

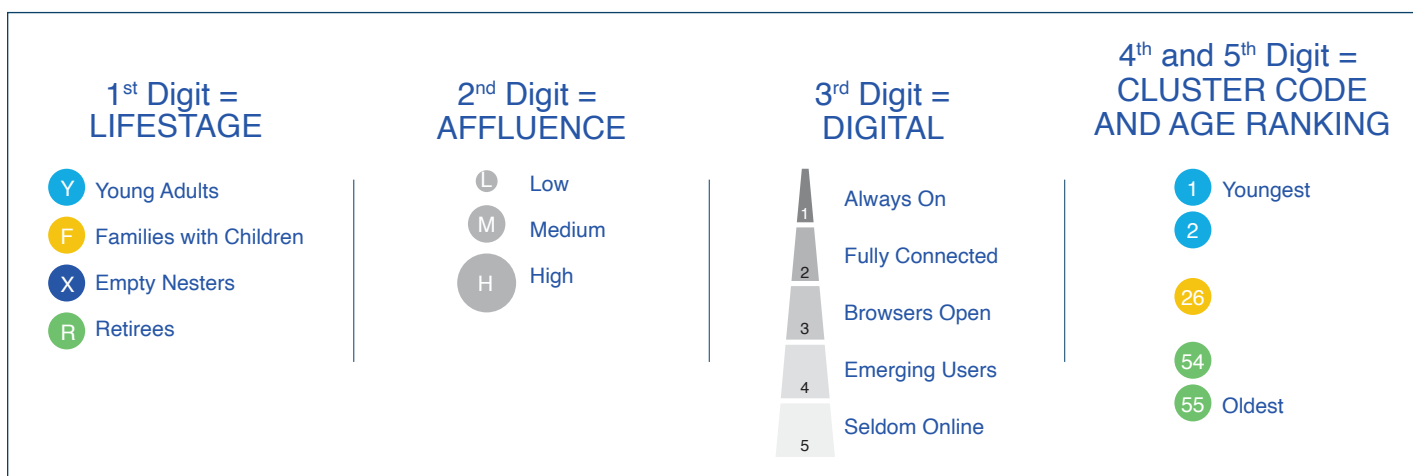
Personicx utilises a wealth of demographic, geographical, lifestyle and behavioural information to segment the UK marketplace into 55 robust clusters, allowing you to effectively understand, target and connect with people. As the number of touchpoints continues to grow, digital identities and behaviours evolve. Personicx now includes a vital digital dimension allowing users to plan marketing engagements effectively across channels.

## CODE STRUCTURE

Personicx is a market segmentation tool with 55 clusters, driven by behaviour and structured with a five digit code combining lifestage, affluence, digital activity and age.

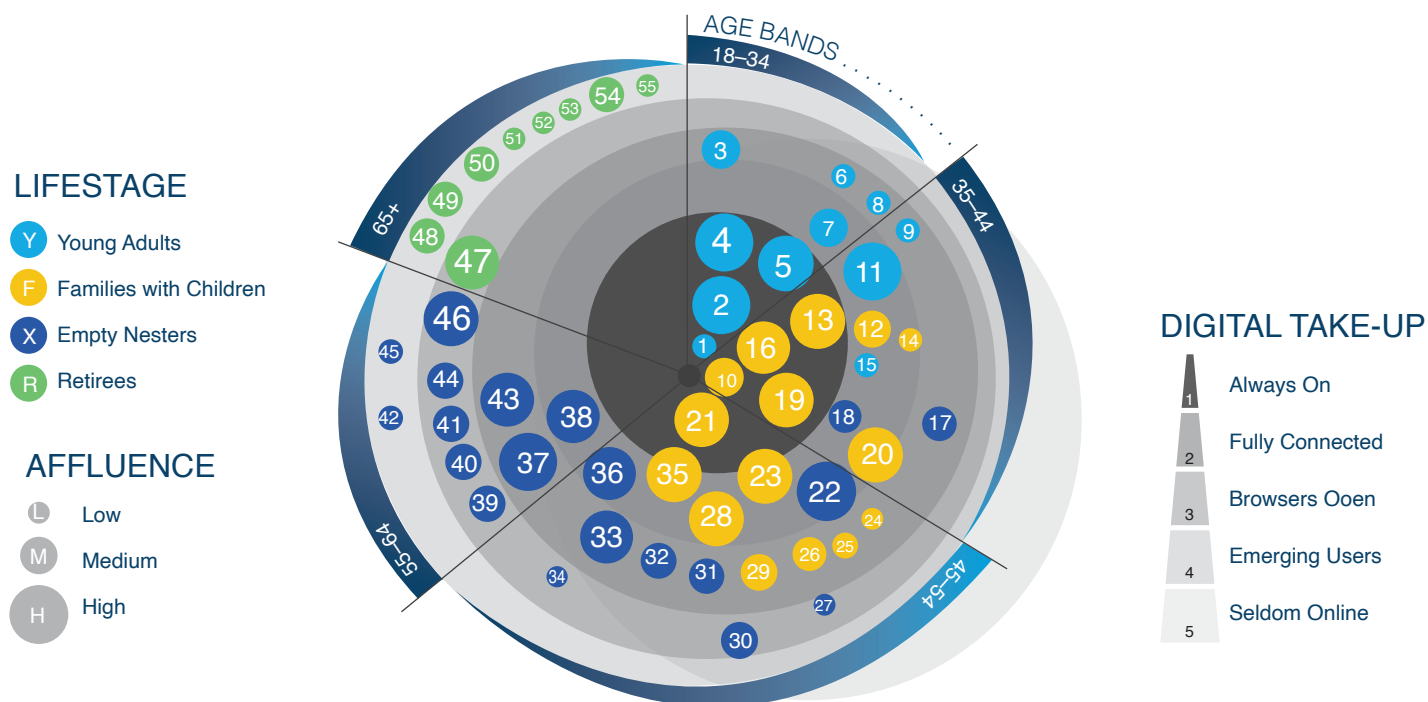
For example: Cluster Code **FM110** breaks in to **I F I M I 1 1 1 0 1**

i.e. Families with children, of medium affluence, highly digital, aged between 2–45 years.



## THE PERSONICX EYE

The Personicx Eye shows the 55 clusters (denoted by numbered circles) mapped onto a framework of age, lifestage, affluence and digital take-up. This unique view of customer profiles or marketplaces is easy to use yet enables you to access a wealth of information about the predominant demographic, financial, behavioural and digital characteristics of each Personicx cluster.



This page expands out each Personix cluster code with names, descriptions, lifestyle, affluence and digital indicators. Understanding what proportion of the UK market each cluster accounts for is key for campaign effectiveness and market sizing activities.

CODE	PERSONIX-CLUSTER NAME	LIFESTAGE	AGE	AFFUENCE	HOUSEHOLD INCOME	DIGITAL
YL101	Born Digital	Young Adults	18-30	Low	£15,000-£35,000	Always On
YH102	Going Places	Young Adults	18-30	High	£40,000+	Always On
YM303	Urban Casuals	Young Adults	18-40	Medium	£15,000-£35,000	Browsers Open
YH104	Early Achievers	Young Adults	18-40	High	£50,000+	Always On
YH105	Keen to be Seen	Young Adults	18-40	High	£25,000-£75,000	Always On
YL306	Urban Essentials	Young Adults	18-45	Low	Up to £15,000	Browsers Open
YM207	Thirty-Somethings	Young Adults	25-45	Medium	£20,000-£50,000	Fully Connected
YL308	Value Pack Renters	Young Adults	18-45	Low	Up to £20,000	Browsers Open
YL309	Mobile Pedestrians	Young Adults	25-45	Low	£10,000-£25,000	Browsers Open
FM110	Bright Futures	Families with Children	25-45	Medium	£25,000-£75,000	Always On
YH211	Smart Ambitions	Young Adults	25-45	High	£50,000+	Fully Connected
FM212	Nuclear Families	Families with Children	25-45	Medium	£20,000-£50,000	Fully Connected
FH113	Cash Rich Catchments	Families with Children	25-45	High	£50,000+	Always On
FL214	Family Values	Families with Children	25-45	Low	Up to £25,000	Fully Connected
YL215	Popular Culture	Young Adults	25-45	Low	£5,000-£30,000	Fully Connected
FH116	Switched-On and Savvy	Families with Children	25-50	High	£50,000+	Always On
XM317	Urban Melting Pot	Empty Nesters	25-50	Medium	£20,000-£50,000	Browsers Open
XM218	Flying Solo	Empty Nesters	25-50	Medium	£15,000-£40,000	Fully Connected
FH119	Work-Life Balance	Families with Children	30-50	High	£25,000-£75,000	Always On
FH220	Sporty Families	Families with Children	30-50	High	£30,000-£75,000	Fully Connected
FH121	Established Elite	Families with Children	35-55	High	£50,000+	Always On
XH222	Life Begins at 40	Empty Nesters	40-55	High	£30,000-£75,000	Fully Connected
FH223	Smart Money	Families with Children	40-55	High	£35,000-£75,000	Fully Connected
FL324	Family Allowance	Families with Children	40-55	Low	£5,000-£25,000	Browsers Open
FL325	Financially Stretched	Families with Children	40-55	Low	Up to £25,000	Browsers Open
FM326	House Proud	Families with Children	40-55	Medium	£20,000-£50,000	Browsers Open
XL427	High Street	Traditions Empty Nesters	40-60	Low	£5,000-£25,000	Emerging Users
FH228	Professional	Portfolio Families with Children	40-60	High	£50,000+	Fully Connected
FM329	Prudent Families	Families with Children	40-60	Medium	£20,000-£50,000	Browsers Open
XM430	Simple Life Empty	Nesters	40-60	Medium	£15,000-£35,000	Emerging Users
XM331	Britain's Backbone	Empty Nesters	40-60	Medium	£20,000-£50,000	Browsers Open
XM332	Good Value	Empty Nesters	40-60	Medium	£20,000-£50,000	Browsers Open
XH333	Wealthy, Worldly and Wise	Empty Nesters	40-65	High	£50,000+	Browsers Open
XL434	On a Budget	Empty Nesters	40-65	Low	Up to £15,000	Emerging Users
FH235	Successful Living	Families with Children	45-60	High	£40,000+	Fully Connected
XH236	Rich Reserves	Empty Nesters	45-65	High	£50,000+	Fully Connected
XH337	Mature Money	Empty Nesters	50-65	High	£30,000-£75,000	Browsers Open
XH238	Cultural Connoisseurs	Empty Nesters	50-70	High	£40,000+	Fully Connected
XM439	Salt of Society	Empty Nesters	50-70	Medium	£15,000-£40,000	Emerging Users
XM440	Winding Down	Empty Nesters	50-70	Medium	£15,000-£40,000	Emerging Users
XM441	Contented Comforts	Empty Nesters	50-75	Medium	£15,000-£35,000	Emerging Users
XL542	Offline Tenants	Empty Nesters	50-75	Low	Up to £20,000	Seldom Online
XH343	Mortgage-Free Jet Set	Empty Nesters	55-75	High	£40,000+	Browsers Open
XM444	Urban Communities	Empty Nesters	55-75	Medium	£10,000-£30,000	Emerging Users
XL545	Socially Conscious	Empty Nesters	55-75	Low	£5,000-£25,000	Seldom Online
XH446	Country Life	Empty Nesters	55-75	High	£25,000-£75,000	Emerging Users
RH447	Golden Years	Retirees	55+	High	£25,000+	Emerging Users
RM548	Community Spirited	Retirees	60+	Medium	£15,000-£35,000	Seldom Online
RM549	Prudent in Retirement	Retirees	60+	Medium	£10,000-£30,000	Seldom Online
RM550	Active Grandparents	Retirees	60+	Medium	£5,000-£25,000	Seldom Online
RL551	Bus Trips & Bungalows	Retirees	65+	Low	Up to £15,000	Seldom Online
RL552	Restricted Retirement	Retirees	65+	Low	£5,000-£20,000	Seldom Online
RL553	Provident Pensioners	Retirees	65+	Low	Up to £15,000	Seldom Online
RM554	Grey Volunteers	Retirees	70+	Medium	£5,000-£25,000	Seldom Online
RL555	Green Fingered Grandparents	Retirees	70+	Low	£5,000-£20,000	Seldom Online