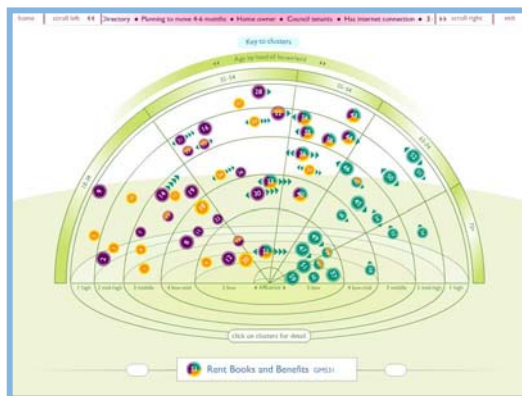


Personix Geo is a sophisticated consumer segmentation system that classifies GB postcodes using a wide range of data and statistics including the 2001 Census, and Acxiom's vast consumer demographic, lifestyle and behavioural databases. Personix Geo takes consumer classification beyond traditional geodemographics by optimising segmentation on genuine consumer behaviour.

Click the picture box below for Acxiom's interactive Personix Geo fan.



Click the picture box below to access a written description of each Personix Geo category on the DemographicsNowUk website.

PERSONIX GEO Cluster Distributions Data

Each cluster has a code following its name. The first two letters refer to its mean lifestyle, whilst the first number represents the affluence band it is in. The last two numbers reflect its cluster number.

GX315

Personix Key
 GI - No children in household
 GF - Children in household
 GR - Retired
 GM - Mixed postcodes

Affluence Key
 1 - High income
 2 - Mid-high income
 3 - Middle income
 4 - Low-mid income
 5 - Low income

GX301 Adventurous Students
 Living in privately rented or housing association flats in cities or urban areas, these students are generally either single or living with their partner. They like nothing better than an adventurous holiday and within the last three years have been to Asia or Australia. They also enjoy skiing holidays when money allows. Hobbies include going to the cinema, current affairs, exercise, self-improvement and going to the pub. They like to shop locally - less than one mile away - and typically spend under £15 a week. Many buy organic and environmentally friendly products. Their supermarkets of choice are Tesco Metro, Sainsbury's, Safeway and Iceland.

1. Using Acxiom's Personix Geo data sets the Data Observatory have created an interactive spider diagram.
2. The spider diagram incorporates the majority of Acxiom's Personix Geo classifications, ranging from 'Affluent Modern Families' to 'Budget Conscious Pensioners'. They are grouped by income band, from high (in blue) through to low (in red).
3. The Personix Geo data is broken down into East Riding wards; each ward is listed down the right hand side of the spider diagram.
4. To gain Personix Geo information about your ward click the ward name(s) you wish to compare and this will show on the spider graph click the ward name again to switch the layers off.
5. The higher the spike the more people fall into that particular category in the ward you have selected.

Click here to access the Personix Geo Spider Diagram

