



Personicx Segmentation

Acxiom Germany > Segmentations > Personicx > ...

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

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

SIGMA-Milieus

Acxiom Germany > Segmentations > SIGMA-Milieus > ...

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

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