

2022 Acxiom Customer Segments

Element ID	Segment Name
AP002719	Heavy Facebook User
AP002720	Heavy Twitter User
AP002721	Heavy LinkedIn User
AP002722	Heavy YouTube User
TP000151	Simmons Research LLC - Technology Adoption Segmentation: Wizards
TP000152	Simmons Research LLC - Technology Adoption Segmentation: Journeymen
TP000153	Simmons Research LLC - Technology Adoption Segmentation: Apprentices
TP000154	Simmons Research LLC - Technology Adoption Segmentation: Novices
TP000551	ShareThis - Interest in Home Improvement
TP000662	Prosper - App User - Finance
TP000658	Prosper - Mobile Wallet User - Apple Pay
TP000665	Prosper - Mobile Wallet User - Google Wallet
TP000666	Prosper - Mobile Wallet User - Venmo
8688	Gender - Person
8627_01	Age - Person Default to 1st Person in Household
8627_02	Age - Person Default to 1st Person in Household - Precision Level
9514	Education - Person
2807	Business Owner - Person
8624_02	Date of Birth - Person Default to 1st Person in Household (YYYY/MM) - Precision Level
7860	Do-It-Yourselfer/Gardener
TP001695	MRI - Likely influenced by trends, trendsetter
AP006772	On-Demand Food Delivery
3101	Race Code (Low Detail)
3103	Hispanic Language Preference
8609	Marital Status in the Household
2351	Single Parent
2350	Business Owner
7628_01	Adults - Number in Household - 100%
7628_02	Adults - Number in Household - 100% - Precision Level
7629_01	Household Size - 100%
7629_02	Household Size - 100% - Precision Level

7609_02	Marital Status in the Household - 100% - Precision Level
7609_01	Marital Status in the Household - 100%
7602_01	Number of Children - 100%
7602_02	Number of Children - 100% - Precision Level
7641_01	Income - Estimated Household - Broad Ranges - 100%
7641_02	Income - Estimated Household - Broad Ranges - 100% - Precision Level
7650_01	Education - 1st Person in Household - 100%
7650_02	Education - 1st Person in Household - 100% - Precision Level
7829	Electronics/Computers Grouping
7830	Home Improvement Grouping
7726	Community/Charities
7729	Strange and Unusual
7816	Home Improvement
8272	DIY Living
2776	Green Living
8279	High-Tech Living
6485	Category - Home and Garden
6145	Super Category - Appliances, Home Improvement, Outdoor
9043	Vehicle - Make Code - 1st Vehicle (alpha format)
9053	Vehicle - Make Code - 2nd Vehicle (alpha format)
AP004562	Purchase a New Electrical Car (Financial)
AP005727_01	Energy Consumer Dynamics - Affordability Level Indicator
AP005727_02	Energy Consumer Dynamics - Affordability Level Score
AP005727_03	Energy Consumer Dynamics - Comfort Consumption Indicator
AP005727_04	Energy Consumer Dynamics - Comfort Consumption Score
AP005727_05	Energy Consumer Dynamics - Green Affinity Indicator
AP005727_06	Energy Consumer Dynamics - Green Affinity Score
AP005727_11	Energy Consumer Dynamics - Indicator Count
AP005727_07	Energy Consumer Dynamics - Info Action Orientation Indicator
AP005727_08	Energy Consumer Dynamics - Info Action Orientation Score
AP005727_09	Energy Consumer Dynamics - Investment Capacity Indicator
AP005727_10	Energy Consumer Dynamics - Investment Capacity Score
AP005727_12	Energy Consumer Dynamics - Segment
AP005727_13	Energy Consumer Dynamics - Technology Propensity Indicator

AP005727_14	Energy Consumer Dynamics - Technology Propensity Score
AP000594	Pay Bills Online Using the Internet (Financial)
AP000595	Have Written or Called Any Politician at the State (Financial)
AP000645	Written or Called any Politician at the State Local or National Level
AP001141	Carry a Home Insurance Floater Policy for Other Personal Items
AP006230	Use Ad-Supported Social Media Sites
AP006155	Federal Poverty Level
7305	Smart Home Enthusiasts
AP006315	Use a Mobile Wallet (Financial)
AP004247	Technographic Segment
AP006189	Already have or very interested in smart home device
AP003248	Early Technology Adopter
TP000728	Prosper - Mobile Wallet User - Venmo (Financial)
TP000010	Ninth Decimal - Home Improvement Shopper
AP006469	Orders Groceries Online
AP006468	Orders Restaurant Delivery Online
AP002780	Make a Purchase Via Mail
AP002781	Make a Purchase Via Phone
AP002779	Make a Purchase Via Internet (Financial)
AP008715	Technology Adoption
TP001509	IPSOS Affluent - Owns a hybrid or electric vehicle
AP000308_01	Likely Email Deliverability Score (B)
AP000304_01	Likely Email Deliverability Score v2 (B) (Financial)
AP000306_01	Likelihood of Email Being Opened (B)
AP000310_01	Likelihood of Email Being Opened v2 (B) (Financial)
AP000308_02	Likely Email Deliverability Score (B) - Precision Level
AP000304_02	Likely Email Deliverability Score v2 (B) (Financial) - Precision Level
AP000306_02	Likelihood of Email Being Opened (B) - Precision Level
AP000310_02	Likelihood of Email Being Opened v2 (B) (Financial) - Precision Level
AP000443_01	Estimated Income (B)
AP000443_02	Estimated Income (B) - Precision Level
AP000576_01	Green Living Lifestyle Propensity (B)
AP000576_02	Green Living Lifestyle Propensity (B) - Precision Level
8581	Home Property Type Detail (Real Property data only)

8439	Home Lot Square Footage - Ranges (Real Property data only)
8560	Home Heat Source (Real Property data only)
8624_015	Date of Birth - Person Default to 1st Person in Household (MMDD)
8624_01	Date of Birth - Person Default to 1st Person in Household (YYYY)
8608	Dwelling Type
8558	Fips County Code (Real Property data only)
8763	Home Year Built
8591	Home Pool Present
8642	Home Market Value - Estimated
8463	Home Market Value Deciles - Estimated (Real Property data only)
7607_01	Home Length of Residence - 100%
7607_02	Home Length of Residence - 100% - Precision Level
7606_01	Home Owner / Renter - 100%
7606_02	Home Owner / Renter - 100% - Precision Level