



Interests & Hobbies

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

This element indicates the Interests & Hobbies of a person.

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

Digital Content

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

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

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

Internet Usage

Acxiom Germany > Consuming & Lifestyle > Media > Internet usage > ...

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

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

TV Reception

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

This element indicates the TV type a person uses.

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

TV Genre

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

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

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

TV Viewership

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

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

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



TV Time Per Day

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

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

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

Pets

Acxiom Germany > Consuming & Lifestyle > Pets > ...

This person is highly likely to have a pet.

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

Shopping

Acxiom Germany > Consuming & Lifestyle > Shopping > ...

This element indicates the shopping attitudes of a person.

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

Fashion

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

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

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



FMCG/CPG

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

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

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

Store Preference

Acxiom Germany > Consuming & Lifestyle > Store Preference > ...

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

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

Retail

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

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

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



Shopping Behaviour

Acxiom Germany > Consuming & Lifestyle > Shopping > Shopping Behaviour > ...

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

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

Tech Spenders

Acxiom Germany > Consuming & Lifestyle > Tech Spenders > ...

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

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

Telco

Acxiom Germany > Consuming & Lifestyle > Telco > ...

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

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

Traveling

Acxiom Germany > Consuming & Lifestyle > Traveling > ...

This element indicates the travel habits of a person.

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