GERMAN DIGITAL PROSPECT AUDIENCE CATALOGUE

acxiom

AUTOMOBILE
Consumers who are likely to own varying types of motor vehicles as well as the affinity to buy cars in a specific price range.

B2B
This audience category contains consumers who are likely to work in a specific field.

CONSUMING & LIFESTYLE
This audience category contains consumers who are likely to purchase goods across various product categories including fashion, FMCG/CPG goods, traveling etc.

DEMOGRAPHICS & LIFESTAGE
This audience category contains demographic information such as Interest & Hobbies and household type.

FINANCE
This audience category contains information about individual's financial services such as Credit Rating.

GEOGRAPHIC
This audience category contains information like the size of a town the person lives in.

HABITATION / REAL ESTATE
This audience category contains information about the individuals' property type and home ownership status.

INCOME & WEALTH
This audience category contains information like the monthly net income and net worth of a household.

SEGMENTATIONS
This audience category contains audiences, which segments the population into different categories based on demographic information and consumption habits.

To learn more about how Acxiom can work with you,
contact dataguru_DE@acxiom.com or call us at +49 (0) 89 / 857 09 444.

Age of Car

Acxiom Germany > Automotive > Age of Car > …

This household is highly likely to drive a car of a specific age.

- 01: Age of Car 0 to 3 Years
- 02: Age of Car 4 to 6 Years
- 03: Age of Car 7 or More Years

Automobile Type

Acxiom Germany > Automotive > Automotive-Type > …

This household is highly likely to drive a specific Automobile-Type.

- 01: Off Road Vehicles
- 02: Luxury
- 03: Sports Cars
- 04: Manufacturers–Asian
- 05: Commercial
- 06: Hybrid
- 07: Electric
- 08: Diesel
- 09: High Emmission Value
- 10: Middle Class
- 11: Small Car
- 12: Station Wagons ("Kombi")
- 13: No Station Wagons ("Kombi")
- 14: 4-Wheel Drive
- 15: Electric/Hybrid
- 16: Bivalent/Gas
- 17: Premium Van
- 18: Motorcyclist

Car-Buyers

Acxiom Germany > Automotive > Car-Buyers > …

This element indicates if this household drives a new or used car.

- 01: New Car
- 02: Used Car
- 03: Intention to Buy a New Car

Car Density

Acxiom Germany > Automotive > Car-Density > …

This person is highly likely to live in a surrounding with a specific density of privately owned cars, meaning that the average number of cars per household is very low/medium/high.

- 01: Low Density of Privately Owned Cars
- 02: Medium Density of Privately Owned Cars
- 03: High Density of Privately Owned Cars

Driver

Acxiom Germany > Automotive > Driver > …

This element indicates some aspects of the usage behaviour of a car driver.

- 01: Driver's License
- 02: Car-sharing
- 03: Premium Gas

Horse Power

Acxiom Germany > Automotive > Horse Power > …

Engine capacity of the car this household highly likely drives.

- 01: High Engine Capacity
- 02: Low Engine Capacity

GO TO SUMMARY

Manufacturer: Audi

Acxiom Germany > Automotive > Manufacturer > …

Probability of an Audi driver in the household.

- Audi – Average Probability
- Audi – High Probability
- Audi – Low Probability

Manufacturer: BMW

Acxiom Germany > Automotive > Manufacturer > …

Probability of a BMW driver in the household.

- BMW – Average Probability
- BMW – High Probability
- BMW – Low Probability

Manufacturer: Dacia

Acxiom Germany > Automotive > Manufacturer > …

Probability of a Dacia driver in the household.

- Dacia – Average Probability
- Dacia – High Probability
- Dacia – Low Probability

Manufacturer: Ferrari, Bugatti, Maserati and Other Luxury Cars

Acxiom Germany > Automotive > Manufacturer > …

Probability of a Ferrari, Bugatti, Maserati and Other Luxury Car Drivers in the household.

- Ferrari, Bugatti, Maserati and Other Luxury Cars – Average -robability
- Ferrari, Bugatti, Maserati and Other Luxury Cars – High Probability
- Ferrari, Bugatti, Maserati and Other Luxury Cars – Low Probability

Manufacturer: Fiat/Alfa Romeo/Lancia

Acxiom Germany > Automotive > Manufacturer > …

Probability of a Fiat/Alfa Romeo/Lancia Driver in the Household.

- Fiat/Alfa Romeo/Lancia – Average Probability
- Fiat/Alfa Romeo/Lancia – High Probability
- Fiat/Alfa Romeo/Lancia – Low Probability

Manufacturer: Ford

Acxiom Germany > Automotive > Manufacturer > …

Probability of a Ford driver in the household.

- Ford – Average Probability
- Ford – High Probability
- Ford – Low Probability

Manufacturer: Honda, Mazda and other East Asia

Acxiom Germany > Automotive > Manufacturer > …

Probability of a Honda, Mazda and other East Asia drivers in the household.

- Honda, Mazda and Other East Asia – Average Probability
- Honda, Mazda and Other East Asia – High Probability
- Honda, Mazda and Other East Asia – Low Probability

Manufacturer: Hyundai

Acxiom Germany > Automotive > Manufacturer > …

Probability of a Hyundai driver in the household.

- Hyundai – Average Probability
- Hyundai – High Probability
- Hyundai – Low Probability

Manufacturer: Jaguar

Acxiom Germany > Automotive > Manufacturer > …

Probability of a Jaguar driver in the household.

- Jaguar – Average Probability
- Jaguar – High Probability
- Jaguar – Low Probability

Manufacturer: Kia

Acxiom Germany > Automotive > Manufacturer > …

Probability of a Kia driver in the household.

- Kia – Average Probability
- Kia – High Probability
- Kia – Low Probability

Manufacturer: Landrover

Acxiom Germany > Automotive > Manufacturer > …

Probability of a Landrover driver in the household.
• Landrover – Average Probability
• Landrover – High Probability
• Landrover – Low Probability

Manufacturer: Mercedes-Benz

Acxiom Germany > Automotive > Manufacturer > …

Probability of a Mercedes-Benz driver in the household.
• Mercedes-Benz – Average Probability
• Mercedes-Benz – High Probability
• Mercedes-Benz – Low Probability

Manufacturer: MINI

Acxiom Germany > Automotive > Manufacturer > …

Probability of a MINI driver in the household.
• MINI – Average Probability
• MINI – High Probability
• MINI – Low Probability

Manufacturer: Nissan

Acxiom Germany > Automotive > Manufacturer > …

Probability of a Nissan driver in the household.
• Nissan – Average Probability
• Nissan – High Probability
• Nissan – Low Probability

Manufacturer: Opel

Acxiom Germany > Automotive > Manufacturer > …

Probability of an Opel driver in the household.
• Opel – Average Probability
• Opel – High Probability
• Opel – Low Probability

Manufacturer: Peugeot/Citroen

Acxiom Germany > Automotive > Manufacturer > …

Probability of an Peugeot/Citroen driver in the household.
• Peugeot/Citroen – Average Probability
• Peugeot/Citroen – High Probability
• Peugeot/Citroen – Low Probability

Manufacturer: Porsche

Acxiom Germany > Automotive > Manufacturer > …

Probability of a Porsche driver in the household.
• Porsche – Average Probability
• Porsche – High Probability
• Porsche – Low Probability

Manufacturer: Renault

Acxiom Germany > Automotive > Manufacturer > …

Probability of a Renault driver in the household.
• Renault – Average Probability
• Renault – High Probability
• Renault – Low Probability

Manufacturer: Seat

Acxiom Germany > Automotive > Manufacturer > …

Probability of a Seat driver in the household.
• Seat – Average Probability
• Seat – High Probability
• Seat – Low Probability

Manufacturer: Skoda

Acxiom Germany > Automotive > Manufacturer > …

Probability of a Skoda driver in the household.
• Skoda – Average Probability
• Skoda – High Probability
• Skoda – Low Probability

Manufacturer: Tesla/Cadillac/Hummer/Lexus

Acxiom Germany > Automotive > Manufacturer > …

Probability of a Tesla/Cadillac/Hummer/Lexus driver in the household.

- Tesla/Cadillac/Hummer/Lexus – Average Probability
- Tesla/Cadillac/Hummer/Lexus – High Probability
- Tesla/Cadillac/Hummer/Lexus – Low Probability

Manufacturer: Toyota

Acxiom Germany > Automotive > Manufacturer > …

Probability of a Toyota driver in the household.

- Toyota – Average Probability
- Toyota – High Probability
- Toyota – Low Probability

Manufacturer: Volvo

Acxiom Germany > Automotive > Manufacturer > …

Probability of a Volvo driver in the household.

- Volvo – Average Probability
- Volvo – High Probability
- Volvo – Low Probability

Manufacturer: VW

Acxiom Germany > Automotive > Manufacturer > …

Probability of a VW driver in the household.

- VW – Average Probability
- VW – High Probability
- VW – Low Probability

Qualified Professionals

Acxiom Germany > B2B > Qualified Professionals > …

This element indicates the profession of a person.

- 01: Small Office / Home Office
- 02: Manager
- 03: Doctors
- 04: Gastronomy & Hotel

GO TO SUMMARY

Charity

Acxiom Germany > Consuming & Lifestyle > Charity Cause > …

This person is highly likely to donate to various causes and organisations.

- 01: Donates to Charitable Causes – General
- 02: Donates to Charitable Causes – Third World
- 03: Donates to Charitable Causes – Emergency Aid
- 04: Donates to Charitable Causes – Children Aid

- 05: Donates to Charitable Causes – Animal Welfare
- 06: Donates to Charitable Causes – Environment

Electricity

Acxiom Germany > Consuming & Lifestyle > Electricity > …

This element indicates the Energy consumption of a household.

- 01: Low Consumption of Electricity
- 02: Medium Consumption of Electricity
- 03: High Consumption of Electricity
- 04: Aim to Change Electricity Supplier
- 05: Strong Affinity for Green Electricity

Health Care

Acxiom Germany > Consuming & Lifestyle > Health Care > …

This element indicates the affinity and consumption of health related products.

- 01: OTC (Non-prescription Medicine) Buyer
- 02: Pharmacy Customers
- 03: Online Pharmacy Customers
- 04: Health-Conscious Dieters
- 05: Fitness Enthusiast
- 06: Homeopathy Disciples
- 07: Wellness Lovers
- 08: Vitamin Supplement Buyers
- 09: Healthy Nutrition
- 10: Vegans

Home & Living

Acxiom Germany > Consuming & Lifestyle > Home & Living > …

This person is very likely to buy high-quality furniture.

- 01: Premium Furniture Buyers
- 02: Discount Furniture Buyers
- 03: Ikea Customers
- 04: Decorative Enthusiast

GO TO SUMMARY

Interests & Hobbies

Acxiom Germany > Consuming & Lifestyle > Interests & Hobbies > …

This element indicates the Interests & Hobbies of a person.

- 01: Travel
- 02: Soccer
- 03: Computers
- 04: Esotericism
- 05: Cooking/Baking
- 06: Puzzles
- 07: Gambling
- 08: Music Listening
- 09: Eating Out
- 10: Pub Visitors
- 11: Health & Fitness
- 12: Hiking/Walking
- 13: Outdoor Activities
- 14: Politics
- 15: Economy
- 16: Heavy Internet User
- 17: Latest Communication Technology Buyers
- 18: Green Living
- 19: Do-It-Yourself
- 20: Cultural Events (Opera, Theatre)
- 21: Gaming/E-Sports
- 22: Newspaper Reading
- 23: Fast Food Buyers
- 24: Sport Event Visitors
- 25: Riding a Bicycle
- 26: Sport Participators
- 27: Sports Betting

Digital Content

Acxiom Germany > Consuming & Lifestyle > Media > Digital content > …

This person is highly likely to have a subscription for this kind of digital content.

- 01: E-book Readers
- 02: Audio Streaming
- 03: Spotify
- 04: Apple Music

Internet Usage

Acxiom Germany > Consuming & Lifestyle > Media > Internet useage > …

This person is likely to use the Internet a certain amount auf time a day.

- 01: Up to 1 hour
- 02: 1-3 Hours
- 03: 3 Hours and More

TV Reception

Acxiom Germany > Consuming & Lifestyle > Media > TV Reception > …

This element indicates the TV type a person uses.

- 01: Cable TV
- 02: Satellite TV
- 03: Pay-TV
- 04: DVBT2
- 05: Video Streaming

TV Genre

Acxiom Germany > Consuming & Lifestyle > Media > TV Genre > …

This element indicates the TV Genre a person likes to watch.

- 01: Sports
- 02: Action
- 03: Comedy
- 04: Drama
- 05: Thriller/Mystery
- 06: Kids Program

TV Viewership

Acxiom Germany > Consuming & Lifestyle > Media > TV Viewership > …

This person is very likely to watch TV content aimed for this purpose.

- 01: Information-oriented
- 02: Entertainment-oriented

TV Time Per Day

Acxiom Germany > Consuming & Lifestyle > Media > TV Time Per Day > …

This element indicates how much TV a person watches per day.

- 01: Very low – Less Than 100 minutes
- 02: Few – About 150 minutes
- 03: Average – About 200 minutes
- 04: Much – About 250 minutes
- 05: Very High – More Than 300 minutes

Pets

Acxiom Germany > Consuming & Lifestyle > Pets > …

This person is highly likely to have a pet.

- 01: Dog
- 02: Cat
- 03: Hamster
- 04: Bird
- 05: Fish

Shopping

Acxiom Germany > Consuming & Lifestyle > Shopping > …

This element indicates the shopping attitudes of a person.

- 01: Teleshopping Via Phone
- 02: Mail order Via Catalogue
- 03: Mail Order
- 04: Online Buying
- 05: Online Bidding
- 06: Affluent Family Shoppers
- 07: Premium Brand Buyers
- 08: Cooking/Baking Products
- 09: Music Gifters
- 10: Coffee Buyers
- 11: Soft Drink Buyers
- 12: Energy Drink Buyers
- 13: Chocolate Lovers/Sweet Buyers
- 14: Young Urban Professionals
- 15: Loyalty Card Holders
- 16: Comparison Portal Users (check24)

Fashion

Acxiom Germany > Consuming & Lifestyle > Shopping > Fashion > …

This person is highly likely to have a high spending on a specific kind of fashion.

- 01: Babies & Toddlers
- 02: Ladies' Fashion (General)
- 03: Men's Fashion (General)
- 04: Kid's Fashion
- 05: Fashion Webshops
- 06: Shoes
- 07: Lingerie
- 08: Swimwear
- 09: Kid's Fashion for 0 – 2 Years
- 10: Kid's Fashion for 3 – 5 Years
- 11: Kid's Fashion for 6 – 9 Years
- 12: Kid's Fashion for 10 – 13 Years
- 13: Kid's Fashion for 14 – 19 Years

FMCG/CPG

Acxiom Germany > Consuming & Lifestyle > Shopping > FMCG/CPG > …

This element indicates that a person highly likely has a high spending on specific FMCG/CPG goods.

- 01: Soft Drinks
- 02: Bakery Products
- 03: Beer
- 04: Spreads
- 05: Delicatessen
- 06: Fine Foods – Refrigerated
- 07: Fats & Oils
- 08: Yellow Line (Cheese Products) – Self-Service
- 09: Hot Drinks
- 10: Wet Finished Products ("Nassfertigprodukte")
- 11: Ice Cream
- 12: Spirits
- 13: Confectionery
- 14: Frozen Food
- 15: Home Baking and Cooking Ingredients ("Trockenfertigprodukte")
- 16: Wine & Sparkling Wine
- 17: Dairy Products
- 18: Sausages
- 19: Baby Food
- 20: Baby Care
- 21: Decorative Cosmetics
- 22: Health & Fitness Products
- 23: Hair Care
- 24: Household Goods
- 25: Household Paper & Foils
- 26: Care Cosmetics
- 27: Oral Care
- 28: OTC Goods
- 29: Paper Hygiene
- 30: Cleaning Agent
- 31: Animal Feed & Hygiene
- 32: Laundry Detergent
- 33: Fresh Food
- 34: Cheese From Counter

Store Preference

Acxiom Germany > Consuming & Lifestyle > Store Preference > …

This cell indicates specific telco contract forms and an affinity towards smartphones.

- 01: Discounter (Aldi, Lidl etc.)
- 02: Supermarket (Edeka, Rewe etc.)
- 03: Hypermarket (Kaufland, HIT, Real etc.)

Retail

Acxiom Germany > Consuming & Lifestyle > Shopping > Retail > …

This person is highly likely to have a high spending on specific retail goods.

- 01: Balcony & Terrace Owners
- 02: Outdoor Products
- 03: Amateur gardeners
- 04: Toys & Children
- 05: Furniture & Interior Decoration
- 06: Jewelry
- 07: Premium Watches
- 08: Cosmetics & Body Care
- 09: Sport & Fitness
- 10: Consumer Electronics
- 11: DIY
- 12: White Goods
- 13: Gaming
- 14: Xbox
- 15: Playstation
- 16: In-App/In-Game Buyers
- 17: Pet Accessoires
- 18: Smartphone – Premium Model
- 19: Smartphone – Second Hand
- 20: Smart Home

GO TO SUMMARY

Shopping Behaviour

*Acxiom Germany > Consuming & Lifestyle >
Shopping > Shopping Behaviour > …*

This element indicates the shopping behaviour
this person most likely has.

- 01: Sale Shopper/Bargain Hunter
- 02: Price Conscious
- 03: Value Shoppers
- 04: Brand Loyal
- 05: Health & Environment Conscious
- 06: Green Consumers
- 07: Independent Brand Hunters
- 08: LOHAS
- 09: Early Adoptors
- 10: Smartphone Switchers

Tech Spenders

*Acxiom Germany > Consuming & Lifestyle >
Tech Spenders > …*

This person is highly likely to spend above-
average for technology.

- 01: Partial Empty nesters
- 02: Tech Savvy Couples & Families
- 03: Young Affluent Households
- 04: Price Conscious Families

Telco

*Acxiom Germany > Consuming & Lifestyle >
Telco > …*

This cell indicates specific telco contract forms
and an affinity towards smartphones.

- 01: Flatrate User
- 02: Prepaid
- 03: Provider Changers
- 04: Smartphone Enthusiasts

Traveling

*Acxiom Germany > Consuming & Lifestyle >
Traveling > …*

This element indicates the travel habits of a person.

- 01: Frequent Flyer (Business Trips)
- 02: Frequent Flyer (Private Trips)
- 03: Long-haul Trips
- 04: Short Trips
- 05: Long Distance Trips
- 06: Short Distance Trips
- 07: City Trip
- 08: Cruise
- 09: Wellness Trip
- 10: Ski/Winter Sport Trip
- 11: Camping/Camper
- 12: Beach Vacation
- 13: Last Minute
- 14: Early Bookers

acxiom.

Family type

Acxiom Germany > Demographics & Lifestage > Family type > …

This element indicates that a person is member of a specific Family type.

- 01: Single Without Kids
- 02: Single Parent
- 03: Couple Without Kids
- 04: Couple With Kids
- 05: With Kids
- 06: Without Kids

Generations

Acxiom Germany > Demographics & Lifestage > Generations > …

This element indicates that a person is member of a specific generation.

- 01: Baby Boomers
- 02: Generation X
- 03: Millenials
- 04: Generation Z

Household Type

Acxiom Germany > Demographics & Lifestage > Household type > …

This element indicates that a person is member of a specific Household type.

- 01: Young Adult(s) in Household
- 02: Pensioner Status
- 03: Empty Nesters
- 04: DINKs

Household type (cont.)

- 05: Grownup Kids at Home
- 06: Students

Kids

Acxiom Germany > Demographics & Lifestage > Kids > …

This element indicates, if a household has children in a specific age.

- 01: Household with Kids 0–2 Years
- 02: Household with Kids 3–5 Years
- 03: Household with Kids 6–9 Years
- 04: Household with Kids 10–14 Years
- 05: Household with Kids 15–17 Years

Position in Household

Acxiom Germany > Demographics & Lifestage > Position in household > …

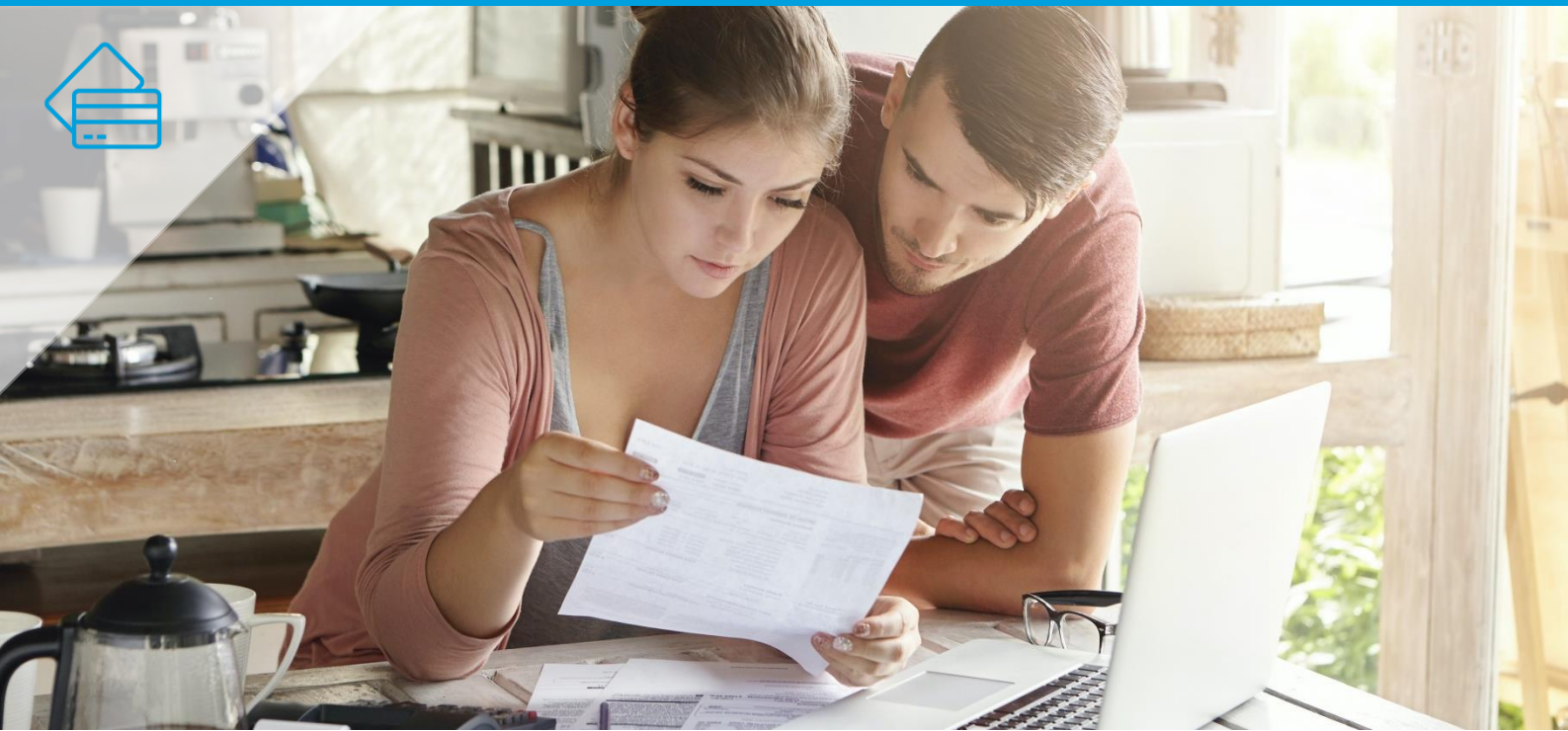This element indicates the household position of a person.

- 01: Householder (FMCG)
- 02: Head of Household

Social Status

Acxiom Germany > Demographics & Lifestage > Social status > …

This element indicates the social status of a person.

- 03: Average Social Status (Group 3/5)
- 04: High Social Status (Group 4/5)
- 05: Very High Social Status (Group 5/5)

Banking

Acxiom Germany > Finance > Financial Services > Banking > …

This element indicates which banking services a person highly likely uses.

- 01: Online Banking
- 02: Credit Cards
- 03: Loans
- 04: Home Owner (House)
- 05: Home Owner (Flat)
- 06: Mortgaging
- 07: Investments
- 08: Experienced Investor
- 09: Starting Investor
- 10: Shares, Certificates, Warrants
- 11: Gold
- 12: Offensive Investment Strategy
- 13: Defensive Investment Strategy
- 16: Charged Giro
- 17: Saver

Insurance

Acxiom Germany > Finance > Insurance > …

This person is highly likely to have a certain insurance product.

- 01: Endowment Insurance
- 02: Direct Insurance
- 03: "Riesterrente"
- 04: Private Health Insurance ("PKV")
- 05: Private Supplementary Health Insurance
- 06: Statutory Health Insurance
- 07: Legal Expenses Insurance
- 08: Life Insurance
- 09: Annuity Insurance
- 10: Disability Insurance
- 12: Household Insurance
- 13: Fully Comprehensive Insurance

Creditworthiness

Acxiom Germany > Finance > Financial Services > Credit Rating > Creditworthiness > …

This element indicates the creditworthiness of a person.

- 01: Average
- 02: Above Average
- 03: Good

City Type

Acxiom Germany > Geographic > City Type > …

This element indicates the city type this person lives in.

- 01: Upper Centers in Agglomeration Regions
- 02: Middle Centers in Agglomeration Regions
- 03: Suburban Regions in Agglomeration Regions
- 04: Upper Centers in Urban Regions
- 05: Middle Centers in Urban Regions
- 06: Suburban Regions in Urban Regions
- 07: Upper Centers in Rural Regions
- 08: Middle Centers in Rural Regions
- 09: Suburban Regions in Rural Regions

Commuter Belt

Acxiom Germany > Geographic > Commuter Belt > …

This person is highly likely to live in the high income Commuter Belt ("Speckguertel") of a central city.

- 01: Commuter Belt ("Speckguertel")

Street Type

Acxiom Germany > Geographic > Street Type > …

This element indicates the Street Type this person lives in.

- 01: Residential Area With (almost) No Business Penetration
- 02: Residential Area With Some Business Penetration
- 03: Residential Area With Medium Business Penetration
- 04: Residential Area With High Business Penetration
- 05: Business Area

Town Bracket

Acxiom Germany > Geographic > Town Bracket > …

This element indicates the size of the town a person lives in.

- 01: Less than 5,000 Inhabitants
- 02: 5,000 to 10,000 Inhabitants
- 03: 10,000 to 20,000 Inhabitants
- 04: 20,000 to 50,000 Inhabitants
- 05: 50,000 to 100,000 Inhabitants
- 06: 100,000 to 200,000 Inhabitants
- 07: 200,000 to 500,000 Inhabitants
- 08: More than 500,000 Inhabitants

GO TO SUMMARY

Age of Building

Acxiom Germany > Habitation/Real estate > Age of Building > …

This element indicates the age of the building a person lives in.

- 01: Age of Building - 1-7
- 02: Age of Building - 8-9
- 03: Age of Building - 10+

Age of Building (Year of Construction)

Acxiom Germany > Habitation/Real estate > Age of Building > …

This element indicates the year of construction of the building a person lives in.

- Built 1900 and Older
- Built 1901 to 1950
- Built 1951 to 1960
- Built 1961 to 1970
- Built 1971 to 1980
- Built 1981 to 1990
- Built 1991 to 2000
- Built 2001 to 2010
- Built 2010 and Younger

Building Condition

Acxiom Germany > Habitation/Real estate > Building Condition > …

This element indicates the condition of the house.

- 01: Newly Built
- 02: Renovated
- 03: Standard
- 04: Potential for Renovation

Connection to Gas Network

Acxiom Germany > Habitation/Real estate > Connection to gas network > …

This element indicates a possible connection to a gas network.

- 01: Connected to Gas Network
- 02: Probably Connected to Gas Network
- 03: Not Connected to Gas Network

DSL-Speed

Acxiom Germany > Habitation/Real estate > DSL-Speed > …

The building this person lives in is most likely connected with a specific DSL speed availability.

- 01: Minimum 2Mbit/s
- 02: Minimum 16Mbit/s
- 03: Minimum 50Mbit/s

GO TO SUMMARY

Garden

Acxiom Germany > Habitation/Real Estate > Garden > …

This person is highly likely to live in a place with a garden.

- 01: Garden Owner – High Probability

Heating Affinity

Acxiom Germany > Consuming & Lifestyle > Heating affinity > …

This element indicates the heating affinity of a person.

- 01: Prefers Alternative Energies
- 03: Gas provider Switchers
- 04: Gas
- 05: Oil
- 06: Long-distance Heating
- 08: Wood Pellets
- 09: Geothermal Energy
- 10: Electricity
- 12: Alternative Heating (Geothermal, Solar, Pellets)

Home Moving Frequency

Acxiom Germany > Habitation/Real estate > Home moving frequency > …

This element indicates the fluctuation of a building this person lives in.

- 01: Low Home Moving Frequency
- 02: Medium Home Moving Frequency
- 03: High Home Moving Frequency

Housing Type

Acxiom Germany > Habitation/Real estate > Housing Type > …

This person highly likely lives in a street dominated by a specific housing type.

- 01: Housing Type – 1-2 Family House
- 02: Housing Type 3-5 Family House
- 03: Housing Type 6-19 Family House
- 04: Housing Type 20+ Family House
- 05: Special Houses (e.g. Business Use)

Interior Furnishing

Acxiom Germany > Habitation/Real Estate > Interior Furnishing > …

This element indicates the Interior furnishing in the person's home:

- 01: Upscale/Luxury
- 02: Simple

Living Space

Acxiom Germany > Habitation/Real Estate > Living Space > …

This element indicates the price level of the area the person lives in.

- 01: Small Living Space Size in SQM
- 02: Medium Living Space Size in SQM
- 03: Large Living Space Size in SQM

Photovoltaics / Solar Energy

Acxiom Germany > Habitation/Real Estate > Photovoltaics/Solar energy > …

This element indicates the affinity for photo-voltaic system for solar energy generation.

- 01: Has Photovoltaics
- 02: Potential for New Photovoltaics

Property Size

Acxiom Germany > Habitation/Real Estate > Property Size > …

This element indicates the price level of the land area the person lives in.

- 01: Small Estate Area
- 02: Medium Estate Area
- 03: Large Estate Area

Real Estate Price

Acxiom Germany > Habitation/Real Estate > Real Estate Price > …

This person is highly likely to live in a home with a specific real estate value.

- 01: Purchase Price: True Bargain Price
- 02: Purchase Price: Mid to Bargain Price
- 03: Purchase Price: Mid to High
- 04: Purchase Price: High

Rented

Acxiom Germany > Habitation/Real estate > Rented > …

This element indicates the rent per square meter of the place this person lives in.

• 01: Low Rent (per SQM)

• 02: Medium Rent (per SQM)

• 03: High Rent (per SQM)

Rented or Owned

Acxiom Germany > Habitation/Real estate > Rented or owned > …

This element indicates the residential property status of this person.

• 01: Rented

• 02: Owned

• 03: Intention to Buy a House

Affluency

Acxiom Germany > Income & Wealth > Affluency > …

This household is highly likely to be affluent.

- 01: Affluent

Income

Acxiom Germany > Income & Wealth > Income > …

This element indicates the monthly net income of an household.

- 01: Estimated Monthly Net Income 2.000 to 2.600 EURO
- 02: Estimated Monthly Net Income 2.600 to 3.600 EURO
- 03: Estimated Monthly Net Income 3.600 to 5.000 EURO
- 04: Estimated Monthly Net Income More Than 5.000 EURO

Income—Granular Bands

Acxiom Germany > Income & Wealth > Income Granular > …

This element indicates the monthly net income of an household.

- 05: Estimated Monthly Net Income 2.000 to 2.500 EURO
- 06: Estimated Monthly Net Income 2.500 to 3.000 EURO
- 07: Estimated Monthly Net Income 3.000 to 3.500 EURO
- 08: Estimated Monthly Net Income 3.500 to 4.000 EURO
- 09: Estimated Monthly Net Income 4.000 to 4.500 EURO
- 10: Estimated Monthly Net Income 4.500 to 5.000 EURO
- 11: Estimated Monthly Net Income More Than 5.000 EURO

Net Worth

Acxiom Germany > Income & Wealth > Net Worth > …

This element indicates the net worth of an household.

- 01: Estimated Net Worth 25.000 to 50.000 EURO
- 02: Estimated Net Worth 50.000 to 100.000 EURO
- 03: Estimated Net Worth 100.000 to 250.000 EURO
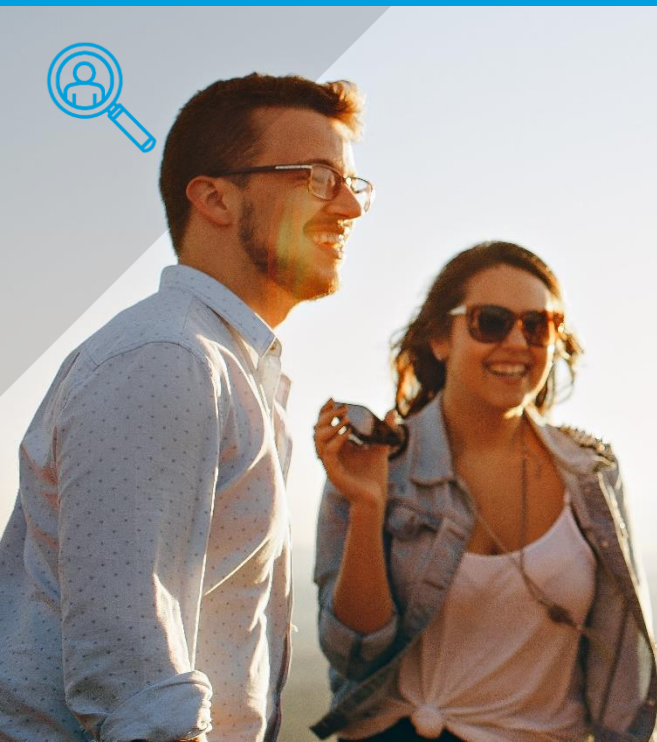- 04: Estimated Net Worth 250.000 EURO and More

GO TO SUMMARY

Purchasing Power

Acxiom Germany > Income & Wealth > Purchasing Power > …

This element indicates the purchasing power of an household.

- 03: Medium Purchasing Power
- 04: High Purchasing Power
- 05: Very High Purchasing Power

Purchasing Power

Acxiom Germany > Income & Wealth > Purchasing Power > …

Personicx Segmentation

Acxiom Germany > Segmentations > Personicx > …

This person most likely belongs to a specific Personicx™ segment.

- 01: JSN - Young & Career Entry
- 02: DSH - Midlife-Single & Well-situated
- 03: JKN - Single Parent & Standard Lifestyle
- 04: JKH - Young & In Training
- 05: JPM - Childless & Active
- 06: MSN - Midlife Single & Standard Lifestyle
- 07: DKN - Family & Standard Lifestyle
- 08: MFH - Midlife Plus & Top-situated
- 09: DFM - Young Family & Middle Class
- 10: MKH - Adult Family & Established
- 11: MPH - Midlife plus & Consumption
- 12: ZON - Young seniors & standard lifestyle
- 13: SON - Sunset years & standard lifestyle
- 14: SPH - Golden retirement & active

SIGMA-Milieus

Acxiom Germany > Segmentations > SIGMA-Milieus > …

This person most likely belongs to a specific Sigma-Milieu.

- 01 "Etabliertes Milieu" (Upper Conservative Segment)
- 02 "Traditionelles bürgerliches Milieu" (Traditional Mainstream)
- 03 "Traditionelles Arbeitermilieu" (Traditional Blue Collar Segment)
- 04 "Konsummaterialistisches Milieu" (Pragmatic Strivers)
- 05 "Aufstiegsorientiertes Milieu" (Social Climber Segment)
- 06 "Modernes bürgerliches Milieu" (Conventional Maodern Mainstream)
- 07 "Modernes Arbeitnehmermilieu" (Progressive Modern Mainstream)
- 08 "Liberal-Intellektuelles Milieu" (Upper Liberal Segment)
- 09 "Hedonistisches Milieu" (Counter Culture)
- 10 "Postmodernes Milieu" (Postmodern Segment)

GO TO SUMMARY

DATA GURU

Analysis, consulting and audience upload – single stop!

Do you require Data Expertise, or need to resolve a query regarding to our data? Kickstart your campaign and contact our DataGuru inbox on:
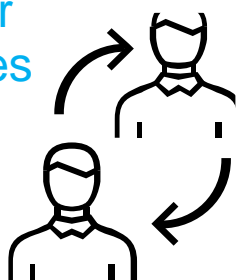
DataGuru_DE@acxiom.com

SOCIAL MEDIA
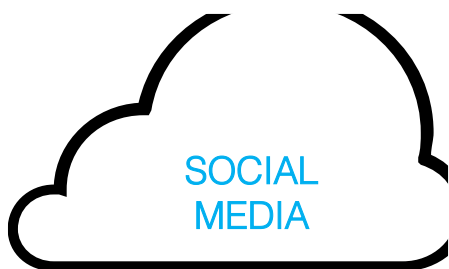
CHAT GROUPS

Is your target group not included in the standard? We are happy to create individual segments and data packages for you.
Contact us!

PROVISION OF TARGET GROUPS AND INFO MATERIALS

Advertiser Partner Agencies

DIRECT CONSULTATION

DataGuru_DE@acxiom.com

+49 (0) 89 / 857 09 444

CONTACT

To learn more about how Acxiom can work with you,
contact dataguru_DE@acxiom.com or call us
at +49 (0) 89 / 857 09 444.

acxiom.

acxiom.de
dataguru_DE@acxiom.com
ACXIOM DEUTSCHLAND GMBH
Frankfurt: Martin-Behaim-Str. 12, 63263 Neu-Isenburg I München: Elsenheimerstr. 55a, 80687 München

AC-2570-20 11/20