

# CONSUMER DATA PRODUCTS CATALOG

THE POWER OF INSIGHT

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This edition of the Data Products Catalog is dedicated to the many individuals who work tirelessly behind the scenes to build and deliver the featured products. You'll find photos of many of them throughout the catalog: *Shafi Al-Meher, Mark Botner, Kevin Briggler, Dwayne Collins, Margaret Dearing, Mark Flynn, Debi Hamm, Kim Hawkins, Joe Hurdle, Merinda Kordsmeier, Brandy Kivlehen, Karen Macon, Rod Mimms, Mark Nation, John Perrin, John Riewerts, John Rugland, Eva Sanders and Adam Zimmerman*

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## How to Use This Catalog

The new online Acxiom Consumer Data Products catalog is provided to you in Adobe® Reader® format. This enables you to search, bookmark, email or print any or all pages of the catalog. For more information, see Viewing PDF pages in Adobe Reader Help from the Help menu in the toolbar above.

## WHY INSIGHT?

Knowing customers and prospects — their needs, desires and preferred channels of communications — is one of the most important challenges companies and organizations face. Acxiom data products deliver the right customer and prospect information to help companies make better and faster marketing decisions. Understanding their best customers with greater insight and depth is an essential element in finding more like them.

To position customer relationship management initiatives for optimal return on investment, it is critical to focus on marketing only to the best prospects. With Acxiom products such as InfoBase® and PersoniX® companies can streamline those efforts with the most accurate, comprehensive and multi-sourced customer data in the industry. And Acxiom gives companies a choice of delivery options so they can access these products when and where they need to.

Acxiom has always recognized the strategic importance of data. Responding to changes in the marketplace, Acxiom decided to make a major investment in completely redesigning and expanding our data asset, elevating it to a new level. Our new InfoBase more than triples the number of data sources and available elements, bringing clients the best, most comprehensive consumer marketing data available in the market today.

### **THE IMPORTANCE OF PRIVACY**

Acxiom is a global thought leader in addressing consumer privacy issues and earning the public trust. We help our clients build great relationships with their customers by turning compliance challenges into opportunities. Acxiom fosters trust-based relationships by delivering customer management solutions that facilitate privacy compliance and preference management.

Acxiom has a team of privacy specialists dedicated to understanding the complex issues of information flow and consumer choice, as well as crafting and enforcing responsible privacy best practices. We continually educate consumers, our clients and every Acxiom associate about proper privacy policies and conduct. Acxiom is a member of Privacy and American Business, the Center for Information Policy Leadership and the Direct Marketing Association (DMA).

Acxiom builds our data products with all appropriate suppression files, including the DMA Mail Preference and Telephone Preference suppression files, State Attorneys General Telemarketing suppression files, and our internally built and maintained Acxiom Opt-out files. We require our clients and information suppliers to follow legal and industry privacy guidelines, helping build stronger and more enduring relationships between companies and their customers.

# ENHANCE YOUR DATA WITH DEEPER INSIGHT — INFOBASE DATA ENHANCEMENT

## INFOBASE DATA ENHANCEMENT

The industry-leading InfoBase Enhancement includes a wide range of data categories. Our exceptional depth and breadth of data enables marketers to use everything from basic demographic data to detailed, relevant marketing information about an individual or household. From basic information through niche data to ready-to-use segmentation systems, InfoBase is the ideal choice for consumer marketers for practically any industry, product or brand who want to target and customize their message across any channel. With this range of data, as well as industry-leading coverage and the proven accuracy you've come to expect from Acxiom, your analytic practices will yield even more predictive models to drive return on investment (ROI).

InfoBase Enhancement now includes:

- Event data at the household level such as births, deaths, marriages, divorces, home purchases and graduations
- New versions of the unique Personix segmentation system, targeted at online use, financial services, insurance and other focus areas
- An expanded suite of Vehicle elements with predictive propensity models for new and used cars by make and vehicle type
- A quickly expanding Social Networking data suite that enables recognition, segmentation, targeting and cross-channel marketing projects in the new field of Social Marketing
- "InfoBase Complete" data elements that provide up to 100 percent coverage on 12 critical demographic information points by filling in information gaps using sophisticated models
- Buying activity from multiple channels and touch points such as apparel and electronics purchases
- A variety of ethnicity offerings for every need and budget
- Behavioral data, both self-reported and summarized purchase history
- Optional features such as Source Visibility that will recognize the type of source that contributed each piece of data to help analysts qualify the information and extract the most value; or SAS Pre-Prep that provides SAS code that helps import, label and prepare data for analytical work

## DATA ENHANCEMENT — STANDARD DATA ELEMENTS

Elements that are provided at no charge with every enhancement job.

### ELEMENT # ELEMENT NAME

8639	InfoBase Positive Match Indicator
8640	Number of Sources
9100	Overall Match Indicator
9557	Suppression – Mail – DMA

## DATA ENHANCEMENT — SOCIAL MEDIA

InfoBase Social Network data is compiled from more than 30 unique social networking sites representing more than 5 million transactions a day. The data can be appended to consumer files based on name/address or email-address matching, in combination with Acxiom's demographic, lifestyle, behavior and property data. Elements listed are for the Input Individual.

### ELEMENT # ELEMENT NAME

2703	Social Network – Membership
2704	Social Network – Number of Friends
2705	Social Network – Number of Sites
2707	Social Network Interest
2708	Social Network – Facebook
2709	Social Network – LinkedIn
2710	Social Network – MySpace
2711	Social Network – Twitter Followers
2712	Social Network – Twitter Following
2714	Social Activity Segment
	<i>Future Social Behavior Models in 2011</i>

## DATA ENHANCEMENT — PERSONICX

Acxiom Personix is a household-level segmentation and visualization suite that offers multiple segmentation systems, reporting, analytic and mapping tools to help implement segmentation best practices and optimize your marketing.

### ELEMENT # ELEMENT NAME

1270 <sup>x</sup>	Personix Classic Cluster Code
1271 <sup>x</sup>	Personix Classic LifeStage Code
1275 <sup>x</sup>	Personix Financial Group Code
9330 <sup>x</sup>	Personix Hispanic Cluster Code
1274 <sup>x</sup>	Personix Insurance Group Code





## DATA ENHANCEMENT — FAMILY TIES

InfoBase Family Ties is designed to recognize and reach existing customer's family connections. Understanding the family connection can allow you to reach a highly receptive audience due to the existing family relationship.

### ELEMENT # ELEMENT NAME

1802	Family Ties: Adult w/Senior Parent – Input Individual
1805	Family Ties: Adult w/Wealthy Parent – Input Individual
1801	Family Ties: Potential Inheritor – Input Individual
1806	Family Ties: Relatives Info Available – Input Individual

## DATA ENHANCEMENT — NIELSEN SEGMENTATIONS

Segmentation data differentiates between neighborhoods or households in terms of a particular behavior or life stage.

### ELEMENT # ELEMENT NAME

5776 <sup>x</sup>	Income Producing Assets (IPA)
5747 <sup>x</sup>	PRIZM Household Segment Code
5712 <sup>x</sup>	PRIZM ZIP 4 Social Group Code
5768 <sup>x</sup>	PRIZM ZIP 4 Segment Code
5714 <sup>x</sup>	P\$YCLE Household Segment Code
5715 <sup>x</sup>	P\$YCLE Household Group Code

## DATA ENHANCEMENT — FINANCIAL

Financial data depicts the “wealth” and income-related information of a household.

### ELEMENT # ELEMENT NAME

2834 <sup>x</sup>	Affordability
3436	Discretionary Income Index
3406	Discretionary Income Score
9350 <sup>x</sup>	Economic Stability Indicator
7110 <sup>x</sup>	Economic Stability Indicator Financial
9358 <sup>x</sup>	HeavyTransactors
8671	Income – Estimated – Narrow Ranges
8641	Income Code – Estimated Household
<b>7641<sup>x</sup></b>	<b>Income Code – Estimated Household – 100%</b>
8201	Income Code – Estimated Household – Higher Ranges
9641 <sup>x</sup>	Income Code – Estimated Household – Plus
5776 <sup>x</sup>	Income Producing Assets (IPA)
3409	Income Range Broad
3407	Income Range Premium
8337 <sup>x</sup>	Investors – Highly Likely
8339 <sup>x</sup>	Investors – Likely
2800 <sup>x</sup>	Investors – Stocks/Bonds – Plus
2836 <sup>x</sup>	Investors – Full-Service
2837 <sup>x</sup>	Investors – Self-Directed
9356 <sup>x</sup>	NetWorth Gold
9351 <sup>x</sup>	UnderBanked Indicator

## DATA ENHANCEMENT — ECONOMIC ASSESSMENT – ZIP 4

When firm offers of credit are impractical, InfoBase Economic Assessments can provide a cost-effective solution for Invitation to Apply (ITA) offers. The Economic Assessments data can help isolate higher performing segments within geographic areas based on historical patterns of credit usage and payment behavior. The scores are statistically derived using credit bureau factors such as mortgage, retail and other trade-line information aggregated at the ZIP4™ level.

### ELEMENT # ELEMENT NAME

2824	Bankcard Utilization Index – Requires Approval
2825	Bankcard Utilization Rate – Requires Approval
2826	Bankcard Utilization Rate Range – Requires Approval
2801	ITA Index – Requires Approval
2802	ITA Score – Requires Approval
2830	Newest Auto Loan Recency Index – Requires Approval
2839	Newest Auto Loan Recency Range – Requires Approval
2827	Open Auto Loans Index – Requires Approval
2828	Open Auto Loans Range – Requires Approval
2803	Revolving Bankcard Balance Index – Requires Approval
2804	Revolving Bankcard Balance Range – Requires Approval

## DATA ENHANCEMENT — AGE

Age data depicts the age of individuals in the household from self-reported and compiled sources.

### ELEMENT # ELEMENT NAME

8600	Adult Age Ranges Present in Household
<b>7600<sup>x</sup></b>	<b>Adult Age Ranges Present in Household – 100%</b>
9600 <sup>x</sup>	Adult Age Ranges Present in Household – Plus
8627	Age – Input Individual Default to 1st Individual
<b>7616<sup>x</sup></b>	<b>Age in Two-Year Increments – 1st Individual – 100%</b>
8616	Age in Two-Year Increments – 1st Individual
9616 <sup>x</sup>	Age in Two-Year Increments – 1st Individual – Plus
8617	Age in Two-Year Increments – 2nd Individual
8682	Age in Two-Year Increments – 3rd Individual
8686	Age in Two-Year Increments – 4th Individual
8690	Age in Two-Year Increments – 5th Individual
8626	Age in Two-Year Increments – Input Individual
8611	Date of Birth – 1st Individual
8618	Date of Birth – 2nd Individual
8691	Date of Birth – 3rd Individual
8685	Date of Birth – 4th Individual
8689	Date of Birth – 5th Individual
8623	Date of Birth – Input Individual
8624	DOB – Input Individual Default to 1st Individual

**Bold face items indicate recommended elements.**

<sup>x</sup>Indicates modeled element.

**DATA ENHANCEMENT — REAL PROPERTY**

Real Property data consists of actual property ownership information from county public records and models derived from public records, census data and self-reported surveys.

**ELEMENT # ELEMENT NAME**

8659	Apartment Number
2403	Congressional District
8608	Dwelling Type
8558	FIPS County Code
8559	FIPS State Code
8594	Home – Assessor Parcel Number
8840	Home – Lender Standardization Code 1
8841	Home – Lender Standardization Code 2
8842	Home – Lender Standardization Code 3
8843	Home – Lender Type 1
8844	Home – Lender Type 2
8845	Home – Lender Type 3
9751	Home – Length of Residence – Actual
8713	Home Assessed Value – Actual
8557	Home Assessed Value – Ranges
8597	Home Bedroom Count
8663	Home Equity Available
8707	Home Equity Available – Actual
8585	Home Equity Available – Ranges
8706	Home Equity Lendable – Actual
8586	Home Equity Lendable – Ranges
8444	Home Exterior
8560	Home Heat Source
8443	Home Heating/Cooling
8847	Home Line of Credit 2
8848	Home Line of Credit 3
8564	Home Lender Name – 1
8565	Home Lender Name – 2
8566	Home Lender Name – 3
8702	Home Loan Amount – Actual
8708	Home Loan Amount 1 – Actual
8567	Home Loan Amount 1 – Ranges
8747	Home Loan Amount 2 – Actual
8568	Home Loan Amount 2 – Ranges
8748	Home Loan Amount 3 – Actual
8569	Home Loan Amount 3 – Ranges
8434	Home Loan Date – 1
8562	Home Loan Date – 2
8563	Home Loan Date – 3
8572	Home Loan Interest Rate Type – 1
8573	Home Loan Interest Rate Type – 2
8574	Home Loan Interest Rate Type – 3
8575	Home Loan Transaction Type – 1
8576	Home Loan Transaction Type – 2
8703	Home Loan Transaction Type – 3
8570	Home Loan Type – 1
8571	Home Loan Type – 2
9752	Home Loan Type – 3

**ELEMENT # ELEMENT NAME**

8704	Home Loan-to-Value – Actual
8584	Home Loan-to-Value – Ranges
8589	Home Lot Square Footage – Actual
8439	Home Lot Square Footage – Ranges
8642	Home Market Value
9750	Home Market Value – Actual
8438	Home Market Value – Ranges
8463	Home Market Value Deciles
3408	Home Market Value Model
8583	Home Market Value Premier Ranges
8578	Home Owner
8749	Home Owner Type
8606	Home Owner/Renter
<b>7606<sup>x</sup></b>	<b>Home Owner/Renter – 100%</b>
9606 <sup>x</sup>	Home Owner/Renter – Plus
8590	Home Owners Insurance Expiration Date (X-Date)
8591	Home Pool Present
8701	Home Property Type
8581	Home Property Type Detail
8705	Home Purchase Amount – Actual
8561	Home Purchase Amount – Ranges
8643	Home Purchase Date (YYYY/MM)
8579	Home Purchase Date – Year/Month
8645	Home Purchase Month
8644	Home Purchase Year (YYYY)
8580	Home Purchase Year
8445	Home Roof Type
8442	Home Room Count
8588	Home Square Footage – Actual
8441	Home Square Footage – Ranges
8437	Home Total Loan – Ranges
8592	Home Year Built – Actual
8440	Home Year Built – Ranges
8763	Home Year Built – Ranges
8433	Investment – Estimated Residential Properties Owned
8587	Investor – Real Estate
8607	Length of Residence
<b>7607<sup>x</sup></b>	<b>Length of Residence – 100%</b>
8582	Length of Residence – Actual
9607 <sup>x</sup>	Length of Residence – Plus
8436	Length of Residence – Ranges
8850	Market Value Quality Indicator
8819	Move Date
8555	Owner Type Detail
8625	Property Type
8446	Site ZIP®
8556	Trust Owned

**Bold face items indicate recommended elements.**

<sup>x</sup>Indicates modeled element.

## DATA ENHANCEMENT — BEHAVIOR

Behavior data is derived from actual purchase activity as well as self-reported sources. Behavior elements are removed from the database after three years to ensure recency.

ELEMENT #	ELEMENT NAME
2051	Adult – Soccer Mom
2077	Auto Enthusiast
2779 <sup>x</sup>	Buying Channel Preference – Internet
2780 <sup>x</sup>	Buying Channel Preference – Mail
2781 <sup>x</sup>	Buying Channel Preference – Phone
2777 <sup>x</sup>	Casino Gaming Propensity
2076	Community Involvement – Causes Supported Financially
2058	Credit Card Use – Issuer – AmericanExpress
2059	Credit Card Use – Issuer – Discover
2060	Credit Card Use – Issuer – Gasoline or Retail Card
2061	Credit Card Use – Issuer – MasterCard
2062	Credit Card Use – Issuer – VISA
2066	Gambling
2067	Investments – Active – Gaming
2776	Living Green
3588	Media Channel Usage – Cell Phone
3590	Media Channel Usage – Daytime TV
3587	Media Channel Usage – Internet
3594	Media Channel Usage – Magazine
3595	Media Channel Usage – Newspaper
3591	Media Channel Usage – Outdoor
3589	Media Channel Usage – Primetime TV
3593	Media Channel Usage – Radio
3592	Media Channel Usage – Yellow pages
2068	Photo Enthusiast
2069	Reading – Book Enthusiast
2775	Text Messaging

## DATA ENHANCEMENT — HEALTH

The Health-related category is derived from purchases and self-reported sources. The category includes common health-related household data such as allergies, diabetic focus and arthritis needs.

ELEMENT #	ELEMENT NAME
3448	Advertised Prescription Requesters
3447	Ailment/Rx Online Search Propensity
2200	Allergy Related
2201	Arthritis/Mobility
2778 <sup>x</sup>	Brand Name Medicine Preference
2202	Cholesterol Focus
2203	Diabetic Focus
2204	Disabled Individual in the Household
2205	Homeopathic
2206	Organic Focus
2207	Orthopedic
3446	Prescriptions by Mail Propensity
2208	Senior Needs

## DATA ENHANCEMENT — TRAVEL

The Travel category includes data on business and vacation travel purchases including travel type, destination and dollars. The category also includes self-reported survey data showing travel interests.

ELEMENT #	ELEMENT NAME
2511	Airline
2507	Business Travel – Domestic
2897	Cruise Vacations Propensity Model
2508	Purchase – Date of Last Purchase
2509	Purchase – Highest Price Paid
2534	Purchase – Months Since Last Purchase
2535	Purchase – Number of Purchases
2536	Purchase – Total Dollars
2510	Read Books or Magazines on Travel
2512	Services – Type – Air – Frequent Flyer
2522	Vacation – Type – Canada
2523	Vacation – Type – Casino
2524	Vacation – Type – Cruises
2537	Vacation – Type – International
2527	Vacation – Type – Leisure
2529	Vacation – Type – RV
2531	Vacation – Type – Time Share
2532	Vacation – Type – United States

## DATA ENHANCEMENT — TECHNOLOGY

Technology data includes elements that indicate the use of computers or computer software in the household. It also includes data about the household's phone behaviors and Internet connection.

ELEMENT #	ELEMENT NAME
8718 <sup>x</sup>	InfoBase Trends for TeleCom – Cellular User
8727 <sup>x</sup>	InfoBase Trends for TeleCom – International Long Distance User
8717 <sup>x</sup>	InfoBase Trends for TeleCom – Internet User
8728 <sup>x</sup>	InfoBase Trends for TeleCom – Optional Calling Services
8729 <sup>x</sup>	InfoBase Trends for TeleCom – Top 20% Long Distance User
2847 <sup>x</sup>	InfoBase Cordcutter – Propensity to Cut Landline
2300	Internet Connection Type
2303	Internet Provider (IP) Connect
2301	Internet Provider (IP)/Domain eMail
8654	PC DSL/High Speed User
8666	PC Operating System
8630	PC Owner
8670	PC Software Buyer
8700	PC Software Recency Date
8716	PC Software Transactions

<sup>x</sup>Indicates modeled element.



**DATA ENHANCEMENT — VEHICLE**

Vehicle purchase and ownership data from dealer services and self-reported sources. (non-DPPA regulated data)

**ELEMENT # ELEMENT NAME**

9022 <sup>x</sup>	New Vehicle Brand Affinity Rank – Acura
9023 <sup>x</sup>	New Vehicle Brand Affinity Rank – Audi
9024 <sup>x</sup>	New Vehicle Brand Affinity Rank – BMW
9025 <sup>x</sup>	New Vehicle Brand Affinity Rank – Buick
9026 <sup>x</sup>	New Vehicle Brand Affinity Rank – Cadillac
9027 <sup>x</sup>	New Vehicle Brand Affinity Rank – Chevrolet
9028 <sup>x</sup>	New Vehicle Brand Affinity Rank – Chrysler
9029 <sup>x</sup>	New Vehicle Brand Affinity Rank – Dodge
9030 <sup>x</sup>	New Vehicle Brand Affinity Rank – Ford
9031 <sup>x</sup>	New Vehicle Brand Affinity Rank – GMC
9032 <sup>x</sup>	New Vehicle Brand Affinity Rank – Honda
9033 <sup>x</sup>	New Vehicle Brand Affinity Rank – Hummer
9034 <sup>x</sup>	New Vehicle Brand Affinity Rank – Hyundai
9035 <sup>x</sup>	New Vehicle Brand Affinity Rank – Infiniti
9036 <sup>x</sup>	New Vehicle Brand Affinity Rank – Jaguar
9037 <sup>x</sup>	New Vehicle Brand Affinity Rank – Jeep
9038 <sup>x</sup>	New Vehicle Brand Affinity Rank – Kia
9039 <sup>x</sup>	New Vehicle Brand Affinity Rank – Land Rover
9048 <sup>x</sup>	New Vehicle Brand Affinity Rank – Lexus
9049 <sup>x</sup>	New Vehicle Brand Affinity Rank – Lincoln
9058 <sup>x</sup>	New Vehicle Brand Affinity Rank – Mazda
9059 <sup>x</sup>	New Vehicle Brand Affinity Rank – Mercedes-Benz
9068 <sup>x</sup>	New Vehicle Brand Affinity Rank – Mercury
9069 <sup>x</sup>	New Vehicle Brand Affinity Rank – Mini
9078 <sup>x</sup>	New Vehicle Brand Affinity Rank – Mitsubishi
9079 <sup>x</sup>	New Vehicle Brand Affinity Rank – Nissan
9088 <sup>x</sup>	New Vehicle Brand Affinity Rank – Pontiac
9089 <sup>x</sup>	New Vehicle Brand Affinity Rank – Porsche
9098 <sup>x</sup>	New Vehicle Brand Affinity Rank – Ram
9090 <sup>x</sup>	New Vehicle Brand Affinity Rank – Saab
9091 <sup>x</sup>	New Vehicle Brand Affinity Rank – Saturn
9092 <sup>x</sup>	New Vehicle Brand Affinity Rank – Scion
9093 <sup>x</sup>	New Vehicle Brand Affinity Rank – Subaru
9094 <sup>x</sup>	New Vehicle Brand Affinity Rank – Suzuki
9095 <sup>x</sup>	New Vehicle Brand Affinity Rank – Toyota
9096 <sup>x</sup>	New Vehicle Brand Affinity Rank – Volkswagen
9097 <sup>x</sup>	New Vehicle Brand Affinity Rank – Volvo
9000 <sup>x</sup>	New Vehicle In-Market Timing
9108 <sup>x</sup>	New Vehicle In-Market Timing – Luxury
9109 <sup>x</sup>	New Vehicle In-Market Timing – Regular
9010 <sup>x</sup>	New Vehicle Type Propensity Rank – Compact Pickup
9016 <sup>x</sup>	New Vehicle Type Propensity Rank – Compact SUV
9020 <sup>x</sup>	New Vehicle Type Propensity Rank – Compact Van
9001 <sup>x</sup>	New Vehicle Type Propensity Rank – Entry Compact Car

**ELEMENT # ELEMENT NAME**

9004 <sup>x</sup>	New Vehicle Type Propensity Rank – Entry Luxury Car
9008 <sup>x</sup>	New Vehicle Type Propensity Rank – Entry Mid-size Car
9014 <sup>x</sup>	New Vehicle Type Propensity Rank – Entry Sports Car
9003 <sup>x</sup>	New Vehicle Type Propensity Rank – Full-size Car
9012 <sup>x</sup>	New Vehicle Type Propensity Rank – Full-size Heavy Duty Pickup
9011 <sup>x</sup>	New Vehicle Type Propensity Rank – Full-size Light Duty Pickup
9013 <sup>x</sup>	New Vehicle Type Propensity Rank – Full-size Luxury Pickup
9018 <sup>x</sup>	New Vehicle Type Propensity Rank – Full-size SUV
9021 <sup>x</sup>	New Vehicle Type Propensity Rank – Full-size Van
9005 <sup>x</sup>	New Vehicle Type Propensity Rank – Luxury Sports Car
9019 <sup>x</sup>	New Vehicle Type Propensity Rank – Luxury SUV
9006 <sup>x</sup>	New Vehicle Type Propensity Rank – Mid Luxury Car
9017 <sup>x</sup>	New Vehicle Type Propensity Rank – Mid-size SUV
9002 <sup>x</sup>	New Vehicle Type Propensity Rank – Premium Compact Car
9007 <sup>x</sup>	New Vehicle Type Propensity Rank – Premium Luxury Car
9009 <sup>x</sup>	New Vehicle Type Propensity Rank – Premium Mid-size Car
9015 <sup>x</sup>	New Vehicle Type Propensity Rank – Premium Sports Car
9132 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Acura
9133 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Audi
9134 <sup>x</sup>	Used Vehicle Brand Affinity Rank – BMW
9135 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Buick
9136 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Cadillac
9137 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Chevrolet
9138 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Chrysler
9139 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Dodge
9140 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Ford
9141 <sup>x</sup>	Used Vehicle Brand Affinity Rank – GMC
9142 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Honda
9143 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Hummer
9144 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Hyundai
9145 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Infiniti
9146 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Jaguar
9147 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Jeep
9148 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Kia
9149 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Land Rover
9151 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Lexus
9155 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Lincoln
9161 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Mazda

For more information, please call 1.888.3ACXIOM (322.9466) or email us at [info@acxiom.com](mailto:info@acxiom.com).

<sup>x</sup>Indicates modeled element.

## ELEMENT # ELEMENT NAME

9162 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Mercedes-Benz
9163 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Mercury
9164 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Mini
9165 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Mitsubishi
9166 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Nissan
9167 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Pontiac
9168 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Porsche
9169 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Saab
9170 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Saturn
9171 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Scion
9172 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Subaru
9173 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Suzuki
9174 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Toyota
9175 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Volkswagen
9176 <sup>x</sup>	Used Vehicle Brand Affinity Rank – Volvo
9110 <sup>x</sup>	Used Vehicle In-Market Timing
9111 <sup>x</sup>	Used Vehicle Type Propensity Rank – Compact Pickup
9115 <sup>x</sup>	Used Vehicle Type Propensity Rank – Compact SUV
9119 <sup>x</sup>	Used Vehicle Type Propensity Rank – Compact Van
9121 <sup>x</sup>	Used Vehicle Type Propensity Rank – Entry Compact Car
9126 <sup>x</sup>	Used Vehicle Type Propensity Rank – Entry Luxury Car
9123 <sup>x</sup>	Used Vehicle Type Propensity Rank – Entry Mid-size Car
9129 <sup>x</sup>	Used Vehicle Type Propensity Rank – Entry Sports Car
9125 <sup>x</sup>	Used Vehicle Type Propensity Rank – Full-size Car
9112 <sup>x</sup>	Used Vehicle Type Propensity Rank – Full-size Heavy Duty Pickup
9113 <sup>x</sup>	Used Vehicle Type Propensity Rank – Full-size Light Duty Pickup
9114 <sup>x</sup>	Used Vehicle Type Propensity Rank – Full-size Luxury Pickup
9117 <sup>x</sup>	Used Vehicle Type Propensity Rank – Full-size SUV
9120 <sup>x</sup>	Used Vehicle Type Propensity Rank – Full-size Van
9131 <sup>x</sup>	Used Vehicle Type Propensity Rank – Luxury Sports Car
9118 <sup>x</sup>	Used Vehicle Type Propensity Rank – Luxury SUV
9127 <sup>x</sup>	Used Vehicle Type Propensity Rank – Mid Luxury Car
9116 <sup>x</sup>	Used Vehicle Type Propensity Rank – Mid-size SUV
9122 <sup>x</sup>	Used Vehicle Type Propensity Rank – Premium Compact Car
9128 <sup>x</sup>	Used Vehicle Type Propensity Rank – Premium Luxury Car
9124 <sup>x</sup>	Used Vehicle Type Propensity Rank – Premium Mid-size Car

## ELEMENT # ELEMENT NAME

9130 <sup>x</sup>	Used Vehicle Type Propensity Rank – Premium Sports Car
8648	Vehicle – Dominant Lifestyle Indicator
8647	Vehicle – Known Owned Number
8646	Vehicle – New Car Buyer
8165	Vehicle – Truck/Motorcycle/RV
9587	Vehicle/Auto – Classic Car Owner
9043	Vehicle/Auto – Make Code – 1st Vehicle (alpha format)
9040	Vehicle/Auto – Make Code – 1st Vehicle (numerical format)
9053	Vehicle/Auto – Make Code – 2nd Vehicle (alpha format)
9050	Vehicle/Auto – Make Code – 2nd Vehicle (numerical format)
9044	Vehicle/Auto – Model Code – 1st Vehicle (alpha format)
9041	Vehicle/Auto – Model Code – 1st Vehicle (numerical format)
9054	Vehicle/Auto – Model Code – 2nd Vehicle (alpha format)
9051	Vehicle/Auto – Model Code – 2nd Vehicle (numerical format)
2607	Vehicle/Auto – New/Used Indicator – 1st Vehicle
2608	Vehicle/Auto – New/Used Indicator – 2nd Vehicle
9042 <sup>x</sup>	Vehicle/Auto – Year – 1st Vehicle
9052 <sup>x</sup>	Vehicle/Auto – Year – 2nd Vehicle
3414 <sup>x</sup>	Vehicle Propensity – Compact
3415 <sup>x</sup>	Vehicle Propensity – Coupe
3418 <sup>x</sup>	Vehicle Propensity – Crossover
3422 <sup>x</sup>	Vehicle Propensity – Domestic Sedan
3416 <sup>x</sup>	Vehicle Propensity – Exotic
3423 <sup>x</sup>	Vehicle Propensity – Foreign Sedan
3419 <sup>x</sup>	Vehicle Propensity – Luxury Crossover
3441 <sup>x</sup>	Vehicle Propensity – Luxury Sedan
3421 <sup>x</sup>	Vehicle Propensity – Luxury SUV
3417 <sup>x</sup>	Vehicle Propensity – Pickup Truck
3420 <sup>x</sup>	Vehicle Propensity – SUV
3413 <sup>x</sup>	Vehicle Value Index

DATA ENHANCEMENT — ETHNICITY

The importance of ethnic data is becoming more apparent as the country continues to see increases in minority populations. To improve minority consumers’ response rates, their holidays, tastes, customs and language preferences have to be taken into consideration in marketing campaigns. The ethnicity data category helps marketers in successful targeting with ethnicity information at both the individual and household level, at the level of detail desired.

InfoBase recently introduced three new ethnic models that use a combination of self-reported and modeled data to provide low-cost, highly accurate targeting capability. Our Race model provides information on the major racial category: Caucasians, Hispanics, African-Americans, or Asians. The Country of Origin model provides more detail on ethnicity, with the actual country of the consumer’s heritage. Hispanic Language Preference provides information on the most likely preferred language for marketing communication.

Ethnic data is also available from self-reported sources and third-party providers. The third-party providers include additional data such as detailed ethnicities and languages, as well as Assimilation elements. Acxiom’s representatives can provide information on additional Ethnicity options.

ELEMENT #	ELEMENT NAME
9528	Race Code – 1st Individual
9529	Race Code – 2nd Individual
9530	Race Code – 3rd Individual
9531	Race Code – 4th Individual
9532	Race Code – 5th Individual
9533	Race Code – Input Individual
8740	Ethnic Code – Surname
2101	InfoBase Ethnicity – African-American
2103	InfoBase Ethnicity – Asian
2104	InfoBase Ethnicity – Hispanic
2100	Ethnic Group
3101*	InfoBase Ethnicity – Race Code (Low Detail) * NEW*
3102*	InfoBase Ethnicity – Country of Origin (High Detail) *NEW*
3103*	InfoBase Ethnicity – Hispanic Language Preference *NEW*
9330*	Personicx Hispanic

\*Indicates modeled element.





## DATA ENHANCEMENT — LIFE EVENTS

The expanded Life Event category now includes life stage events (for example, marriage, a child in college, empty nesters) as well as home-related events such as a recent home purchase or refinance. The data comes from self-reported sources and public records. Some elements contain data that is no more than six months old; others extend to 18 months.

ELEMENT #	ELEMENT NAME
7471	Adult – College Graduate
7472	Adult – Empty Nester
7473	Adult – Entering Adulthood
7474	Adult – Expectant Parent
7469	Adult – New Parent
7470	Child Nearing High School Graduation in the Household
7467	Home – Recent Home Buyer
7468	Home – Recent Mortgage Borrower
7475	Intend to Purchase – Vehicle
7476	Marital – Divorced
7477	Marital – Newlyweds
7478	New Mover
7480	Probable New Teen Driver

## DATA ENHANCEMENT — INDIVIDUAL CHARACTERISTICS

Individual Characteristics consists of “individual level” information specific to a single individual in a household.

ELEMENT #	ELEMENT NAME
2805	Book Enthusiast – Input Individual
2807	Business Owner – Input Individual
4000	Consumer Prominence Indicator
9505	Corrective Lenses – Input Individual
9514	Education Input Individual
2810	Entering Adulthood – Input Individual
8688	Gender – Input Individual
9525	Height – Input Individual
2526	Inferred Household Rank
2360	Occupation – Detail – Input Individual
8637	Occupation – Input Individual
8531	Voter/Party – Input Individual
9545	Weight – Input Individual

## DATA ENHANCEMENT — HOUSEHOLD CHARACTERISTICS

Household Characteristics is data about the individuals in a household. Examples include gender, education and marital status.

ELEMENT #	ELEMENT NAME
8692	Adult – Presence of Senior Adult
8680	Adult – Presence of Young Adult
2351	Adult – Single Parent with child(ren)
8628	Adults – Number in Household
<b>7628<sup>x</sup></b>	<b>Adults – Number in Household – 100%</b>
9628 <sup>x</sup>	Adults – Number in Household – Plus
2350	Business Owner in the Household
3449	Business Owners @Home Indicator
3410	Charitable Giving Score
8602	Children – Number in Household
<b>7602<sup>x</sup></b>	<b>Children – Number in Household – 100%</b>
9602 <sup>x</sup>	Children – Number in Household – Plus
8622	Children – Presence in Household
<b>7622<sup>x</sup></b>	<b>Children – Presence in Household – 100%</b>
9622 <sup>x</sup>	Children – Presence in Household – Plus
8603	Children’s Age – 1 Year Increments
8601	Children’s Age Ranges Present in Household
<b>7601<sup>x</sup></b>	<b>Children’s Age Ranges Present in Household – 100%</b>
9601 <sup>x</sup>	Children’s Age Ranges Present in Household – Plus
2403	Congressional District
9500	Corrective Lenses – 1st Individual
9501	Corrective Lenses – 2nd Individual
9502	Corrective Lenses – 3rd Individual
9503	Corrective Lenses – 4th Individual
9504	Corrective Lenses – 5th Individual
9509	Education – 1st Individual
<b>7650<sup>x</sup></b>	<b>Education – 1st Individual – 100%</b>
9650 <sup>x</sup>	Education – 1st Individual – Plus
9510	Education – 2nd Individual
9511	Education – 3rd Individual
9512	Education – 4th Individual
9513	Education – 5th Individual
9780	eMail Append Available Indicator
9515	Gender – 1st Individual
9516	Gender – 2nd Individual
9517	Gender – 3rd Individual
9518	Gender – 4th Individual
9519	Gender – 5th Individual
8652	Generations – Number in Household
9520	Height – 1st Individual
9521	Height – 2nd Individual
9522	Height – 3rd Individual
9523	Height – 4th Individual
9524	Height – 5th Individual
8629	Household Size
<b>7629<sup>x</sup></b>	<b>Household Size – 100%</b>
9629 <sup>x</sup>	Household Size – Plus
2354	Insurance – Own Life Insurance Policy

**Bold face items indicate recommended elements.**

<sup>x</sup>Indicates modeled element.

ELEMENT #	ELEMENT NAME
3412	Life Insurance Purchase Propensity
8655	LifeStages Code
8609 <sup>x</sup>	Marital Status in the Household
<b>7609<sup>x</sup></b>	<b>Marital Status in the Household – 100%</b>
9609	Marital Status in the Household – Plus
8610	Name/Gender – 1st Individual
8612	Name/Gender – 2nd Individual
8660	Name/Gender – 3rd Individual
8661	Name/Gender – 4th Individual
8662	Name/Gender – 5th Individual
8604	Occupation – 1st Individual
8605	Occupation – 2nd Individual
8667	Occupation – 3rd Individual
8668	Occupation – 4th Individual
8669	Occupation – 5th Individual
7057	<b>Smoker</b> in the Household
8082	SOHO Indicator
3411	Vacation Property Ownership Propensity
8614	Verification Date
2356	Veteran in the Household
8487	Voter/Party – 1st Individual
8496	Voter/Party – 2nd Individual
8505	Voter/Party – 3rd Individual
8514	Voter/Party – 4th Individual
8523	Voter/Party – 5th Individual
9540	Weight – 1st Individual
9541	Weight – 2nd Individual
9542	Weight – 3rd Individual
9543	Weight – 4th Individual
9544	Weight – 5th Individual
8619	Working Woman

### DATA ENHANCEMENT — INTEREST

Replacing Life Traits and Lifestyle elements, Interest elements are derived from actual purchases and self-reported surveys. Unlike Behavior elements, Interest elements are not time sensitive.

ELEMENT #	ELEMENT NAME
7732	Arts
7756	Auto Work/Mechanics
7755	Aviation
7849	Beauty and Cosmetics
7840	Boat Owner
8326	Broader Living
7730	Career Improvement
7841	Career
7723	Celebrities
7779	Children's Interests
8329	ChipHead
7842	Christian Families
7792	Collectible – Antiques
7791	Collectible – Arts
7790	Collectible – Coins
7788	Collectible – General

ELEMENT #	ELEMENT NAME
7843	Collectible – Sports Memorabilia
7789	Collectible – Stamps
7832	Collectible and Antiques Grouping
8263	Collector – Avid
8321	Common Living
7726	Community/Charities
7739	Cooking – General
7740	Cooking – Gourmet
7741	Cooking – Low Fat
7826	Cooking/Food Grouping
7753	Crafts
8277	Cultural/Artistic Living
7724	Current Affairs/Politics
7771	<b>Dieting/Weight Loss</b>
8272	DIY Living
7844	Education Online
7801	Electronics – Consumer Electronics
7829	Electronics/Computers Grouping
7809	Environmental Issues
7752	Exercise – Aerobic/Cardiovascular
7750	Exercise – Running/Jogging
8274	Exercise – Sporty Living
7751	Exercise – Walking
7827	Exercise/Health Grouping
7720	Fashion
7742	Food – Vegetarian
7731	Food – Wines
7743	Foods – Natural
7820	<b>Gaming – Casino</b>
7819	<b>Gaming – State Lotteries</b>
7759	Games – Board Games/Puzzles
7799	Games – PC Game Player
7766	Games – Video Game Console
7817	Gardening
7780	Grandchildren
7770S	Health/Medical – General
7770	Health/Medical – General
8279S	High-Tech Living
8279	High-Tech Living
7721	History/Military
7815	Home Furnishings/Decorating
7851	Home Improvement – Do-It-Yourselfers
7816	Home Improvement
7830	Home Improvement Grouping
8271	Home Living
8259	Home Video Recording
7776	House Plants
7831	Investing/Finance Grouping
7846	Investments – Foreign
7793	Investments – Personal
7794	Investments – Real Estate
7795	Investments – Stocks/Bonds
8236	<b>Money Seekers</b>
7764	Movie Collector

**Bold face items indicate recommended elements.**

<sup>x</sup>Indicates modeled element.



## ELEMENT # ELEMENT NAME

7768	Movie Player
7828	Movie/Music Grouping
7763	Music – Avid Listener
7760	Music – Home Stereo
7762	Music Collector
7761	Music Player
7847	NASCAR
8239	Our Nation's Heritage
7808	Outdoor – Biking/Mountain Biking
7805	Outdoor – Boating/Sailing
7803	Outdoor – Camping/Hiking
7802	Outdoor – Fishing
7804	Outdoor – Hunting/Shooting
7807	Outdoor – Scuba Diving
7806	Outdoor – Water Sports
7823	Outdoors Grouping
7777	Parenting
7814	Participant – Equestrian
7811	Participant – Golf
7813	Participant – Motorcycling
7812	Participant – Snow Skiing
7810	Participant – Tennis
7796	PC
7797	PC Internet/Online Service User
7798	PC Modem User
7773	Pets – Cat Owner
7774	Pets – Dog Owner

## ELEMENT # ELEMENT NAME

7775	Pets – Other
7754	Photography
8315	Power Boating
8322	Professional Living
7738	Reading – Audio Books
7848	Reading – Financial Newsletter Subscribers
7733	Reading – General
7737	Reading – Magazines
7735	Reading – Religious/Inspirational
7736	Reading – Science Fiction
7734	Reading – Top Sellers
7825	Reading Grouping
7746	Recreational Vehicles
7727	Religious/Inspirational
7728	Science/Space
7772	Self Improvement
7757	Sewing/Knitting/Needlework
7722	Smoking/Tobacco
7783	Spectator – Baseball
7784	Spectator – Basketball
7782	Spectator – Football
7785	Spectator – Hockey
7781	Spectator – Racing – Auto/Motorcycle
7786	Spectator – Soccer
7787	Spectator – Tennis
8257	Spectator – TV Sports
7822	Sports Grouping



ELEMENT #	ELEMENT NAME
7729	Strange and Unusual
7821	Sweepstakes/Contests
7725	Theater/Performing Arts
7748	Travel – Cruise Vacations
7747	Travel – Family Vacations
7745	Travel – Foreign
7744	Travel – U.S.
7824	Travel Grouping
8334	TV Guide
7765	TV Reception – Cable
7845*	TV Reception – HDTV/Satellite Dish
7769	TV Reception – Satellite Dish
8276	Upscale Living
8278	Wall Street Living
7800	Wireless – Cellular Phone Owner
7719	Wireless Product Buyer
7758	Woodworking

### DATA ENHANCEMENT — BUYING ACTIVITY

Buying Activity includes consumer on-line, retail store and catalog activity consolidated by month, by type. The freshness and accuracy of Buying Activity makes it actionable for a variety of applications and highly predictive in consumer models. For a detailed list of elements, please contact an Acxiom Customer Care associate.

## ENHANCEMENT DATA PACKAGES

New InfoBase Enhancement packages were created to provide more value to clients who need a lot of information for an application within an industry or a specific field. The packages build on each other like building blocks, providing a complete, customizable data solution.

### FOUNDATION PACKAGES

Three foundational packages include basic demographic, property and interest information. Foundation and Foundation Plus have 22 and 54 elements, respectively, that are relevant to most industries and applications. We also offer a 100 percent package with 12 demographic elements with 100 percent coverage (as long as the record has a valid ZIP Code™), for clients who need complete coverage.

ELEMENT #	ELEMENT NAME
7634	100% Category Package
9804	Foundation Package
9805	Foundation Plus Package

### INDUSTRY PACKAGES

We offer a variety of industry packages to build on this foundation. Clients can select a foundation package and combine it with industry packages to create a complete and rich data asset for their applications.

ELEMENT #	ELEMENT NAME
9818	Addressable Media Package
9807	Auto Package
9814	Auto Insurance Package
9808	Communications Package
9810	Credit Card Package
9829	Health Care Package
9812	Health Insurance Package
9815	Home Insurance Package
9816	Investments Package
9813	Life Insurance Package
9817	Media Package
9809	Retail Banking Package
9838	Third-Party Distribution Light Package
9840	Travel & Entertainment Package

### ANALYTICAL PACKAGES

We also offer analytical packages that include elements that are highly predictive in typical modeling applications. The Data Portrait Analysis package and the Data Discovery packages offer a solid foundation for analysts. These packages are for determining which data fit the need. There is a quantity limitation on the analytical packages. New data is added often.

ELEMENT #	ELEMENT NAME
9837B	Data Discovery
9839A	Data Portrait Analysis

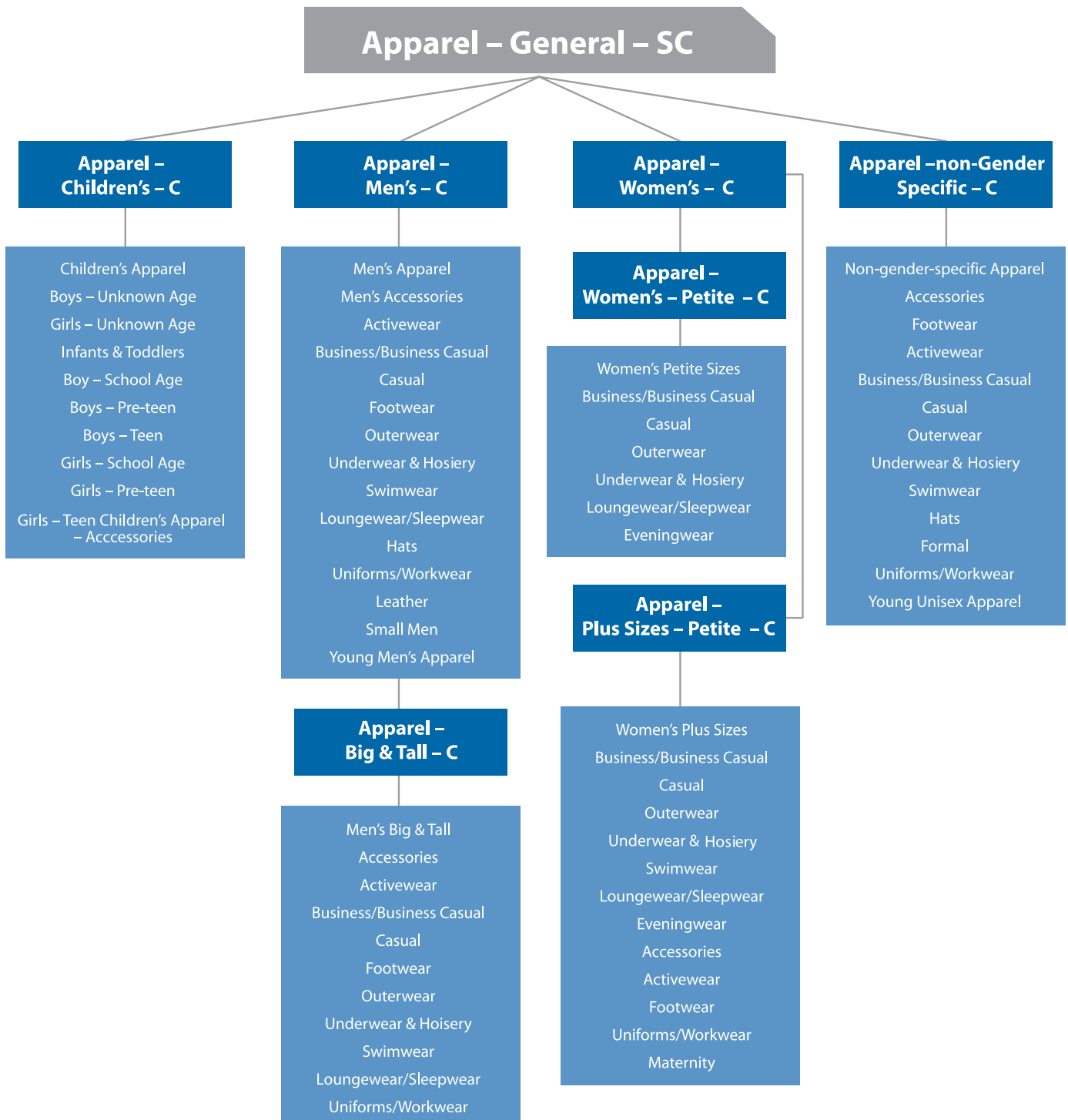
## ENHANCEMENT DATA-MAP

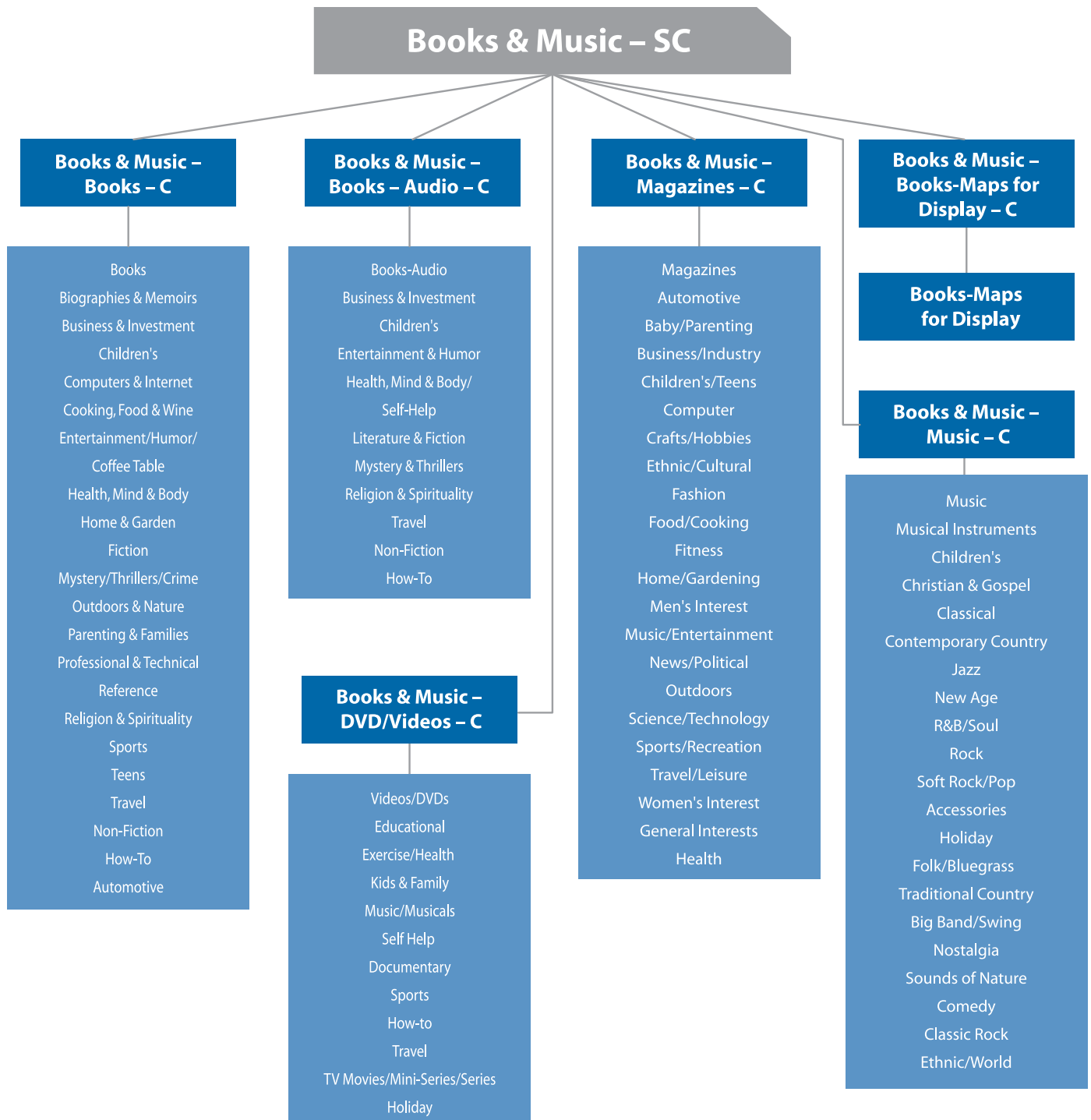
Following is a visual map of all the Acxiom Insight Data Enhancement Categories and their parent-child relationships:

### ELEMENT ILLUSTRATION

NOTE: Buying Activity elements can be appended at:

- “Super Category” (SC) level, which includes all purchases in the Super Category (*e.g.*, Apparel)
- Category (C) level, which includes all purchases in one category (*e.g.*, Children)
- By element, which includes all purchases in a detail category (*e.g.*, Boy’s Preteen Apparel)





# TAP INTO A COMPREHENSIVE DATABASE OF MILLIONS — INFOBASE LIST PRODUCTS

## CONSUMER LIST

Consumer List is a comprehensive national database covering more than 144 million households and approximately 214 million individuals. This list is rebuilt every month. We start with more than a billion names and addresses from 12 sources including county recorder, county tax assessor files, telephone directories and other compiled lists. AbiliTec® Links are applied to the data and are used to effectively reduce duplicates. In addition, BestAddress ensures that we have the most complete address for the individual record. Finally we apply extensive demographic, behavioral, lifestyle, financial, and homeowner real property data to each record. The end result is the most accurate, comprehensive prospect data available today.

### CONSUMER LIST — GEOGRAPHY AND ADDRESS

Address Type Indicator  
Area Code  
Carrier Route Code  
CBSA  
Census Block Code  
Census Block Group  
Census Tract Code  
Delivery Point Bar Code  
Delivery Point Drop Indicator  
DMA Code  
DSF2® Deliverability Indicator  
DSF2 Walk Sequence  
Enhanced Line of Travel  
FIPS County Code  
FIPS MCD Code  
FIPS State Code  
GEO Match Code Level  
Latitude/Longitude  
MSA Code  
Nielsen Code  
Time Zone  
Vacant Address Flag  
ZIP + 4® Code  
ZIP + 4 Record Type  
ZIP Code™

### CONSUMER LIST — AGE

Age Data depicts the age of individuals in the household from self-reported and compiled sources.

ELEMENT #	ELEMENT NAME
8600	Adult Age Ranges Present in Household
8616	Age in Two-Year Increments – 1st Individual
7616	Age in Two-Year Increments – 1st Individual – 100%
8626	Age in Two-Year Increments – Input Individual
8623	Date of Birth – Input Individual (YYYYMMOO)

### CONSUMER LIST — BUYING BEHAVIOR

Behavior data is derived from actual purchase activity as well as self-reported sources. Behavior elements are removed from the database after three years to ensure recency.

ELEMENT #	ELEMENT NAME
2058	Credit Card Use – Issuer – American Express
2059	Credit Card Use – Issuer – Discover
2060	Credit Card Use – Issuer – Gasoline or Retail Card
2061	Credit Card Use – Issuer – MasterCard
2062	Credit Card Use – Issuer – VISA
2066	Gambling
2067	Investments – Active

### CONSUMER LIST — BUYING ACTIVITY

Buying Activity includes consumer on-line, retail store and catalog activity consolidated by month, by type. The freshness and accuracy of Buying Activity makes it actionable for a variety of applications and highly predictive in consumer models.

ELEMENT #	ELEMENT NAME
6136	Apparel – Big & Tall – C
6137	Apparel – Children's – C
6139	Apparel – Men's – C
2022	Apparel – Women's – C
6141	Apparel – Women's – Petite – C
6142	Apparel – Women's – Plus Sizes – C
6150	Arts & Antiques – Antiques – C
6151	Arts & Antiques – Art – C
2025	Automotive, Auto Parts & Accessories – SC
8815	Bank Card – Presence in Household
6199	Books & Magazines – Magazines – C
6200	Books & Music – Books – C
6201	Books & Music – Books – Audio – C
6249	Children's Apparel – Infants & Toddlers
6252	Children's Learning & Activity Toys
6254	Children's Products – General – Baby Care – C
6255	Children's Products – General – Back-to-School – C



ELEMENT #	ELEMENT NAME
6456	Children's Products – General – SC
6281	Computing/Home Office – General
8836	Credit – Range of New Credit
8808	Credit Card – New Issue
8621	Credit Card Indicator
8693	Credit Card User
6313	Donation/Contribution – C
6314	DVDs/Videos – C
6330	Electronics & Computing – TV/Video/Movie Watcher – C
6331	Electronics, Computing & Home Office – SC
6380	Gardening – C
6425	Health & Beauty
6455	High-End Appliances – C
6484	Home & Garden
6518	Hunting
6519	Intend to Purchase – HDTV/Satellite Dish
6520	Intend to Purchase – Home Improvement
2032	Jewelry – SC
6537	Lifestyles, Interests & Passions – Collectible – C
6538	Lifestyles, Interests & Passions – Crafts/Hobbies – C
6555	Luggage
6556	Magazines
8615	Mail Order Buyer
8177	Mail Order Donor
8620	Mail Order Responder
6579	Membership Clubs
6604	Method of Payment Count – Cash
6605	Method of Payment Count – Credit Card
6610	Method of Payment Count – Retail Card
6612	Military Memorabilia/Weaponry
6620	Musical Instruments
8816	Number of Lines of Credit (Trade Counter)
6703	Off-road Recreational Vehicles
8653	Online Purchasing Indicator
6740	Pets – SC
6742	Photography & Video Equipment – C
9152	Retail Activity Date of Last
9153	Retail Purchases – Categories
9154	Retail Purchases – Most Frequent Category
6793	Sports & Leisure – SC
6805	Telecommunications – SC
6819	Travel – C
6827	Value-Priced General Merchandise – SC
2019	Young Men's Apparel
2021	Young Women's Apparel



**CONSUMER LIST — RFM**

Recency, frequency, monetary (RFM) analysis is a marketing technique used to recognize prospects by examining how recently a consumer has purchased (recency), how often they purchase (frequency) and how much the consumer spends (monetary). Elements are in a ranged format.

ELEMENT #	ELEMENT NAME
2891	Number of Orders – Low Scale Catalogs
2892	Number of Orders – Mid Scale Catalogs
2890	Number of Orders – Upscale Catalogs
2864	Purchased In Jan
2863	Purchased In Feb
2867	Purchased In Mar
2860	Purchased In Apr
2868	Purchased In May
2866	Purchased In Jun
2865	Purchased In Jul
2861	Purchased In Aug
2871	Purchased In Sep
2870	Purchased In Oct
2869	Purchased In Nov
2862	Purchased In Dec
6532	Last Offline Order Date
6533	Last Online Order Date
2872	Offline Average \$ Amount Per Order
2873	Offline Dollars
2874	Offline Orders
2880	Offline Orders – Under \$50
2878	Offline Orders – \$50 – \$99.99
2876	Offline Orders – \$100 – \$249.99
2877	Offline Orders – \$250 – \$499.99
2879	Offline Orders – \$500 – \$999.99
2875	Offline Orders – \$1,000+
2882	Online Average \$ Amount Per Order
2883	Online Dollars
2881	Online Orders
2889	Online Orders – Under \$50
2887	Online Orders – \$50 – \$99.99
2885	Online Orders – \$100 – \$249.99
2886	Online Orders – \$250 – \$499.99
2888	Online Orders – \$500 – \$999.99
2884	Online Orders – \$1000+
6844	Weeks Since Last Offline Order
6843	Weeks Since Last Online Order
6845	Weeks Since Last Order

**CONSUMER LIST — ECONOMIC ASSESSMENT – ZIP 4**

When firm offers of credit are impractical, InfoBase Economic Assessments can provide a cost-effective solution for Invitation To Apply (ITA) offers. The Economic Assessments data can help isolate higher performing segments within geographic areas based on historical patterns of credit usage and payment behavior. The scores are statistically derived using credit bureau factors such as mortgage, retail and other trade-line information aggregated at the ZIP4™ level.

ELEMENT NAME
Bank Card Utilization Index
Bank Card Utilization Rate
ITA Index
ITA Score
Newest Auto Loan Months
Newest Auto Loan Recency
Open Auto Loans Range
Open Auto Loans Score
Revolving Bank Card Index
Revolving Bank Card Range

**CONSUMER LIST — ETHNICITY**

Ethnicity data includes elements that indicate the ethnicity of individuals, along with information on their language preference, religion and level of assimilation. Ethnic data is derived utilizing the name and address of a person.

ELEMENT #	ELEMENT NAME
2102	African-American Professionals
3101	Race Code (Low Detail) – as of November 2010
3102	Country of Origin (High Detail) – as of November 2010
3103	Hispanic Language Preference – as of November 2010
8929	Country of Origin Code
8925	Ethnic Code
8928	Language Preference Code
8926	Religious Affiliation Code
8927	Roll-Up Code
9331	Personicx Hispanic

## CONSUMER LIST — FINANCIAL

Financial Data depicts the “wealth” and income-related information of a household.

ELEMENT #	ELEMENT NAME
2834	Affordability
5776	Claritas Income Producing Assets (IPA)
9350	Economic Stability Indicator
2836	Full-Service Investor
9358	HeavyTransactors Model
2829	Income Deciles
8671	Income – Estimated – Narrow Ranges
8641	Income Code – Estimated Household
7641	Income Code – Estimated Household – 100%
8337	Investors – Highly Likely
8339	Investors – Likely
9356	NetWorth Gold
9351	UnderBanked Indicator
2837	Self-Service Investor

## CONSUMER LIST — SEMCASTING AFFLUENCE INDICATORS (PREVIOUSLY GENALYTICS)

Semcasting’s Affluence Indicators provides a 360-degree perspective of household affluence across the U.S. When selecting prospects for particular products or services, accurate affluence measurement data is imperative to pinpointing target households or creating predictive targeting models. The Affluence Indicators measure affluence from more than a dozen vantage points including the important factors that impact wealth such as local cost of living, household composition, and attributes of life stage. Combining income with household situational financial pressures and influences greatly improves a marketer’s ability to determine candidates who have a propensity to acquire vacation property, make a charitable contribution, or invest in savings bonds.

ELEMENT #	ELEMENT NAME
3449	Business Owners @ Home Indicator
3410	Charitable Giving Score
3436	Discretionary Income Index
3406	Discretionary Income Score
3408	Home Market Value Model
3409	Income Range Broad
3407	Income Range Premium
3412	Life Insurance Purchase Propensity
3411	Vacation Property Ownership Propensity
3414	Vehicle Propensity – Compact
3415	Vehicle Propensity – Coupe
3418	Vehicle Propensity – Crossover
3422	Vehicle Propensity – Domestic Sedan
3416	Vehicle Propensity – Exotic
3423	Vehicle Propensity – Foreign Sedan
3419	Vehicle Propensity – Luxury Crossover
3441	Vehicle Propensity – Luxury Sedan
3421	Vehicle Propensity – Luxury SUV
3417	Vehicle Propensity – Pickup Truck
3420	Vehicle Propensity – SUV
3413	Vehicle Value Index

## CONSUMER LIST — HEALTH

The Health-related category is derived from purchases and self-reported sources. The category includes common health-related household data such as allergies, diabetic focus and arthritis needs.

ELEMENT #	ELEMENT NAME
2200	Allergy Related
2201	Arthritis/Mobility
2202	Cholesterol Focus
2203	Diabetic Focus
2204	Disabled Individual in the Household
2205	Homeopathic
2206	Organic Focus
2207	Orthopedic
2208	Senior Needs
3446	Mail Order Prescription Propensity Score
3447	Ailment Rx Online Search Propensity Score
3448	Advertised Medicine Inquirers Propensity Score

## CONSUMER LIST — HOUSEHOLD CHARACTERISTICS

Household Characteristics data is the same for all members in the household. Some examples include marital status, children’s data, income, education and age of the first Individual (head of household).

ELEMENT #	ELEMENT NAME
8692	Adult – Presence of Senior Adult
8680	Adult – Presence of Young Adult
2351	Adult – Single Parent with Child(ren)
8628	Adults – Number in Household
2350	Business Owner in the Household
8602	Children – Number in Household
7602	Children – Number in Household – 100%
8622	Children – Presence in Household
7622	Children – Presence in Household – 100%
8603	Children’s Age – 1 Year Increments
8601	Children’s Age Ranges Present in Household
2076	Community Involvement – Causes Supported Financially
2403	Congressional District
4000	Consumer Prominence Indicator
9509	Education – 1st Individual
7650	Education – 1st Individual – 100%
9780	eMail Append Available Indicator
8652	Generations – Number in Household
8629	Household Size
2354	Insurance – Own Life Insurance Policy
8607	Length of Residence
7607	Length of Residence – 100%
8609	Marital Status in the Household
7609	Marital Status in the Household – 100%
8604	Occupation – 1st Individual
8082	SOHO Indicator
8614	Verification Date
2356	Veteran in the Household
8487	Voter/Party – 1st Individual
8619	Working Woman

**CONSUMER LIST — INDIVIDUAL CHARACTERISTICS**

Individual Characteristics data is different for each individual in the household.

ELEMENT #	ELEMENT NAME
	Confidence/Use Code
	Gender – Input Individual
9514	Education – Input Individual
2526	Household Status Indicator
2360	Occupation – Detail – Input Individual
8637	Occupation – Input Individual
8531	Voter/Party – Input Individual

**CONSUMER LIST — INTEREST**

Interest elements are derived from actual purchases and self-reported surveys. Unlike Behavior elements, Interest elements are not time sensitive.

ELEMENT #	ELEMENT NAME
7732	Arts
7756	Auto Work/Mechanics
7755	Aviation
7849	Beauty and Cosmetics
7840	Boat Owner
8326	Broader Living
7730	Career Improvement
7841	Career Interest
7723	Celebrities
7779	Children's Interests
8329	ChipHead
7842	Christian Families
7792	Collectible – Antiques
7791	Collectible – Arts
7790	Collectible – Coins
7788	Collectible – General
7843	Collectible – Sports Memorabilia
7789	Collectible – Stamps
7832	Collectible and Antiques Grouping
8263	Collector – Avid
8321	Common Living
7726	Community/Charities
7739	Cooking – General
7740	Cooking – Gourmet
7741	Cooking – Low Fat
7826	Cooking/Food Grouping
7753	Crafts
8277	Cultural/Artistic Living
7724	Current Affairs/Politics
7771	Dieting/Weight Loss
8272	DIY Living
7844	Education Online
7801	Electronics – Consumer Electronics
7829	Electronics/Computers Grouping
7809	Environmental Issues
7752	Exercise – Aerobic/Cardiovascular
7750	Exercise – Running/Jogging

ELEMENT #	ELEMENT NAME
8274	Exercise – Sporty Living
7751	Exercise – Walking
7827	Exercise/Health Grouping
7720	Fashion
7742	Food – Vegetarian
7731	Food – Wines
7743	Foods – Natural
7820	Gambling – Casino
7819	Gambling – State Lotteries
7759	Games – Board Games/Puzzles
7799	Games – PC Game Player
7766	Games – Video Game Console
7817	Gardening
7780	Grandchildren
7770	Health/Medical – General
8279	High-Tech Living
7721	History/Military
7815	Home Furnishings/Decorating
7816	Home Improvement
7851	Home Improvement – Do-It-Yourselfers
7830	Home Improvement Grouping
8271	Home Living
8259	Home Video Recording
7776	House Plants
7831	Investing/Finance Grouping
7846	Investments – Foreign
7793	Investments – Personal
7794	Investments – Real Estate
7795	Investments – Stocks/Bonds
8236	Money Seekers
7764	Movie Collector
7768	Movie Player
7828	Movie/Music Grouping
7763	Music – Avid Listener
7760	Music – Home Stereo
7762	Music Collector
7761	Music Player
7847	NASCAR
8239	Our Nation's Heritage
7808	Outdoor – Biking/Mountain Biking
7805	Outdoor – Boating/Sailing
7803	Outdoor – Camping/Hiking
7802	Outdoor – Fishing
7804	Outdoor – Hunting/Shooting
7807	Outdoor – Scuba Diving
7806	Outdoor – Water Sports
7823	Outdoors Grouping
7777	Parenting
7814	Participant – Equestrian
7811	Participant – Golf
7813	Participant – Motorcycling
7812	Participant – Snow Skiing



## ELEMENT # ELEMENT NAME

7810	Participant – Tennis
7796	PC
7773	Pets – Cat Owner
7774	Pets – Dog Owner
7775	Pets – Other
7754	Photography
8315	Power Boating
8322	Professional Living
7738	Reading – Audio Books
7848	Reading – Financial Newsletter Subscribers
7733	Reading – General
7737	Reading – Magazines
7735	Reading – Religious/Inspirational
7736	Reading – Science Fiction
7734	Reading – Top Sellers
7825	Reading Grouping
7746	Recreational Vehicles
7727	Religious/Inspirational
7728	Science/Space
7772	Self Improvement
7757	Sewing/Knitting/Needlework
7722	Smoking/Tobacco
7783	Spectator – Baseball
7784	Spectator – Basketball

## ELEMENT # ELEMENT NAME

7782	Spectator – Football
7785	Spectator – Hockey
7781	Spectator – Racing – Auto/Motorcycle
7786	Spectator – Soccer
7787	Spectator – Tennis
8257	Spectator – TV Sports
7822	Sports Grouping
7729	Strange and Unusual
7821	Sweepstakes/Contests
7725	Theater/Performing Arts
7748	Travel – Cruise Vacations
7747	Travel – Family Vacations
7745	Travel – Foreign
7744	Travel – U.S.
7824	Travel Grouping
8334	TV Guide
7765	TV Reception – Cable
7845	TV Reception – HDTV/Satellite Dish
7769	TV Reception – Satellite Dish
8276	Upscale Living
8278	Wall Street Living
7800	Wireless – Cellular Phone
7758	Woodworking





### CONSUMER LIST — LIFE EVENT

The expanded Life Event category now includes life stage events (for example, marriage, a child in college, empty nesters) as well as home-related events such as a recent home purchase or refinance. The data comes from self-reported sources and public records. Some elements contain data that is no more than six months old; others extend to 18 months.

ELEMENT #	ELEMENT NAME
7471	Adult – College Graduate
7472	Adult – Empty Nester
7474	Adult – Expectant Parent
7469	Adult – New Parent
7470	Child Nearing High School Graduation in the Household
7468	Home – Recent Mortgage Borrower
7475	Intend to Purchase – Vehicle
7476	Marital – Divorced
7477	Marital – Newlyweds

### CONSUMER LIST — MEDIA USAGE

Predictive models that indicate consumer's preference for various media channels.

ELEMENT #	ELEMENT NAME
3588	Media Channel Usage – Cell Phone
3590	Media Channel Usage – Daytime TV
3587	Media Channel Usage – Internet
3594	Media Channel Usage – Magazine
3595	Media Channel Usage – Newspaper
3591	Media Channel Usage – Outdoor
3589	Media Channel Usage – Primetime TV
3593	Media Channel Usage – Radio
3592	Media Channel Usage – Yellow pages

### CONSUMER LIST — PERSONICX

Personicx Classic is Acxiom's household-level, life-stage focused segmentation system that places each U.S. household into one of 70 segments based on specific consumer and demographic characteristics.

ELEMENT #	ELEMENT NAME
1270	Personicx Refresh Cluster Code
1271	Personicx Refresh LifeStage Group Code
1274	Personicx Refresh Insurance Group Code
1275	Personicx Refresh Financial Group Code
9330 <sup>x</sup>	Personicx Hispanic Cluster Code
1280	Personicx Digital
1281	Personicx Digital Groups

### CONSUMER LIST — REAL PROPERTY

Real Property data consists of actual property ownership information from county public records and models derived from public record, census data and self-reported surveys.

ELEMENT #	ELEMENT NAME
2403	Congressional District
8843	Home – Lender Type 1
8663	Home Equity Available – Estimated – Ranges
8585	Home Equity Available – Estimated – Ranges (RP)
8567	Home Loan Amount 1 – Original – Ranges (RP)
8434	Home Loan Date – 1
8642	Home Market Value – Estimated
8463	Home Market Value Deciles – Estimated (RP)
8606	Home Owner/Renter
7606	Home Owner/Renter – 100%
8590	Home Owners Insurance Expiration Date (X-Date)
8591	Home Pool Present
8701	Home Property Type
8581	Home Property Type Detail
8561	Home Purchase Amount – Ranges
8579	Home Purchase Date – Year/Month
8441	Home Square Footage – Ranges
8592	Home Year Built – Actual
8440	Home Year Built – Ranges
8587	Investor – Real Estate
8851	Home Market Value Quality Indicator (use with 8642) Median Home Value Owner Occupied (hundreds) Owner Type Detail
8555	

### CONSUMER LIST — NIELSEN SEGMENTATIONS

Segmentation data differentiates between neighborhoods or households in terms of a particular behavior or life stage.

ELEMENT #	ELEMENT NAME
5776 <sup>x</sup>	Income Producing Assets (IPA)
5747 <sup>x</sup>	PRIZM Household Segment Code
5768 <sup>x</sup>	PRIZM ZIP 4 Segment Code
5714 <sup>x</sup>	P\$YCLE Household Segment Code
5715 <sup>x</sup>	P\$YCLE Household Group Code

**CONSUMER LIST — TECHNOLOGY**

Technology data includes elements that indicate the use of computers, computer software and telecommunications devices in the household. It also includes data about the household's Internet connection.

ELEMENT #	ELEMENT NAME
8718	InfoBase Trends for Telecom – Cellular User
8727	InfoBase Trends for Telecom – International Long Distance User
8717	InfoBase Trends for Telecom – Internet User
8728	InfoBase Trends for Telecom – Optional Calling Services
8729	InfoBase Trends for Telecom – Top 20% Long Distance User
2300	Internet Connection Type
8654	PC DSL/High Speed User
8666	PC Operating System
8630	PC Owner
8670	PC Software Buyer
7719	Wireless Product Buyer
2705	Social Network Number of Sites – Input Individual
8715	Technology Adaption Propensity Score
2847	Telco Cord Cutter Propensity

**CONSUMER LIST — TRAVEL**

The Travel category includes data on business and vacation travel purchases including travel type and destination. The category also includes self-reported survey data showing travel interests.

ELEMENT #	ELEMENT NAME
2537	Vacation – Type – International
2529	Vacation – Type – RV
2532	Vacation – Type – United States
2523	Vacation Travel – Casino – Have Taken/Would Enjoy
2524	Vacation Travel – Type – Cruise – Have Taken/Would Enjoy
2897	Cruise Vacation Propensity Model

**CONSUMER LIST — VEHICLE**

Includes vehicle purchase and ownership data from dealer services and self-reported sources. (non-DPPA regulated data)

ELEMENT #	ELEMENT NAME
8648	Vehicle – Dominant Lifestyle Indicator
8647	Vehicle – Known Owned Number
8646	Vehicle – New Car Buyer
8165	Vehicle – Truck/Motorcycle/RV
9040	Vehicle/Auto – Make Code – 1st Vehicle (numerical format)
9050	Vehicle/Auto – Make Code – 2nd Vehicle (numerical format)
9041	Vehicle/Auto – Model Code – 1st Vehicle (numerical format)
9051	Vehicle/Auto – Model Code – 2nd Vehicle (numerical format)
2607	Vehicle/Auto – New/Used Indicator – 1st Vehicle
2608	Vehicle/Auto – New/Used Indicator – 2nd Vehicle
9042	Vehicle/Auto – Year – 1st Vehicle
9052	Vehicle/Auto – Year – 2nd Vehicle
9047	Vehicle Verification Date – 1st Vehicle
9057	Vehicle Verification Date – 2nd Vehicle
9180	Vehicle Type – 1st Vehicle
9181	Vehicle Type – 2nd Vehicle
9588	Vehicle Insurance Renewal

# REAL PROPERTY LIST

InfoBase offers a comprehensive residential real estate list sourced from country recorder and assessor records designed to help clients target prospects who own real estate.

It is designed for clients who want to market to property owners based on the characteristics of the property rather than the characteristics of the household.

Real Property List is composed of more than 64 million records and 55 million U.S. households. With the vast number of selectors available, clients can segment any portion of this list to find their best prospects for a variety of real-estate-related promotions.

## REAL PROPERTY LIST — GEOGRAPHIC SELECTIONS

- Area Code
- Block Group
- Carrier Route
- CBSA
- Census Tract
- FIPS County
- Lat/Long Coordinates (append only)
- MSA
- Radius
- State
- SCF
- ZIP®
- ZIP + 4®

## REAL PROPERTY LIST — DEMOGRAPHIC SELECTIONS

ELEMENT #	ELEMENT NAME
8626	Age in Two-Year Increments – Input Individual
	Census Median Income
8601	Children’s Age Ranges/Gender
8621	Credit Card Indicator/Buyer
8623	Date of Birth – Input Individual (YYYYMMoo)
8641	Estimated Household Income
8927	Ethnic Code
8925	Ethnic Country Code
8928	Ethnic Language Preference Code
8926	Ethnic Religion Code
	Gender
8915	Mail Order Buyer
8620	Mail Order Responder
8609	Marital Status
8479	NetWorth
8604	Occupation – 1st Individual
1270	Personicx Classic Refresh
8622	Presence of Children
	Spouse Gender Code
	Telephone Number



**REAL PROPERTY LIST — HOME PURCHASE AND LOAN DATA SELECTIONS****ELEMENT NAME**

Available Equity  
 Delinquent Tax Flag  
 Delinquent Tax Year  
 Equity Loan Line of Credit (second or third)  
 Home Purchase Amount  
 Interest Rate Type (first, second or third)  
 Lendable Equity (80% of market value less total loans)  
 Lender Name/Code (first, second or third)  
 Lender Type (first, second or third)  
 Loan Amount (first, second or third)  
 Loan Date (first, second or third)  
 Loan-to-Value (LTV) Ratio  
 Loan Type (first, second or third)  
 Purchase Date  
 Total Loans  
 Transaction Type (first, second or third)  
 Trust Owned Flag

**REAL PROPERTY LIST — PROPERTY SELECTIONS****ELEMENT NAME**

Census Median Home Market Value  
 Heating/Cooling  
 Home Assessed Value  
 Home Market Value  
 Home Size (square feet)  
 Length of Residence  
 Lot Size (square feet)  
 Market Value  
 Market Value Decile (1-10 ranking within country)  
 Number of Bedrooms  
 Number of Investment Properties Owned  
 Number of Units  
 Owner Type  
 Presence of Fireplace  
 Presence of Garage  
 Presence of Pool  
 Property Type  
 Year Built

**HOTLINES****HOTLINES — NEW BORROWERS LIST > 2,000,000**

Get accurate information about refinance/equity loan borrowers. These new borrowers have gained substantial additional buying power from their new loan, making this segment perfect for marketers of all home-related products and services, including major appliances and furniture, home improvements and more.

**TARGETING EXAMPLES**

Banking and Mortgage  
 Catalogs  
 Entertainment  
 Financial  
 Home Services  
 Insurance  
 Retail  
 Telecommunications

**GEOGRAPHIC SELECTIONS**

FIPS County  
 Radius  
 SCF  
 State  
 ZIP®

**OTHER SELECTIONS**

Gender of Primary Owner  
 Home Market Value  
 Homeowner Type  
 Lender Name (output only)  
 Loan Amount(s)  
 Loan Date(s)  
 Loan Interest Rate Type  
 Loan Type  
 Loan-to-Value Ratio  
 Property Type  
 Purchase Amount  
 Purchase Date  
 Telephone  
 Trust Flag

**HOTLINES — NEW HOMEOWNERS LIST > 1,000,000**

This list is designed for marketers of all home-related products and services. New homeowners are very stable and extremely desirable because they represent a segment with a high degree of purchasing power. New homeowners look for major appliances and furniture, home improvements, neighborhood services and more. Why is it important to have this reliable list? Because new homeowners typically establish new buying patterns and service relationships and make major purchases right after they move in.

**TARGETING EXAMPLES**

Banking and Mortgage  
Catalogs  
Entertainment  
Financial  
High-Tech/ISPs  
Home Services  
Insurance  
Retail  
Telecommunications

**GEOGRAPHIC SELECTIONS**

FIPS County  
Radius  
SCF  
State  
ZIP®

**OTHER SELECTIONS**

Gender of Primary Owner  
Home Market Value  
Homeowner Type  
Lender Name (output only)  
Loan Amount(s)  
Loan Date(s)  
Loan Interest Rate Type  
Loan Type  
Loan-to-Value Ratio  
Property Type  
Purchase Amount  
Purchase Date  
Telephone  
Trust Flag

**HOTLINES — NEW MOVERS LIST > 5,000,000**

New movers are looking to establish new relationships with neighborhood services, home furnishing stores, telephone and Internet service providers, banks, local entertainment venues and more. Why is it important to have this current list? Because new movers typically go on a buying spree for all sorts of products and services, which represents a terrific direct marketing opportunity, especially for the first to knock on their door.

**TARGETING EXAMPLES**

Banking and Mortgage  
Catalogs  
Entertainment  
Financial  
High-Tech/ISPs  
Home Services  
Insurance  
Newspapers/Magazines  
Retail  
Telecommunications

**GEOGRAPHIC SELECTIONS**

FIPS County  
Radius  
SCF  
State  
ZIP®

**OTHER SELECTIONS**

Census Median Income  
Dwelling Type  
Gender  
Telephone

NOTES: The selections shown may be only a sampling of what is available on each list. For more detailed information and descriptions about list elements, speak to your Acxiom® data consultant.

Subscription service is available weekly for New Borrowers List, New Homeowners List and for New Movers List. Volume discounts may apply.

Please note that no InfoBase List Hotlines data is derived from the NCOA<sup>Link®</sup> product.

**HOTLINES — PRE-MOVERS LIST**

In the past, it was difficult, if not impossible, to find homeowners preparing to move. Now, with the emergence of the Internet and the ability to compile and integrate real estate and related databases more quickly and efficiently, Acxiom recognizes these distinct households that are preparing to move. The Pre-Movers List gives marketers a head start of several weeks over their competitors who are using more traditional new mover or new homeowner files.

The pre-mover opportunity is founded on the basis that a residential real estate transaction (the sale and purchase of a home) is the beginning of a series of critical, valuable and educated consumer buying decisions. Companies alerted to these significant pre-mover, life-event triggers have the potential to influence consumers when they are most likely to buy or modify their buying patterns. Thus, Pre-Movers List enables companies to proactively provide timely and relevant incentives to shape buying habits and obtain a healthy return on their investment.



**TARGETING EXAMPLES**

Banking and Mortgage  
Catalogs  
Entertainment  
Financial  
High-Tech/ISPs  
Home Services  
Insurance  
Retail  
Telecommunications

**FILE DESCRIPTION**

- **Record description** — Homeowners who currently have listed their homes for sale.
- **Data source** — Compiled from the information in the public domain.
- **Compilation frequency** — The file is rebuilt/refreshed on a bi-weekly basis and new listings are added. This is a rolling three-month file.
- **Quantity** — Greater than 1 million households are available on the three-month rolling file.

**GEOGRAPHIC SELECTIONS**

FIPS County  
Radius  
SCF  
State  
ZIP®

**OTHER SELECTIONS**

Adult Two-Year Age Range\*\*  
Homeowner/Renter\*\*  
Income Range (Estimated Household)\*\*  
Listing Price Range — Source  
Listing Price — Source  
Marital Status\*\*  
Market Value Range\*\*  
Name\*  
Name Where Available  
Number of Adults Present\*\*  
Number of Baths — Source  
Number of Bedrooms — Source  
Presence of Children\*\*  
Purchase Amount Range\*\*  
Purchase Date\*\*  
Record Receipt Date (Pub Date)  
Square Footage  
Telephone\*\*

\*Approximately 63 percent of the Pre-Movers List has a consumer name available. Records may be selected with name, name where available or address only.

\*\*These selectors are available on records with a name only. Please note that not all name records have each selection populated at 100 percent.

**BUSINESS LIST**

In business-to-business marketing, accurate address and telephone information for direct mail and telemarketing programs is key to maximizing results and minimizing costs. InfoBase Business List provides a comprehensive list of businesses with key firmographic information at a very competitive price with the added benefit of Acxiom's world-class delivery and customer service.

This database contains 14 million records that are processed via Acxiom's address standardization processes to insure the most complete and standardized addresses are provided. All files are brought together with proven business rules resulting in a file containing the least number of duplicate records.

**TARGETING EXAMPLES**

Broker/Reseller  
Financial Services  
Insurance  
Retail

**GEOGRAPHIC SELECTIONS**

Address  
Address Lines  
FIPS County  
FIPS MCD  
FIPS State  
MSA Carrier Route Code  
State

**INDUSTRY SELECTIONS**

NAICS  
SIC

**OTHER SELECTIONS**

Approximate Number of Years in Business  
Employee Size Range  
Ethnic-Owned Business  
Ethnicity  
Franchise Code  
Sales Volume Range  
SOHO Flag  
Telephone Number  
Women-Owned Business

NOTE: The selections shown may only be a sampling of what is available on this list. For more detailed information and descriptions about list elements, speak to your Acxiom data consultant.

## ACXIOM ON-DEMAND TARGETING

Businesses now have a simple and automated approach for recognizing prospects from InfoBase Consumer List who are most likely to respond to a direct-marketing campaign or offer. Acxiom On-Demand Targeting harnesses modeling software to examine thousands of possible demographic and psychographic patterns to take the guesswork out of the selection process. This enables clients to improve response rates and lower costs by eliminating those households that will likely never respond to their offer.

### How It Works

- Acxiom matches customer names and addresses to our compiled list and appends more than 500 attributes about these households for unique distinction
  - Regional or state campaigns require 3,000 to 5,000 customer names and addresses for the match
  - National campaigns require 15,000 to 25,000 customer names and addresses for the match
- Technology summarizes and compares the variables
- Modeling software scores all households from 1–100 based on their likelihood to respond
- Portrait and model reports are generated and can be delivered in less than one day (depending on project specifications) after Acxiom receives a client's customer names and addresses
- Once the client decides how many prospects to order, the list can be generated in less than a day

# KNOW AND ANTICIPATE DEMOGRAPHICS AND BUYING BEHAVIOR — **PERSONICX**

Personicx is a household-level consumer segmentation and visualization system, powered by Acxiom's exclusive InfoBase household data, the recognized gold standard for the industry.

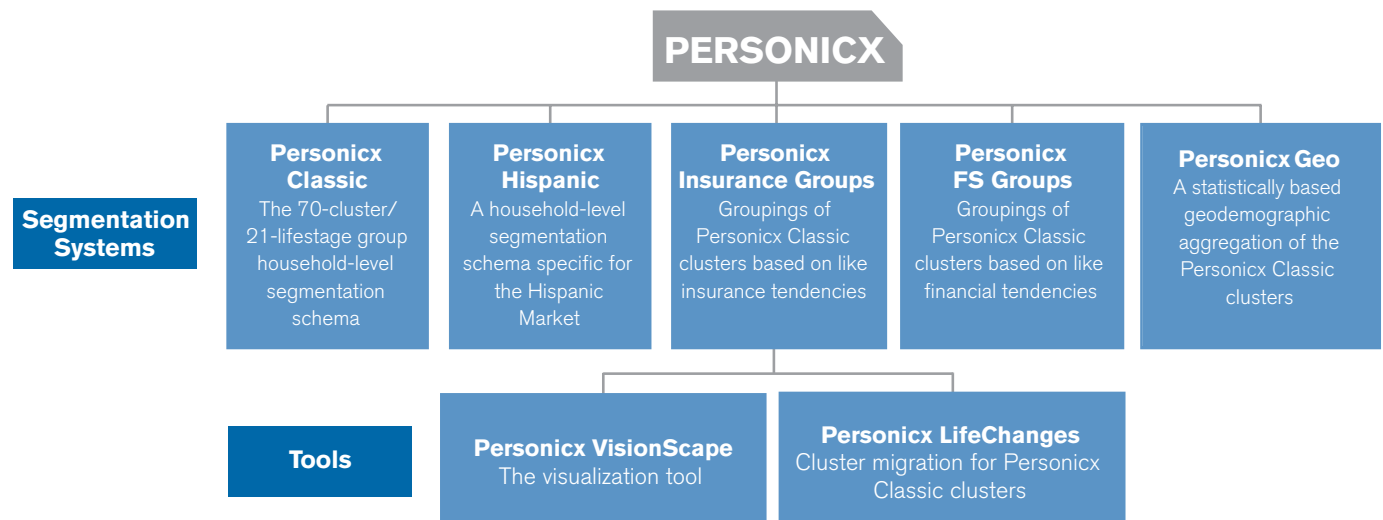
The Personicx suite allows marketers to better know — and anticipate — their customers' demographics and buying behaviors, conduct market analysis, plan customer acquisition strategies, and create cross-sell/up-sell and retention campaigns that are truly targeted, personalized and powerful.

The Personicx suite includes:

- The popular Personicx Classic offering for comprehensive consumer marketing
- Personicx Insurance Groups, which leverage Personicx Classic and actual insurance product usage to generate insights specific to the insurance industry
- Financial Services Groups of Personicx, powered by Personicx Classic, self-reported financial assets and industry data, to provide unique insights for the financial services industry
- Personicx Hispanic, a segmentation system created specifically for the Hispanic market
- Personicx Geo®, the geodemographic Personicx product designed for use in neighborhood-based analysis

The Personicx suite also includes two powerful tools to facilitate analysis:

- Personicx LifeChanges® for predicting consumer life stage changes and trends
- Personicx VisionScape®, a leading-edge segmentation analysis and visualization tool that can be used with each of the Personicx segmentation offerings



## PERSONICX — CLASSIC

Personix Classic is a life-stage based household level segmentation system that places each U.S. household into one of 70 segments based on specific consumer behavior and demographic characteristics. With the power of InfoBase as the underlying data source, Personix Classic accurately reflects the current state of American consumer households and all of their different life stage consumer behaviors. This schema provides a common and consistent framework to view consumers across product mix, organization and the general marketplace, as well as providing a framework for trending customers over time through Personix LifeChanges. Visualization tools via Personix VisionScape are available to provide enhanced understanding of location and the best approach to reaching key markets for products.

The 70 Personix Classic clusters and the 21 life stage groups they roll up to are available for enhancement, list selects and reporting/analysis. Personix Classic is also linked to syndicated data sources such as GfK MRI, D.K. Shifflet & Associates and Scarborough Research, providing additional means for reporting and analysis by Acxiom analytic consultants or on a desktop via Personix VisionScape. The syndicated data can also be used for list selects, targeting Personix Classic clusters that index highest for desired behaviors of highest interest.

### 1270 PERSONICX CLASSIC CLUSTERS

**1 SUMMIT ESTATES** Summit Estates is the wealthiest of all the clusters. In every sense, these families are enjoying the good life — luxury travel, entertainment and consumption of every kind are within easy reach.

**2 ESTABLISHED ELITE** Established Elite represents America's elite couples and singles. With no school-age children at home and the second highest income in the country, these households have enormous disposable incomes and pursue correlating luxuries and activities.

**3 CORPORATE CLOUT** Corporate Clout contains well-educated and well-compensated singles and couples in their 40s and 50s. These corporate executives and professionals are serious travelers, whether for work or pleasure, and intelligent investors.

**4 SKYBOXES AND SUBURBANS** Ranked fourth for both income and net worth, Skyboxes and Suburbans is also one of the best-educated of all clusters. These families shop at upscale stores, spend time feathering their nest and adhere to regular fitness programs.

**5 SITTING PRETTY** Sitting Pretty represents financially secure couples nearing retirement. They are empty nester homeowners, living in outer suburbs and towns enjoying a luxurious lifestyle.

**6 SHOOTING STARS** Shooting Stars is made up of childless couples in their 30s and early 40s. These home-owning households often include professionals with graduate degrees.

**7 LAVISH LIFESTYLES** Lavish Lifestyles contains established couples with teenage kids, minivans and mortgages. Luckily, with a rank of fifth in the country, they have high incomes to support them.

**8 FULL STEAMING** Full Steaming is a mix of affluent, well-educated couples and singles who have a net worth tending to fall between \$500,000 and \$1,000,000. An entrepreneurial bunch, this cluster ranks first for self employment.

**9 PLATINUM OLDIES** These well-heeled soon-to-be retirees living in the outer edges of the city are enjoying the fruits of their lifetime labor. They are active pillars of their communities and dedicated grandparents, while interested in maintaining their health and fitness.

**10 HARD CHARGERS** Hard Chargers is dominated by well-educated and professionally successful singles. They are almost all homeowners in a mix of houses and condominiums.

**11 KIDS and CLOUT** Kids and Clout is comprised of affluent couples with school-age children. Their activities tend to be geared toward either work, home or kids.

**12 TOTS and TOYS** Tots and Toys is dominated by affluent and well-educated working couples with preschool-age children. They are homeowners, mainly in single-family houses.

**13 SOLID SINGLE PARENTS** Solid Single Parents contains affluent single parents. These predominantly white-collar, professional metrocentrics enjoy comfortable incomes and are a mix of homeowners and renters.

**14 CAREER-CENTERED SINGLES** These affluent, single professionals are well educated, dedicated to their careers and long-term homeowners in their communities.

**15 COUNTRY WAYS** These country empty nesters are an interesting mix of technicians, entrepreneurs and blue-collar workers. With average educational attainment levels, they enjoy upper incomes and upper-middle net worth.

**16 COUNTRY SINGLE** Country Single is a group of successful singles who are firmly entrenched in their rural communities. Upper-middle incomes and no children enable this group to save and spend on their personal interests.

**17 APPLE PIE FAMILIES** Apple Pie Families households are upper-middle class couples with school-age children. They are homeowners, often minivan drivers and radio listeners.

**18 MARRIED SOPHISTICATES** Married Sophisticates is made up of recently married young couples who are well educated and enjoy healthy upper-middle range incomes. They are almost all homeowners with above average net worth in upscale suburban neighborhoods.



**19 COUNTRY COMFORT** Country Comfort is a combination of rural white-collar and blue-collar families, some self-employed, with mixed-age children. The group ranks 16th for household income and has a relatively high percentage of working women.

**20 DYNAMIC DUOS** These upper-middle income, no-kids couples are well educated and well compensated. They are homeowners in mostly upscale neighborhoods.

**21 CHILDREN FIRST** Young families dominate Children First. At a mean age of 25, all are currently raising children. Evenly split between married couples and singles, these renters and homeowners are more than four times likely to be students. They earn upper-middle incomes and live in suburban areas.

**22 FUN AND GAMES** Fun and Games is a mix of couples in their late 40s and early 50s, living in outer suburbs and towns. Married and childless, these upper-middle income homeowners work in a mix of white-collar and blue-collar fields.

**23 ACRED COUPLES** Acred Couples households are comfortable and well-established country couples in their late 50s and early 60s. These upper-middle-income empty nesters enjoy a wide range of social activities in the outer suburban areas.

**24 CAREER BUILDING** Career Building is made up of young, childless singles. They are a mix of mobile renters and first-time homeowners, living in condos and single-family houses.

**25 CLUBS AND CAUSES** Clubs and Causes is dominated by upper-middle income, retired singles and couples in their late 60s and early 70s. These long-time homeowners live comfortably in outer suburbs and towns.

**26 SAVVY SINGLES** Savvy Singles households are well educated and enjoy upper-middle income. Despite solid incomes, their residence in metropolitan areas often requires renting in multiple-family dwellings.

**27 SOCCER and SUVs** Soccer and SUVs households are large, upper-middle-income families. Located in the cities and surrounding areas, they typically have accrued a net worth of \$500,000 or less.

**28 SUBURBAN SENIORS** These mostly retired octogenarians are community activists and devoted grandparents. With upper-middle incomes and net worth they are very comfortable in their advancing age.

**29 CITY MIXERS** City Mixers households are single urbanites. At a mean age of 41, there are no children in the home, and they work in a broad spectrum of white-collar jobs.

**30 SPOUSES and HOUSES** Spouses and Houses is dominated by middle-income, childless couples in their mid-20s. This group of mainly high school grads owns their homes and tends to live in suburbs and towns around the country.

**31 MID AMERICANA** Mid Americana households are married suburbanites. They are middle of the road in terms of education and income; however, long tenure and high equity versus home values result in high net worth.

**32 METRO MIX** Metro Mix households live in the nation's mega markets. In their mid-40 to mid-60s, and with middle incomes, this group of diverse urbanites ranks second in residing in expensive multi-family dwellings.

**33 URBAN TENANTS** Urban Tenants households are predominantly singles in their early 50s. These middle-income, white-collar professionals take advantage of urban life, enjoying the income and time that they have to the fullest.

**34 OUTWARD BOUND** Outward Bound is middle-income, rural households, most without children, but a few with toddlers, pre-school and grade school children. Home ownership dominates this cluster, along with their tendency to drive compact or full-size pick-up trucks.

**35 SOLO AND STABLE** These singles are all homeowners who work in mainly white-collar professional, administrative and managerial jobs. Their education and income place them about average in the middle class.

**36 RAISIN' GRANDKIDS** These older singles and couples are notable for their active grandparent status — every household shows the presence of children.

**37 CARTOONS AND CARPOOLS** Married couples with children of all ages in a solidly middle-income cluster. These homeowners are blue- and white-collar workers, supporting their families while establishing roots in their communities.

**38 MIDTOWN MINIVANNERS** Midtown Minivanners is one of the top 10 blue-collar bastions in the country. With children of all ages, Midtown Minivanners is the oldest, full-family household in America.

**39 EARLY PARENTS** At a mean age of 25, Early Parents represents one of the youngest of the clusters. This group contains single and married parents in their mid-20s whose spending habits and leisure time are heavily influenced by their young children and living within their means.

**40 THE GREAT OUTDOORS** The Great Outdoors households are young empty-nest couples living in very rural areas. They enjoy rural and solitary pursuits.

**41 TRUCKIN' & STYLIN'** Truckin' & Stylin' households are in their mid-to-late 30s and live in rural towns. Though, on average, they earn middle incomes, they rank below average for income when compared to the nation and drop too close to the bottom of the list (58th) for net worth.

**42 FIRST MORTGAGE** First Mortgage is uniformly single and childless. They are all homeowners and in their early 30s. They work in a wide variety of occupations, but their income indicates that they are probably on the lower rungs of the career ladder.

**43 WORK & CAUSES** Work & Causes is dominated by those with lower-incomes, in their late 40s, early 50s, and living in cities and surrounds. They are all homeowners, with approximately 13 percent owning and living in multi-unit dwellings.

**44 COMMUNITY SINGLES** Community Singles households are community-minded, lower-to-middle income singles. They are in their late 50s to early 60s, some retired, but many still working, mainly in lower-level clerical white-collar and blue-collar jobs; all are homeowners.

**45 FIRST DIGS** First Digs is made up of young, single and married couples who have lower-middle incomes and minimal-to-no net worth. These renters are more likely to be found in the second cities and surrounding areas.

**46 HOME COOKING** Home Cooking is comprised of married couples that, in their 30s and early 40s, have no children present in the home. They are mostly lower-middle income homeowners living in the surrounding areas of major second and edge cities across the U.S.

**47 RURAL PARENTS** These single parents live in some of the most rural parts of the country. They rank high for working women and most have started to accrue some net worth, predominantly through the homes they own.

**48 FARMLAND FAMILIES** Farmland Families is made up of large blue-collar families living in the most rural areas of the country. The group ranks high for household size and working women, and is firmly in the lower-middle category for income and net worth.

**49 DEVOTED DUOS** Devoted Duos is comprised of married couples with long-standing tenure in their communities and their homes. They live in the surrounding city suburbs and enjoy quiet activities.

**50 RURAL RETIREMENT** Rural Retirement is among the oldest of all the clusters. At a mean age of 76, these elderly rural couples enjoy comfortable, socially active lives in the country.

**51 FAMILY MATTERS** Family Matters is made up of active elderly couples who, despite a mean age of 70, are only 45 percent retired. They earn lower-middle incomes and own their suburban homes.

**52 RESOLUTE RENTERS** This mix of older late 30/early 40-year-olds is single and has no children. They tend to be relatively mobile renters and are on the lower rungs of income and net worth.

**53 METRO PARENTS** Metro Parents is a group handling single parenthood and the stresses of urban life on a small budget. They are primarily high school or vocationally educated homeowners who are well entrenched in their communities.





**54 STILL TRUCKIN'** These lower income households are comprised of singles in their mid-50s. They are homeowners living in rural parts of the country.

**55 HUMBLE HOMES** Humble Homes is comprised of small-town couples in their mid- to upper-50s. They are long-time homeowners working in a mix of white-collar and blue-collar jobs.

**56 MODEST WAGES** Modest Wages represents low-income singles living without children in a mix of smaller, industrial cities. Educational attainment is lower for this group, though they are all homeowners.

**57 COLLEGIATE CROWD** With a mean age of 21, this group represents the youngest of all the clusters. The cluster has a high concentration of students, a correlating low net worth and high mobility, but interestingly they fall right in the middle for income.

**58 YOUNG WORKBOOTS** At a mean age of 25, this group is the third youngest cluster in the nation. They are unmarried, work in a mix of white-collar and blue-collar jobs and are found primarily in small towns and more rural areas.

**59 MOBILE MIXERS** These highly mobile, diverse groups of people are single renters in their early 30s. They rank among the lowest for income and net worth with average education levels and tend to live primarily in cities and surrounding areas.

**60 RURAL ROVERS** Rural Rovers as a group is primarily single and highly mobile. They live in the most rural areas of the country, are renters, and enjoy outdoor and serene activities.

**61 URBAN SCRAMBLE** Urban Scramble is a combination of young professionals and students, living in the nation's most densely populated and expensive cities. While many are starting in white-collar professional careers, others of this highly mobile group are still finishing their degrees.

**62 KIDS AND RENT** These lower income households are a combination of singles and married couples, all of whom have children. They are mostly renters, living in both single-family and multiple-family apartment buildings.

**63 DOWNTOWN DWELLERS** Downtown Dwellers is a group of lower-income, single, downtown-metro dwellers. This upper-middle-aged, high-school and vocational/technical educated group makes ends meet with low-wage clerical and service jobs.

**64 RURAL EVERLASTING** Rural Everlasting is made up of lower-income elderly singles living in rural areas of the country. They tend to be renters with little net worth accrued; nearly half are retired.

**65 THRIFTY ELDERS** Thrifty Elders households are elderly, lower-income singles. They live in small towns and suburbs, some owning their homes and others renting.

**66 TIMELESS ELDERS** Timeless Elders households are still very active. At a mean age of 84, they remain active in their communities, enjoy playing bingo and needlework and stay up-to-date on a regular diet of TV news.

**67 ROLLING STONES** Rolling Stones ranks second for student population found in many college towns. Like other groups in this life stage, they are almost entirely unmarried, childless and highly mobile.

**68 PENNYWISE PROPRIETORS** Despite having the second lowest income of all the clusters, Pennywise Proprietors manages to rank 27th for net worth. These single homeowners, in their mid- to upper-50s, live primarily in some of the more densely populated areas across the country.

**69 PENNYWISE MORTGAGEES** Pennywise Mortgagees contains homeowners of single- and multi-units with the lowest incomes, but yet some net worth. At a mean age of 36, they are single and more than five times more likely to be students.

**70 RESILIENT RENTERS** Resilient Renters represents singles with high-school and vocational/technical educations. At a mean age of 39, they are renters in the second-tier cities and, if employed, earn wages in service and clerical positions.

## 1271 PERSONICX CLASSIC LIFESTAGE GROUPS

**1Y BEGINNINGS** Beginnings include many of those in the first generation to grow up in a wired world, making intensive use of cell phones, computers and the Internet. They rank in the top 10 for short residential tenure, with low household incomes and minimal net worth.

Clusters:

- 39 Early Parents
- 45 First Digs
- 57 Collegiate Crowd
- 58 Young Workboots
- 67 Rolling Stones

**2Y TAKING HOLD** The big leap into this LifeStage group is fueled by wealth, as these clusters have already made it into the middle and upper-middle income brackets. As a group, they share college education levels, top 20 home values and short residential tenures.

Clusters:

- 18 Married Sophisticates
- 21 Children First
- 24 Career Building
- 30 Spouses and Houses

**3Y TRANSITION TIME** After coasting through their 20s working in relatively undemanding jobs and partying in their off-hours, this group is now transitioning to a more settled lifestyle, with some getting married and some starting families. They have a mix of white- and blue-collar jobs with mid-scale household incomes and minimal net worth.

Clusters:

- 34 Outward Bound
- 41 Truckin' & Stylin'
- 46 Home Cooking

**4X FLYING SOLO** These single households without children share several key characteristics, including low-middle to lower socio-economic levels, peak indices for lower white-collar occupations and a high incidence of apartment living. With few investments, the members of this group seem to be supporting several educational loans and rank low on all measures of household income and net worth.

Clusters:

- 42 First Mortgage
- 52 Resolute Renters
- 59 Mobile Mixers

**5X FAMILY FOCUSED** Though the income levels within this group vary, it is evident that the members of this life-stage group focus family resources toward the meeting of needs for their children. It's not surprising that they appear to put their children first, with both clusters in this group showing a high incidence of shopping for toys, children's clothing and children's products.

Clusters:

- 37 Cartoons and Carpools
- 62 Kids and Rent

**6X MIXED SINGLES** Concentrated in somewhat more urban areas, members of this group struggle with little more than minimal savings or investments and occupy the lowest rungs of the socio-economic ladder. They have few children and tend to depend on low-echelon white- and blue-collar jobs.

Clusters:

- 61 Urban Scramble
- 69 Pennywise Mortgagees
- 70 Resilient Renters

**7X CASH and CAREERS** Led by the affluence of Cluster 06, Shooting Stars, this group is one of the more affluent, with high household incomes and home values, as well as having a higher percentage of households with college educations. Childless and relatively mobile, this group is just beginning to engage in the market and seems committed to enjoying the good life.

Clusters:

- 06 Shooting Stars
- 10 Hard Chargers
- 20 Dynamic Duos
- 26 Savvy Singles

**8X JUMBO FAMILIES** Falling into the top 10 percent for average number of children per household, this group is the most prolific of all the groups. These clusters share above average college educations and household incomes and also have a uniformly high incidence of working women.

Clusters:

- 11 Kids and Clout
- 12 Tots and Toys
- 19 Country Comfort
- 27 Soccer and SUVs

**9B MIDDLING SINGLES** All unmarried, some perhaps divorced, the members of this group have no children living at home, allowing them to spend their disposable income on themselves, from designer clothes to foreign travel. Their incomes are, however, somewhat varied, from low to middle to upper-middle.

Clusters:

- 29 City Mixers
- 35 Solo and Stable
- 56 Modest Wages

**10B MIXED MIDLERS** Managing on limited incomes and educations, Mixed Middlers tend to exemplify the price of divorce in America. Of predominantly clerical white-collar and blue-collar occupations, these cohorts reside in different population densities and range across the socio-economic scale.

Clusters:

- 47 Rural Parents
- 53 Metro Parents
- 60 Rural Rovers

**11B FORTUNES & FAMILIES** Three of the wealthiest clusters are grouped into this life-stage group, where big money is made, traded or banked. Members of this group enjoy peak education levels, upper white-collar jobs, working women and dual incomes.

Clusters:

- 01 Summit Estates
- 04 Skyboxes and Suburbans
- 07 Lavish Lifestyles

**12B FLUSH FAMILIES** Parents of older, school-aged children, the members of this group are well educated with upper-middle incomes and net worth. Typically owners of homes in the metro fringes and suburbs, these households are commonly absorbed in the lifestyles dictated by traditional parental roles.

Clusters:

- 13 Solid Single Parents
- 17 Apple Pie Families



**13B TRUE BLUES** The last two dominant blue-collar bastions in America, the members of this group were born when the term “blue collar” identified those who made and built things with hands and tools, a label that was applied to more than one-third of the workforce. In favor of big families and pickup trucks, these members tend to be married homeowners with children.

Clusters:

- 38 Midtown Minivanners
- 48 Farmland Families

**14B OUR TURN** A mix of singles and married couples, these middle-aged households represent a cross-section of education, population density and net worth. What they share in common, however, is a focus turned back on themselves, with no children present in the household.

Clusters:

- 16 Country Single
- 22 Fun and Games
- 31 Mid Americana
- 32 Metro Mix
- 33 Urban Tenants

**15M MATURE WEALTH** Mostly between the ages of 46 and 65, the members of this group share affluence and spending habits. Buying and doing most everything their money can afford, these cohorts tend to be concentrated in the most costly MSAs in New England, the Mid-Atlantic and Pacific.

Clusters:

- 02 Established Elite
- 03 Corporate Clout

**16M AGING UPSCALE** One of the last groups of cohorts to marry young, the members of this group are now in the “empty nest” phase of their lives. Educations vary above and below average, with none being extremely low, and incomes are considered upper-middle and affluent.

Clusters:

- 14 Career-Centered Singles
- 15 Country Ways
- 23 Acred Couples

**17M MODEST MEANS** Mostly homeowners with above-average residential tenures, these clusters fall into the low-mid and lower socio-economic strata. With below-average college educations, the members of this group tend to have clerical white-collar and blue-collar occupations that limit household incomes.

Clusters:

- 43 Work and Causes
- 44 Community Singles
- 55 Humble Homes
- 63 Downtown Dwellers
- 68 Pennywise Proprietors

**18M MATURE RUSTICS** Strikingly similar in their rustic locales and lifestyles, this group tends to be concentrated in small second cities throughout the Central and Southern regions of the U.S. Though their incomes may be below average, residing in areas with a lower cost of living allows these cohorts to be well positioned with relatively high net worth, with their homes often being one of their primary assets.

Clusters:

- 40 The Great Outdoors
- 50 Rural Retirement
- 54 Still Truckin’

**19M GOLDEN YEARS** Well off enough to enjoy the option of early retirement, many of the members of this group continue to work, often in upscale, white-collar occupations. Sharing rankings in the top 10 for education and net worth, the members of this group often share investment and spending patterns as well, such as for real estate, luxury cars and foreign travel.

Clusters:

- 05 Sitting Pretty
- 08 Full Steaming
- 09 Platinum Oldies

**20S ACTIVE ELDERS** Comfortably retired, these homeowners tend to reside in their homes for much longer than average, granting them high ratios of available equity-to-home values. A mix of widows and widowers, these homeowners tend to be health conscious, conservative in nature and members of several social and church groups.

Clusters:

- 25 Clubs and Causes
- 28 Suburban Seniors
- 36 Raisin’ Grandkids

**21S LEISURE BUFFS** With an advanced age range of 71 to 83 years, this group is somewhat limited in their retirement by lower incomes and lower levels of education. Their homes are central to their lives, with longer than average tenures. Many home-based activities such as gardening, collecting and needlework take up their leisure time.

Clusters:

- 49 Devoted Duos
- 51 Family Matters
- 64 Rural Everlasting
- 65 Thrifty Elders
- 66 Timeless Elders

## PERSONICX — INSURANCE GROUPS

Harnessing the power of Personix Classic, the Personix Insurance Groups provide insurance marketers with an industry-specific system, grouping the 70 Personix Classic clusters by similar insurance tendencies, based on actual insurance usage data. Leveraging more than 120 insurance-related questions, demographics and socio-economic characteristics, the 13 Personix Insurance clusters accurately group households by similar inclinations for insurance products — enabling quick and easy identification of target markets for insurance marketers. Available through Enhancement and as a Consumer List select, Personix Insurance can also be used within PersonixVisionScape for additional analysis and mapping.

Powered by InfoBase, as well as insurance-specific consumer survey data from GfK MRI, Personix Insurance groups the 70 Personix Classic clusters into 13 groups by similar insurance assets, intentions and behaviors.

The 13 Personix Insurance groups are available for enhancement, list selects, reporting and analysis. And, just as with Personix Classic, this segmentation system is linked to syndicated data sources such as GfK MRI and Scarborough Research, providing additional means for reporting and analysis by Acxiom Analytic Consultants or on a desktop via Personix VisionScape. The syndicated data can also be leveraged for list selects, targeting Personix Insurance clusters that index highest for particular assets, behaviors and expenditures.

## 1274 PERSONICX INSURANCE GROUPS

**01 SECURED PROSPERITY** These middle-aged homeowners typically have older, school-aged children living at home with them. Their tenure in their homes tends to be longer than average, with a higher incidence of homeowner/property insurance of \$300-500K+. Members of this group often carry floater policies and those with families tend to have auto insurance on 3+ cars.

Clusters:

- 01 Summit Estates
- 02 Established Elite
- 03 Corporate Clout
- 14 Career-Centered Singles
- 17 Apple Pie Families

**02 STABLE SINGLES** These single homeowners have no children living with them and range in age from 30 to 65+. Given their single status, they typically have medical insurance for themselves only and carry auto insurance on just one vehicle. With lower incomes and lower home values, they tend to have lower coverage on their homeowners/property insurance.

Clusters:

- 35 Solo and Stable
- 42 First Mortgage
- 43 Work and Causes
- 44 Community Singles



**03 SINGLE OPPORTUNITIES** The members of this group are predominantly under the age of 30, with nearly one-third in the 18-23 age range. With some of the lowest incomes, these mostly single renters, inclusive of single parents, tend to have medical insurance through Medicaid, carry renters insurance and plan to take out life insurance in the next year.

Clusters:

- 39 Early Parents
- 45 First Digs
- 57 Collegiate Crowd
- 61 Urban Scramble
- 67 Rolling Stones

**04 PENNYWISE HOMEOWNERS** These middle-aged single homeowners generally have completed less schooling and are now working in blue-collar and lower-level white-collar clerical positions. With children present in about half of the households, their interest in life insurance is increased, with a higher than average percentage carrying it from a bank or intending to pick up coverage in the next 12 months.

Clusters:

- 46 Home Cooking
- 53 Metro Parents
- 56 Modest Wages
- 68 Pennywise Proprietors
- 69 Pennywise Mortgagees

**05 PARENTING PRIORITIES** These age 30+ parents are starting to accrue some net worth, mostly through home equity gained through their primary real estate assets, their homes. With mid-range incomes and growing families, they're more likely to have small down payments on their homes, therefore carrying mortgage insurance.

Clusters:

- 13 Solid Single Parents
- 27 Soccer and SUVs
- 37 Cartoons and Carpools
- 38 Midtown Minivanners

**06 COMFORTABLE RENTERS** The members of this group tend to be more mobile renters, living in the more densely populated MSAs. These singles and married couples have no children living with them, enabling them to spend their middle to upper-middle incomes on themselves. They tend to carry renters insurance, pick up life insurance from their place of employment and carry individual medical insurance.

Clusters:

- 24 Career Building
- 26 Savvy Singles
- 29 City Mixers
- 32 Metro Mix
- 33 Urban Tenants

**07 RETIREMENT REQUIREMENTS** This group of 66+ cohorts is predominantly homeowners who have accrued net worth of \$500K+. They typically obtain medical insurance through Medicare or Medicaid or through an agent representing one company, and often carry long-term disability insurance.

Clusters:

- 09 Platinum Oldies
- 28 Suburban Seniors
- 36 Raisin' Grandkids
- 49 Devoted Duos
- 66 Timeless Elders

**08 PROSPEROUS FAMILIES** These well-educated homeowners are concentrating their efforts on raising their families as well as earning top incomes. Likely to have retirement and college saving plans, the members of this group also tend to have life insurance policies for \$500+, auto insurance on three or more vehicles and boat owners insurance.

Clusters:

- 04 Skyboxes and Suburbans
- 07 Lavish Lifestyles
- 11 Kids and Clout
- 12 Tots and Toys
- 19 Country Comfort
- 21 Children First

**09 COMFORTABLE EMPTY NESTERS** Concentrated in the 46-65 age range, these married couples have raised their children and are now concentrating on themselves. More likely to carry floater policies for personal items such as antiques and collections, they also tend to have coverage for toys such as boats and towing vehicles.

Clusters:

- 05 Sitting Pretty
- 08 Full Steaming
- 15 Country Ways
- 22 Fun and Games
- 23 Acred Couples
- 25 Clubs and Causes
- 31 Mid Americana

**10 MODEST MATURITY** This more mature group has both singles and married couples living modestly within their means. More likely to own farms and carry homeowner policies valued at \$100K or less, they also work to stay within their means by not extending their medical insurance to vision and dental coverage.

Clusters:

- 40 The Great Outdoors
- 50 Rural Retirement
- 51 Family Matters
- 54 Still Truckin'
- 55 Humble Homes
- 64 Rural Everlasting
- 65 Thrifty Elders



**11 MODEST COUNTRY** A slightly younger group, based in more rural areas, these households tend to rent or reside in homes valued under \$100K, carrying property insurance to match. When they do have life insurance, it tends to be for policies of \$50K or less, many of these group members having acquired the coverage within the past 12 months.

Clusters:

- 41 Truckin' & Stylin'
- 47 Rural Parents
- 48 Farmland Families
- 58 Young Workboots
- 60 Rural Rovers

**12 ASPIRING AFFLUENCE** Concentrated in the 30-45 age range, these younger homeowners have completed higher than average levels of education which they are using as a springboard for their careers. Most households in this group do not have children, their disposable income tends to be spent on high-ticket items they then carry insurance on, such as boats, jewelry and furs.

Clusters:

- 06 Shooting Stars
- 10 Hard Chargers
- 16 Country Single
- 18 Married Sophisticates
- 20 Dynamic Duos
- 30 Spouses and Houses
- 34 Outward Bound

**13 PENNYWISE RENTERS** This mostly single group tends to be younger renters with lower incomes. Typically carrying renters insurance and obtaining medical insurance through Medicaid, they also tend to have auto insurance for one vehicle, selected predominantly on price.

Clusters:

- 52 Resolute Renters
- 59 Mobile Mixers
- 62 Kids and Rent
- 63 Downtown Dwellers
- 70 Resilient Renters

## PERSONICX — FINANCIAL SERVICES GROUPS

By grouping the Personix Classic clusters by similar financial tendencies, the 12 Financial Services Groups of Personix accurately group households by similar attitudes and tendencies within financial services. Based on actual financial holdings as well as self-reported attitudes, interests and intentions, the groups allow quick and easy identification of homogenous groups that tend to behave the same when it comes to their financial transactions. Available through Enhancement and as a List select, the Financial Services Groups of Personix can also be used within Personix VisionScape for additional analysis and mapping of the groups.

Leveraging InfoBase, a normative database of financial behaviors as well as financial-specific consumer survey data from GfK MRI, Financial Services Groups of Personix place the 70 Personix Classic clusters into 12 groups by similar financial assets, attitudes, intentions and behaviors.

The 12 Financial Services Groups are available for enhancement, list selects, reporting and analysis. This segmentation system is also linked to syndicated data sources such as GfK MRI and Scarborough Research, providing additional means for reporting and analysis by Acxiom Analytic Consultants or on a desktop via Personix VisionScape. The syndicated data can also be used for list selects, targeting Personix Financial clusters that index highest for particular assets, behaviors and expenditures.

## 1275 FINANCIAL SERVICES GROUPS OF PERSONICX

**01 URBAN INVESTORS** Concentrated in the 46-65 age range, the members of this group tend to have annual household incomes of \$125K+ and above average net worth of \$1MM or more. Given their wealthy status, they're more likely to be spending over \$2K per month on their credit cards, investing in the stock market and retirement plans.

Clusters:

- 01 Summit Estates
- 02 Established Elite
- 03 Corporate Clout
- 14 Career-Centered Singles
- 17 Apple Pie Families

**02 SUBURBAN INVESTORS** Mostly married with children living at home, the members of this group are concentrated in suburbs and towns and enjoy affluence with above average incomes and net worth. More likely to have second homes and vacation homes, many in this group use real estate as an investment, along with stocks, including investing in companies where they work.

Clusters:

- 04 Skyboxes and Suburbans
- 05 Sitting Pretty
- 07 Lavish Lifestyles



**03 CAUTIOUS PLANNERS** These younger singles and married couples are in the middle to upper-middle income brackets and have started to accrue net worth for their future stability. Many have recently taken out their first mortgage, started investing in mutual funds and saving for retirement via 401K plans.

Clusters:

- 06 Shooting Stars
- 10 Hard Chargers
- 11 Kids and Clout
- 12 Tots and Toys
- 18 Married Sophisticates
- 20 Dynamic Duos
- 21 Children First
- 22 Fun and Games
- 30 Spouses and Houses

**04 SAFETY FIRST** This older group of 66+ singles and couples includes mostly homeowners with long tenures in their homes, one of their primary investments. With additional securities in annuities and CDs, they tend to feel they are better off putting money in a low-risk investment, even if the return may not be as great.

Clusters:

- 09 Platinum Oldies
- 28 Suburban Seniors
- 36 Raisin' Grandkids
- 49 Devoted Duos
- 66 Timeless Elders

**05 SAVVY INVESTORS** These empty nesters have turned their educations into well-paying white-collar jobs and have invested wisely to be enjoying their late 50s and early 60s, some still working and others taking early retirement. Showing above average use of full-service brokerage firms for buying and selling mutual funds and stocks, many in this group have also tapped into financial planning or money management counsel in the past year.

Clusters:

- 08 Full Steaming
- 23 Acred Couples
- 25 Clubs and Causes

**06 COUNTRY CAUTION** Mostly concentrated in the more rural areas, these homeowners often have families they are supporting on middle incomes. Residing in areas with lower cost of living allows for cautious investing in real estate, often farms, as well as multiple vehicles and boats. Likely to have good insurance coverage, the members of this group also tend to take out personal loans for purposes other than education.

Clusters:

- 15 Country Ways
- 16 Country Single
- 19 Country Comfort
- 31 Mid Americana

**07 NEW MARKET SINGLES** Concentrated in the 24-45 age range, this mostly single group is split between homeowners and renters. With upper-middle incomes and lower net worth, the members of this group are just starting to get their feet wet with investing their money while paying off educational loans. Not afraid to use online banking services, many of these households bank from their own personal computers.

Clusters:

- 13 Solid Single Parents
- 24 Career Building
- 26 Savvy Singles
- 27 Soccer and SUVs
- 29 City Mixers
- 32 Metro Mix
- 33 Urban Tenants

**08 CASH AND CARRY URBANITES** A mix of singles and married couples, some with children, some without, this group has consistently low to middle incomes and low net worth. They tend to save only for a specific purpose, use money orders more often than others and say they don't typically know their bank account balance at any given time.

Clusters:

- 35 Solo and Stable
- 37 Cartoons and Carpools
- 38 Blue Collar Bunch
- 43 Work and Causes
- 44 Community Singles
- 46 Home Cooking
- 52 Resolute Renters
- 53 Metro Parents

**09 CASH AND CARRY SUBURBANITES** Similar to Cash and Carry Urbanites, this group is a mix of singles and married couples, with and without children, living on low to middle incomes with low net worth. However, this group is concentrated in the less densely populated areas of the U.S. Tending not to use credit cards or put much trust in financial institutions, they are not likely investors in anything other than their homes.

Clusters:

- 34 Outward Bound
- 41 Truckin' & Stylin'
- 47 Rural Parents
- 48 Farmland Families
- 58 Young Workboots
- 60 Rural Rovers

**10 RURAL SECURITY** Typically empty nesters, some living alone, others married, the members of this group have lower incomes and limited net worth. These more mature and rurally-based households are relatively cautious with their financial attitudes, feeling that investing in the stock market is too risky for them and steering clear of any online banking.

Clusters:

- 40 The Great Outdoors
- 50 Rural Retirement
- 51 Family Matters
- 54 Still Truckin'
- 64 Rural Everlasting
- 65 Thrifty Elders

**11 GETTING STARTED** With most members of this group under the age of 35, they're in a transition stage, with some starting good jobs and buying their first homes, others still struggling with their first steps out on their own. Most in this group like to take risks for a chance at a high return on their investment, though they may be limited initially as to what they can invest.

Clusters:

- 39 Early Parents
- 42 First Mortgage
- 45 First Digs
- 57 Collegiate Crowd
- 59 Mobile Mixers
- 61 Urban Scramble
- 67 Rolling Stones

**12 FINANCIALLY CHALLENGED** In the prime working years of their lives, this group, including many single parents, struggles with some of the lowest incomes and little accumulation of wealth. Not particularly loyal to any one financial institution, they feel uncomfortable borrowing money and believe they are better off having what they want today as they never know what tomorrow will bring.

Clusters:

- 55 Humble Homes
- 56 Modest Wages
- 62 Kids and Rent
- 63 Downtown Dwellers
- 68 Pennywise Proprietors
- 69 Pennywise Mortgagees
- 70 Resilient Renters



## PERSONICX — HISPANIC

Acxiom's newest household-level segmentation system meets the need for marketers looking to differentiate within the Hispanic market, providing marketers with the most granular Hispanic market segmentation available. With abundant clusters leveraging demographic, socio-economic and acculturation factors, Personix Hispanic assures marketers will be able to pinpoint nuances within their Hispanic customer base, helping to highlight their most profitable segments and find more like them.

Just as Personix Classic is known for its coverage and accuracy of segment classification, Personix Hispanic provides the same for this market. Both are powered by Acxiom's InfoBase, the consumer database known for the most accurate and complete coverage of household elements in the market. Additionally, Personix Hispanic is fueled by data sourced from GeoScape, whose deep cultural insights are backed by quantitative analysis to provide superior differentiation in ethnic data.

Marketers can now not only view the multi-dimensional aspects of their Hispanic customers, leads and prospects by similar socio-economic and demographic characteristics, but also by a key factor of acculturation.

With hundreds of elements leveraged in this solution, including proven predictors of consumer behavior, Personix Hispanic assures a robust, stable and powerful segmentation for all marketing needs. And being linked to syndicated data from Scarborough Research, Personix Hispanic ensures the right details to send the right message to a target market.

**01 COUPLED EARNING POWER** At a mean age of 52, the members of Coupled Earning Power have invested their above average incomes well and enjoy some of the highest net worth values of all the clusters. Well acculturated homeowners living in smaller cities and surrounding areas, they have no children residing with them.

**02 TEENS & TRUSTFUNDS** Ranked first for income and second for net worth, these well acculturated households all have children in the home. Typically married homeowners, they also rank within the top five for household size.

**03 SAVVY SENIORS** At a mean age of 64, the members of Savvy Seniors are ranked third of all the clusters for net worth. A mix of married couples and singles, the members of this cohort are shifting into empty nest mode with few to no children left in the home.

**04 SOFT LANDING** The married homeowners of the Soft Landing cohort have transitioned into empty nesters, with no children in the home. Above average incomes and net worth will help to ensure these 50- and 60-somethings will be able to retire in comfort.

**05 MCMANSIONS & MINIVANS** With the largest average household size of all the clusters, McMansions & Minivans fall squarely in the middle of the acculturation spectrum. Married homeowners in the outer suburbs and towns, they rank fourth for both income and net worth.

**06 FRUGAL FAMILIES** Outpacing their rankings for income with that of net worth, these married homeowners are found in the cities and surrounding areas. Nearly all of these mature bicultural households have children living in the home.

**07 PROSPEROUS TRADITIONS** At a mean age of just under 50, Prosperous Traditions are some of the youngest empty nesters, with no children living in the home. Less acculturated, with more leanings toward their home country, they are a mix of married and single homeowners.

**08 SWIMMING POOLS & SAVINGS BONDS** In their late 30s to early 40s, Swimming Pools & Savings Bonds enjoy home ownership, upper incomes and children in the home. Typically U.S.-born second-generation Hispanics, they are married with four or more members in the household.

**09 SUBURBAN SPRAWLERS** A mix of singles and married couples, all Suburban Sprawler households have children in the home. Considered Nueva Latinas, or one level up from the most acculturated ranking, they are homeowners in the outer suburbs.

**10 FREE RANGE FINANCIERS** Living in the more rural areas of the country, Free Range Financiers enjoy top incomes, ranked third of all the clusters. At an average age of 33, these more acculturated-to-bicultural cohorts are a mix of singles and married couples, most without children in the home.

**11 BRIGHT FUTURES** At an average age of just over 40, Bright Futures stand out with a relatively high net worth, ranked second for having net worth valued between \$250,000 and \$500,000. Predominantly single and without children, they are nearly all homeowners living in more densely populated areas.

**12 KIDS & CULTURE** Enjoying above average incomes, the adults in these families predominantly immigrated to the U.S. after childhood. Tending to be married and homeowners, all have children in the home.

**13 INVESTING IN FUTURES** A mix of singles and married couples, the cohorts of Investing in Futures rank higher for net worth (17th) than for income (32nd). Virtually all are homeowners; presence of children is nearly an equal balance between those with and those without children under the age of 18 living in the home.

**14 EVERLASTING ELDERS** At a mean age of 72, Everlasting Elders hold the distinction of being the oldest of all the clusters. Be they single or married, they also possess a distinguishing characteristic of children in nearly one-third of the homes.



**15 CORPORATE LADDER** Ranging in age from 30 to 55, the members of Corporate Ladder are in their prime earning years. An even mix of singles and married couples, two-thirds of these homeowners have children living with them.

**16 SHARED COMMITMENTS** Concentrated in their late 30s to late 40s, the middle-aged members of Shared Commitments lean toward the less acculturated end of the Hispanicity spectrum. Homeowners with an average income of just under \$25,000, they have no children under the age of 18 living with them.

**17 AMERICAN PIE** Coded as some of the most acculturated of all the clusters, American Pie households are concentrated in the 36 to 55 age range. With children present in just under 45 percent of the homes, many of them school-age, this group still ranks in the top third for household size.

**18 PARENTING SINGLEHANDED** Parenting Singlehanded is a group comprised of single-adult homeowners, most with younger children living with them. Ranked in the 70th percentile for income, they have accrued enough net worth, predominantly via their homes, to rank in the top 50 percent for this wealth factor.

**19 ALL IN THE FAMILY** With children in nearly all of the All In The Family homes, often of school-age, this group is ranked fifth for household size. Though incomes are considered low-middle, under \$40,000, they own their homes, most of which are single-family dwelling units.

**20 INVESTING IN LEGACIES** Right at a mean age of 50, the Investing In Legacies cohorts, be they married or single, have no children in the home. Closely tied to the culture of their home country, many being immigrants that arrived in the U.S. within the past 10 years, these members are all coded with an acculturation score of HA5.

**21 HOMES & HERITAGE** One-hundred percent coded as HA5 for acculturation, the members of Homes & Heritage are predominantly married homeowners with children under the age of 18 living with them. Ranging between the ages of 35 and 55, they fall just outside the top 10 for household size.

**22 SAVING TRADITIONS** With two-thirds of Saving Traditions being single, and 50 percent having children, the presence of single parents emigrating to the U.S. in this cluster is evident. Their net worth ranking outpaces that of their income, with accrual of net worth through ownership of their homes.

**23 EXPANDING HORIZONS** Ranked seventh for household size, there are 75 percent of Expanding Horizons households that are married, and 75 percent with children in the home. Being in the top 20 for income, they have also started to accrue net worth, averaging right about \$58,000 per household.

**24 CAREERS FIRST** Concentrated under the age of 45, members of Careers First are mainly single with no children in the home. Coded as more acculturated HA2 households, they have an average income of \$70,000 and net worth between \$10,000 and \$100,000.

**25 FRUGAL FUSION** A blend of singles and married couples, those with children and those without, the Frugal Fusion cohorts fall in the top 50 percent of the clusters for net worth, yet the bottom 20 percent for income. Concentrated between the ages of 30 and 45, they are homeowners living in the cities and surrounding areas.

**26 SETTLED SENIORS** At an average age of 67, Settled Seniors are the second oldest of all the clusters. Leaning toward the more acculturated end of the acculturation spectrum, they are a mix of singles and married couples, with nearly one-quarter having children under the age of 18 living with them.

**27 PENNYWISE PARENTS** Concentrated between the ages of 30 and 55, and earning less than \$40,000 per year, these Pennywise Parents households — ranked in the top 10 for family size — still manage to have accrued net worth that puts them in the middle of all the clusters.

**28 EXTENDING RETIREMENT** This bicultural group is nearing or at retirement age, with the average age of Extending Retirement being 60. They live in the smaller cities and surrounding areas with net worth between \$5,000 and \$50,000.

**29 EARN TO SPLURGE** Predominantly married with children, the members of Earn To Splurge earn an average income of \$54,000 per household and have an average net worth of just over \$30,000. A nearly equal mix of homeowners and renters, they are all considered bicultural with an acculturation code of HA3.

**30 SUBURBAN STABILITY** Based in the outer suburbs and towns, these less acculturated middle-aged homeowners of Suburban Stability earn middle incomes and have accrued modest net worth. Children, often in their tween and teenage years, are found in 60 percent of these homes.

**31 CASTING SOLO** These upper middle-income cohorts in their 30s and 40s are predominantly single and without children. Living in the smaller cities and surrounding areas, the Casting Solo cohorts tend to rent, rather than own their homes.

**32 NINE-TO-FIVE** At a mean age just shy of 40, these less acculturated, middle-income renters are concentrated in the cities and surrounding areas. Two-thirds are single, but a little more than half show the presence of children in the home.

**33 SINGLE IN THE CITY** Tending toward the less acculturated end of the spectrum, with all households coded as HA4, these cohorts tend to be single renters in the smaller cities. Some have children in the home, but nearly 60 percent do not have children under the age of 18 living with them.



**34 AMERICAN SINGLES** At a mean age of 41, the well-accultured American Singles are over represented in the younger-to-middle age ranges, with nearly 70 percent under the age of 46. Tending to be single and more often without children than with, they are predominantly middle-income renters.

**35 TIMELESS TRADITIONS** Speaking some English, but generally preferring Spanish, the members of Timeless Traditions are often immigrants, many of retirement age, who have been in the country for 10 or more years. Given the high percentage of retirees, it is not surprising that incomes for this more urban group are lower than average.

**36 METRO MINIMALISTS** Living in the more metropolitan areas with middle incomes and of middle age, the savvy members of Metro Minimalists know how to stretch a dollar. Coded as some of the least acculturated households, they tend to be renters and have not yet accumulated sizeable net worth.

**37 TRADITIONS & TIMECARDS** At an average age of 53, Traditions & Timecards rank in the top 10 for the oldest cohorts. While many are still working, one-third are of retirement age. One-hundred percent are coded as the least acculturated Hispanics, residing in the more metro areas.

**38 ON THE MOVE** As one of the younger clusters, On The Move includes mostly single renters without children in the home. Squarely in the middle for income, these bicultural cohorts tend to be found in the smaller cities and surrounding areas.

**39 COUNTRIFIED CULTURE** Ranked second for two people in the household, these 30 and 40-somethings of Countrified Culture are a mix of married couples and singles, most without children, living in some of the more rural areas of the country. Bicultural, most are also bilingual, though English is generally preferred.

**40 TOTS MAKE TWO** At a relatively younger mean age of 33, these mostly single cohorts are at a transition stage, with nearly a third starting to have a young toddler in the home. Mostly renters, the more acculturated members of Tots Make Two are mobile and tend to be concentrated in the cities and surrounding areas.

**41 TOYS & TIMECLOCKS** On the younger side of middle-age, the households of Toys & Timeclocks rank in the top 10 for household size, with more than 40 percent having four or more members in the household. Of middle income and yet to accrue much net worth, they are more often renters than homeowners.

**42 LATCHKEY LEASERS** Just over the half-century mark at an average age of 52, the members of Latchkey Leasers are predominantly single renters living in multiple unit dwellings. Tending to be bicultural and bilingual, they earn some of the lower incomes and have relatively little net worth accrued at this point in their lives.

**43 TREADING TRADITIONS** Tending more toward the less acculturated spectrum, with households coded as HA3 and HA4 for acculturation, the members of Treading Traditions are likely to be practicing many Hispanic traditions. Concentrated in their 30s and 40s, nearly all have children under the age of 18 living with them.

**44 SLIDING BY SINGLE** At an average age of 52, the members of Sliding by Single are progressing into their later career years, some having even started to retire. The majority of these singles tend to be renters with no children living at home, wisely watching their pennies from relatively low incomes.

**45 STUDIO SINGLES** The young singles of Studio Singles live in the most densely populated areas of all the clusters. Heavily concentrated along the northeastern seaboard, many of these less acculturated cohorts are still finishing school, while others are just starting to get their feet wet in the working world.

**46 YOUTHFUL TRADITIONS** Tending to be young, single and living in the more urban areas of the U.S., the members of Youthful Traditions are among some of the least acculturated of all the clusters. Transitioning from school into entry-level jobs, these cohorts with young children in the home often prefer Spanish to English.

**47 TRAVELING LIGHT** Concentrated in their 20s, the members of Traveling Light rank the youngest of all the clusters. Scattered throughout the U.S. in outer suburbs and towns, these less acculturated singles are split between no children and young children in the home.

**48 TENACIOUS TENANTS** These second-generation Hispanics are young, single renters living in the cities and surrounding areas throughout much of the U.S. Given their youthful status, Tenacious Tenants rank lowest for income and second lowest for net worth, but many are still students finishing degrees.

## PERSONICX — GEO

A household-level segmentation system is a critical tool for differentiating between customers and prospects. But there are times when a neighborhood analysis is in order, such as for understanding general tendencies in a particular geography or when household-level information is not available for enhancement. Personix Geo fulfills this need by providing statistically based geodemographic aggregations of Personix Classic clusters at different geographical levels such as Block Group and ZIP Code™. With distributions across the 70 clusters, as well as the dominant cluster provided for each geography, Personix Geo provides the data needed for analysis.

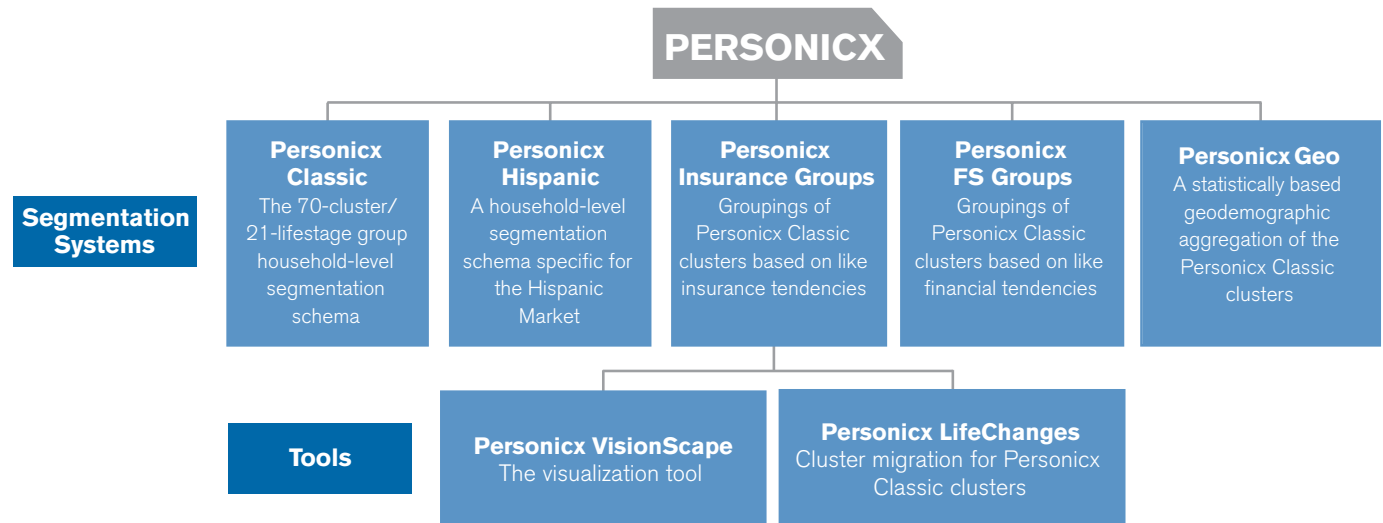
## PERSONICX — LIFECHANGES

Updated monthly, Personix LifeChanges indicates which consumers have recently migrated from one Personix Classic cluster to another, providing actionable information on who just moved into and out of particular target markets. Lag times, data processing constraints and resource limitations for keeping a company's segmentation up-to-date become an issue of the past as preemptive acquisition, retention and cross-sell programs can all be put into place for a competitive advantage with Personix LifeChanges.

**PERSONICX — VISIONSCAPE**

Personix VisionScape allows visualization of customers and prospects as they fit within the Personix segmentation schemas. This web-based analytic reporting and mapping tool powers Personix customer and market analysis and provides the information needed to answer the most important marketing questions faster than ever before. It delivers a library of information including consumer surveys outlining behaviors and attitudes, location characteristics for the most important markets, and Personix-coded customers or prospects.

With Personix VisionScape, marketers have real-time access to a wealth of information that helps them understand who their customers are, what type of products they use, their purchasing behaviors and their channel and media preferences. Personix VisionScape also helps locate market penetration and market opportunity, where to find and target more prospects, and much, much more.



# OPTIMIZE TELEMARKETING AND TELESERVICE OPPORTUNITIES — INFOBASE TELESOURCE AND TELEPHONE DIRECTORIES

## CONTACT CUSTOMERS WITH CONFIDENCE

Not sure how to best communicate with customers? That's a problem. In a world where marketing is so impersonal, customers respond better to companies that make the effort to really know who they are. That creates a need for the best information for customer contact.

InfoBase is the leader in providing telephone, name and address data and consumer demographic data. With InfoBase, marketers gain access to the most comprehensive and accurate telephone data available. InfoBase telephone products are designed to meet marketing and reference needs by providing comprehensive, current, high-quality data through fast and flexible delivery options. That means easy accessibility, more successful telephone connections and more profitable results.

## INFOBASE TELEPHONE PRODUCTS — TELESOURCE

Acxiom's premier telephone data product. InfoBase TeleSource integrates more than 25 different sources, offering the most current and accurate telephone data in one product.

- More than 150 million listings updated and verified every 30 days
- Phone listings are 100 percent verified by the telephone companies
- Monthly updates/Weekly updates
- Phone Append/Confirmation, Name Append, Reverse Phone Append, Electronic Directory Assistance, Area Code Correction and Address Append
- Ideal for telemarketing, call center and database management and verification

## INFOBASE TELEPHONE PRODUCTS — PHONE APPEND

U.S. residential telephone number appending using name and address components to match.

- More than 150 million telephone listings
- Provides the DMA Telephone Preference Service, Mail Preference Service and State Attorneys General Do-Not-Call Suppression Indicators; FTC Do-Not-Call Suppression Flags can be returned if we have the client's FTC Subscription Account Number
- Utilizes Acxiom's proprietary linking technology, which yields higher accuracy rates
- Ability to match at three levels: household, individual and address only
- Includes our weekly updated Phone Append Plus product upon request
- Available through the Classic Batch, Express Batch and Online versions

## INFOBASE TELEPHONE PRODUCTS — CONFIRMATION

For files with U.S. residential names, addresses and telephone numbers, InfoBase TeleSource matches on address and phone, then confirms that the telephone number is current at the address.

- Area code correction applied to customer telephone numbers
- Confirmed telephone numbers are appended with the DMA Telephone Preference Service and Mail Preference Service, State Attorneys General and FTC Do-Not-Call (with approved FTC Subscription Account Number) indicators, time zone codes and non-published flags
- Non-confirmed records are processed through Phone Append (see above)
- Available through Classic Batch, Express Batch and Online versions

## INFOBASE TELEPHONE PRODUCTS — REVERSE PHONE APPEND (RPA)

RPA provides U.S. residential name/address appending based on a 10-digit telephone number match.

- File contains U.S. and Canadian Consumer and Business listings
- Provides the DMA Mail Preference Service, time zone codes and non-published telephone indicators
- Ability to default to an address-only level to return name and address
- Available through the Classic Batch, Express Batch and Online versions

**INFOBASE TELEPHONE PRODUCTS — AREA CODE CORRECTION**

Updated area codes on customer files as splits occur across the U.S.

- 24-month history of splits maintained on the database
- Updated monthly
- Splits based on previous area code and prefix
- Available through Classic Batch version only

**INFOBASE TELEPHONE PRODUCTS — NAME APPEND**

U.S. residential name appending based on an address match.

- Update old or incomplete files
- 24-hour capability
- Available through Classic Batch, Express Batch and Online

**INFOBASE TELEPHONE PRODUCTS — ADDRESS APPEND AND TRADE AREA ADDRESS APPEND**

Client provides a consumer name with a corresponding ZIP Code™ (or list of ZIP® codes surrounding a trade area) and is sent to Acxiom to append the most deliverable address.

- Primarily used by retailers, travel and entertainment, and high-tech companies
- Provides contact information that helps identify current customers for marketing initiatives
- Privacy compliant
- Available through Classic Batch Delivery only

**INFOBASE TELEPHONE PRODUCTS — DELIVERY OPTIONS**

**Classic Batch Version** — Designed for larger files. Standard processing files of 5 million records or less can be enhanced and returned the next business day via a variety of traditional media. Flexible input and output layouts.

**Express Batch Version** — Designed for the customer who wants to send files daily/nightly. Accessible via FTP in any format with no record count limit. Turnaround time is 24 hours or just a matter of hours. Automated system available for all day, every day processing with 24/7 customer support.

**Online Version** — This application is for scenarios that require real-time, transactional transfer of data delivered through Interactive Delivery. Returns information in sub-second speed (one record at a time). Ideal for inbound call centers. Please see page 57 for information regarding Acxiom's Security Policy and requirements.





## INFOBASE TELEPHONE PRODUCTS — DIRECTORIES

InfoBase Directories provides the broadest coverage of U.S. and Canadian residential and business listings available in the market. Delivered as a site license file install at the client location.

- Provides highly accurate listings for Directory Assistance, Internet Yellow Page, Local Search and Directory Publishers
- Lowers operational expenses by reducing 411 telephone calls
- Serves as a quick verification of callers in Caller ID type applications
- Decreases time on inbound consumer calls
- Improves telemarketing and direct mail campaigns

## DIRECTORIES — CONSUMER AND BUSINESS DIRECTORY FILES

U.S. and Canadian residential and business telephone listings are compiled from more than 5,000 public telephone books. The U.S. Plus files are supplemented with telephone company listings and are cleansed by removing disconnects every week/month.

- Compiled from all public data — no privacy concerns
- Includes weekly telephone company listing adding to the currency and accuracy of the file
- National coverage at a low price
- Updated monthly/weekly
- Flexible delivery options
- Site licenses available for MSA, state/province, regional and national levels

## DIRECTORIES — INFOBASE CONSUMER FILE OFFERINGS

**Premium White Page Plus File** — The most robust white page offering in the market; includes a snapshot of all working telephone listings as recent as two weeks ago. The entire file is cleansed by removing out-of-date listings and is updated with new connects on a weekly basis.

- Complete and up-to-date database of consumer listings
- Files available for specific geography selects
- Address cleansing and duplicates removed
- Latitude/longitude applied to all listings
- Weekly, monthly or quarterly delivery options

## DIRECTORIES — NEW CONSUMER CONNECT FILE

Provides immediate access to new consumers who have connected a phone line within the last three to seven days.

- Improves telemarketing campaigns due to the availability of accurate and current phone numbers
- Approximately 400,000 new consumers every week
- 100 percent phone coverage
- Prospects selected by geography
- Address cleansing and removal of duplicates
  - Latitude/longitude coordinates applied
  - Second lines at a residence are flagged
- Weekly or monthly delivery available

## DIRECTORIES — INFOBASE BUSINESS DIRECTORY OFFERINGS

**Business Directory Plus File (BDF Plus)** — Acxiom's national business listing file that includes all publicly available listings in the U.S. — updated weekly.

Base record includes:

- Business name and address
- Telephone number
- Business URL
- Business Classification Codes (SIC, NAICS, SYPH or BDC codes)
- Latitude/Longitude coordinates

Our multi-sourced, business database is compiled from all available print directories across the U.S. and contains highly definitive telephone company listings and incorporates merchant advertiser files. The file is processed using several data hygiene and scrubbing tools, ensuring quality and deliverability of the data. Beyond that, Acxiom provides multiple business classification taxonomies to meet your company's needs.

The BDF Plus file has been utilized by numerous companies to:

- Supplement their website with listings that enhance their national and/or local search capabilities
- Publish business listings for their print telephone directories
- Market products and services to local and national businesses



**Enhanced Business Directory File (EBDF)** — A premium key word database collected from multiple sources, providing immediate access to attributes associated with a business. To meet the demands of savvy search users, Acxiom groups these business attributes into various segments such as:

- Products
- Services
- Brands
- Directions
- Slogans
- URL
- Trademark
- Payment Mode
- Certifications
- Associations

Key words are linked to the Acxiom national business file (BDF Plus) listings so when a consumer enters a specific key word or a string of key words, only relevant companies are returned within the search result.

## **DIRECTORIES — NEW BUSINESS CONNECT FILE**

Provides immediate access to new businesses that have connected a phone line within the last three to seven days.

- Improves telemarketing campaigns due to the availability of accurate and current phone numbers
- Between 60,000–65,000 new businesses every week
- 100 percent phone coverage
- Prospects selected by geography and business classification
- Address cleansing and removal of duplicates
  - Latitude/longitude coordinates applied
  - Second lines at a business are flagged
- Weekly or monthly delivery available

## **DIRECTORIES — CANADIAN RESIDENTIAL AND BUSINESS FILES**

Acxiom's Canadian data is sourced with compiled Canadian print directories and is enhanced with geo-coded latitude/longitude coordinates. The high-quality data contained in these multi-sourced files powers many business and consumer applications. The files are processed through phone and address data hygiene on a monthly basis and are built with Canadian Marketing Association suppression files. Listings include:

- Consumer, business, professional and government listings
- 100 percent phone coverage
- Address standardization through Canada Post
- Area code correction applied
- Canadian Marketing Association "suppression" records are flagged

**Canadian Consumer File** — Built from data compiled from printed public phone directories throughout Canada, totaling more than 12 million records.

**Canadian Business File** — Includes 2 million records compiled from printed public phone directories. In addition to business name, address and phone, this file includes SIC and Standard Yellow Pages headings.

## **DIRECTORIES — ONLINE DIRECTORIES**

Acxiom's U.S. and Canadian business and residential directories are available via the Web for conducting database searches and direct marketing campaigns. Searches can be tracked and saved through this real-time tool, providing instant business and consumer listings for basic telemarketing and direct mail campaigns.

Search queries are available by:

- Consumer name and company name
- Address
- City, state/province
- ZIP Code™/postal code, MSA
- SIC, NAICS codes and Business Directory codes
- Telephone number
- Neighbor searches via distance and perimeter searches

# MAXIMIZE THE IMPACT OF EMAIL — INFOBASE EPRODUCTS

## EMAIL MARKETING — EXPERIENCE THE POWER OF NOW

Consumers are increasingly shopping online. Marketers not capturing their share of the online market are missing a huge revenue, acquisition and retention opportunity. Email marketing is highly effective and extremely affordable. Marketers' ability to target consumers and quickly respond to them is critical to staying ahead of the competition. And when exploring this powerful medium, there is no better partner than Acxiom®. Our InfoBase eProducts drive marketing success.

## INFOBASE EMAIL ENHANCEMENT

As the most comprehensive, accurate and largest resource available today for expanding a customer database of deliverable email addresses, InfoBase eMail Enhancement enables marketers to establish an interactive relationship with their customers. This provides another communication channel for:

- Promotion of a product line
- Customer retention applications
- Information sharing
- Two-way communication

The InfoBase eMail Enhancement database is large and growing rapidly. The data is consumer-volunteered and sourced from multiple online data contributors, making it the most accurate available. InfoBase eMail Enhancement is designed with today's marketing and privacy standards in mind. The database is built and maintained with AbiliTec® technology, the industry leader in customer data integration. Records are matched on the individual level using AbiliTec, providing the most accurate and conservative matching routine available — key when applying email contact data.

### Benefits:

- Add another customer touch point
- Drive consumers to a website
- Provide targeted, personalized offers
- Increase revenue while reducing direct mail expenses
- Improve customer relationships, acquisition and retention efforts
- Email to customers is faster, less expensive and easier to track than direct mail
- Email is "greener" and less wasteful than direct mail

## INFOBASE EMAIL APPEND

Following the formatting and standardizing of a customer file, a match on the name and address components using AbiliTec enables the most accurate, confident — yet conservative — match possible. All matches occur on the name and address components at the individual level.

## INFOBASE REVERSE APPEND

The customer file of email addresses is matched to our email address database, populating the file with the corresponding name and address. With the physical address information, marketers can develop a strategy to include geographic characteristics as well as have the option to enhance with demographic data, lifestyle indicators and segmentation codes using InfoBase Enhancement.

## INFOBASE EMAIL CHANGE OF ADDRESS

The customer file of email addresses is corrected with updated or preferred email addresses using the Fresh Address eMail Change of Address database offered by Acxiom. Fresh Address collects old email addresses coupled with new email addresses as provided and confirmed by consumers. With the permission of the consumer, Fresh Address provides corrections to marketers possessing the old email address.

## INFOBASE REACTIVATION

To reconnect bounced records, use Reactivation. Acxiom matches the name, postal address, and email address provided to the eMail Enhancement database. Acxiom compares the bounced email address provided on the input record to our database, searching for an email address that is different from the bounced record.

**INFOBASE EMAIL PROSPECT LIST**

eMail Prospect List is a database of consumer email prospects. This email list contains information about consumers who conduct online transactions and who have voluntarily expressed interest in receiving email offers.

eMail Prospect List offers:

- Proprietary multi-million consumer volunteered database that provides significant scale
- Database overlaid with Acxiom's Personix cluster coding and many InfoBase Enhancement data elements to provide intelligent targeting
- Ability to suppress customer email records
- Deployment with trusted partners providing confidence in optimizing deliverability of messages
- Real-time reporting that provides rapid feedback on program success



# SHORTCUTS TO IN-DEPTH INDIVIDUAL AND MARKET ANALYTICS — INFOBASE ANALYTIC PRODUCTS

## **ANALYTIC PRODUCTS — CONSUMER PROMINENCE INDICATOR**

Consumer Prominence Indicator quantifies the size of a specific consumer's economic footprint, indicating the relative amount of marketing activity surrounding that individual. CPI helps marketers recognize the individual with the largest consumer footprint within a household and speak directly with the decision maker. It can also uncover target groups that may not receive high levels of marketing pressure, providing a golden opportunity to reach highly active consumers before competitors discover them.

## **ANALYTIC PRODUCTS — UNDERBANKED INDICATOR**

The UnderBanked Indicator is an easy-to-apply model rank that helps marketers find potentially profitable underserved consumers who lack formal banking relationships and represent an untapped pool for checking, savings, fee-based, prepaid or starter credit services. Consumers will have a value of 1 (most likely to be underbanked) to 20 (not likely underbanked).

## **ANALYTIC PRODUCTS — HEAVYTRANSACTORS**

HeavyTransactors is a model score that indicates the likelihood of significant, monthly credit card usage of \$1,000+ by a household. This helps to recognize the customers who are good prospects for credit card products, home equity lines of credit, etc.

## **ANALYTIC PRODUCTS — NETWORTH GOLD**

Need a method to differentiate very high net worth individuals from the just relatively wealthy? InfoBase NetWorth Gold offers improved accuracy and granularity in estimating the net worth for a household. With an upper range of \$2MM+, NetWorth Gold helps marketers improve high-end target marketing campaigns.

Knowledge of a household's value potential can help determine how to present offers in a fashion that will increase response rates and conversion. NetWorth Gold was built using the best information available including the Federal Reserve Survey of Consumer Finances (SCF) reports, InfoBase data and U.S. Census information. The richness of this data combined with Acxiom's experience in creating a sophisticated matching algorithm and logic makes NetWorth Gold the obvious choice for marketers.

For marketers needing less granularity, Acxiom® also offers NetWorth, which estimates a household's net worth with an upper range of \$500M+.

## **ANALYTIC PRODUCTS — ECONOMIC STABILITY INDICATOR**

Economic Stability Indicator is a marketing data score that provides the precision to focus marketing dollars on consumers most likely to have the economic stability to become good, paying customers. With Economic Stability Indicator marketers can:

- Reduce mail volume costs by narrowing the target to consumers who are more likely to have the ability to pay for a product/service offering
- Improve the productivity of invitation-to-apply campaigns by improving response-to-approval rate

Built exclusively from marketing data, Economic Stability Indicator can be applied to a customer or prospect list. It is also available as a list select from InfoBase Consumer List.

## **ANALYTIC PRODUCTS — ECONOMIC STABILITY INDICATOR FINANCIAL**

Acxiom's proprietary InfoBase Economic Stability Indicator Financial (ESI Financial) is a cost-effective analytic alternative to a financial services marketer's prospect list selection process. ESI Financial is built exclusively from marketing data and does not utilize any of the prohibited elements under the Equal Credit Opportunity Act at a consumer or household level. It is a marketing data score that uses a proprietary combination of marketing data to look at financial attitudes and market behavior to assess the likelihood that a consumer might be stimulated by marketing activity.



**ANALYTIC PRODUCTS — SEMCASTING AFFLUENCE INDICATORS (PREVIOUSLY GENALYTICS)**

Semcasting’s Affluence Indicators provide a 360-degree perspective of household affluence across the U.S. When selecting prospects for particular products or services, accurate affluence measurement data is imperative to pinpointing target households or creating predictive targeting models. Affluence Indicators measure affluence from more than a dozen vantage points including important factors that impact wealth (e.g., local cost of living, household composition and attributes of life stage). Combining income with household situational financial pressures and influences greatly improves a marketer’s ability to find consumers who have a propensity to acquire vacation property, make a charitable contribution, invest in savings bonds and more.

**Element # Element Name**

3408	Home Market Value
3409	Income Range Broad
3407	Income Range Premium
3406	Discretionary Income Score
3410	Charitable Giving Score
3411	Vacation Property Ownership Propensity
3412	Life Insurance Purchase Propensity
3413	Vehicle Value Index
3449	Business Owners @ Home Indicator

**ANALYTIC PRODUCTS — AREA LEVEL DATA**

**Market Indices** — InfoBase Market Indices is an accurate and efficient method to understand the demographic composition of geographic areas using U.S. Census Bureau information. It provides quick insights into area level data across many attributes such as age, income, household size and composition, occupation, home value ranges, education levels and more. It includes two offerings: Market Indices core data (329 census-derived elements) and Market Indices Plus, a robust set of data offering an additional 187 census-derived elements. Market Indices can be appended to a file or is available as a file install via directories at the Block Group, Census Tract and ZIP Code™ levels.

**InfoBase Geo** — InfoBase Geo data can provide a snapshot of consumer attributes — household counts, area means and area medians — for a particular geography to enhance geospatial analysis. InfoBase Geo consists of four aggregated data packages — demographics, financial, property and interests. Each package can be provided at eight standard levels of geography — ZIP + 4®, Block Group, Tract, ZIP Code, County, State, CBSA and Designated Market Area (DMA). The demographics, financial and property data packages are also available through Personix VisionScape™, Acxiom’s proprietary web-based reporting and visualization tool.

InfoBase Geo can be used with analytical and geospatial software to enable research and market analysis, to understand the geographic context of current customers, to find more customers and to determine marketing mix.



# COMPLY WITH PRIVACY GUIDELINES, CONTACT SUPPRESSION AND REDUCE WASTE — **INFOBASE SUPPRESSION PRODUCTS**

## **IMPROVE MARKETING PERFORMANCE**

A good suppression product is worth more than one might think. Suppression facilitates compliance with legislative and industry self-regulatory privacy guidelines. It eliminates low responders and helps reduce risk. Bottom line? Suppression improves customer relationships, reduces costs and reduces risk.

InfoBase Suppression uses AbiliTec® Links to provide unparalleled speed and accuracy compared to traditional suppression methods. In the past, numerous steps (or passes) were required to perform mail, telephone and email suppression. InfoBase Suppression accesses a single master suppression file that contains nearly 500 million suppression records constructed from a growing number of sources, and then matches records from a client's original list by AbiliTec Link, telephone number or email address.

InfoBase Suppression processes files in a single pass, saving time and money.

- Compliance Suppression
- Profit Max Suppression
- Profit Max Plus Suppression
- Underage Suppression
- Geo Suppression

Benefits of InfoBase Suppression:

- Facilitates compliance with federal, state and DMA telemarketing, mail and email regulations by flagging consumers with contact preferences
- Enhances marketing performance and increases ROI by recognizing undesirable or less responsive consumers through deceased, prison, bankruptcy, taxes, liens and judgment, underage and geo suppression
- Provides outstanding coverage accuracy and match rates
- Improves customer relationships by enabling businesses to honor consumer preferences

InfoBase Suppression facilitates compliance with legislative and industry self-regulative privacy guidelines and improves results by eliminating low responders. InfoBase Suppression provides convenient access to several types of suppression information. As federal and state legislation restricting access to consumer information increases, many direct marketers are burdened with time-consuming and expensive procedures to comply with legal guidelines and avoid negative backlash from resentful consumers.

## **INFOBASE SUPPRESSION PRODUCTS — DMA SUPPRESSION**

Self-regulatory efforts, such as the DMA's Mail Preference Service (MPS), Email Preference Service (EPS) and Telephone Preference Service (TPS), are an effective way to protect the privacy of the consumer. Experienced marketers use the MPS, EPS and TPS when processing offers to prospective customers. These services are an effective means of purging consumers who want to receive less solicitation at home.

## **INFOBASE SUPPRESSION PRODUCTS — FTC NATIONAL AND STATE SAG DO-NOT-CALL SUPPRESSION**

Federal and state telemarketing legislation, email legislation and ever-changing privacy guidelines increase the burden on marketers. Acxiom constantly monitors the legislative environment to ensure that required files are obtained as soon as they are available. Currently, all available mandated do-not-call files for the U.S. are built into InfoBase Suppression. We update our FTC National Do-Not-Call file daily to provide clients the freshest data.

## **INFOBASE SUPPRESSION PRODUCTS — WIRELESS SUPPRESSION**

As consumers reduce their reliance on traditional telephone services, new legislation and restrictions have been enacted on telemarketing to wireless telephones. The FTC restricts telemarketing calls to wireless phones using an autodialer and can levy fines and penalties for noncompliance.

The DMA Wireless file solves only part of the problem — using blocks of telephone numbers reserved for cellular use. Acxiom's Wireless Suppression file goes further by including the phone numbers of consumers who have transferred or "ported" their traditional phone number to a wireless phone. This comprehensive file can be used to flag telemarketing files or customer base to better manage customer contact preferences and accurately recognize wireless phone numbers.



**INFOBASE SUPPRESSION PRODUCTS —  
ACXION SUPPRESSION**

Axiom maintains a file of consumer-reported suppression data, including deceased and inaccuracies in circulation. This suppression file adds value by removing additional consumers who do not wish to be contacted by marketers, eliminating wasted effort and expense.

**INFOBASE SUPPRESSION PRODUCTS —  
PROFIT MAX SUPPRESSION**

Profit Max Suppression adds value by removing unprofitable and undesirable prospects from direct marketing offers.

- Deceased
- Prison

**INFOBASE SUPPRESSION PRODUCTS —  
PROFIT MAX PLUS SUPPRESSION**

Continually rising promotional costs underscore the importance of eliminating unwanted and low responding prospects — including bankruptcy and derogatory taxes, liens and judgments records — from mailing lists. Suppressing these prospects reduces time and money spent pursuing customers who usually aren't profitable or who can actually cost money.

Options include:

- \*Bankruptcy/Deceased File
  - \*Taxes, Liens and Judgments/Deceased File
- (\*Must be provided with deceased data.)

**INFOBASE SUPPRESSION PRODUCTS —  
UNDERAGE SUPPRESSION**

InfoBase Underage Suppression can help clients recognize minors under the age of 18, while also recognizing a younger segment of minors under age 14 to help comply with privacy concerns and laws. Underage Suppression helps avoid costly audits, expensive fines and negative company publicity by pinpointing individuals on your target list who marketers would want to suppress from marketing campaigns.



## CHOOSE THE DELIVERY OPTION THAT MAKES THE MOST SENSE

What is the best way to have consumer insight delivered today?

- Online for scenarios that require real-time, transactional transfer of data delivered through Interactive Delivery. Returns information in sub-second speed (one record at a time). Ideal for inbound call centers.
- Express Batch for sending files daily/nightly. Accessible via FTP in any format with no record count limit. Turnaround time is 24 hours or just a matter of hours. Automated system available for all day, every day processing with 24/7 customer support.
- Classic Batch for larger files. Standard processing files of five million records or less can be enhanced and returned the next business day via a variety of traditional media. Flexible input and output layouts.

### LISTDIRECT — ON-LINE ACCESS TO INFOBASE LIST

ListDirect 5.0 is Acxiom®'s browser-based, count and order fulfillment system designed to put InfoBase List products at your fingertips. Available online 24 hours a day, seven days a week, ListDirect 5.0 allows clients to expedite their counts and order lists at their convenience. Point-and-click functionality makes it easy for clients to make selections from the industry's most accurate consumer and business information. Most orders are delivered within a few minutes, depending on the complexity. In addition to excellent customer support and optional training, ListDirect 5.0 provides:

- Real-time access to the most current comprehensive lists in the industry
- Extensive geography selections (e.g., Radius, Area Code, Area Code and Prefix, Census Tract, Census Tract Block Group, etc.) and upload capabilities
- Two- and three-dimensional count matrix reports
- In-depth breakdown of single dimensional count reports
- The ability to create custom layouts that can be for immediate or future use
- Count and order histories, retained for easy order placement or for continuation orders
- Count and order tips
- A dynamic data dictionary and layout provided with each order

Plus, the service just gets better. Major improvements in the ListDirect 5.0 Release include:

- Ability to perform complex logic queries, specifically "and/or" statements
- Multiple segments within orders
- Automatic suppression between order segments
- Fewer clicks per order
- Faster page loads
- Geo free form input (cut and paste into selection)
- Improved count/order suppression with choice of individual/household/address level
- Radius start points using latitude/longitude for better accuracy

### ACXIOM CLIENT ACCESS PORTAL: MYACXIOM.COM

Clients use an on-line portal to customize batch orders (24/7). Elements can be requested in an a-la carte-fashion with complete flexibility within each order. No standardized input layout is required. Clients can design and maintain unique repeatable input and output layouts as necessary "on the fly." Files under 10 million records typically process in under four hours.

### EXPRESS BATCH

Clients have direct access to request and process batch orders on demand for a static order (the same elements each time). A standard input and output layout is required (due to the standardized process). Files are uploaded and returned in an automated processing environment. Some file size limitations do exist; please verify with your Acxiom data representative before processing files that contain more than 5 million records.

### INTERACTIVE DELIVERY

Direct client access to real-time single record interactive delivery (24/7) with sub-second response times for a static order (the same elements each time). This delivery method is optimal for online or point-of-sale decision making. Clients use their own protocol to interface with the Acxiom Interactive Delivery platform using SOAP. Standardized input and output layouts are required.

### TRADITIONAL FULL-SERVICE BATCH

The client has the benefit of experienced delivery specialists to create, process and output data as dictated (requested) in a client-specific order. There are no file size limitations or layout requirements. All data elements are available via this delivery method. Standard delivery times are in by noon CST with data returned by the end of the following business day for files of 5 million or fewer records.



## OUR PRIVACY, SECURITY POLICY AND REQUIREMENTS

Acxiom is a global thought leader in addressing consumer privacy issues and earning the public trust. We build great relationships with our clients and help them build great relationships with their customers by turning compliance challenges into opportunities. Acxiom fosters trust-based relationships by delivering customer and information management solutions that facilitate privacy compliance and preference management. Acxiom was the first company in the data services industry to appoint a chief privacy officer to advance policies and oversee compliance. Acxiom has a team of privacy specialists dedicated to understanding the complex issues of information flow and consumer choice, as well as crafting and enforcing responsible privacy best practices. We continually educate consumers, our clients and every Acxiom associate about proper privacy policies and conduct. Acxiom is a member of the Direct Marketing Association, and we support the Center for Information Policy Leadership and the Information Policy Institute. Acxiom endorses the privacy standards of these organizations.

Under Acxiom's Information Security Policy, all sensitive data exchanged via public mediums must be encrypted using approved cryptography technology. All methods of data exchange are considered public except direct lines or VPNs with firewalls on both ends. Acxiom has developed an enterprise-wide Secure Data Management Solution that both clients and Acxiom associates may use for encryption/decryption needs. This system complies with or exceeds industry standards for the management of digital certificates, encryption strength and certificate use. Acxiom supports several forms of industry-standard encryption methods including Secure Shell File Transfer Protocol and Secure Socket Layer for network encryption. Acxiom also supports a number of other encryption solutions such as PGP/GPG for file encryption based on specific client requests.

## About Acxiom

Acxiom is a marketing services and technology firm focused on customer and audience engagement. It serves 8,800 customers in 40 countries around the world. Acxiom is the #1 agency in the U.S. (*Advertising Age*), the #3 innovative user of technology in business services and consulting category (*InformationWeek 500*), and #1 in client satisfaction (leading market research firm).

### **ACXIOM CORPORATION**

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