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Acxiom DE Partner Categories - List of variables

If you have any data related questions, please contact DataGuru_DE@acxiom.com

Nr.	Level 0	Level 1	Level 2	Level 3	Level 4	Description	Size
01	Automobile	Automobile-Age	01: Car - Owners - age of car 0 to 3 years			This household is highly likely to drive a car which is 0 to 3 years old.	6.415.000
02	Automobile	Automobile-Age	02: Car - Owners - age of car 4 to 6 years			This household is highly likely to drive a car which is 4 to 6 years old.	6.196.000
03	Automobile	Automobile-Age	03: Car - Owners - age of car 7 or more years			This household is highly likely to drive a car which is 7 or more years old.	7.527.000
04	Automobile	Automobile-Density	01: Low density of privately owned cars			This person is highly likely to live in a surrounding with a very low density of privately owned cars, meaning that the average number of cars per household is very low	7.471.000
05	Automobile	Automobile-Density	02: Medium density of privately owned cars			This person is highly likely to live in a surrounding with a medium density of privately owned cars, meaning that the average number of cars per household is neither high nor low.	14.770.000
06	Automobile	Automobile-Density	03: High density of privately owned cars			This person is highly likely to live in a surrounding with a very high density of privately owned cars, meaning that the average number of cars per household is very high.	6.461.000
07	Automobile	Automobile-Maker	Audi - average probability			Moderate probability of an Audi driver in the household.	8.511.000
08	Automobile	Automobile-Maker	Audi - high probability			Very high probability of an Audi driver in the household.	9.715.000
09	Automobile	Automobile-Maker	Audi - low probability			Very low probability of an Audi driver in the household.	10.369.000
10	Automobile	Automobile-Maker	BMW - average probability			Moderate probability of a BMW driver in the household.	8.489.000
11	Automobile	Automobile-Maker	BMW - high probability			Very high probability of a BMW driver in the household.	10.715.000
12	Automobile	Automobile-Maker	BMW - low probability			Very low probability of a BMW driver in the household.	9.293.000
13	Automobile	Automobile-Maker	Dacia - average probability			Moderate probability of a Dacia driver in the household.	6.023.000
14	Automobile	Automobile-Maker	Dacia - high probability			Very high probability of a Dacia driver in the household.	6.871.000
15	Automobile	Automobile-Maker	Dacia - low probability			Very low probability of a Dacia driver in the household.	15.732.000
16	Automobile	Automobile-Maker	Ferrari, Bugatti, Maserati and other luxury cars - average probability			Moderate probability of a Ferrari, Bugatti, Maserati or other luxury car driver in the household.	867.000
17	Automobile	Automobile-Maker	Ferrari, Bugatti, Maserati and other luxury cars - high probability			Very high probability of a Ferrari, Bugatti, Maserati or other luxury car driver in the household.	1.071.000
18	Automobile	Automobile-Maker	Ferrari, Bugatti, Maserati and other luxury cars - low probability			Very low probability of a Ferrari, Bugatti, Maserati or other luxury car driver in the household.	26.766.000
19	Automobile	Automobile-Maker	Fiat/Alfa Romeo/Lancia - average probability			Moderate probability of a Fiat/Alfa Romeo/Lancia driver in the household.	8.356.000
20	Automobile	Automobile-Maker	Fiat/Alfa Romeo/Lancia - high probability			Very high probability of a Fiat/Alfa Romeo/Lancia driver in the household.	10.163.000
21	Automobile	Automobile-Maker	Fiat/Alfa Romeo/Lancia - low probability			Very low probability of a Fiat/Alfa Romeo/Lancia driver in the household.	10.107.000
22	Automobile	Automobile-Maker	Ford - average probability			Moderate probability of a Ford driver in the household.	8.420.000
23	Automobile	Automobile-Maker	Ford - high probability			Very high probability of a Ford driver in the household.	9.883.000
24	Automobile	Automobile-Maker	Ford - low probability			Very low probability of a Ford driver in the household.	10.262.000
25	Automobile	Automobile-Maker	Honda, Mazda and other East Asia - average probability			Moderate probability of a Honda, Mazda and other East Asia driver in the household.	8.823.000
26	Automobile	Automobile-Maker	Honda, Mazda and other East Asia - high probability			Very high probability of a Honda, Mazda and other East Asia driver in the household.	9.203.000
27	Automobile	Automobile-Maker	Honda, Mazda and other East Asia - low probability			Very low probability of a Honda, Mazda and other East Asia driver in the household.	10.547.000
28	Automobile	Automobile-Maker	Hyundai - average probability			Moderate probability of a Hyundai driver in the household.	7.746.000
29	Automobile	Automobile-Maker	Hyundai - high probability			Very high probability of a Hyundai driver in the household.	8.751.000
30	Automobile	Automobile-Maker	Hyundai - low probability			Very low probability of a Hyundai driver in the household.	11.993.000
31	Automobile	Automobile-Maker	Jaguar/Caddilac/Hummer/Landrover - average probability			Moderate probability of a Jaguar/Caddilac/Hummer/Landrover driver in the household.	5.005.000
32	Automobile	Automobile-Maker	Jaguar/Caddilac/Hummer/Landrover - high probability			Very high probability of a Jaguar/Caddilac/Hummer/Landrover driver in the household.	6.381.000
33	Automobile	Automobile-Maker	Jaguar/Caddilac/Hummer/Landrover - low probability			Very low probability of a Jaguar/Caddilac/Hummer/Landrover driver in the household.	17.270.000
34	Automobile	Automobile-Maker	Kia - average probability			Moderate probability of a Kia driver in the household.	6.785.000
35	Automobile	Automobile-Maker	Kia - high probability			Very high probability of a Kia driver in the household.	7.784.000
36	Automobile	Automobile-Maker	Kia - low probability			Very low probability of a Kia driver in the household.	13.988.000
37	Automobile	Automobile-Maker	Mercedes-Benz - average probability			Moderate probability of a Mercedes-Benz driver in the household.	8.616.000
38	Automobile	Automobile-Maker	Mercedes-Benz - high probability			Very high probability of a Mercedes-Benz driver in the household.	10.532.000
39	Automobile	Automobile-Maker	Mercedes-Benz - low probability			Very low probability of a Mercedes-Benz driver in the household.	9.418.000
40	Automobile	Automobile-Maker	Nissan - average probability			Moderate probability of a Nissan driver in the household.	7.752.000
41	Automobile	Automobile-Maker	Nissan - high probability			Very high probability of a Nissan driver in the household.	8.993.000
42	Automobile	Automobile-Maker	Nissan - low probability			Very low probability of a Nissan driver in the household.	11.782.000
43	Automobile	Automobile-Maker	Opel - average probability			Moderate probability of an Opel driver in the household.	8.411.000
44	Automobile	Automobile-Maker	Opel - high probability			Very high probability of an Opel driver in the household.	9.933.000

45	Automobile	Automobile-Maker	Opel - low probability			Very low probability of an Opel driver in the household.	10.252.000
46	Automobile	Automobile-Maker	Peugeot/Citroen - average probability			Moderate probability of a Peugeot/Citroen driver in the household.	8.723.000
47	Automobile	Automobile-Maker	Peugeot/Citroen - high probability			Very high probability of a Peugeot/Citroen driver in the household.	10.008.000
48	Automobile	Automobile-Maker	Peugeot/Citroen - low probability			Very low probability of a Peugeot/Citroen driver in the household.	9.790.000
49	Automobile	Automobile-Maker	Porsche - average probability			Moderate probability of a Porsche driver in the household.	3.961.000
50	Automobile	Automobile-Maker	Porsche - high probability			Very high probability of a Porsche driver in the household.	5.151.000
51	Automobile	Automobile-Maker	Porsche - low probability			Very low probability of a Porsche driver in the household.	19.652.000
52	Automobile	Automobile-Maker	Renault - average probability			Moderate probability of a Renault driver in the household.	8.583.000
53	Automobile	Automobile-Maker	Renault - high probability			Very high probability of a Renault driver in the household.	10.015.000
54	Automobile	Automobile-Maker	Renault - low probability			Very low probability of a Renault driver in the household.	9.932.000
55	Automobile	Automobile-Maker	Seat - average probability			Moderate probability of a Seat driver in the household.	7.831.000
56	Automobile	Automobile-Maker	Seat - high probability			Very high probability of a Seat driver in the household.	8.840.000
57	Automobile	Automobile-Maker	Seat - low probability			Very low probability of a Seat driver in the household.	11.866.000
58	Automobile	Automobile-Maker	Skoda - average probability			Moderate probability of a Skoda driver in the household.	8.429.000
59	Automobile	Automobile-Maker	Skoda - high probability			Very high probability of a Skoda driver in the household.	8.749.000
60	Automobile	Automobile-Maker	Skoda - low probability			Very low probability of a Skoda driver in the household.	11.293.000
61	Automobile	Automobile-Maker	Toyota - average probability			Moderate probability of a Toyota driver in the household.	8.332.000
62	Automobile	Automobile-Maker	Toyota - high probability			Very high probability of a Toyota driver in the household.	9.542.000
63	Automobile	Automobile-Maker	Toyota - low probability			Very low probability of a Toyota driver in the household.	10.604.000
64	Automobile	Automobile-Maker	Volvo - average probability			Moderate probability of a Volvo driver in the household.	6.879.000
65	Automobile	Automobile-Maker	Volvo - high probability			Very high probability of a Volvo driver in the household.	8.529.000
66	Automobile	Automobile-Maker	Volvo - low probability			Very low probability of a Volvo driver in the household.	13.061.000
67	Automobile	Automobile-Maker	VW - average probability			Moderate probability of a VW driver in the household.	8.391.000
68	Automobile	Automobile-Maker	VW - high probability			Very high probability of a VW driver in the household.	9.599.000
69	Automobile	Automobile-Maker	VW - low probability			Very low probability of a VW driver in the household.	10.460.000
70	Automobile	Automobile-New Car	01: Car - Owners - new			This household is highly likely to drive a new car.	7.716.000
71	Automobile	Automobile-New Car	02: Car - Owners - used			This household is highly likely to drive a used car.	6.198.000
72	Automobile	Automobile-Power	01: Car - Owners - high engine capacity			This household is highly likely to drive a car with high engine capacity.	6.801.000
73	Automobile	Automobile-Power	02: Car - Owners - low engine capacity			This household is highly likely to drive a car with low engine capacity.	6.705.000
74	Automobile	Automobile-Type	01: Car - Owners - off road vehicles			This household is highly likely to drive an off-road vehicle.	3.800.000
75	Automobile	Automobile-Type	02: Car - Owners - luxury			This household is highly likely to drive a luxury car.	1.088.000
76	Automobile	Automobile-Type	03: Car - Owners - sports cars			This household is highly likely to drive a sports car.	1.143.000
77	Automobile	Automobile-Type	04: Car - Owners - manufacturers-Asian			This household is highly likely to drive an Asian car.	3.777.000
78	Automobile	Automobile-Type	05: Car - Owners - commercial			This household is highly likely to drive a commercially used cars.	622.000
79	Automobile	Automobile-Type	06: Car - Owners - hybrid			This household is highly likely to drive a hybrid car.	3.900.000
80	Automobile	Automobile-Type	07: Car - Owners - diesel			This household is highly likely to drive a diesel car.	6.497.000
81	Automobile	Automobile-Type	08: Car - Owners - high emmission value			This household is highly likely to drive a car with high emission values.	7.597.000
82	Automobile	Automobile-Type	09: Car - Owners - middle class			This household is highly likely to drive a middle class car.	6.273.000
83	Automobile	Automobile-Type	10: Car - Owners - small car			This household is highly likely to drive a small car.	7.226.000
84	Automobile	Automobile-Type	11: Car - Owners - station wagons ("Kombi")			This household is highly likely to drive a station wagon ("Kombi").	6.029.000
85	Automobile	Automobile-Type	12: Car - Owners - no station wagons ("Kombi")			This household is very likely to drive no station wagon ("Kombi").	8.076.000
86	Automobile	Automobile-Type	13: High affinity for multiple wheel drive			This household is highly likely to drive a car with two driving axles or four-wheel drive.	2.516.000
87	Automobile	Automobile-Type	14: High affinity for electric or hybrid motor			This household is highly likely to drive a car with an electric or hybrid motor.	1.531.000
88	Automobile	Automobile-Type	15: High affinity for bivalent or gas motor			This household is highly likely to drive a car with a bivalent or gas hybrid motor.	3.732.000
89	Automobile	Driver	01: Driver's license			This person is highly likely to have a driver's license.	29.162.000
90	Automobile	Driver	02: Intention to buy a new car			This person has a much higher probability to frequently buy a new car (vs. buyers of used cars).	5.829.000
91	Automobile	Driver	03: Car-sharing			This person is likely to be interested in car sharing-services.	9.419.000
92	Consuming & Lifestyle	Charity	01: Donates to charitable causes			This person is highly likely to donate to various causes and organisations.	9.429.000
93	Consuming & Lifestyle	Charity	02: Donates to charitable causes - Third world			This person is highly likely to donate to third world projects.	9.034.000
94	Consuming & Lifestyle	Charity	03: Donates to charitable causes - Emergency aid			This person is highly likely to donate to emergency aid.	9.403.000
95	Consuming & Lifestyle	Charity	04: Donates to charitable causes - Charity organizations for children			This person is highly likely to donate to charity organisations for children.	9.730.000
96	Consuming & Lifestyle	Charity	05: Donates to charitable causes - Animal welfare			This person is highly likely to donate to animal wellfare.	8.427.000
97	Consuming & Lifestyle	Charity	06: Donates to charitable causes - Nature and environmental protection			This person is highly likely to donate to nature and environmental protection.	8.980.000
98	Consuming & Lifestyle	Electrical power & Heating	Electricity	01: Low consumption of electricity		This person is highly likely to live in a household with low energy consumption.	13.612.000
99	Consuming & Lifestyle	Electrical power & Heating	Electricity	02: Medium consumption of electricity		This person is highly likely to live in a household with medium energy consumption.	11.845.000
100	Consuming & Lifestyle	Electrical power & Heating	Electricity	03: High consumption of electricity		This person is highly likely to live in a household with high energy consumption.	3.222.000
101	Consuming & Lifestyle	Electrical power & Heating	Electricity	04: Aim to change electricity supplier		This person is highly likely to be interested in changing their energy supplier.	11.437.000
102	Consuming & Lifestyle	Electrical power & Heating	Electricity	05: Strong affinity for green electricity		This person is highly likely to prefer green energy.	12.411.000

103	Consuming & Lifestyle	Electrical power & Heating	Heating affinity	01: Prefers alternative energies		This person is highly likely to be interested in using green energy.	5.742.000
104	Consuming & Lifestyle	Electrical power & Heating	Heating affinity	03: Aim to change gas provider		This person is highly likely to be interested in changing their gas supplier.	4.391.000
105	Consuming & Lifestyle	Electrical power & Heating	Heating affinity	04: Heats with gas		This person is highly likely to heat their home with gas.	11.765.000
106	Consuming & Lifestyle	Electrical power & Heating	Heating affinity	05: Heats with oil		This person is highly likely to heat their home with oil.	1.342.000
107	Consuming & Lifestyle	Electrical power & Heating	Heating affinity	06: Heats with long-distance heating		This person is highly likely to heat their home with long-distance heating.	866.000
108	Consuming & Lifestyle	Electrical power & Heating	Heating affinity	07: Heats with solar energy		This person is highly likely to heat their home with solar energy.	21.000
109	Consuming & Lifestyle	Electrical power & Heating	Heating affinity	08: Heats with wood pellets		This person is highly likely to heat their home with wood pellets.	45.000
110	Consuming & Lifestyle	Electrical power & Heating	Heating affinity	09: Heats with geothermal energy		This person is highly likely to heat their home with geothermal energy.	61.000
111	Consuming & Lifestyle	Electrical power & Heating	Heating affinity	10: Heats with electricity		This person is highly likely to heat their home with electricity.	231.000
112	Consuming & Lifestyle	Electrical power & Heating	Heating affinity	11: Heats with coal		This person is highly likely to heat their home with coal.	13.000
113	Consuming & Lifestyle	Electrical power & Heating	Heating affinity	13: Alternative heating (geothermal, solar, pellets, electricity…)		This person is highly likely to heat their home with alternative energy (geothermal, solar, pellets, electricity…)	367.000
114	Consuming & Lifestyle	Health Care	01: OTC (non-prescription medicine) buyer			This person is highly likely to buy non prescription medicine.	5.422.000
115	Consuming & Lifestyle	Health Care	02: Pharmacy Customers			This person is highly likely to buy non prescription medicine in pharmacies.	2.539.000
116	Consuming & Lifestyle	Health Care	03: Online Pharmacy Customers			This person is highly likely to buy non prescription medicine online.	3.767.000
117	Consuming & Lifestyle	Health Care	04: Health-Conscious Dieters			This person is highly likely to buy consume dietry products.	3.301.000
118	Consuming & Lifestyle	Health Care	05: Fitness Enthusiast			This person is highly likely to excercise regulary and therefore ha a high level of fitness.	4.295.000
119	Consuming & Lifestyle	Health Care	06: Homeopathy Disciples			This person is highly likely to use herbal or homeopathic supplements.	2.866.000
120	Consuming & Lifestyle	Health Care	07: Wellness Lovers			This person is highly likely to have a positive consumer attitude towards wellness activities with a view to preventing illness and prolonging life.	3.792.000
121	Consuming & Lifestyle	Health Care	08: Vitamin Supplement Buyers			This person is highly likely to use vitamin supplements.	2.495.000
122	Consuming & Lifestyle	Health Care	09: Healthy Nutrition			This person is highly likely to have a positive consumer attitude towards a healthy and well-balanced nutrition.	3.779.000
123	Consuming & Lifestyle	Health Care	10: Health products			This person is highly likely to have high spending on health products like vitamin preparations, massage mats, etc.	coming soon
124	Consuming & Lifestyle	High Technology Spenders	01: Empty nesters spending on practical technology			This person is highly likely to live as comfortable empty nester with high spend on practical technology.	705.000
125	Consuming & Lifestyle	High Technology Spenders	02: Tech savvy couples & families			This person is highly likely to live in a tech savvy financially comfortable established couple or family.	2.931.000
126	Consuming & Lifestyle	High Technology Spenders	03: Young affluent households			This person is highly likely to live in a high spending technology hungry young affluent household.	1.012.000
127	Consuming & Lifestyle	High Technology Spenders	04: Price conscious families meeting tech demands of teenagers/young adults			This person is likely to live in a family that stretches income to meet technology demands of teenagers/young adults.	665.000
128	Consuming & Lifestyle	Interests & Hobbies	Home & Living	01: High-quality furniture		This person is very likely to buy high-quality furniture. (28,5% of all German households are in this category.)	10.968.000
129	Consuming & Lifestyle	Interests & Hobbies	Traveling	01: Frequent flyer (business trips)		This person is very likely to travel a lot by air on business trips. (2,4% of all German households are in this category.)	12.255.000
130	Consuming & Lifestyle	Interests & Hobbies	Traveling	02: Frequent flyer (private trips)		This person is very likely to travel by air on private trips. (6,4% of all German households are in this category.)	11.423.000
131	Consuming & Lifestyle	Interests & Hobbies	Traveling	03: Likely to go on a trip longer than 2 weeks		This person is very likely to go on vacation trips longer than 2 weeks more than once a year. (10% of all German households are in this category.)	9.258.000
132	Consuming & Lifestyle	Interests & Hobbies	Traveling	04: Likely to go on a trip longer than 2 weeks with worldwide destination		This person is very likely to go on vacation trips longer than 2 weeks more than once a year	10.216.000
133	Consuming & Lifestyle	Interests & Hobbies	Traveling	05: Likely to do short trips under a week		This person is very likely to go on short vacation trips (under a week) more than once a year. (21% of all German households are in this category.)	10.981.000
134	Consuming & Lifestyle	Interests & Hobbies	Traveling	06: City trip		This person is very likely to do a city trip. (7,1% of all German households are in this category.)	9.536.000
135	Consuming & Lifestyle	Interests & Hobbies	Traveling	07: Cruise		This person is very likely to take a cruise. (3,4% of all German households are in this category.)	7.269.000
136	Consuming & Lifestyle	Interests & Hobbies	Traveling	08: Wellness trip		This person is very likely to do a wellness trip. (3,3% of all German households are in this category.)	7.110.000
137	Consuming & Lifestyle	Media	Computer/Tablet use	01: Watch movies/ series online		This Person is likely to use computers/tablets for watching movies and series online.	9.531.000
138	Consuming & Lifestyle	Media	Computer/Tablet use	02: Read e-books		This Person is likely to use computers/tablets for reading e-books.	9.682.000
139	Consuming & Lifestyle	Media	Computer/Tablet use	Gambling	01: Sports Betting	This Person is likely to do Sports Betting online.	9.072.000
140	Consuming & Lifestyle	Media	Television	01: Cable TV		This person is highly likely to watch TV via cable.	16.767.000
141	Consuming & Lifestyle	Media	Television	02: Satellite TV		This person is highly likely to watch TV via satellite.	5.202.000
142	Consuming & Lifestyle	Media	Television	03: Pay-TV		This person is highly likely to have a pay TV contract.	16.488.000
143	Consuming & Lifestyle	Media	Television	TV Viewing Per Day	01: Very few - less than 100 minutes	This person is highly likely to watch very few TV (less than 100 Minutes per day)	2.594.000
144	Consuming & Lifestyle	Media	Television	TV Viewing Per Day	02: Few - about 150 minutes	This person is highly likely to watch few TV (about 150 Minutes per day)	5.682.000
145	Consuming & Lifestyle	Media	Television	TV Viewing Per Day	03: Average - about 200 minutes	This person is highly likely to watch average TV (about 200 Minutes per day)	12.464.000
146	Consuming & Lifestyle	Media	Television	TV Viewing Per Day	04: Much - about 250 minutes	This person is highly likely to watch much TV (about 250 Minutes per day)	6.317.000
147	Consuming & Lifestyle	Media	Television	TV Viewing Per Day	05: Very much - more than 300 minutes	This person is highly likely to watch a lot of TV (more than 300 Minutes per day)	3.274.000
148	Consuming & Lifestyle	Pets	01: Dog			This person is highly likely to have a dog.	7.623.000
149	Consuming & Lifestyle	Pets	02: Cat			This person is highly likely to have a cat.	7.068.000
150	Consuming & Lifestyle	Shopping	01: Teleshopping via phone			This person is highly likely to do teleshopping via phone.	8.356.000
151	Consuming & Lifestyle	Shopping	02: Mail order via catalogue			This person is highly likely to buy by mail order via catalogue.	4.310.000
152	Consuming & Lifestyle	Shopping	03: Mail order			This person is highly likely to buy by mail order.	5.746.000

153	Consuming & Lifestyle	Shopping	04: Online buying		This person is highly likely to buy online.	10.519.000
154	Consuming & Lifestyle	Shopping	05: Online bidding		This person is highly likely to attend internet auctions.	8.519.000
155	Consuming & Lifestyle	Shopping	06: Shop for low price		This person is highly likely to base buying decisions on price.	8.894.000
156	Consuming & Lifestyle	Shopping	07: Shop for brands and quality		This person is highly likely to base buying decisions on brand and quality.	5.912.000
157	Consuming & Lifestyle	Shopping	08: Bargain hunters		This person is highly likely to buy things at a bargain price.	6.589.000
158	Consuming & Lifestyle	Shopping	09: Low price sensitivity		This person is highly likely to spend much money on consumer goods.	7.777.000
159	Consuming & Lifestyle	Shopping	10: Shop at discount stores		This person is highly likely to shop at discount stores.	8.222.000
160	Consuming & Lifestyle	Shopping	11: Affluent family shoppers		This person is highly likely to live in an affluent family with children.	4.936.000
161	Consuming & Lifestyle	Shopping	12: Discount seekers		This person is highly likely to be incentivised by online discounts/promotions.	6.589.000
162	Consuming & Lifestyle	Shopping	13: Extravagant premium brand spenders		This person is highly likely to spend significantly above average, often on prestige and premium brands.	4.908.000
163	Consuming & Lifestyle	Shopping	14: Cooking and baking		This person isÊhighly likely to buy baking ingredients and cooking gear.	11.223.000
164	Consuming & Lifestyle	Shopping	15: Likely to buy music (CD, downloads, concert tickets) as a gift		This person is likely to buy music (CDs, downloads, concert tickets) as a gift.	10.428.000
165	Consuming & Lifestyle	Shopping	16: Coffee Buyers		This person is likely to buy coffee very frequently.	8.653.000
166	Consuming & Lifestyle	Shopping	17: Softdrink Buyers		This person is likely to buy Softdrinks very frequently.	9.113.000
167	Consuming & Lifestyle	Shopping	18: Energy Drink Buyers		This person is likely to buy Energy Drinks very frequently.	1.649.000
168	Consuming & Lifestyle	Shopping	19: Chocolate Lovers/Sweets Buyers		This person is likely to buy Chocolate/Sweets very frequently.	6.664.000
169	Consuming & Lifestyle	Shopping	20: Green (environmentally aware) People		"This person is likely to buy specifically and regularly natural and organic products. "	2.940.000
170	Consuming & Lifestyle	Shopping	21: People who like Hipster Brands		"This person is likely to have a high affinity to the hipster subculture. "	804.000
171	Consuming & Lifestyle	Shopping	22: Young Urban Professionals		This person is likely to be a Young Urban Professional.	1.192.000
172	Consuming & Lifestyle	Shopping	23: Sale Shopper		This person is highly likely to have high spending on reduced items, preferably in bargain catalogues or sale items.	coming soon
173	Consuming & Lifestyle	Shopping	Consumer Cluster	01: "Exclusive, classical, elegant"	This person most likely belongs to the consumer cluster "Exclusive, classical, elegant" consisting of highly educated buyers with high income - mostly in their second half of life - very interested in economy and culture, art and antiques, vine and delicacies.	coming soon
174	Consuming & Lifestyle	Shopping	Consumer Cluster	02: "Exclusive, sporty, young"	This person most likely belongs to the consumer cluster "Exclusive, sporty, young" consisting of young and wealthy buyers who are highly interested in sports and leasure.	coming soon
175	Consuming & Lifestyle	Shopping	Consumer Cluster	03: "Exclusive quality"	This person most likely belongs to the consumer cluster "Exclusive quality" consisting of middle-aged buyers with a high purchasing power. They prefer a classic tailored outfit, enjoy wellness and cosmetic. They are living in new buildings with plenty of living space, own more than one car and mostly use their credit card for purchases online.	coming soon
176	Consuming & Lifestyle	Shopping	Consumer Cluster	04: "DIY"	This person most likely belongs to the consumer cluster "DIY" consisting of middle-aged and elderly buyers of DIY products - preferably per mail order services. They drive practical and reasonably priced cars and read TV guides and boulevard magazines. They are not very interested in fashion.	coming soon
177	Consuming & Lifestyle	Shopping	Consumer Cluster	05: "Family with kids"	This person most likely belongs to the consumer cluster "Family with kids" consisting of middle-class families with kids with all the needs of young families, preferably buying per mail order services: toys, kids books and kids fashion. They have family friendly cars, spend their vacations in holiday homes, visit family parks, use game consoles, etc.	coming soon
178	Consuming & Lifestyle	Shopping	Consumer Cluster	06: "Seniors young fashion"	This person most likely belongs to the consumer cluster "Seniors young fashion" consisting of elderly people, who love to do needlework, read boulevard magazines, prefer to buy conservative clothes via mail order service and do not use the internet for shopping.	coming soon
179	Consuming & Lifestyle	Shopping	Consumer Cluster	07: "Selected fashion"	This person most likely belongs to the consumer cluster "Selected fashion" consisting of middle-aged online shoppers, who value quality and exclusivity. Due to an above-average purchasing power , they can enjoy expensive hobbies and holiday trips. They are living in comfortable new buildings with plenty of living space and drive luxury cars. Their entertainment electronics are state of the art.	coming soon
180	Consuming & Lifestyle	Shopping	Consumer Cluster	08: "Cool kids"	This person most likely belongs to the consumer cluster "Cool Kids" consisting of families who prefer only exclusive and latest fashion for them as well as for their children.	coming soon
181	Consuming & Lifestyle	Shopping	Consumer Cluster	09: "Plus size shopper"	This person most likely belongs to the consumer cluster "Plus size shopper" consisting of middle-aged buyers probably with children in the household, who aren't very sportive. They like to read TV guides and boulevard magazines and love leisure parks.	coming soon
182	Consuming & Lifestyle	Shopping	Consumer Cluster	10: "Exclusive and elegant fashion"	This person most likely belongs to the consumer cluster "Exclusive and elegant fashion" consisting of well-to-do buyers who emphasize in exclusive and elegant fashion which fits their upscale lifestyle. They like long-distance trips and are interested in business, politics, culture, expensive cars and first-class residential areas. This target group also has a high affinity towards fashion and technical innovations.	coming soon
183	Consuming & Lifestyle	Shopping	Consumer Cluster	11: "Traditional tailoring"	This person most likely belongs to the consumer cluster "Traditional tailoring" consisting mostly of pensioners. They hardly ever exercise or go on holidays but like to read boulevard magazines. They like to buy via mail order or tv shopping and very seldom make use of the internet.	coming soon

184	Consuming & Lifestyle	Shopping	Consumer Cluster	12: "Seniors - exclusive"		This person most likely belongs to the consumer cluster "Seniors - exclusive" consisting mostly of well-off elderly people active in life and interested in art and culture, travelling a lot, engage in sports regularly, reading a variety of magazines and newspapers, preferring luxury car brands and using credit cards. They probably have financial investments. Branded products are preferred - however, money is also donated for social purposes.	coming soon
185	Consuming & Lifestyle	Shopping	Consumer Cluster	13: "Fashion seekers online"		This person most likely belongs to the consumer cluster "Fashion seekers online" consisting of buyers who enjoy online shopping. This type of customers prefers a casual, sporty outfit which suits their leisure activities. Fashion has to be trendy.	coming soon
186	Consuming & Lifestyle	Shopping	Consumer Cluster	14: "Young brands"		This person most likely belongs to the consumer cluster "Young brands" consisting of a young target group - mostly with children. They prefer online shopping. Latest fashion is more important than product quality.	coming soon
187	Consuming & Lifestyle	Shopping	Consumer Cluster	15: "Senior internet user"		This person most likely belongs to the consumer cluster "Senior internet user" consisting of an elderly target group who prefer online shopping.	coming soon
188	Consuming & Lifestyle	Shopping	Fashion	01: Babies & Toddlers		This person is highly likely to have high spending on baby clothes and products. The target group consists most likely of young parents.	coming soon
189	Consuming & Lifestyle	Shopping	Fashion	02: Women's outer garments		This person is highly likely to have high spending on women's outer garments.	coming soon
190	Consuming & Lifestyle	Shopping	Fashion	03: Ladies' fashion (general)		This person is highly likely to have high spending on ladies' fashion sold by multi-channel retailers.	coming soon
191	Consuming & Lifestyle	Shopping	Fashion	04: Ladies' fashion (exclusive)		This person is highly likely to have high spending on modern and sophisticated ladies' wear of upscale brands.	coming soon
192	Consuming & Lifestyle	Shopping	Fashion	05: Ladies' fashion (leisure)		This person is highly likely to have high spending on modern leisure wear for women e.g. clothes for outdoor or sport activities, relaxing, etc.	coming soon
193	Consuming & Lifestyle	Shopping	Fashion	06: Ladies' fashion (conservative)		This person is highly likely to have high spending on classic ladies' wear like blazers, coats, skirts, etc.	coming soon
194	Consuming & Lifestyle	Shopping	Fashion	07: Ladies' fashion (good value)		This person is highly likely to have high spending on good value fashionable and classic ladies' fashion.	coming soon
195	Consuming & Lifestyle	Shopping	Fashion	08: Men's outerwear		This person is highly likely to have high spending on men's outerwear.	coming soon
196	Consuming & Lifestyle	Shopping	Fashion	09: Men's fashion (general)		This person is highly likely to have high spending on men's fashion sold by multi-channel retailers.	coming soon
197	Consuming & Lifestyle	Shopping	Fashion	10: Men's fashion (exclusive)		This person is highly likely to have high spending on modern and sophisticated mens' wear.	coming soon
198	Consuming & Lifestyle	Shopping	Fashion	12: Men's fashion (conservative)		This person is highly likely to have high spending on classic mens' wear like suits, jackets, ties, etc.	coming soon
199	Consuming & Lifestyle	Shopping	Fashion	13: Men's fashion (good value)		This person is highly likely to have high spending on good value fashionable and classic men's fashion.	coming soon
200	Consuming & Lifestyle	Shopping	Fashion	14: Children's clothing		This person is highly likely to have high spending on children's clothing.	coming soon
201	Consuming & Lifestyle	Shopping	Fashion	15: Kidswear		This person is highly likely to have high spending on kidswear.	coming soon
202	Consuming & Lifestyle	Shopping	Fashion	16: Conservative fashion		This person is highly likely to have high spending on conservative ladies' and men's clothes.	coming soon
203	Consuming & Lifestyle	Shopping	Fashion	17: Sophisticated fashion		This person is highly likely to have high spending on classic, sophisticated ladies' and men's clothes.	coming soon
204	Consuming & Lifestyle	Shopping	Fashion	18: Fashion webshops		This person is highly likely to have high spending on popular webshops.	coming soon
205	Consuming & Lifestyle	Shopping	Fashion	19: Premium leisure fashion		This person is highly likely to have high spending on premium leisure fashion which is mostly classy and modest.	coming soon
206	Consuming & Lifestyle	Shopping	Fashion	20: Shoes		This person is highly likely to have high spending on shoes.	coming soon
207	Consuming & Lifestyle	Shopping	Fashion	21: Plus sizes		This person is highly likely to have high spending on plus size clothing.	coming soon
208	Consuming & Lifestyle	Shopping	Fashion	22: Lingerie		This person is highly likely to have high spending on lingerie, underwear and nightwear.	coming soon
209	Consuming & Lifestyle	Shopping	FMCG/CPG	01: Soft Drinks		This person is highly likely to have high spending on Soft Drinks: Bitter Drinks, Cola & Cola Mixed Drinks, Iced Coffee, Iced Tea Liquid, Fassbrause, Fruit Yogurt Drinks, Fruit Milk Drinks, Fruit Nectars, Fruit Juices, Fruit Juice Drinks, Fruit Juice Concentrate, Vegetable Juices, Children'S Punch, Kombucha, Artificial Lemonade Drink, Lemonade, Mineral Water, Fruit & Vegetable Preparation, Spritzer, Sport Drinks, Lemon Wort	8.058.000
210	Consuming & Lifestyle	Shopping	FMCG/CPG	02: Bakery Products		This person is highly likely to have high spending on Bakery Products: Part Baked Bread, Bun, Bread Chips, Finished Cake, Whole Bread, Half Baked, Rice Pastry, Sliced Bread, Toast, Crispbread , Christmas Stollen, Zwieback	8.261.000
211	Consuming & Lifestyle	Shopping	FMCG/CPG	03: Beer		This person is highly likely to have high spending on Beer: Old Beer, Berliner Weisse, Beer Mixed Drinks, Bock, Doppelbock, Export Beer, Hell, Low Carb Beer, Kölsch, Lager Beer, Malt Beer, Märzen, Pils, Remaining Beers, Draft, Dark Beer, Stout, Wheat Beer	6.889.000
212	Consuming & Lifestyle	Shopping	FMCG/CPG	04: Spreads		This person is highly likely to have high spending on Spreads: Honey, Peanut Butter, Jam & Marmelade & Jelly, Plum Butter, Sweet Creams, Rest Of Bread Spreads	6.963.000

213	Consuming & Lifestyle	Shopping	FMCG/CPG	05: Delicatessen		This person is highly likely to have high spending on Delicatessen: Croutons, Viscous Seasoning Sauces, Thin Seasoning Sauces, Vinegar, Gourmet Cream, Canned Fish, Fish Specialties, Liquid Salad Dressings, Spices, Ketchup, Mayonnaise, Horseradish, Liquid Sauces, Pesto, Ragout Fin / Fricassee, Remoulade, Salad Cream, Canned Sardines, Mustard, Canned Tuna Incl. Salads, Tomato Paste, Dry Salad Dressings, Seasonings	8.071.000
214	Consuming & Lifestyle	Shopping	FMCG/CPG	06: Fine Foods - Refrigerated		This person is highly likely to have high spending on Fine Foods - Refrigerated: Delicatessen Incl. Raw Food Salads, Fish Marinades, Meatballs, Fresh Dumpling Dough, Fresh Dough, Fresh Pasta, Stuffed Wraps, Refrigerated Pizza, Hearty Snacks, Potato Wet Products Chilled, Salmon, Wet Ready Meals Chilled, Liquid Soup Chilled	8.406.000
215	Consuming & Lifestyle	Shopping	FMCG/CPG	07: Fats & Oils		This person is highly likely to have high spending on Fats & Oils: Spreads Based On Plants Or Milk, Butter, Butter Concentrates, Margarine, Mixed Fats, Lard, Edible Fats, Edible Oil	8.466.000
216	Consuming & Lifestyle	Shopping	FMCG/CPG	08: Yellow Line (Cheese Products) - Self-Service		This person is highly likely to have high spending on Yellow Line (Cheese Products) - Self-Service: Blue Cheese Self-Service, Feta Self-Service, Cream Cheese Self-Service, Grated Cheese Self-Service, Semisolid Sliced Cheese Self-Service, Hard Cheese & Sliced Cheese Self-Service, Cheese Fondue, Grain Cream Cheese Self-Service, Cooking Cheese, Mozzarella Self-Service, Ricotta Self-Service, Washed Rind Cheese Self-Service, Sour Milk Cheese, Processed Cheese Self-Service, Soft Cheese Self-Service	7.996.000
217	Consuming & Lifestyle	Shopping	FMCG/CPG	09: Hot Drinks		This person is highly likely to have high spending on Hot Drinks: Pure Coffe Traditional, Pure Coffee Pads, Pure Coffee Capsules, Instant Iced Tea, Fruit Tea, Green Tea, Instant Tea, Coffee Substitute, Cocoa Containing Beverages, Herbal Tea, Instant Coffee, Rooibos, Chcolate Specialty, Black Tea	8.751.000
218	Consuming & Lifestyle	Shopping	FMCG/CPG	10: Wet Finished Products ("Nassfertigprodukte")"		This person is highly likely to have high spending on Wet Finished Products (Nassfertigprodukte"): Butter Baguettes, Dessert Sauces, Canned Vegetables, Groats, Canned Pickles, Milk Concentrates, Wet Ready Meals Incl. Ravioli, Liquid Soup, Canned Fruit, Red Cabbage, Preserved Mushrooms, Sour Tinned Food, Sauerkraut, Partial Ready Meals, Sausage Canned, Sausage Treats"	8.486.000
219	Consuming & Lifestyle	Shopping	FMCG/CPG	11: Ice Cream		This person is highly likely to have high spending on Ice Cream: Edible Ice Household-Pack., Edible Ice Small Pack., Edible Ice Multipack.	6.925.000
220	Consuming & Lifestyle	Shopping	FMCG/CPG	12: Spirits		This person is highly likely to have high spending on Spirits: Anise Spirits, Fruity Spirits, Grappa, Clear Spirits, Herb Spirits, Liqueurs, Fruit Brandy Incl. Calvados, Rum & Rum Mixed Spirits, Spirits Miexed Drinks, Tequila, Brandy & Brandy Mixed Spirits & Cognac, Vermouth And Aperitif, Whiskey	5.652.000
221	Consuming & Lifestyle	Shopping	FMCG/CPG	13: Confectionery		This person is highly likely to have high spending on Confectionery: Bonbons, Erfrischungsstäbchen, Fruit Gum & Wine Gum, Jelly Products, Halloween, Cough Bonbons, Potato Chips, Remaining Snacks, Chewing Gum, Liquorice, Lollipop, Nuts & Nut Specialties, Easter Items, Praline, Puffed Rice, Foam Waffles, Sparkling Sugar, Chocolate Snacks, Chocolate Kisses, Chocolate Bar, Chocolate Specialties, Sweet Pastry, Bar Of Chocolate, Christmas Cookies, Christmas Chocolate Articles	8.483.000
222	Consuming & Lifestyle	Shopping	FMCG/CPG	14: Frozen Food		This person is highly likely to have high spending on Frozen Food: Frozen Bakery, Frozen Baguettes, Frozen Roasted Meat, Frozen Ready Meals, Frozen Fish, Frozen Fruits, Frozen Vegetables, Frozen Potato Products, Frozen Pizza, Remaining Frozen Foods, Frozen Raw Meat	4.471.000
223	Consuming & Lifestyle	Shopping	FMCG/CPG	15: Dry Finished Products ("Trockenfertigprodukte")"		This person is highly likely to have high spending on Dry Finished Products (Trockenfertigprodukte"): Packaged Flour, Baking Article Decor, Baking Article Nuts & Almonds, Baking Mixes, Cooking Chocolate, Bread & Buns Doughs, Stocks & Bouillons, Cereals, Preserve Helper, Fine Corn Starch, Fix Products, Gelatin, Gellant, Oatmeal, Legumes, Potato Dry Products, Cake Icing Incl. Couverture, Cereal, Natron, Nutrient Foods Incl. Tofu, Breadcrumbs, Custard Powder, Rice & Rice Mixes, Salt, Other Dry Finished Products, Sauce Thickener, Sauce Powder, Soup Garnishs, Sweet Dried Ready Meals, Pasta, Traditional Baking Article, Dry Finished Meals Incl: Instant, Dry Fruits, Dry Sauces, Dry Soups Incl. Instant, Sugar"	7.895.000
224	Consuming & Lifestyle	Shopping	FMCG/CPG	16: Wine & Sparkling Wine		This person is highly likely to have high spending on Wine & Sparkling Wine: Dessert Wines, Exotic Fruit Sparkling Wines, Mixing Boxes Wines & Sparkling Wine, Semi_Sparkling Wine, Rose Wine, Red Wine, Sparkling Wine Incl. Champagne, Sherry, Wine-Based Winy Beverages, White Wine	7.861.000
225	Consuming & Lifestyle	Shopping	FMCG/CPG	17: White Line (Milk Products)		This person is highly likely to have high spending on White Line (Milk Products): Buttermilk, Creme Fraiche Cheese, Soured Milk, Done Pudding, Fruit Yogurt Incl. Probiotics, Fruit Curd, Refrigerated Milk Snacks, Spice Quark, Kefir, Milk Mixed Drinks, Rice Pudding, Whey, Natural Yogurt Incl. Probiotics, Nature Quark, Sour Cream & Schmand, Whipped Cream, Aerosol Whipped Cream, Drinking Yogurt Incl. Probiotics, Drink Milk	6.833.000

226	Consuming & Lifestyle	Shopping	FMCG/CPG	18: Sausages		This person is highly likely to have high spending on Sausages: Boiled Sausage, Cooked Sausage, Meat Preparation, Cooked Ham, Cooked Sausage, Raw Ham, Raw Sausage, Other Sausage, Bacon	7.918.000
227	Consuming & Lifestyle	Shopping	FMCG/CPG	19: Baby Food		This person is highly likely to have high spending on Baby Food: Baby Drinks, Baby Food, Baby Water, Infant Food, Dairy Food	8.621.000
228	Consuming & Lifestyle	Shopping	FMCG/CPG	20: Baby Care		This person is highly likely to have high spending on Baby Care: Baby & Kids Hair Care, Baby & Kids Care, Baby & Kids Wipes, Baby & Kids Washing Products, Baby Bottles, Baby Bottle & Sucker Equipment, Baby Sucker, Learning Dishes, Dry Baby Wipes, Disposable Diapers	1.600.000
229	Consuming & Lifestyle	Shopping	FMCG/CPG	21: Decorative Cosmetics		This person is highly likely to have high spending on Decorative Cosmetics: Colour Cosmetics Eyes, Colour Cosmetics Face, Colour Cosmetics Lips, Colour Cosmetics Brand, Colour Cosmetics Other, Make-Up Remover, Nail Polish Remover	2.752.000
230	Consuming & Lifestyle	Shopping	FMCG/CPG	22: Health & Fitness Products		This person is highly likely to have high spending on Health & Fitness Products: Dextrose, Fruit Sugar, Lube, Insect Repellants, Condoms, Noise Prevention, After The Stitch Products, Stevia, Sweetening, Wound Care	3.677.000
231	Consuming & Lifestyle	Shopping	FMCG/CPG	23: Hair Care		This person is highly likely to have high spending on Hair Care: Colour Sealer, Hairdryer Lotion, Hairdressing Creme, Hair Colors, Hair Setting Lotion, Deep Conditioner, Hair Oil, Hair Foam, Hairspray, Hair Conditioners, Shampoo, Hair Water, Home Permanent Waves, Wetgel	4.189.000
232	Consuming & Lifestyle	Shopping	FMCG/CPG	24: Household Goods		This person is highly likely to have high spending on Household Goods: Batteries, Broom & Broomsticks, Window Wiper, Wet Wiper, Flat Wiper Systems, Fluff Sweeper, Household Gloves, Household Sponges, Household Towels, Scrubber & Scrubber Handle, Sponge Wiper, Pot Cleaner, Water Squeegee, Mop	7.261.000
233	Consuming & Lifestyle	Shopping	FMCG/CPG	25: Household Paper & Foils		This person is highly likely to have high spending on Household Paper & Foils: Aluminum Foil, Baking Paper Incl. Cross & Frit, Roast Foil, Sandwich Paper, Ice Ball & Ice Cube Bags, Airtight Bag & Baggie, Cling Film, Freezer & Freezer Cooking Bags, Coffee Filter, Microwave Foil, Trash Bags & Garbage Bags, Tea Filter	6.727.000
234	Consuming & Lifestyle	Shopping	FMCG/CPG	26: Care Cosmetics		This person is highly likely to have high spending on Care Cosmetics: Acne Medicine, After-Shave Products, Bath Additive, Deodorant, Shower Additive, Depilatory, Tonicizing Soap, Foot Care, Face Masks, Facial Care, Facial Cleansing, Hand Disinfection, Skin Care Products, Lip Care, Wet Shaving Products, Perfume, Pre Shave, Shavers, Razor Blades, Sun Protection Incl. Apres	7.073.000
235	Consuming & Lifestyle	Shopping	FMCG/CPG	27: Oral Care		This person is highly likely to have high spending on Oral Care: Electric Toothbrushes, Electric Replacement Brushes, Interdental Products, Mouth Shower, Oral Hygiene, Mouth Rinses, Mouthwash & Mouthspray, Tooth Whitening, Toothbrushes, Toothpaste, Medical Adhesive, Dental Protheses Cleaner, Dental Woods, Dental Floss	7.662.000
236	Consuming & Lifestyle	Shopping	FMCG/CPG	28: Otc Goods		This person is highly likely to have high spending on Otc Goods: Construction / Strengthening Medicine, Calming Nerves, Cold Medicine, Skin-Hair-Nails, Medical Tea In Bags, Circuit & Cholesterol, Stomach & Digestive, Melissengeist, Rheuma & Muscles, Painkiller, Other Otc Medicine, Vitamins & Minerals	7.112.000
237	Consuming & Lifestyle	Shopping	FMCG/CPG	29: Paper Hygiene		This person is highly likely to have high spending on Paper Hygiene: Sanitary Towel, Wet Wipes, Incontinence Products, Cosmetic Wipes, Kitchen Tissue, Paper Napkins, Paper Handkerchiefs, Panty Liners, Breast Pad, Tampons, Toilet Paper Wet, Toilet Paper Dry, Cotton Balls, Cotton Pads, Cotton Swab, Zigzag Cotton	6.324.000
238	Consuming & Lifestyle	Shopping	FMCG/CPG	30: Cleaning Agent		This person is highly likely to have high spending on Cleaning Agent: Oven & Grill Cleaner, Bathroom Cleaner, Flushing Tank Cleaner, Glasses Wipe, Nonferrous Cleaner, Disinfectant Cleaner, Stainless Steel Cleaner, Floor Care, Device Softening Agent, Glass Cleaner, Hand Dishwasher Detergents, Household Cleaner, Hot Plate Cleaner, Insecticides, Lime & Rust Cleaner, Air Dehumidifier Not Electric, Air Freshener, Dishwasher. Fragrance Dispenser, Dishwasher. Rinse, Dishwasher. Carers, Dishwasher. Cleanser, Dishwasher. Salts, Furniture Care Products, Pipe Cleaner, Sanitary Cleaner, Abrasive, Silver Cleaning Agents, Carpet Cleaner, Toilet Cleaner	8.112.000
239	Consuming & Lifestyle	Shopping	FMCG/CPG	31: Animal Feed & Hygiene		This person is highly likely to have high spending on Animal Feed & Hygiene: Fish Food, Dog Food Wet, Dog Food Dry, Dog Snacks, Cat Food Wet, Cats Food Dry, Cats Snacks, Cat Litter, Rodent Food, Frozen Animal Feed, Bird Feed, Bird Litter, Winter Food	7.496.000
240	Consuming & Lifestyle	Shopping	FMCG/CPG	32: Laundry Detergent		This person is highly likely to have high spending on Laundry Detergent: Fine & Wool Detergent, Stain Treatment, Curtains Treatment, Strengths & Stiff Textile, Textile Fresheners, Textile Color, Dry Cleaning, Universal Detergent, Laundry Disinfection, Wash Decolorizer, Fabric Softener, Water Softener	5.705.000
241	Consuming & Lifestyle	Shopping	FMCG/CPG	33: Fresh Food		This person is highly likely to have high spending on Fresh Food: Bakery Fresh, Fruit, Vegetables, Meat & Sausage, Fish & Seafood, Eggs	7.347.000

242	Consuming & Lifestyle	Shopping	FMCG/CPG	34: Cheese From Counter		This person is highly likely to have high spending on Cheese From Counter: Blue Cheese Self-Service, Feta Self-Service, Cream Cheese Self-Service, Semisolid Sliced Cheese Self-Service, Hard Cheese & Sliced Cheese Self-Service, Mozzarella Self-Service, Washed Rind Cheese Self-Service, Processed Cheese Self-Service, Soft Cheese Self-Service, Other Cheese	8.716.000
243	Consuming & Lifestyle	Shopping	Retail	01: Car accessories		This person is highly likely to have high spending on car accessories like car radios, loudspeakers, seat covers, etc.	coming soon
244	Consuming & Lifestyle	Shopping	Retail	02: Balcony & Terrace		This person is highly likely to have high spending on garden decoration and furniture. The target group most likely has a balcony or terrace.	coming soon
245	Consuming & Lifestyle	Shopping	Retail	03: Camping & Outdoor		This person is highly likely to have high spending on camping and outdoor products like camping stoves, sleeping bags, etc.	coming soon
246	Consuming & Lifestyle	Shopping	Retail	04: Photo		This person is highly likely to have high spending on cameras and equipment.	coming soon
247	Consuming & Lifestyle	Shopping	Retail	05: Amateur gardeners		This person is highly likely to have high spending on plants and gardening tools like seeds, scarifiers, lawn mowers, etc.	coming soon
248	Consuming & Lifestyle	Shopping	Retail	06: Home textiles		This person is highly likely to have high spending on home textiles such as bed linen, towels, curtains and table linen.	coming soon
249	Consuming & Lifestyle	Shopping	Retail	07: Toys & Children		This person is highly likely to have high spending on toys and children's items.	coming soon
250	Consuming & Lifestyle	Shopping	Retail	08: Kitchen & Household		This person is highly likely to have high spending on cooking and eating utensils such as tablewear, coffee makers, vacuum cleaners, etc.	coming soon
251	Consuming & Lifestyle	Shopping	Retail	09: Leather goods		This person is highly likely to have high spending on bags, suitcases and accessories.	coming soon
252	Consuming & Lifestyle	Shopping	Retail	10: Furniture & Interior Decoration		This person is highly likely to have high spending on furniture and decorative items, e.g. complete kitchens, shelves, carpets, etc.	coming soon
253	Consuming & Lifestyle	Shopping	Retail	11: Gifts & Novelties		This person is highly likely to have high spending on gifts and novelties.	coming soon
254	Consuming & Lifestyle	Shopping	Retail	12: Jewellery		This person is highly likely to have high spending on jewellery and watches.	coming soon
255	Consuming & Lifestyle	Shopping	Retail	13: Cosmetics & Body Care		This person is highly likely to have high spending on cosmetics and body care products.	coming soon
256	Consuming & Lifestyle	Shopping	Retail	14: Sport & Fitness		This person is highly likely to have high spending on sports products like home trainers, inline-skates, bicycles, sports bags, etc.	coming soon
257	Consuming & Lifestyle	Shopping	Retail	15: Consumer electronics		This person is highly likely to have high spending on consumer electronics like audio equipment, TVs, etc.	coming soon
258	Consuming & Lifestyle	Shopping	Retail	16: DIY		This person is highly likely to have high spending on DIY products like hammers, carpets, screwdrivers, etc.	coming soon
259	Consuming & Lifestyle	Shopping	Retail	17: White goods		This person is highly likely to have high spending on white goods like dishwashers, dryers, washing machines, etc.	coming soon
260	Consuming & Lifestyle	Shopping	Fashion	11: Men's fashion (leisure)		This person is highly likely to have high spending on modern leisure wear for men e.g. clothes for outdoor or sport activities, relaxing, etc.	coming soon
261	Consuming & Lifestyle	SIGMA-Milieus	Sigma-Milieu 01 "Etabliertes Milieu" (Upper Conservative Segment)			This person most likely belongs to the Sigma-Milieu "Upper Conservative Segment". Sigma is an established marketing research segmentation for targeting groups.	2.288.000
262	Consuming & Lifestyle	SIGMA-Milieus	Sigma-Milieu 02 "Traditionelles bürgerliches Milieu" (Traditional Mainstream)			This person most likely belongs to the Sigma-Milieu "Traditional Mainstream". Sigma is an established marketing research segmentation for targeting groups.	2.105.000
263	Consuming & Lifestyle	SIGMA-Milieus	Sigma-Milieu 03 "Traditionelles Arbeitermilieu" (Traditional Blue Collar Segment)			This person most likely belongs to the Sigma-Milieu "Traditional Blue Collar Segment". Sigma is an established marketing research segmentation for targeting groups.	962.000
264	Consuming & Lifestyle	SIGMA-Milieus	Sigma-Milieu 04 "Konsummaterialistisches Milieu" (Pragmatic Strivers)			This person most likely belongs to the Sigma-Milieu "Pragmatic Strivers". Sigma is an established marketing research segmentation for targeting groups.	1.987.000
265	Consuming & Lifestyle	SIGMA-Milieus	Sigma-Milieu 05 "Aufstiegsorientiertes Milieu" (Social Climber Segment)			This person most likely belongs to the Sigma-Milieu "Social Climber Segment". Sigma is an established marketing research segmentation for targeting groups.	7.770.000
266	Consuming & Lifestyle	SIGMA-Milieus	Sigma-Milieu 06 "Modernes bürgerliches Milieu" (Conventional Modern Mainstream)			This person most likely belongs to the Sigma-Milieu "Conventional Modern Mainstream". Sigma is an established marketing research segmentation for targeting groups.	2.584.000
267	Consuming & Lifestyle	SIGMA-Milieus	Sigma-Milieu 07 "Modernes Arbeitnehmermilieu" (Progressive Modern Mainstream)			This person most likely belongs to the Sigma-Milieu "Progressive Modern Mainstream". Sigma is an established marketing research segmentation for targeting groups.	5.104.000
268	Consuming & Lifestyle	SIGMA-Milieus	Sigma-Milieu 08 "Liberal-Intellektuelles Milieu" (Upper Liberal Segment)			This person most likely belongs to the Sigma-Milieu "Upper Liberal Segment". Sigma is an established marketing research segmentation for targeting groups.	2.292.000
269	Consuming & Lifestyle	SIGMA-Milieus	Sigma-Milieu 09 "Hedonistisches Milieu" (Counter Culture)			This person most likely belongs to the Sigma-Milieu "Counter Culture". Sigma is an established marketing research segmentation for targeting groups.	4.039.000
270	Consuming & Lifestyle	SIGMA-Milieus	Sigma-Milieu 10 "Postmodernes Milieu" (Postmodern Segment)			This person most likely belongs to the Sigma-Milieu "Postmodern Segment". Sigma is an established marketing research segmentation for targeting groups.	4.780.000
271	Consuming & Lifestyle	Sinus-Milieus	Sinus-Milieu 01 "Konservativ-Etablierte" (Established Conservatives)			This person most likely belongs to the Sinus-Milieu "Established Conservatives". They are characterized by a sense of responsibility and ethics combined with the wish to lead and maintain their status. Sinus is an established marketing research segmentation for targeting groups.	2.883.000
272	Consuming & Lifestyle	Sinus-Milieus	Sinus-Milieu 02 "Liberal-Intellektuelle" (Liberal Intellectuals)			This person most likely belongs to the Sinus-Milieu "Liberal Intellectuals". They are characterized by a critical post materialistic world view combined with a wish for self-enfolding. Sinus is an established marketing research segmentation for targeting groups.	1.996.000

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273	Consuming & Lifestyle	Sinus-Milieus	Sinus-Milieu 03 "Performer" (High Achievers)			This person most likely belongs to the Sinus-Milieu "High Achievers". They are characterized by global thinking, high affinity for technology, and a self-perception as consumer and stylistic avant-garde. Sinus is an established marketing research segmentation for targeting groups.	2.358.000
274	Consuming & Lifestyle	Sinus-Milieus	Sinus-Milieu 04 "Expeditive" (Digital Avantgarde)			This person most likely belongs to the Sinus-Milieu "Digital Avantgarde". They are characterized by mental, cultural and geographical mobility, strong online and offline connections and the search for new challenges and solutions. Sinus is an established marketing research segmentation for targeting groups.	2.560.000
275	Consuming & Lifestyle	Sinus-Milieus	Sinus-Milieu 05 "Bürgerliche Mitte" (New Middle class)			This person most likely belongs to the Sinus-Milieu "New Middle class". They are characterized by a general agreement with the social status quo combined with a wish for economic and social success and financial wellbeing. Sinus is an established marketing research segmentation for targeting groups.	3.002.000
276	Consuming & Lifestyle	Sinus-Milieus	Sinus-Milieu 06 "Adaptiv-Pragmatische" (Adaptive Pragmatists)			This person most likely belongs to the Sinus-Milieu "Adaptive Pragmatists". They are characterized by high flexibility and the willingness to adjust and perform, combined with a wish for fun and entertainment. Sinus is an established marketing research segmentation for targeting groups.	2.765.000
277	Consuming & Lifestyle	Sinus-Milieus	Sinus-Milieu 07 "Sozialökologische" (Socio-ecologicals)			This person most likely belongs to the Sinus-Milieu "Socio-ecologicals". They are characterized by a strong ecological and social consciousness and are sceptical of globalization, combined with a wish for political correctness and acceptance of diversity. Sinus is an established marketing research segmentation for targeting groups.	1.910.000
278	Consuming & Lifestyle	Sinus-Milieus	Sinus-Milieu 08 "Traditionelle" (Traditionals)			This person most likely belongs to the Sinus-Milieu "Traditionals". They are characterized by traditional working culture and prudence, combined with a wish for stability and order. Sinus is an established marketing research segmentation for targeting groups.	3.108.000
279	Consuming & Lifestyle	Sinus-Milieus	Sinus-Milieu 09 "Konsumorientierte Materialisten" (Consumer Materialists)			This person most likely belongs to the Sinus-Milieu "Consumer Materialists". They are characterized by their interest for consumption and materialistic safety, combined with the whish for recognition and belonging. Sinus is an established marketing research segmentation for targeting groups.	2.423.000
280	Consuming & Lifestyle	Sinus-Milieus	Sinus-Milieu 10 "Hedonisten" (Escapists)			This person most likely belongs to the Sinus-Milieu "Escapists". They are characterized by an easygoing and carefree approach to life, focusing on the here and now, combined with the wish to escape daily routine in their free time. Sinus is an established marketing research segmentation for targeting groups.	4.807.000
281	Consuming & Lifestyle	Telco	01: Flatrate User			This Person is likely to have a flatrate contract.	11.132.000
282	Consuming & Lifestyle	Telco	02: Prepaid			This Person is likely to have a prepaid contract.	3.024.000
283	Consuming & Lifestyle	Telco	03: Provider Changers			This Person is likely to change his/her mobile phone contract.	4.564.000
284	Demographics & Lifestage	Household type	01: Young adult(s) in household			This household likely has adult children aged 18 years or older.	5.654.000
285	Demographics & Lifestage	Household type	02: Pensioner status			This person is highly likely to be retired from work.	2.622.000
286	Demographics & Lifestage	Household type	03: Empty nesters			This highly likely is an empty nester household.	2.177.000
287	Demographics & Lifestage	Household type	04: DINKs			This person is highly likely to live in a DINK household.	3.042.000
288	Demographics & Lifestage	Household type	05: Grownup kids at Home			This person is highly likely to live in a household with grownup children.	3.339.000
289	Demographics & Lifestage	Income & Purchasing Power	Affluency	01: Affluent		This household is highly likely to be affluent.	6.080.000
290	Demographics & Lifestage	Income & Purchasing Power	Income	01: Estimated monthly net income 2.000 to 2.600 EURO		This household is highly likely to have a monthly net income 2.000 to 2.600 EURO.	3.677.000
291	Demographics & Lifestage	Income & Purchasing Power	Income	02: Estimated monthly net income 2.600 to 3.600 EURO		This household is highly likely to have a monthly net income 2.600 to 3.600 EURO.	5.330.000
292	Demographics & Lifestage	Income & Purchasing Power	Income	03: Estimated monthly net income 3.600 to 5.000 EURO		This household is highly likely to have a monthly net income 3.600 to 5.000 EURO.	4.922.000
293	Demographics & Lifestage	Income & Purchasing Power	Income	04: Estimated monthly net income more than 5.000 EURO		This household is highly likely to have a monthly net income more than 5.000 EURO.	5.023.000
294	Demographics & Lifestage	Income & Purchasing Power	Income	Granular bands	04: Estimated monthly net income 1.500 to 2.000 EURO	This household is highly likely to have a monthly net income 1.500 to 2.000 EURO.	9.588.000
295	Demographics & Lifestage	Income & Purchasing Power	Income	Granular bands	05: Estimated monthly net income 2.000 to 2.500 EURO	This household is highly likely to have a monthly net income 2.000 to 2.500 EURO.	3.674.000
296	Demographics & Lifestage	Income & Purchasing Power	Income	Granular bands	06: Estimated monthly net income 2.500 to 3.000 EURO	This household is highly likely to have a monthly net income 2.500 to 3.000 EURO.	2.933.000
297	Demographics & Lifestage	Income & Purchasing Power	Income	Granular bands	07: Estimated monthly net income 3.000 to 3.500 EURO	This household is highly likely to have a monthly net income 3.000 to 3.500 EURO.	2.334.000
298	Demographics & Lifestage	Income & Purchasing Power	Income	Granular bands	08: Estimated monthly net income 3.500 to 4.000 EURO	This household is highly likely to have a monthly net income 3.500 to 4.000 EURO.	1.513.000
299	Demographics & Lifestage	Income & Purchasing Power	Income	Granular bands	09: Estimated monthly net income 4.000 to 4.500 EURO	This household is highly likely to have a monthly net income 4.000 to 4.500 EURO.	1.856.000
300	Demographics & Lifestage	Income & Purchasing Power	Income	Granular bands	10: Estimated monthly net income 4.500 to 5.000 EURO	This household is highly likely to have a monthly net income 4.500 to 5.000 EURO.	1.546.000
301	Demographics & Lifestage	Income & Purchasing Power	Income	Granular bands	11: Estimated monthly net income more than 5.000 EURO	This household is highly likely to have a monthly net income more than 5.000 EURO.	5.023.000
302	Demographics & Lifestage	Income & Purchasing Power	Purchasing Power	01: Medium purchasing power		This household is highly likely to have a medium income and is in the middle 40% of the income distribution.	10.633.000
303	Demographics & Lifestage	Income & Purchasing Power	Purchasing Power	02: High purchasing power		This household is highly likely to have a high income and is in the higher thrird of the income distribution, but not in the highest 7%.	7.798.000
304	Demographics & Lifestage	Income & Purchasing Power	Purchasing Power	03: Very high purchasing power		This household is highly likely to have a very high income and is in the highest 7% of the income distribution.	2.906.000
305	Demographics & Lifestage	Net Worth	01: Estimated Net Worth 25.000 to 50.000 EURO			This household is highly likely to have a net worth of 25.000 to 50.000 EURO.	3.027.000

306	Demographics & Lifestage	Net Worth	02: Estimated Net Worth 50.000 to 100.000 EURO			This household is highly likely to have a net worth of 50.000 to 100.000 EURO.	3.752.000
307	Demographics & Lifestage	Net Worth	03: Estimated Net Worth 100.000 to 250.000 EURO			This household is highly likely to have a net worth of 100.000 to 250.000 EURO.	3.091.000
308	Demographics & Lifestage	Net Worth	04: Estimated Net Worth 250.000 EURO and more			This household is highly likely to have a net worth of 250.000 EURO and more.	2.041.000
309	Demographics & Lifestage	Personicx Segmentation	01: JSN - Young & career entry			This person most likely belongs to the PersonicxTM segment 'Young & Career Entry'. This group is in professional training or at the beginning of their career. They invest a lot in their appreance, free time and recreation. They are interested in music, films, sports, technics and PC. Based among others on age, family-type and income, Personicx(TM) is highly predictive for consumer behavior and lifestyle. Since 2013 it is integrated in the market study www.b4p.de.	1.071.000
310	Demographics & Lifestage	Personicx Segmentation	02: DSH - Midlife-single & well-situated			This person most likely belongs to the PersonicxTM segment 'Midlife Single & Well Situated'. This group shows a strong dedication towards their professional work. In their leisure time they undergo further education or enjoy their financial freedom with sportive cars, cultural events and action sports. Based among others on age, family-type and income, Personicx(TM) is highly predictive for consumer behavior and lifestyle. Since 2013 it is integrated in the market study www.b4p.de.	1.980.000
311	Demographics & Lifestage	Personicx Segmentation	03: JKN - Single parent & standard lifestyle			This person most likely belongs to the PersonicxTM segment 'Single Parent & Standard Lifestyle '. The lifestyle of this mainly female group is heavily influenced by their children's needs. They are interested in education and fashion and spend their leisure time with board games and inexpensive sports. Based among others on age, family-type and income, Personicx(TM) is highly predictive for consumer behavior and lifestyle. Since 2013 it is integrated in the market study www.b4p.de.	2.545.000
312	Demographics & Lifestage	Personicx Segmentation	04: JKH - Young & in training			This person most likely belongs to the PersonicxTM segment 'Young & in Training'. Being the youngest of all segments, this group is still in professional training and financially supported by their families. They are interested in fashion, sports, music and films, but also in economics, education and relationship matters. Based among others on age, family-type and income, Personicx(TM) is highly predictive for consumer behavior and lifestyle. Since 2013 it is integrated in the market study www.b4p.de.	1.326.000
313	Demographics & Lifestage	Personicx Segmentation	05: JPM - Childless & active			This person most likely belongs to the PersonicxTM segment 'Childless & Active'. These mainly childless couples under 40 with middle incomes often live in city apartments they bought using estate financing. They enjoy a cosy lifestyle, but also love to go out. Based among others on age, family-type and income, Personicx(TM) is highly predictive for consumer behavior and lifestyle. Since 2013 it is integrated in the market study www.b4p.de.	2.827.000
314	Demographics & Lifestage	Personicx Segmentation	06: MSN - Midlife single & standard lifestyle			This person most likely belongs to the PersonicxTM segment 'Midlife Single & Standard Lifestyle'. This group has a large percentage of male singles aged 30 to 45. They are rarely sportive, but interested in music, video, computers and online games. Based among others on age, family-type and income, Personicx(TM) is highly predictive for consumer behavior and lifestyle. Since 2013 it is integrated in the market study www.b4p.de.	2.013.000
315	Demographics & Lifestage	Personicx Segmentation	07: DKN - Family & standard lifestyle			This person most likely belongs to the PersonicxTM segment 'Family & Standard Lifestyle'. This group mainly consists of families in rural areas who own a house and drive middle class cars. Their activities are strongly family-orientated. They very often have pets. Based among others on age, family-type and income, Personicx(TM) is highly predictive for consumer behavior and lifestyle. Since 2013 it is integrated in the market study www.b4p.de.	3.505.000
316	Demographics & Lifestage	Personicx Segmentation	08: MFH - Midlife plus & top-situated			This person most likely belongs to the PersonicxTM segment 'Midlife Plus & Top Situated'. These couples or families aged 40 to 65 with high professional positions often have several new cars and live in their own house. They are strongly interested in financial products and costly leisure activities. Based among others on age, family-type and income, Personicx(TM) is highly predictive for consumer behavior and lifestyle. Since 2013 it is integrated in the market study www.b4p.de.	1.184.000
317	Demographics & Lifestage	Personicx Segmentation	09: DFM - Young family & middle class			This person most likely belongs to the PersonicxTM segment 'Young Family & Middle class'. This group is focused on the needs of their children who are mainly still young. They have building-savings contracts, loans and credits. Leisure time is spend with crafting, do-it-yourself projects and in registered societies. Based among others on age, family-type and income, Personicx(TM) is highly predictive for consumer behavior and lifestyle. Since 2013 it is integrated in the market study www.b4p.de.	1.864.000

318	Demographics & Lifestage	Personicx Segmentation	10: MKH - Adult family & established		This person most likely belongs to the PersonicxTM segment 'Adult Family & Established'. Most of them are parents aged 40 to 65 with almost adult children and live in their own or a rental house. They spend their time with home decoration, gardening and handicraft. Based among others on age, family-type and income, Personicx(TM) is highly predictive for consumer behavior and lifestyle. Since 2013 it is integrated in the market study www.b4p.de.	3.068.000
319	Demographics & Lifestage	Personicx Segmentation	11: MPH - Midlife plus & Consumption		This person most likely belongs to the PersonicxTM segment 'Midlife Plus & Consumption'. These couples aged 40 to 60 are often civil-servants, self-employed or already retired. They often have private health insurance and are interested in cultural vacation, hiking, tennis and golf. Based among others on age, family-type and income, Personicx(TM) is highly predictive for consumer behavior and lifestyle. Since 2013 it is integrated in the market study www.b4p.de.	4.524.000
320	Demographics & Lifestage	Personicx Segmentation	12: ZON - Young seniors & standard lifestyle		This person most likely belongs to the PersonicxTM segment 'Young Seniors & Standard Lifestyle'. Many of these singles and couples aged 50 to 65 have already rtired from work. They mainly spend their time doing indoor activities and participating in price competitions. Based among others on age, family-type and income, Personicx(TM) is highly predictive for consumer behavior and lifestyle. Since 2013 it is integrated in the market study www.b4p.de.	776.000
321	Demographics & Lifestage	Personicx Segmentation	13: SON - Sunset years & standard lifestyle		This person most likely belongs to the PersonicxTM segment 'Sunset Years & Standard Lifestyle'. These singles and couples aged 65 or more often are retired and live in rental appartements. Handcrafting, reading and guessing games are favourite activities. Many donate to fund-raising projects for children or emergency relief. Based among others on age, family-type and income, Personicx(TM) is highly predictive for consumer behavior and lifestyle. Since 2013 it is integrated in the market study www.b4p.de.	902.000
322	Demographics & Lifestage	Personicx Segmentation	14: SPH - Golden retirement & active		This person most likely belongs to the PersonicxTM segment 'Golden Retirement & Active'. These retired couples often have upscale cars, their own house and financial investments. They enjoy gardening and classical music and are interested in politics and cultural events. Based among others on age, family-type and income, Personicx(TM) is highly predictive for consumer behavior and lifestyle. Since 2013 it is integrated in the market study www.b4p.de.	1.158.000
323	Demographics & Lifestage	Position in household	01: Housewife/househusband (CPG relevant)		This person is highly likely to be running the household affairs such as cooking, washing, cleaning and controlling the shopping budget (FMCG/CPG).	13.933.000
324	Demographics & Lifestage	Position in household	02: Head of household		This person is highly likely to be the key decision maker of the household (usually the chief earner).	14.127.000
325	Demographics & Lifestage	Qualified professionals	01: Small office / home office		This household highly likely holds a small business (e.g. self employed).	2.433.000
326	Demographics & Lifestage	Qualified professionals	02: Manager		This person is highly likely to be a senior manager.	3.507.000
327	Demographics & Lifestage	Qualified professionals	03: Doctors		This person is highly likely to live in a household that includes a doctor (med.).	193.000
328	Demographics & Lifestage	Social status	01: Average to high social status (Group 3/5)		This household is highly likely to have a medium social status and thus to be in the middle 50%. Social status is a combination of income, education and professional status.	15.195.000
329	Demographics & Lifestage	Social status	02: High social status (Group 4/5)		This household is highly likely to have a high social status and thus to be in the higher quarter, but not in the highest 10%. Social status is a combination of income, education and professional status.	3.900.000
330	Demographics & Lifestage	Social status	03: Very high social status (Group 5/5)		This household is highly likely to have a very high social status and thus to be in the highest 10%. Social status is a combination of income, education and professional status.	3.806.000
331	Finance	Financial Services	Banking	01: Online banking	This person is highly likely to do online banking or to be with a virtual bank.	7.661.000
332	Finance	Financial Services	Banking	02: Credit cards	This person is highly likely to have credit cards.	7.158.000
333	Finance	Financial Services	Banking	03: Loans	This person is highly likely to have a loan or to be interested in getting one.	5.756.000
334	Finance	Financial Services	Banking	04: Home Owner (House)	This person is highly likely to live in a house owned by them/their family.	7.420.000
335	Finance	Financial Services	Banking	05: Home Owner (Flat)	This person is highly likely to live in a flat owned by them/their family.	9.209.000
336	Finance	Financial Services	Banking	06: Mortgaging	This person is highly likely to be have a mortgage or to be interested in getting one.	8.721.000
337	Finance	Financial Services	Banking	07: Investments	This person is highly likely to have investments and to be looking for new or better ways to invest money.	8.538.000
338	Finance	Financial Services	Banking	08: Experienced Investor	This person is very likely to be an experienced investor and make investments based on substantial financial resources.	4.096.000
339	Finance	Financial Services	Banking	09: Starting Investor	This person is very likely to be young and gather first investment experiences based on medium financial resources.	4.560.000
340	Finance	Financial Services	Banking	10: Shares, Certificates, Warrants	This person is very likely to have invested or plans to invest in shares, certificates or warrants. (10,1% of all German households are in this category.)	10.813.000
341	Finance	Financial Services	Banking	11: Gold	This person is very likely to have invested or plans to invest in gold. (5% of all German households are in this category.)	9.144.000
342	Finance	Financial Services	Banking	12: Rather Offensive Investment Strategy	This person is very likely to use a rather offensive investment strategies like options. (3,6% of all German households are in this category.)	10.413.000

ID	Category					Description	Count
343	Finance	Financial Services	Banking	13: Rather Defensive Investment Strategy		This person is very likely to use a rather defensive investment strategies like blue-chip stocks. (58% of all German households are in this category.)	6.135.000
344	Finance	Financial Services	Banking	14: Instalments		This person is highly likely using mail order services with instalments.	coming soon
345	Finance	Financial Services	Banking	15: Valuta purchase		This person is highly likely using mail order services with payment terms.	coming soon
346	Finance	Financial Services	Credit Rating	01: Creditworthiness - good		This person is highly likely to live in a surrounding with good creditworthyness (class 3 of 5).	9.614.000
347	Finance	Financial Services	Credit Rating	02: Creditworthiness - very good		This person is highly likely to live in a surrounding with very good creditworthyness (class 2 of 5).	2.991.000
348	Finance	Financial Services	Credit Rating	03: Creditworthiness - excellent		This person is highly likely to live in a surrounding with excellent creditworthyness (class 1 of 5).	2.306.000
349	Finance	Financial Services	Economic Stability	01: Likely economic stability		This person is highly likely to live in a surrounding of high economic stability.	8.806.000
350	Finance	Insurance	01: Endowment insurance			This person is highly likely to have endowments or to be interested in getting them.	9.753.000
351	Finance	Insurance	02: Direct insurance			This person is highly likely to have direct insurances or to be interested in getting them.	7.931.000
352	Finance	Insurance	03: "Riesterrente"			This person is highly likely to have "Riesterrente" or to be interested in getting one.	6.010.000
353	Finance	Insurance	04: Private health insurance ("PKV")			This person is highly likely to have private health insurance ("PKV") or to be interested in getting one.	9.348.000
354	Finance	Insurance	05: Private supplementary health insurance			This person is highly likely to have private supplementary health insurance or to be interested in getting one.	10.130.000
355	Finance	Insurance	06: Statutory health insurance			This person is highly likely to have statutory health insurance or to be interested in getting one.	8.003.000
356	Finance	Insurance	07: Legal Expenses Insurance			This person is highly likely to have a legal expenses insurance or to be interested in getting one.	9.388.000
357	Geographic	Town bracket	01: Less than 5,000 inhabitants			This person lives in a town with less than 5,000 inhabitants	2.929.000
358	Geographic	Town bracket	02: 5,000 to 10,000 inhabitants			This person lives in a town with 5,000 to 10,000 inhabitants	2.452.000
359	Geographic	Town bracket	03: 10,000 to 20,000 inhabitants			This person lives in a town with 10,000 to 20,000 inhabitants	3.406.000
360	Geographic	Town bracket	04: 20,000 to 50,000 inhabitants			This person lives in a town with 20,000 to 50,000 inhabitants	4.809.000
361	Geographic	Town bracket	05: 50,000 to 100,000 inhabitants			This person lives in a town with 50,000 to 100,000 inhabitants	2.736.000
362	Geographic	Town bracket	06: 100,000 to 200,000 inhabitants			This person lives in a town with 100,000 to 200,000 inhabitants	2.081.000
363	Geographic	Town bracket	07: 200,000 to 500,000 inhabitants			This person lives in a town with 200,000 to 500,000 inhabitants	2.959.000
364	Geographic	Town bracket	08: More than 500,000 inhabitants			This person lives in a town with more than 500,000 inhabitants	6.892.000
365	Habitation/Real estate	Apartment/House details	Age of Building	01: Age of building - 1-7		The building this person lives in is most likely 1 to 7 years old.	892.000
366	Habitation/Real estate	Apartment/House details	Age of Building	02: Age of building - 8-9		The building this person lives in is most likely 8 to 9 years old.	2.259.000
367	Habitation/Real estate	Apartment/House details	Age of Building	03: Age of building - 10+		The building this person lives in is most likely at least 10 years old.	5.036.000
368	Habitation/Real estate	Apartment/House details	Age of Building	04: Year of construction 1900 and older		The building this person lives in was most likley built before 1901	1.203.000
369	Habitation/Real estate	Apartment/House details	Age of Building	06: Year of construction 1900 to 1930		The building this person lives in was most likey built between1900 and 1930	1.273.000
370	Habitation/Real estate	Apartment/House details	Age of Building	07: Year of construction 1931 to 1945		The building this person lives in was most likey built between1931 and 1945	3.424.000
371	Habitation/Real estate	Apartment/House details	Age of Building	08: Year of construction 1946 to 1965		The building this person lives in was most likey built between1946 and 1965	2.841.000
372	Habitation/Real estate	Apartment/House details	Age of Building	09: Year of construction 1966 to 1975		The building this person lives in was most likey built between1966 and 1975	1.901.000
373	Habitation/Real estate	Apartment/House details	Age of Building	10: Year of construction 1976 to 1985		The building this person lives in was most likey built between1976 and 1985	1.496.000
374	Habitation/Real estate	Apartment/House details	Age of Building	11: Year of construction 1986 to 1995		The building this person lives in was most likey built between1986 and 1995	1.840.000
375	Habitation/Real estate	Apartment/House details	Age of Building	12: Year of construction 1996 to 2000		The building this person lives in was most likey built between1996 and 2000	1.313.000
376	Habitation/Real estate	Apartment/House details	Age of Building	13: Year of construction 2001 to 2006		The building this person lives in was most likely built between 2001 and 2006	1.033.000
377	Habitation/Real estate	Apartment/House details	Age of Building	14: Year of construction 2007 to 2015		The building this person lives in was most likely built between 2007 and 2015	815.000
378	Habitation/Real estate	Apartment/House details	Condition	01: Condition of house: first time use		This person is highly likely to live in a first time use home.	1.424.000
379	Habitation/Real estate	Apartment/House details	Condition	02: Condition of house: renovated		This person is highly likely to live in a renovated home.	1.170.000
380	Habitation/Real estate	Apartment/House details	Condition	03: Condition of house: standard		This person is highly likely to live in a home which is in a standard condition.	2.065.000
381	Habitation/Real estate	Apartment/House details	Condition	04: Condition of house: potential for renovation		This person is highly likely to live in a home which has potential for renovation.	708.000
382	Habitation/Real estate	Apartment/House details	Connection to gas network	01: Connected to gas network		The building this person lives in ist most likely supplied with gas.	7.599.000
383	Habitation/Real estate	Apartment/House details	Connection to gas network	02: Probably connected to gas network		The building this person lives in ist moderately likely supplied with gas.	15.957.000
384	Habitation/Real estate	Apartment/House details	Connection to gas network	03: Not connected to gas network		The building this person lives in ist most likely not supplied with gas.	4.816.000
385	Habitation/Real estate	Apartment/House details	DSL-availability	01: DSL available		The building this person lives in ist most likely connected wit DSL.	923.000
386	Habitation/Real estate	Apartment/House details	DSL-availability	02: DSL not available		The building this person lives in ist most likely not connected wit DSL.	5.026.000
387	Habitation/Real estate	Apartment/House details	Estate area	01: Small estate area		This person is highly likely to live in a place with a land area below average.	9.989.000
388	Habitation/Real estate	Apartment/House details	Estate area	02: Medium estate area		This person is highly likely to live in a place with a land area about average.	14.111.000
389	Habitation/Real estate	Apartment/House details	Estate area	03: Large estate area		This person is highly likely to live in a place with a land area above average.	4.338.000
390	Habitation/Real estate	Apartment/House details	Garden	01: Garden owner - high propability		This person is highly likely to live in a place with a garden.	9.480.000
391	Habitation/Real estate	Apartment/House details	Home moving frequency	01: Low home moving frequency		This person is highly likely to live in a building with low fluctuation (moving in and moving out).	4.558.000
392	Habitation/Real estate	Apartment/House details	Home moving frequency	02: Medium home moving frequency		This person is highly likely to live in a building with average fluctuation (moving in and moving out).	14.391.000
393	Habitation/Real estate	Apartment/House details	Home moving frequency	03: High home moving frequency		This person is highly likely to live in a building with high fluctuation (moving in and moving out).	9.628.000
394	Habitation/Real estate	Apartment/House details	Interior furnishing	01: Interior furnishing : upscale or luxury		This person's home most likely has upscale or luxury interior furnishing.	2.310.000

395	Habitation/Real estate	Apartment/House details	Interior furnishing	02: Interior furnishing : simple		This person's home most likely has simple interior furnishing.	306.000
396	Habitation/Real estate	Apartment/House details	Net dwelling area	01: Small net dwelling size in sqm		This person is highly likely to live in a place with a net dwelling area below average.	10.292.000
397	Habitation/Real estate	Apartment/House details	Net dwelling area	02: Medium net dwelling size in sqm		This person is highly likely to live in a place with a net dwelling area about average.	10.612.000
398	Habitation/Real estate	Apartment/House details	Net dwelling area	03: Large net dwelling size in sqm		This person is highly likely to live in a place with a net dwelling area above average.	7.512.000
399	Habitation/Real estate	Apartment/House details	Photovoltaics/Solar energy	01: Has Photovoltaics		This person is highly likely to live in a building with a photo-voltaic system for solar energy generation.	3.992.000
400	Habitation/Real estate	Apartment/House details	Photovoltaics/Solar energy	02: Potential for new photovoltaics		This person is highly likely to be interested in a photo-voltaic system for solar energy generation.	3.480.000
401	Habitation/Real estate	Apartment/House details	Real estate price	01: Purchase price: true bargain price		This person is highly likely to live in a home with a true bargain real estate price.	1.117.000
402	Habitation/Real estate	Apartment/House details	Real estate price	02: Purchase price: mid to bargain price		This person is highly likely to live in a home with a real estate value bordering on bargain prices.	2.224.000
403	Habitation/Real estate	Apartment/House details	Real estate price	03: Purchase price: average		This person is highly likely to live in a home with an average real estate value.	4.225.000
404	Habitation/Real estate	Apartment/House details	Real estate price	04: Purchase price: mid to high		This person is highly likely to live in a home with a mid to high real estate value.	1.999.000
405	Habitation/Real estate	Apartment/House details	Real estate price	05: Purchase price: high		This person is highly likely to live in a home with a rather high low real estate value.	1.045.000
406	Habitation/Real estate	Apartment/House details	Rented	01: Low rent (per sqm)		This person is highly likely to live in a place with a rent per square meters below average.	8.964.000
407	Habitation/Real estate	Apartment/House details	Rented	02: Medium rent (per sqm)		This person is highly likely to live in a place with a rent per square meter about average.	13.187.000
408	Habitation/Real estate	Apartment/House details	Rented	03: High rent (per sqm)		This person is highly likely to live in a place with a rent per square meter above average.	6.169.000
409	Habitation/Real estate	Apartment/House details	Rented or owned	01: Rented		This person is highly likely to be a home renter.	10.877.000
410	Habitation/Real estate	Apartment/House details	Rented or owned	02: Owned		This person is highly likely to be a home owner.	9.942.000
411	Habitation/Real estate	Bulge Areas	01: Bulge Area ("Speckguertel")			This person is highly likely to live in the high income Bulge Area ("Speckguertel") of a central city.	1.651.000
412	Habitation/Real estate	City Type	01: Upper Centers in Agglomeration Regions			This person is highly likely to live in an Upper Center of an Agglomeration Region (e.g. Berlin, Hamburg, Muenchen, etc.).	10.040.000
413	Habitation/Real estate	City Type	02: Middle Centers in Agglomeration Regions			This person is highly likely to live in a Middle Center of an Agglomeration Region (e.g. Speyer, Pinneberg, Starnberg, etc.).	3.050.000
414	Habitation/Real estate	City Type	03: Suburban Regions in Agglomeration Regions			This person is highly likely to live in a Suburban Region of an Agglomeration Region (e.g. Alfter, Ditzingen, Bruecken i.d. Pfalz, etc.).	2.898.000
415	Habitation/Real estate	City Type	04: Upper Centers in Urban Regions			This person is highly likely to live in an Upper Center of an Urban Region (e.g. Augsburg, Erfurt, Goettingen, etc.).	2.724.000
416	Habitation/Real estate	City Type	05: Middle Centers in Urban Regions			This person is highly likely to live in a Middle Center of an Urban Region (e.g. Duelmen, Worms, Jever, etc.).	1.983.000
417	Habitation/Real estate	City Type	06: Suburban Regions in Urban Regions			This person is highly likely to live in a Suburban Region of an Urban Region (e.g. Losheim am See, Lorch, Neuburg a. Inn, etc.).	2.602.000
418	Habitation/Real estate	City Type	07: Upper and Middle Centers in Rural Regions			This person is highly likely to live in an Upper or Middle Center of a Rural Region (e.g. Schwerin, Ansbach, Wismar, Itzehoe, Bad Toelz, etc.).	2.227.000
419	Habitation/Real estate	City Type	09: Suburban Regions in Rural Regions			This person is highly likely to live in a Suburban Region of a Rural Region (e.g. Zehdenick, Fridingen an der Donau, Rohrbach, Muxerath, etc.).	2.950.000
420	Habitation/Real estate	Housing Type	01: Housing type - 1-2 family house			This person is highly likely to live in a street dominated by detached or duplex houses.	13.779.000
421	Habitation/Real estate	Housing Type	02: Housing type 3 - 5 family house			This person is highly likely to live in a street dominated by houses with three to five flats.	5.325.000
422	Habitation/Real estate	Housing Type	03: Housing type 6 - 19 family house			This person is highly likely to live in a street dominated by houses with six to nineteen flats.	6.768.000
423	Habitation/Real estate	Housing Type	04: Housing type 20+ family house			This person is highly likely to live in a street dominated by houses with twenty or more flats.	1.636.000
424	Habitation/Real estate	Housing Type	05: Special houses (e.g. business use)			This person is highly likely to live in a street dominated by special buildings (industry or business).	782.000
425	Habitation/Real estate	Street Type	01: Residential area with (almost) no business penetration			This person is highly likely to live in a street dominated by residential buildings.	18.058.000
426	Habitation/Real estate	Street Type	02: Residential area with some business penetration			This person is highly likely to live in a street dominated by residential buildings and shops.	4.854.000
427	Habitation/Real estate	Street Type	03: Residential area with medium business penetration			This person is highly likely to live in a street dominated by both residential buildings and business.	4.164.000
428	Habitation/Real estate	Street Type	04: Residential area with high business penetration			This person is highly likely to live in a street dominated by buildings with business use.	1.002.000
429	Habitation/Real estate	Street Type	05: Business area			This person is highly likely to live in a street extremely dominated by buildings with business use.	579.000
430	Seasonal Segments	Christmas	Affluent family Christmas shoppers			This very likely is an affluent family with children spending much money for a family Christmas.	4.925.000
431	Seasonal Segments	Christmas	Discount seekers			This person is likely to be incentivised by online discounts/promotions.	6.416.000
432	Seasonal Segments	Christmas	Empty nesters spending on technology goods			This person is likely to live as comfortable empty nester with high spend on technology goods.	677.000
433	Seasonal Segments	Christmas	Extravagant premium brand spenders			This person is likely to spend significantly above average, often on prestige and premium brands.	4.956.000
434	Seasonal Segments	Christmas	Gift buyers for children (aged 0-9)			This person is likely to buy toys and games for children aged 0-9 years as a Christmas gift.	2.924.000
435	Seasonal Segments	Christmas	Gift buyers for children (aged 10-17)			This person is likely to buy toys and games for children aged 10-17 years as a Christmas gift.	3.254.000
436	Seasonal Segments	Christmas	Tech savvy couples & families			This person is likely to live in a tech savvy financially comfortable established couple or family.	2.853.000
437	Seasonal Segments	Christmas	Young affluent households			This person is likely to live in a high spending technology hungry young affluent household.	1.036.000