



City Type

Acxiom Germany > Geographic > City Type > ...

This element indicates the city type this person lives in.

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

Commuter Belt

Acxiom Germany > Geographic > Commuter Belt > ...

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

- 01: Commuter Belt ("Speckguertel")

Street Type

Acxiom Germany > Geographic > Street Type > ...

This element indicates the Street Type this person lives in.

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

Town Bracket

Acxiom Germany > Geographic > Town Bracket > ...

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

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



Age of Building

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

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

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

Age of Building (Year of Construction)

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

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

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

Building Condition

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

This element indicates the condition of the house.

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

Connection to Gas Network

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

This element indicates a possible connection to a gas network.

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

DSL-Speed

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

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

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



Garden

Acxiom Germany > Habitation/Real Estate > Garden > ...

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

- 01: Garden Owner – High Probability

Heating Affinity

Acxiom Germany > Consuming & Lifestyle > Heating affinity > ...

This element indicates the heating affinity of a person.

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

Home Moving Frequency

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

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

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

Housing Type

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

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

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

Interior Furnishing

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

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

- 01: Upscale/Luxury
- 02: Simple

Living Space

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

This element indicates the living space the person lives in.

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

Photovoltaics / Solar Energy

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

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

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

Property Size

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

This element indicates the estate size the person lives at.

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

Real Estate Price

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

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

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



Rented

Acxiom Germany > Habitation/Real estate > Rented > ...

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

- 01: Low Rent (per SQM)
- 02: Medium Rent (per SQM)
- 03: High Rent (per SQM)

Rented or Owned

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

This element indicates the residential property status of this person.

- 01: Rented
- 02: Owned
- 03: Intention to Buy a House