of adults in household
- Total Household Size (adults and children)
- Summary Household Composition
- Detailed Household Composition
- Number of adults at home during weekdays



Home and Property

- Home Ownership Status
- How many times homebuyer (1st, 2nd, 3rd+ home)
- Year moved to Address
- Length Of Residence (Banded)
- Month Moved into Current Home
- Year current household moved into the address
- Household Length of Residence (Banded)
- Type of Property
- Number of Bedrooms
- Date Home Built



Income and Affluence Measures

- Combined Annual Household Income
- Equivalised Income
- Equivalised Household Income indexed to UK average
- Net Household Income per week (banded)
- Net Household Income per week indexed to UK average
- Discretionary Household Income per week (banded)
- Discretionary Household Income per week indexed to UK average
- Dual income no kids yet
- Affluence Ranking
- Household Affluence Ranking
- Lifestage by Affluence
- Household Level Lifestage by Affluence



Occupation and Employment measures

- Individual's Occupation
- Partner's Occupation
- Individual's Employment Status
- Partner's Employment Status
- Self Employed
- Partner is Self Employed
- Run Business From Home(you)
- Run Business From Home(Partner)
- Individual or partner is Professional/Manager
- Individual or partner is Educational/Medical
- Individual or partner is Office/Clerical/Shopworker
- Individual or partner is Craftsman/Tradesman
- Individual or partner is Manual/factory worker
- Individual or partner is Self Employed
- Individual or partner is Housewife
- Individual or partner is Retired
- Individual or partner is Student
- Number of students in household
- Household Socio Economic Classification
- Individual has an earning occupation
- Partner has an earning occupation
- Incomes across individual and partner
- Number of earners in the household
- Proportion of adults earning
- Number of unemployed in the household
- Proportion Adults unemployed
- Number of non earning adults in household
- Household Employment Status (based on household's primary couple)
- Pensioner Status (based on household's primary couple)



Lifestyle - Regular Leisure Interests

- Bet on Horse Racing
- Book Reading
- Charities/Voluntary Work
- Crossword Puzzles
- Current Affairs
- Cycling
- Do-It-Yourself
- Eating Out
- Fashion Clothing
- Fine Art/Antiques
- Football
- Foreign Travel
- Further Education
- Gardening
- Going to the Gym
- Going to the Pub
- Golf
- Gourmet Cooking/Fine Foods & Wines
- Grandchildren
- Health Foods
- Hiking/Walking
- Household Pets
- Jogging/Physical Exercise
- Music/CD's
- National Trust
- Personal Computing
- Prize Draws & Competitions
- Religious Activities
- Snow Skiing
- Theatre, Cultural/Arts Events
- Vitamins/Food Supplements
- Wildlife/Environmental Concerns
- Non Smoking Household
- Cultural Pursuits Interest level
- Entertainment Interest level
- Animal/Nature Awareness level
- Outdoor Pursuits level



Newspaper Readership

- Quality Newspaper Readers
- Mid Market Newspaper Readers
- Popular Newspaper Readers
- Daily Record
- Daily Express
- Guardian
- Independent
- Daily Mail
- Daily Mirror
- Star
- Sun
- Daily Telegraph
- Times
- Financial Times



Automotive

- Motorist
- Bought a Car under 3 years old
- SMMT Car Classification
- Age of Car
- Bought Car new/used
- Number of Cars in Household
- Car Fuel Type (petrol/diesel)
- Annual Mileage
- Car Make
- Car Model
- Car Year/Month Reg



Travel

- Take UK Holidays
- Take European Holidays
- Take USA Holidays - Ranked Likelihood
- Take Rest of the World Holidays - Ranked Likelihood
- Foreign Travel as a regular hobby
- Snow Skiing as a regular hobby



Technology

- Have a PC in the household
- Have Internet access at home
- Have Internet Broadband
- Personal Computing as a regular interest
- Games Console
- Digital Camera
- iPod/MP3 Player
- Have Flat Screen TV
- Have HD TV
- Pay to View TV subscription
- Cable TV
- Satellite TV
- Mobile Phone
- Mobile Contract Payment Type (contract/pre-pay)
- Household Technology Ranking
- Consumer Electronics Audience Segmentation
- Telecoms Audience Segmentation



Insurance Renewal

- Car Insurance Expiry Month
- Buildings Insurance Expiry Month
- Contents Insurance Expiry Month
- Changed home insurance provider in last 3 years
- Level of motor no claims discount



Finance and Insurance

- Have a Mortgage
- Individual/Partner has Personal Loan - Ranked Likelihood
- Personal Loan
- Individual/Partner is Credit Card Holder
- Household Credit Card Ownership
- Number of Credit Cards
- Have Visa/Master Card
- Have American Express Card
- Have a Store/Shop Card
- Have a Debit Card
- Private Pension - Ranked Likelihood
- Private Pension
- Regular Savings Plan - Ranked Likelihood
- Regular Savings Plan
- Child Savings Plan - Ranked Likelihood
- Child Savings Plan
- Unit Trusts/High Interest Investments
- Own Stocks/Shares
- Have an ISA
- Investment Activity Ranking
- Household level Investment Activity Ranking
- Life Assurance - Ranked Likelihood
- Life Insurance
- Private Medical Insurance - Ranked Likelihood
- Private Medical Insurance
- Accident Insurance - Ranked Likelihood
- Accident Insurance
- Funeral Plan - Ranked Likelihood
- Funeral Plan
- Insurance Activity Ranking
- Household Level Insurance Activity Ranking
- Will



Charity Interests and Activity

- Charities/Voluntary Work
- Charity Donor Ranking
- Household level Charity Donor Ranking
- Donate to Environmental/Animal/Wildlife Causes - Ranked Likelihood
- Donate to Animal Pet Welfare
- Donate to Environmental Causes
- Donate to Wildlife Care
- Donate to Global Causes - Ranked Likelihood
- Donate to Disaster Relief
- Donate to Third World
- Donate to Other Causes
- Donate to Local Causes
- Donate to Children's Welfare
- Donate to Help the Elderly
- Donate to Medical Research
- Donate to Disabled/Handicapped
- Donate to Cancer Research
- Donate to Help the Homeless



Method of Donation

- Contribute to Charity in the Street/at the Door
- Contribute to Charity by Post - Ranked Likelihood
- Contribute to Charity by Post
- Contribute by - Direct Debit
- Contribute by - Internet



Environment

- Green Status – ranked percentile
- Environment Friendly Product Levels
- Recycled Product Levels



Channel Behaviour

- Probability to buy groceries online - often
- Probability to buy groceries online - sometimes
- Probability to buy groceries online - never
- Probability to buy insurance - online
- Probability to buy insurance - in shop
- Probability to buy insurance - by phone
- Probability to use internet for - email
- Probability to use internet for - Google
- Probability to use internet for - eBay
- Probability to use internet for - weather news
- Probability to use internet for - price comparison
- Probability to use internet for - social networking
- Probability to use internet for - messaging
- Probability to use internet for - gambling/betting
- Probability to use internet for - games playing
- Probability to use internet for - paying bills
- Probability to research tech prod - online
- Probability to research tech prod - in shop
- Probability to research tech prod - from catalogue
- Probability to buy technical prod - online
- Probability to buy technical prod - in shop
- Probability to buy technical prod - via catalogue
- Probability to use mobile phone for - internet
- Probability to have Freeview TV
- Probability to have satellite TV
- Probability to have cable TV
- Probability to read news online - often
- Probability to read news online - never
- Probability to read news online - sometimes
- Probability to book holiday via - Internet
- Probability to book holiday via - Agent
- Online Purchase Frequency



Mail Order

- Shopping by Catalogue Interest
- Mail Order Frequency



Grocery Shopping

- Main Shopping Weekly Grocery Spend
- Store Used for Main Shopping
- Stores Used for Grocery Shopping



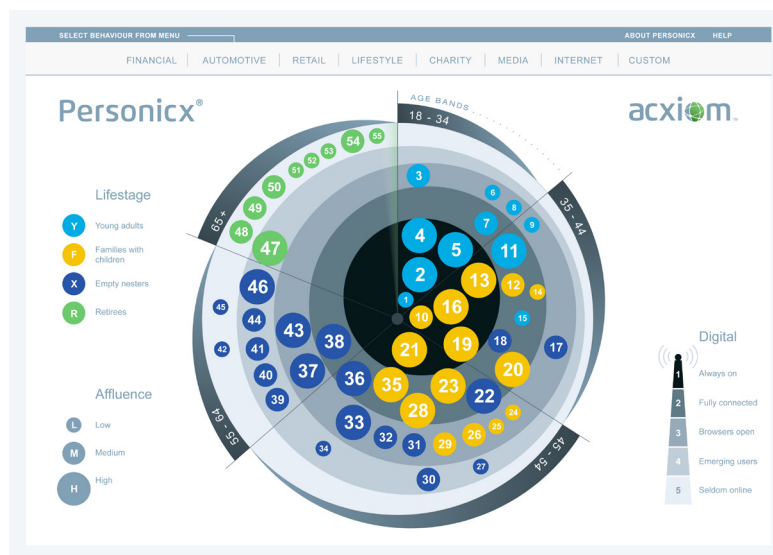
Channel Predictor

- Preference to receive marketing communications via Email
- Preference to receive marketing communications via Direct Mail
- Preference to receive marketing communications via Telephone
- Preference to receive marketing communications via Text
- Preference to receive marketing communications via Social Networking
- Channel preference mix segments

PERSONICX SEGMENTATION

Personicx utilises a wealth of demographic, geographical, lifestyle and behavioural information to segment the UK market place into 55 robust clusters, allowing you to effectively understand, target and connect with consumers. As the number of touchpoints continues to grow, digital identities and behaviours evolve. Personicx now includes a vital digital dimension allowing users to plan marketing engagements effectively across channels.

Personicx delivers a single solution that can be deployed at all relevant levels (individual, household or postcode) subjected to intended application.



- Personicx Individual - 55 cluster individual level behavioural segmentation
- Personicx Household - 55 cluster household level behavioural segmentation
- Personicx Postcode - 55 cluster postcode level behavioural segmentation

INFOBASE AFFORDABILITY

Delivering effective consumer marketing in a changing economy. InfoBase Affordability enables you to make informed decisions based on your customers spending potential and how exposed they are to shifting economic conditions. Affordability is a range of tools including a household level segmentation and many predictive models for specific economic dimensions. The segmentation used in conjunction with other key Affordability measures will assist in strategic planning, particularly developing acquisition and retention strategy.

Affordability Measures

- Affordability Segmentation
- Stability Rank
- Affordability Rank

Outgoings - Summary Level

- Total household outgoings - Banded value per week
- Total household outgoings - Index to average
- Fixed household outgoings - Banded value per week
- Fixed household outgoings - Index to average
- Committed household outgoings
- Committed household outgoings - Index to average

Outgoings (available indexed to UK average and as ranked percentiles)

Housing and Home Insurance

- **Accommodation**
Household's likely spend on accommodation (mortgage/rent)
- **Mortgage**
Household's likely spend on mortgage payments
- **Rent**
Household's likely spend on rent
- **Home energy**
Household's likely spend on home energy spend
- **Housing rates and taxes**
Household's likely spend on housing rates and taxes
- **Housing maintenance**
Household's likely spend on housing maintenance
- **Total housing expenditure**
Household's likely total spend on rent/mortgage, energy, rates, maintenance etc.
- **Buildings insurance**
Household's likely spend on buildings insurance
- **Contents insurance**
Household's likely spend on contents insurance
- **Home insurance**
Household's likely spend on home insurance (buildings/contents)

Household Goods

- **Furniture and furnishings**
Household's likely spend on furniture, furnishings, carpets and floor coverings
- **Household appliances**
Household's likely spend on household appliances
- **Non consumable household goods**
Household's likely spend on glassware, tableware, textiles etc.
- **Tools and equipment**
Household's likely spend on tools and equipment for house and garden
- **Total household goods**
Household's likely total spend on household goods

Finance and personal insurance

- **Pensions**
Household's likely spend on pensions
- **Savings and investments**
Household's likely spend on savings and investments
- **Pensions, savings and investments**
Household's likely total spend on pensions, savings and investments
- **Life insurance**
Household's likely spend on life insurance
- **Medical insurance**
Household's likely spend on medical insurance
- **Other personal insurance**
Household's likely spend on other personal insurance
- **Personal insurance**
Household's likely total spend on personal insurance

Motoring

- **Motor fuel**
Household's likely spend on motor fuel
- **Vehicle purchase**
Household's likely spend on motor vehicle purchase
- **Motor insurance**
Household's likely spend on motor insurance
- **Vehicle maintenance**
Household's likely spend on motor vehicle maintenance
- **Total motoring expenditure**
Household's likely total spend on motoring (purchase, fuel, maintenance, insurance etc.)

Recreation and Leisure

- **Eating and drinking out**
Household's likely spend on eating and drinking out index to UK average
- **Holidays abroad**
Household's likely spend on holidays abroad
- **Holidays in the UK**
Household's likely spend on holidays in the UK
- **Holidays**
Household's likely total spend on holidays
- **Betting and gambling**
Household's likely spend on betting and gambling
- **Entertainment and recreation**
Household's likely spend on entertainment and recreation
- **Gardening**
Household's likely spend on gardening
- **Pets**
Household's likely spend on pets (excluding food)
- **Sports and leisure**
Household's likely spend on sports admissions, leisure classes and equipment hire
- **Recreation and leisure**
Household's likely total spend on other leisure and recreation activities

Technology

- **Consumer electronics**
Household's likely spend on consumer electronics
- **Software and games**
Household's likely spend on software and games
- **Technology subscriptions**
Household's likely spend on technology subscriptions, licences and rental
- **Technology**
Household's likely spend on recreational technology

Education

- **Nursery and primary school education**
Household's likely spend on nursery and primary school education
- **Secondary school education**
Household's likely spend on secondary school education
- **Nursery and school education**
Household's likely total spend on school and nursery education
- **University and college education**
Household's likely spend on university/college education
- **Total education**
Total Household spend on education

Consumer Packaged Goods

- **Food**
Household's likely spend on food
- **Alcohol at home**
Household's likely spend on alcohol at home
- **Consumable household products**
Household's likely spend on consumable household goods and cleaning products
- **Personal goods**
Household's likely spend on personal goods, toiletries etc.
- **Pet food**
Household's likely spend on pet food
- **Consumer packaged goods**
Household's likely total spend on food, drink, pet food, toiletries, cleaning products, tobacco etc.

Clothing, footwear and personal effects

- **Women's clothing, footwear and personal effects**
Household's likely spend on women's clothing, footwear and personal effects
- **Men's clothing, footwear and personal effects**
Household's likely spend on men's clothing, footwear and personal effects
- **Children's clothing, footwear and personal effects**
Household's likely spend on children's clothing, footwear and personal effects
- **General personal effects**
Household's likely spend on general personal effects
- **Total clothing, footwear and personal effects**
Household's likely total spend on clothing, footwear and personal effects

Other general living goods and services

- **Communication services**
Household's likely spend on post, telephone/mobile equipment and services
- **Hair and beauty services**
Household's likely spend on hair and beauty services
- **Health**
Household's likely spend on personal health
- **Child care services**
Household's likely spend on child care services
- **Transport**
Household's likely spend on transport
- **Charitable donations**
Household's likely spend on charitable donations
- **Total goods and services**
Household's likely total spend on general goods and services

Expenditure Measures

- Income by Outgoings
Segments based on level of outgoings within net household income decile
- Proportion of income spent
Proportion of net household income spent (total outgoings as proportion of net income)
- Proportion of income fixed
- Proportion of income committed
- Proportion of income discretionary
- Committed Spend index
- Food/drink spend index
- Total Spend index
- Household's standard of living
- Indulgence Rank
- Asset Rank
- Income by Asset level
ILU segmented by income and relative asset level within the income band

Credit and Debt Behaviour

- Credit card monthly balance (modelled based on head of household)
- Credit card balance repayment behaviour (modelled based on head of household)
- Credit card balance repayment behaviour
- Number of credit cards (based on head of household)
- Probability of interest in a secured loan for any reason
- Probability of interest in reducing monthly debt/mortgage payments
- Probability of having difficulty repaying credit/loans
- Have difficulty repaying credit/loans



WANT TO KNOW MORE?

To find out how Acxiom can accelerate your business,
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