INFOBASE®
GEO UK

GEOGRAPHICAL DATA FOR
MARKET ANALYSIS, CUSTOMER
INSIGHT AND AUDIENCE
ENGAGEMENT

ACXIOM

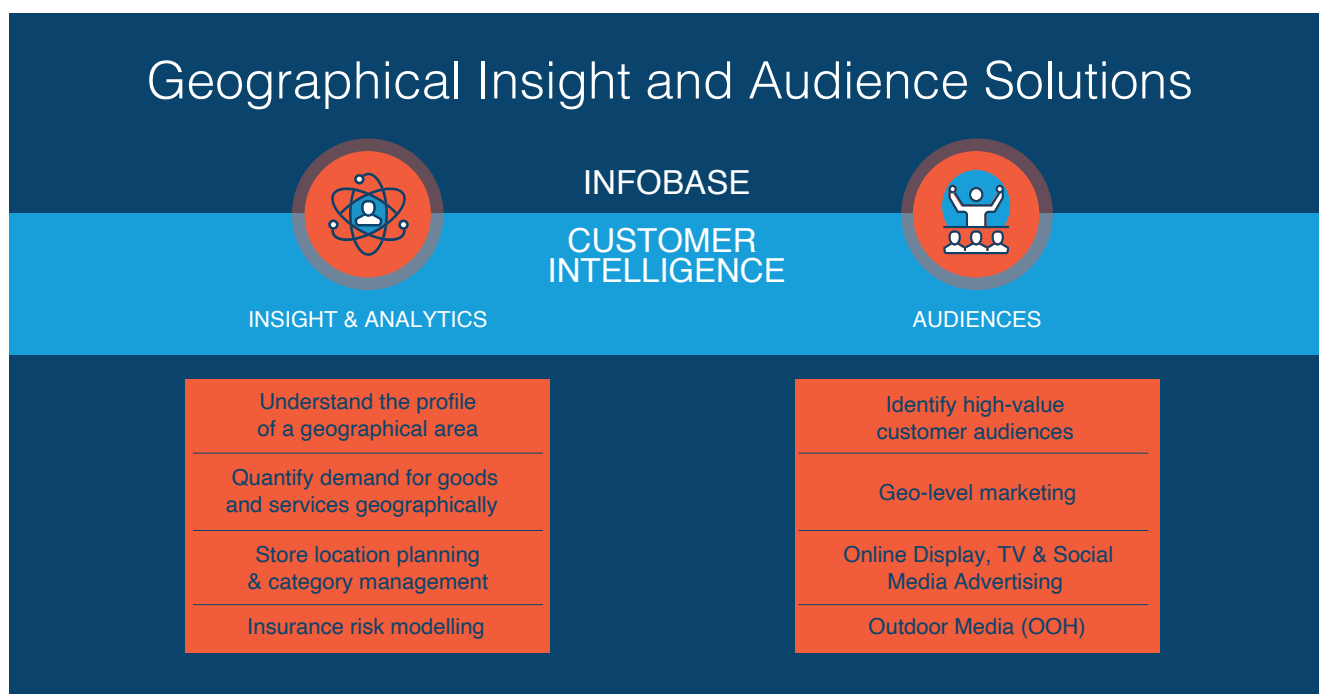# CONTENTS

WHY IS GEOGRAPHICAL INSIGHT IMPORTANT?

The use of geographical data in marketing continues to evolve. Demand for rich, robust insights that can predict what matters to consumers is crucial for any organisation aiming to optimise sales, customer engagement, and marketing performance.

Traditional market analysis, benchmarking, and geospatial analytics have long been essential to planning in retail, e-commerce, and the public sector. These sectors rely on a range of data sources, including geographical first-party, research, open, and third-party data. Geographical data also continues to play a role in audience targeting. Digital channels focus on consumer-level activation where possible, but this brings challenges in relation to identification, privacy and reach. Insights at small geographical units, such as postcodes, provide an anonymous and common key to link insights to audiences, offering simplicity, reduced privacy risk and increased reach. As a result, geo-marketing continues to be a valuable strategy.

Geographical Insight and Audience Solutions

INFOBASE CUSTOMER INTELLIGENCE

INSIGHT & ANALYTICS

- Understand the profile of a geographical area
- Quantify demand for goods and services geographically
- Store location planning & category management
- Insurance risk modelling

AUDIENCES

- Identify high-value customer audiences
- Geo-level marketing
- Online Display, TV & Social Media Advertising
- Outdoor Media (OOH)

Acxiom has created InfoBase Geo — a geographical version of InfoBase, our comprehensive and predictive full coverage insight data. With in-depth knowledge of social, demographic, lifestyle and attitudinal data on UK households, InfoBase is an established source of insight, ideal for building robust estimates at low levels of geography.

INFOBASE GEO

InfoBase is Acxiom's suite of consumer insight data products available across global markets. It helps clients understand what their customers want and value, enabling more personalised marketing, better engagement, and ensuring their messages reach prospective customers who are most likely to be interested in their products and services.

In the UK, it includes an entire range of insights such as the demographics and lifestyles that dictate the products consumers are looking for, the affluence and income that shows what they can afford and more specifically how and what people purchase.

POSTCODE AND POSTCODE SECTOR LEVEL INSIGHT AND AUDIENCES

250+ unique insights into what drives the purchasing decisions of people who live in an area, designed to support geo location analysis and customer marketing

InfoBase insights aggregated to postcode and postcode sector level

Geo Marketing Predictors

Area & Population

Telco & Utilities

Automotive

Property Characteristics

Geo Level

Financial

Property Value

Address Level

Cohort (Microcell) Level

UK Postcodes

Travel

Marketing Segmentation

Derived Marketing Attributes

Expenditure & Lifestyle

Retail & CPG

Purchase Transactions

Demographics

Household Income

Interests & Behaviours
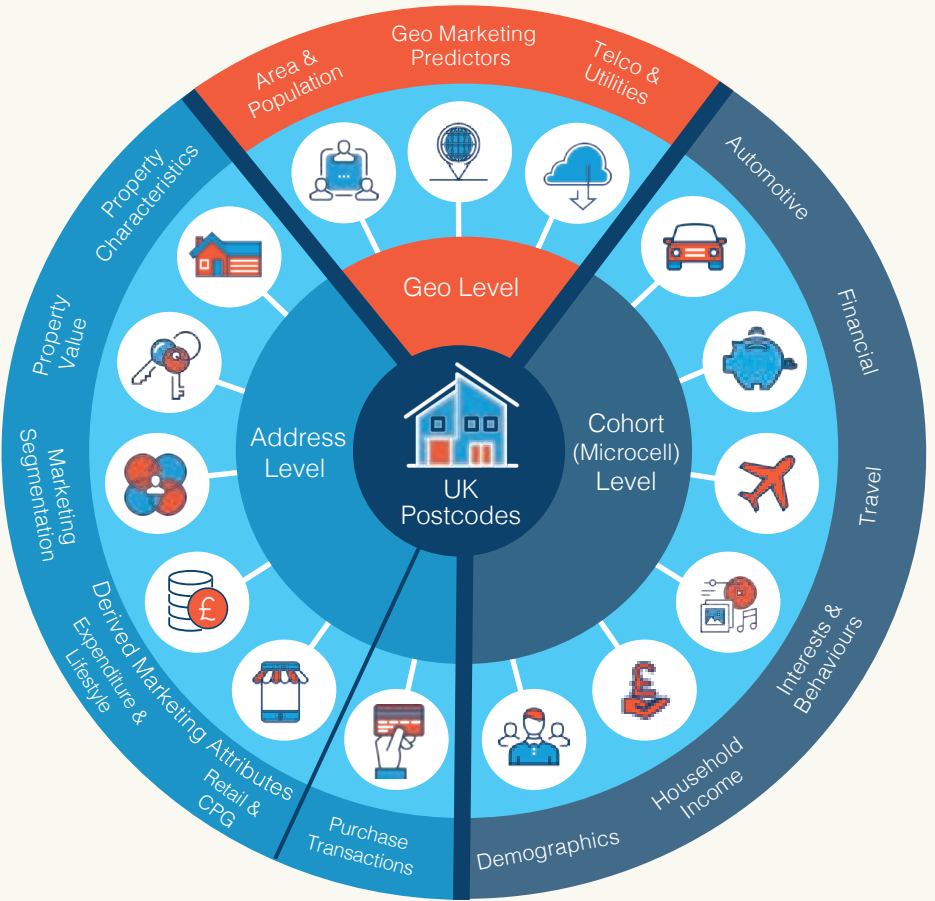
Insight Aggregation to Postcode and Postal Sector

Base statistics: population and delivery point counts, Personicx segmentation and average income statistics.

Proportions: the proportion of individuals within the geographic unit that fit into that criteria.

Indices to UK average: how the proportion of individuals within the relevant criteria compares to a wider UK average expressed as an index.

Postcode Geography	Example	UK Residential Units
Full Postcode	DH1 3PQ	1.65m
Postcode Sector	DH1 3	9.6k

Acxiom produces a wide range of estimates including household and people characteristics, technology and channel use, as well as indicators of charity, lifestyle, financial behaviour and transaction based spend behaviours, representing all UK areas: England, Scotland, Wales and Northern Ireland.

FEATURES AND BENEFITS OF INFOBASE GEO
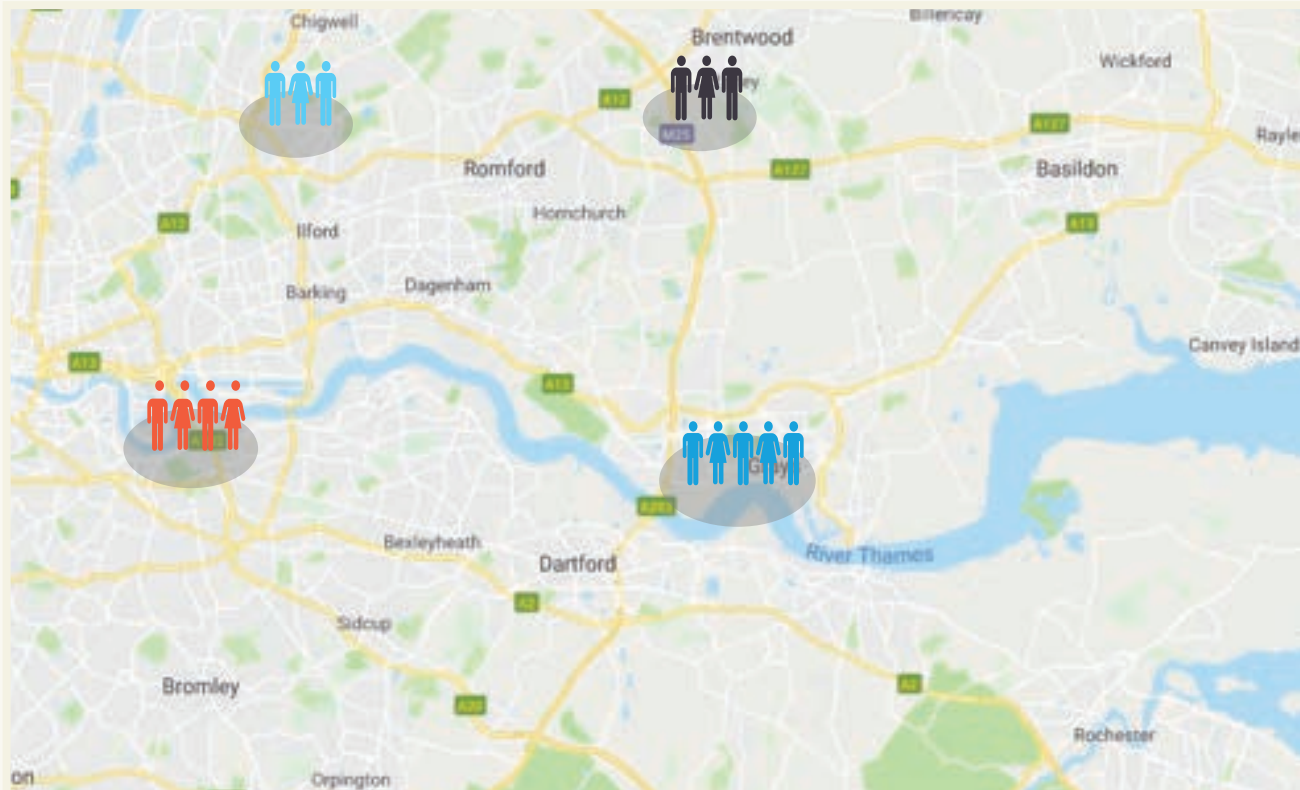
ANONYMOUS Minimum threshold of data points to create geographical estimates — Not classified as personal data therefore privacy enhanced and reduced risk

ACCURATE Underpinned by extensive coverage of known data points, rebuilt annually — Robust up-to-data insight

PREDICTIVE Aggregation up to postcode creates unique insights that are more granular than heavily modelled assets — Increased differentiation

BREADTH AN DEPTH
- 100% coverage of UK Residential Postcodes — Full enrichment and reach
- 250+ variables plus custom — Breadth of relevant insight and more predictive power
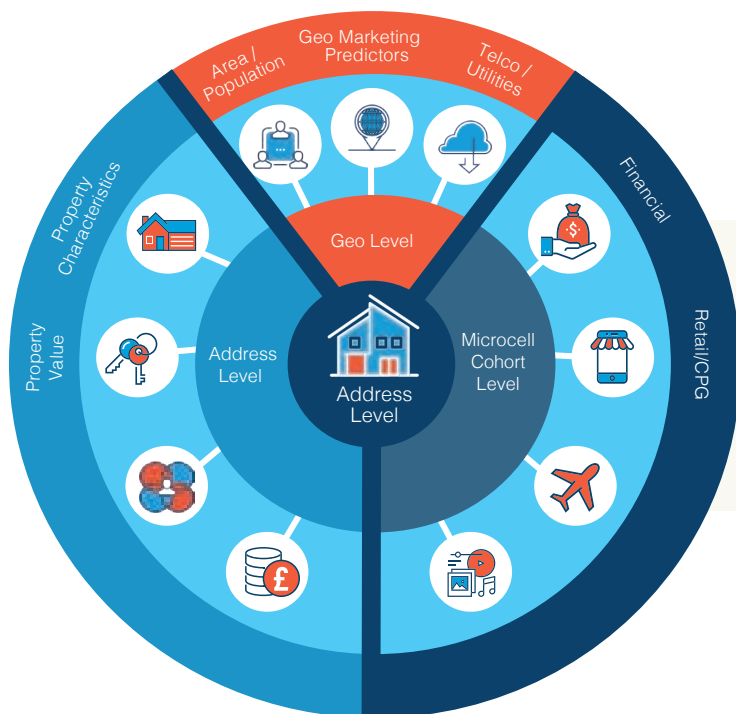
WHY USE INFOBASE GEO?

InfoBase Geo is ideal to use:

- For geo-marketing, InfoBase Geo provides insights into the consumers living in specific residential areas. This allows brands to target households that match their audience profile, enabling more precise marketing across Connected TV and location-based channels

- Within location planning and other spatial-marketing analysis where it is necessary to predict the demand for goods and services at a local level

- Where analysis at a more granular level (individual or household) is not necessary or where taking a geographical view is more appropriate (i.e. insurance pricing)

- Within client models to predict consumer behaviour; where it typically outperforms census based geographical insights

It is also worth considering that when data is aggregated, it no longer contains Personal Identifiable Information (PII) and hence it can be considered anonymous. In order to further ensure anonymity and provide robustness, a procedure has been carried out that ensures postcodes with very low populations are combined with their neighbours.

WHAT IS INFOBASE?

InfoBase is a fully anonymous data solution, offering insight across all UK addresses. It provides a rich source of marketing intelligence into segments and cohorts of individuals, while robustly protecting the identity of people. Create experiences that build trust in your brand and generate sales, empowering you to engage in more relevant conversations with your customers. Through improved customer intelligence you can optimise cross-sell opportunities, increase customer loyalty and drive growth.

100% of UK Addresses

Individual-Level Deployment

Broad & Rich Data Sources

InfoBase®

Personicx®

HOW WAS INFOBASE GEO BUILT?

InfoBase Geo is created by aggregating data from the InfoBase consumer marketing data, generating meaningful attributes at the postcode and sector level. The postcode and sector estimates are combined with the latest UK residential PAF (Postal Address File) and Address Base data to ensure full coverage of postal geography.

POSTCODE AND SECTOR ESTIMATES

GEO LEVEL INSIGHTS

Every element is then grouped together by creating counts, averages or percentages as appropriate depending on the element type. Indices relative to the wider UK average were also produced. Finally, population and household estimates are added to the file to enable the estimates to be used in the context of the latest market statistics.

Please note that the postcode file includes only those postcodes that contain at least one residential address/ delivery point. There are many thousands of UK postcodes that contain only business addresses, and these were omitted from the product.

ADULT POPULATION AND HOUSEHOLD ESTIMATES

The number of adults and households in the postcode (population estimate) offer valuable context to the insights.

Household occupancy and adult household size data from InfoBase — encompassing all UK residential addresses — has been aggregated to the postcode level to ascertain the number of adults. To enhance accuracy, these figures have been adjusted using the latest available UK Census and Office for National Statistics (ONS) mid-term population estimates, applied at the lowest possible level of geography. This process ensures that the final postcode-level adult estimates align appropriately with ONS estimates at broader geographic levels.

STEPPING OUT PROCEDURE

When aggregating data, it is important to ensure statistical robustness and ensure the data does not identify individual consumers so the data can be considered anonymous. Due to the nature of the UK postal geography, some postcodes contain only a small number of households; in this case a "geographical stepping out" process is used.

The centroid (geographical centre) of every UK postcode was plotted spatially using the appropriate latitude-longitude. Where a postcode was found to have fewer than 5 households, the closest similar households are found and estimates calculated based on the combined data. If the threshold of 5 households was still not reached, the process was repeated until the condition was met.
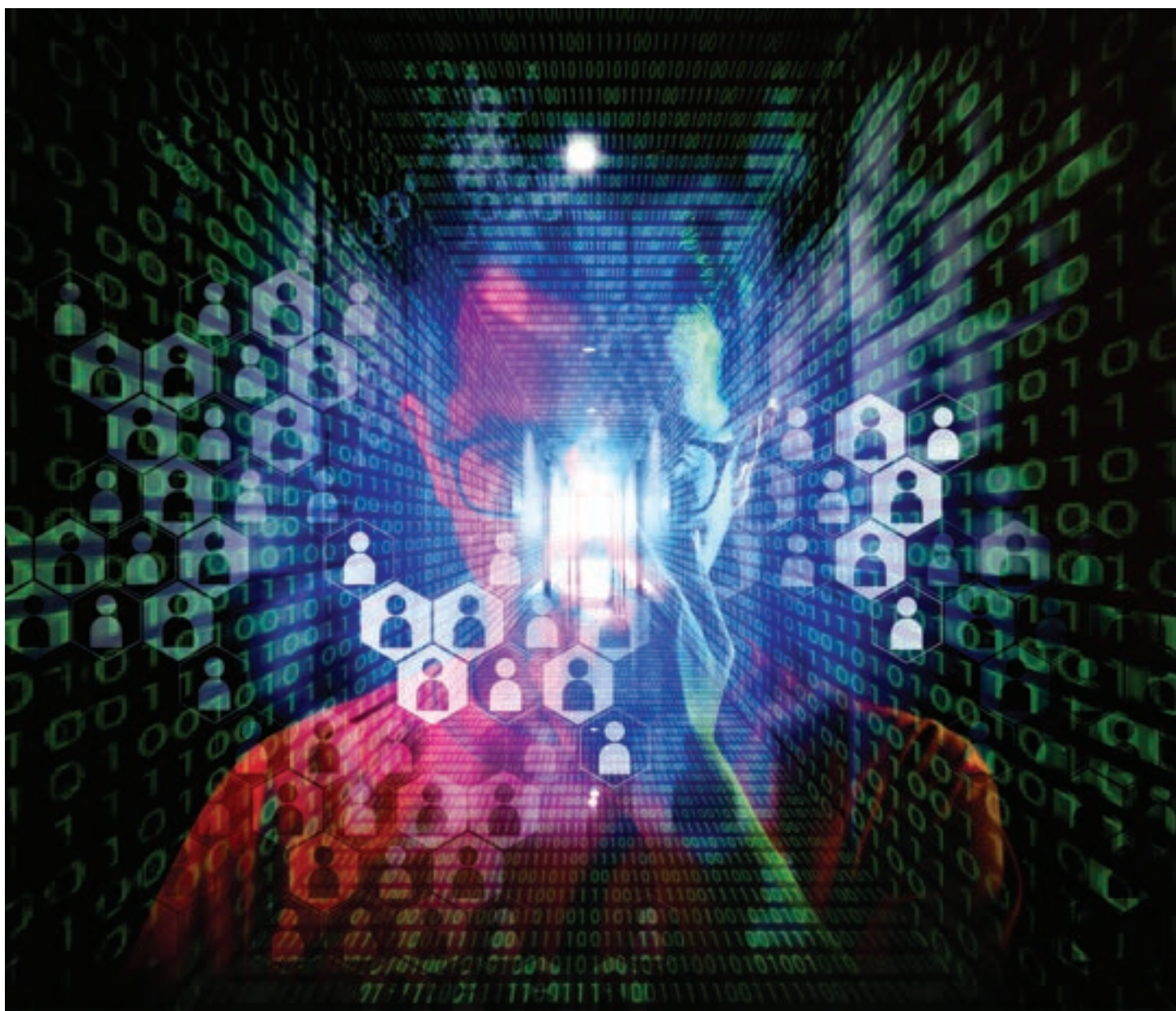
AVAILABLE INSIGHTS AND AUDIENCES

There are three files available for postcode sectors:

• Base statistics (geography, population and household statistics, distance to schools, segmentation and average statistics)

• Percentages (distributions of the variables across the postcode or sector geography)

• Indices (percentages benchmarked against UK averages)

Acxiom have aggregated all key elements from InfoBase. These were grouped into data variable categories based on these element types:

INFOBASE VARIABLE CATEGORIES

AFFORDABILITY AND EXPENDITURE

AUTOMOTIVE

CHANNEL BEHAVIOR

CHARITY

DEBT AND CREDIT

EMPLOYMENT AND INCOME

FINANCE AND INSURANCE

HOME AND PROPERTY

LIFESTYLE AND PROPERTY

MEDIA AND TECHNOLOGY

PERSONAL AND FAMILY

INFOBASE GEO PURCHASE TRANSACTIONS DATA

Through Acxiom's partnership with Affinity Solutions, InfoBase Geo also includes a package of attributes underpinned by transactional data to create a comprehensive suite of insights into consumers actual purchasing behaviour across brands, categories and channels by date and value.

The full list of these variables is available in the appendix.

APPENDIX: FULL LIST OF DATA VARIABLES

Please note, all variables are available for licensing at both postcode sector and full postcode level and include data from across Acxiom's UK suite of data products including: **InfoBase, Personicx, Affordability and Expenditure, and Purchase Transactions.**

INFOBASE

InfoBase UK offers in depth insight into the demographics, lifestyles and behaviours of the UK consumer market.

AUTOMOTIVE

- Motorist
- Bought a Car Under 3 Years Old
- Car Type–SMMT Code (Grouped)
- Bought Car New/Used
- Car Fuel Type
- Car Annual Mileage
- Number of Cars in Household

CHANNEL BEHAVIOUR

- Probability to Buy Groceries Online–Often
- Probability to Buy Insurance–Online
- Probability to Buy Insurance–In Shop
- Probability to Buy Insurance–by Phone
- Probability to Use Internet for–Price Comparison
- Probability to Use Internet for–Social Networking
- 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 Book Holiday Via–Internet
- Probability to Book Holiday Via–Agent
- Channel Preference Segmentation
- Online Purchase Frequency
- Household Has Regular Interest in Catalogue/Mail Order Shopping
- Household Mail–Order Frequency

CHARITY AND ENVIRONMENT

- Charities/Voluntary Work
- Charity Donor Ranking
- Household Level Charity Donor Ranking
- Donate to Environmental/Animal/Wildlife Causes–Ranked Likelihood
- Donate to Global Causes–Ranked Likelihood
- Donate to Local Causes
- Contribute to Charity in the Street/at the Door
- Contribute to Charity by Post–Ranked Likelihood
- Green Status Rank

DEBT AND CREDIT

- Have a Mortgage
- Individual/Partner Has Personal Loan–Ranked Likelihood
- Probability of Interest in a Secured Loan for any Reason
- Individual/Partner is Credit Card Holder
- Household Credit Card Ownership
- Number of Credit Cards
- Individual/Partner Has Visa/Mastercard
- Have American Express/Diners Club Card
- Have a Store/Shop Card
- Have a Debit Card
- Difficulty Loan/Credit Repayments
- Interest in Reducing Monthly Debt/Mortgage Payments
- Credit Card Balance Repayment Behaviour (Based on Head of Household)–Modelled Data
- Credit Card Monthly Balance (Based on Head of Household)–Modelled Data

EMPLOYMENT AND INCOME

- Individual's Occupation (Where Working)
- Employment Status
- Self Employed
- Number of Students in Household
- Adults Working at Home on Weekdays
- Household Socio Economic Classification–Summary Level
- Household Employment Status (Based on Household's Primary Couple)
- Number of Incomes Across Primary Couple
- Number of Earners in the Household
- Proportion of Adults Earning–Banded
- Proportion Adults Unemployed–Banded
- Household Income as Held Against the Individual
- Equivalised Income
- Net Household Income Per Week–Banded
- Discretionary Household Income Per Week–Banded
- Affluence Ranking

FINANCE AND INSURANCE

- Private Pension–(Actual/Imputed)
- Regular Savings Plan–Ranked Likelihood
- Child Savings Plan–Ranked Likelihood
- Have an ISA
- High Interest Investments–Yes/No
- Own Stocks/Shares
- Household Level Investment Activity Ranking
- Life Assurance–Ranked Likelihood
- Private Medical Insurance–Ranked Likelihood
- Accident Insurance–Ranked Likelihood
- Funeral Plan–Ranked Likelihood
- Household Level Insurance Activity Ranking
- Motor Insurance Years No Claims
- Changed Home Insurance Company Last 3 Years

HOME AND PROPERTY

- Household Level Home Ownership Status
- Homeowner Maturity (1st Time Buyer, 2nd Time Buyer, 3rd+)
- Household Length of Residence (Banded)
- Type of Property
- Number of Bedrooms

LIFESTYLE AND TRAVEL

- Household Has a Regular Interest in Current Affairs
- Household Has a Regular Interest in Crosswords/Puzzles
- Household Has a Regular Interest in Cycling
- Household Has a Regular Interest in Do It Yourself
- Household Has a Regular Interest in Eating Out

- Household Has a Regular Interest in Fashion Clothing
- Household Has a Regular Interest in Fine Art/Antiques
- Household Has a Regular Interest in Football
- Household Has a Regular Interest in Gardening
- Household Has a Regular Interest in Grandchildren
- Household Has a Regular Interest in Golf
- Household Has a Regular Interest in Fine Food/ Cooking
- Household Has a Regular Interest in Gym/Classes
- Household Has a Regular Interest in Health Foods
- Household Has a Regular Interest in Jogging/ Physical Exercise
- Household Has a Regular Interest in National Trust
- Household Has a Regular Interest in Household Pets
- Household Has a Regular Interest in Prize Draws/ Competitions
- Household Has a Regular Interest in Going to the Pub
- Household Has a Regular Interest in Book Reading
- Household Has a Regular Interest in Listening to Music
- Household Has a Regular Interest in Theatre/ Cultural Events
- Household Has a Regular Interest in Hiking/Walking
- Household Has a Regular Interest in Wildlife/ Countryside Interest
- Household Has a Regular Interest in Vitamins/ Food Supplements
- Non-Smoking Household
- Cultural Pursuits Interest Level
- Entertainment Interest Level
- Animal/Nature Awareness Level
- Outdoor Pursuits Level
- Take UK Holidays
- Take European Holidays
- Take USA Holidays–Ranked Likelihood
- Take Rest of the World Holidays–Ranked Likelihood
- World Travel as a Regular Hobby
- Skiing/Boarding as a Regular Hobby

MEDIA AND TECHNOLOGY
- Quality Newspaper Readers
- Mid-Market Newspaper Readers
- Popular Newspaper Readers
- Have a PC in the Household
- Have Internet Access at Home
- Have Internet Access in the Household (Ranked Likelihood)
- Personal Computing as a Regular Interest
- Digital Camera
- MP3/iPod
- Have Games Console in Household
- Flat Screen TV in Household
- HD TV in Household
- Have Pay to View TV in Household
- Mobile Phone
- Mobile Contract Payment Type
- Household Technology Ranking (V3)
- Consumer Electronics Audience Segmentation
- Telecoms Audience Segmentation

PERSONAL AND FAMILY
- Gender
- Marital Status
- Age (Banded)
- Young Adult Still Living at Home
- Dependents Children in Household
- Number of Children in the Household (0-21 Years)
- Children in Household 0-4 Years Old
- Children in Household 5-7 Years Old
- Children in Household 8-10 Years Old
- Children in Household 11-16 Years Old
- Children in Household 17-21 Years Old
- Age of Eldest Child in Household
- Age of Youngest Child in Household
- Household Size—Number of Adults/Individuals in Household
- Household Composition

ABOUT THE AREA
- TV and Geographical Region
- Latitude and Longitude
- Population and Household Statistics
- Proximity to Schools /Education Facilities

PERSONICX

Personicx utilises a wealth of demographic, geographical, lifestyle and behavioural information to segment the UK marketplace into 55 robust clusters, allowing you to effectively understand, target and connect with consumers (www.personicx.co.uk).

PERSONICX

- Personicx Segmentation
- Personicx Pulse Segmentation

AFFORDABILITY AND EXPENDITURE

Delivering effective consumer marketing in a changing economy. InfoBase Affordability is a series of predictors which enable you to understand customers spending potential and how exposed they are to shifting economic conditions.

- Stability Rank
- Affordability Rank
- Total Household Outgoings (Banded Value Per Week)
- Fixed Household Outgoings (Banded Value Per Week)
- Committed Household Outgoings
- Accommodation Spend Percentile
- Mortgage Spend Percentile
- Rent Spend Percentile
- Home Energy Spend Percentile
- Housing Rates and Taxes Spend Percentile
- Housing Costs: Housing Maintenance Spend Percentile
- Total Housing Expenditure Spend Percentile
- Home Insurance Spend Percentile
- Buildings Insurance Spend Percentile
- Contents Insurance Spend Percentile
- Total Household Goods Spend Percentile
- Furniture and Furnishings, Carpets and Other Floor Coverings Spend Percentile
- Household Appliances Spend Percentile
- Non-Consumable Household Goods Spend Percentile
- Tools and Equipment for House and Garden Spend Percentile

- Total Pensions, Savings and Investments Spend Percentile
- Pensions Spend Percentile
- Savings and Investments Spend Percentile
- Total Personal Insurance Spend Percentile
- Life Insurance Spend Percentile
- Medical Insurance Spend Percentile
- Other Personal Insurance Spend Percentile
- Motor Fuel Spend Percentile
- Vehicle Purchase Spend Percentile
- Motor Insurance Spend Percentile
- Motoring Maintenance Costs Spend Percentile
- Total Motoring Expenditure Spend Percentile
- Eating and Drinking Out Spend Percentile
- Total Holiday and Travel Spend Percentile
- Holidays Abroad Spend Percentile
- Holidays UK Spend Percentile
- Total Technology Spend Percentile
- Audio, TV, Video, Computer, Photo Spend Percentile
- Computer Software and Games Spend Percentile
- TV, Video, Satellite Rental, Cable Subscriptions, TC Licenses and Internet Spend Percentile

- Total Recreation and Leisure Spend Percentile
- Sports Admissions, Subscriptions, Leisure Class Fees and Equipment Hire Spend Percentile
- Entertainment and Recreation Spend Percentile
- Gardening Spend Percentile
- Pets Spend Percentile
- Total Nursery and School Education Spend Percentile
- Education: Nursery and Primary Education Spend Percentile
- Education: Secondary Education Spend Percentile
- University and College Education Spend Percentile
- Total Education Spend Percentile
- Total Consumer Packaged Goods Spend Percentile
- Alcohol at Home Spend Percentile
- Food Spend Percentile
- Household Goods Spend Percentile
- Personal Goods and Services Spend Percentile
- Pet Food Spend Percentile
- Total Clothing, Footwear and Personal Effects Spend Percentile
- Clothing, Footwear and Personal Effects: Women's Spend Percentile
- Clothing, Footwear and Personal Effects: Men's Spend Percentile
- Clothing, Footwear and Personal Effects: Children's (Under 16) Spend Percentile
- Clothing, Footwear and Personal Effects: Personal Effects Spend Percentile
- Personal Goods and Services: Hair and Beauty Spend Percentile
- Household Services: Childcare Spend Percentile
- Communication Services Spend Percentile
- Transport Spend Percentile
- Charitable Donations and Subscriptions Spend Percentile
- Goods and Services Spend Percentile
- Money Transfers Spend Percentile
- Proportion of Income Spent
- Proportion of Income Fixed
- Proportion of Income Committed
- Proportion of Income Discretionary
- Indulgence Rank
- Asset Rank
- Household's Standard of Living
- Pensioner Status (Based on Household's Primary Couple)

PURCHASE TRANSACTIONS

Acxiom's partnership with Affinity Solutions unlocks the potential of using consumer transactional data at scale. Combined with InfoBase, transactional data is effectively anonymised to create a comprehensive suite of insights into actual purchasing behaviour across brands, categories and channels.

STREAMING SERVICES

- Streaming Subscription High Spenders
- Netflix Subscribers
- Now TV Subscribers
- Disney+ Subscribers
- TV Streaming Subscribers
- Multi TV Streaming Service Subscribers
- Music Streaming Subscribers
- Prime Video Subscribers

TRAVEL–AIRLINES

- Low-cost Airline Flyers
- Airline High Spenders
- Frequent Flyers
- British Airways Flyers
- EasyJet Flyers
- Ryanair Flyers
- Emirates Flyers

TRAVEL–HOLIDAYS & ACCOMMODATIONS

- Mainstream Package Holiday Takers
- Luxury Package and Tailored Tour Bookers
- Cruise Takers
- Holiday Park Stayers
- Camping And Caravanning Bookers
- Budget Hotel Bookers
- Travel Accommodation High Spenders
- Travel Accommodation Frequent Bookers

FOOD AND DRINK–FAST FOOD/ HOME DELIVERY

- Traditional Fast Food Frequent Spenders
- Healthy Fast Food Frequent Spenders
- Takeaway Delivery Services Frequent Spenders
- McDonalds Regular Customers
- Greggs Regular Customers
- KFC Regular Customers
- Dominos Regular Users
- Just Eat Regular Users
- Uber Eats Regular Users
- Deliveroo Regular Users

FOOD AND DRINK–EATING OUT

- Coffee Shop Frequent Spenders
- Restaurant High Spenders
- Restaurant Frequent Diners

LEISURE & RECREATION– DAYS OUT & EVENTS

- Family Fun Days Out
- Day Trip Regulars
- Regular Live Show and Event goers

RETAIL–SPECIALIST GROCERY

- Organic Grocery Buyers
- Meal Kit Subscribers

RETAIL–DRINKS DISTRIBUTORS

- Wine Club Members
- Craft Beer Club Members

RETAIL–EYEWEAR

- Optician High Spenders
- Online Eyewear Store Users
- Specsavers Customers
- Boots Optician Customers
- Vision Express Customers
- Vision Direct Customers

RETAIL–HIGH STREET FASHION

- Fast Fashion Lovers
- Luxury and Premium Brand Lovers
- Contemporary Brands Preferred
- Tradition, Classic and Heritage Brands Preferred
- Pre-loved Fashion Buyers (Vinted, Depop, etc..)
- Sportswear, Activewear, Athleisure Super Fans
- Outdoor Retail High Spenders
- Children's Clothing Frequent Shoppers
- Baby and Toddler Brand Shoppers
- Accessible Luxury Jewellery Lovers
- Luxury Accessory and Leather Goods Lovers
- Prefer to Shop Online

RETAIL–HEALTH AND BEAUTY

- Health and Beauty Retail Chain (Boots/Superdrug etc.) High Spenders
- Cosmetics and Beauty High Spenders
- Cosmetics and Beauty High-end/Luxury Stores Preferred
- Perfume And Fragrance High Spenders
- Online Beauty–High Spenders With Multi-Brand E-Commerce Retailers
- Online Beauty–High Spenders With Own Brand Online Stores

RETAIL–HOUSEHOLD

- Budget/Discount Store Regular Shoppers
- DIY Active Spenders
- Home Furnishing Retail Regular Shoppers

RETAIL–TECHNOLOGY AND ELECTRICALS

- Tech Hungry Households
- Appliance Store Shoppers
- Electrical Goods Regular Shoppers
- Gaming Regular Shoppers
- Currys PC World Shoppers
- Ao.com Shoppers
- Apple Store Shoppers

AUTOMOTIVE–ELECTRIC VEHICLE CHARGING

- EV Charging Point Users

ECOMMERCE–SHOPPING CHANNEL

- Shop on TikTok

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TO LEARN MORE

about how Acxiom can work for you, visit acxiom.co.uk
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