



Alike Audience



Think Alike Playbook

**Experian WorldView**



# Table of Contents

## Demographic

- Demographic \_\_\_\_\_ **03**
- Employment \_\_\_\_\_ **05**

## Psychographics

- Lifestyle \_\_\_\_\_ **06**

## Industry Verticals

- Automotive \_\_\_\_\_ **08**
- Retail \_\_\_\_\_ **09**

- Technology \_\_\_\_\_ **10**
- Travel and Holidays \_\_\_\_\_ **11**

## WorldView

- WorldView Groups \_\_\_\_\_ **12**
- WorldView Types \_\_\_\_\_ **13**



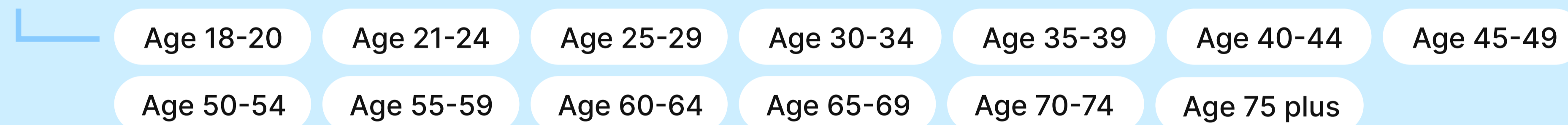
## **Harness Global Consumer Insights with Experian WorldView for Audience Activation**

Introducing Experian WorldView, a sophisticated dataset that includes **Geo-demographic, Disposable income, Consumer expenditure, Segmentation and Points of interest (POI)** data. Experian WorldView offers consistent and comprehensive consumer insights, utilizing the latest satellite remote location technology, aggregated global data and machine learning algorithms to help U.S. marketers make effective marketing decisions.



# Demographic

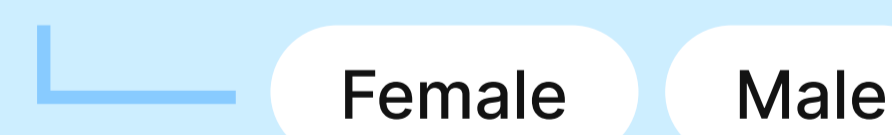
- AlikeAudience - Experian Worldview: United States > Demographic > Age Range



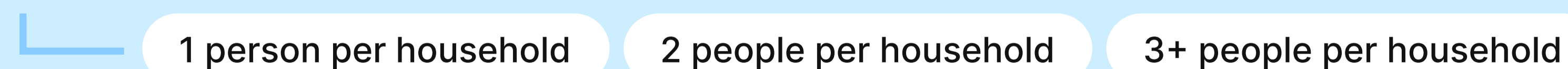
- AlikeAudience - Experian Worldview: United States > Demographic > Presence of Children



- AlikeAudience - Experian Worldview: United States > Demographic > Gender



- AlikeAudience - Experian Worldview: United States > Demographic > Household Size



• **AlikeAudience - Experian Worldview: United States > Demographic > Marital Status**

└ Couple   Parent   Single

• **AlikeAudience - Experian Worldview: United States > Demographic > Disposable Income**

└ Below average disposable income   Medium disposable income   High disposable income

• **AlikeAudience - Experian Worldview: United States > Demographic > Employment Status**

└ Employed full time   Employed part time   Self-employed   Student   Retired

• **AlikeAudience - Experian Worldview: United States > Demographic > Education Level**

└ Basic education   Secondary education   Tertiary education

• **AlikeAudience - Experian Worldview: United States > Demographic > Property Ownership**

└ Owner of property   Renting property

• **AlikeAudience - Experian Worldview: United States > Demographic > Mortgage Status**

└ Outright owner of property   Owner of mortgaged property

• **AlikeAudience - Experian Worldview: United States > Demographic > Length of Residency**

└ Up to 1 year   1 to 2 years   2 to 5 years   5 to 10 years   11 years or more

• **AlikeAudience - Experian Worldview: United States > Demographic > Residence Type**

└ Bungalow   Detached   Semi-detached   Terraced house   Studio/flat/apartment

# Employment

- **AlikeAudience - Experian Worldview: United States > Employment > Work Location**

Home office

On-site indoors

On-site outdoors

Remote office or shared work space

- **AlikeAudience - Experian Worldview: United States > Employment > Business Travel**

Travel 1-3 nights for work

Travel 4+ nights for work

- **AlikeAudience - Experian Worldview: United States > Employment > Commute**

Commute 1-30 minutes

Commute 31-60 minutes

Commute 61-90 minutes

Commute 91 minutes or more

Commute by car



# Lifestyle

- **AlikeAudience - Experian Worldview: United States > Lifestyle > Charity**

Donate to charity on ad hoc basis

Donate to charity on regular basis

- **AlikeAudience - Experian Worldview: United States > Lifestyle > Interests**

Animals and nature

Beauty

Business and finance

Cars and motoring

Computers and technology

Education

Environment, sustainable development

Fashion and design

Food and drink

Travel and holidays

Foreign cultural interests

Health and medicine

Horoscopes/astrology

Human and social sciences

Interior design

International news

Law and advice

Local events

Music

National news

Weather

Parenting

People and celebrities

Personal finance

Science

Relationships

Sports

Weddings

- **AlikeAudience - Experian Worldview: United States > Lifestyle > Hobbies**

Acting, dancing, or other performing arts

Arts and crafts

Bird watching

Collecting items of interest (e.g. stamps)

Computer programming

Cooking

DIY

Doing puzzles, crosswords etc.

Exercising indoors

Exercising outdoors

Fishing

Gardening

Helping out in the community

Hiking, climbing or other outdoor pursuits

Knitting and sewing

Online entertainment

Photography

Playing board games or cards

Playing games on devices

Playing musical instruments

Playing sports

Reading

Singing

Watching television

Writing/composing

• **AlikeAudience - Experian Worldview: United States > Lifestyle > Pet Owned**

└─ Cat Dog Fish Guinea pig Rabbit

• **AlikeAudience - Experian Worldview: United States > Lifestyle > Health and Fitness**

└─ Work out regularly Healthy lifestyle

• **AlikeAudience - Experian Worldview: United States > Lifestyle > Environment**

└─ Solar panels, green energy Concerned about own climate footprint

• **AlikeAudience - Experian Worldview: United States > Lifestyle > Food**

└─ Meat eater Flexitarian Pescatarian Vegetarian or vegan

• **AlikeAudience - Experian Worldview: United States > Lifestyle > Life Events in Next Year**

└─ Getting engaged or married in next year Buying a car in the next year Changing job in the next year  
Major home improvement in the next year Minor home improvement in the next year Move abroad in the next year  
Purchase first home in the next year, first time buyers Move homes in the next year  
Sell or purchase a home in the next year Start university in the next year Have a child in the next year





# Automotive

- AlikeAudience - Experian Worldview: United States > Automotive > Vehicle by Engine Type

Petrol/gas  Diesel  Electric  Full hybrid

- AlikeAudience - Experian Worldview: United States > Automotive > Main Car Type

Compact  Large saloon  Medium saloon  Pick up truck  Small car  Sports  SUV

- AlikeAudience - Experian Worldview: United States > Automotive > Number of Cars

3 or more

- AlikeAudience - Experian Worldview: United States > Automotive > Main Car Purchased

New main car  Second hand main car

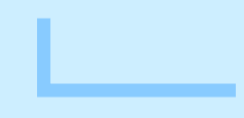
- AlikeAudience - Experian Worldview: United States > Automotive > Main Car Make

Audi  BMW  Citroen  Fiat  Ford  Honda  Hyundai  KIA  Mercedes-Benz  
 Nissan  Peugeot  Renault  Skoda  Toyota  Volkswagen



# Retail

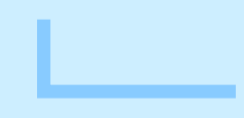
- **AlikeAudience - Experian Worldview: United States > Retail > Online Shopping**



Prefer to shop online to in-store

Prefer to shop in-store to online

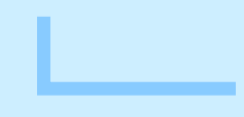
- **AlikeAudience - Experian Worldview: United States > Retail > Ethical**



Only ethically consume

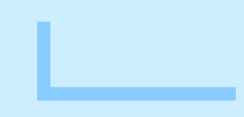
Pay more for ethical items

- **AlikeAudience - Experian Worldview: United States > Retail > Luxury**



Pay more for luxury brands

- **AlikeAudience - Experian Worldview: United States > Retail > Food**



Often get takeaway food

Often eat out at fast food restaurants

Often eat out at restaurants or pubs



# Technology

- **AlikeAudience - Experian Worldview: United States > Technology > Devices Owned**

- Own a desktop computer
- Own an E-book reader
- Own a laptop computer
- Own a portable gaming device
- Own an SLR digital camera
- Own smart home appliances
- Own a smartphone
- Own a smartwatch
- Own a tablet
- Own a virtual reality headset

- **AlikeAudience - Experian Worldview: United States > Technology > Gaming Devices**

- Apple iPad used for gaming
- Apple laptop/desktop used for gaming
- Microsoft Xbox used for gaming
- Nintendo console used for gaming
- Sony PlayStation used for gaming

- **AlikeAudience - Experian Worldview: United States > Technology > Latest Technology**

- Interested in latest tech, early adopter

# Travel and Holidays

- AlikeAudience - Experian Worldview: United States > Travel and Holidays > International Holidays

└─ 1 trip abroad yearly   2-3 trips abroad yearly   4 or more trips abroad yearly

- AlikeAudience - Experian Worldview: United States > Travel and Holidays > Holiday Type

└─ Go on domestic holidays   Beach holiday   Boating/sailing holiday   Camping/caravanning   City break  
Cruise holiday   Resort based holiday   Safari/wildlife holiday   Shopping holiday   Sightseeing holiday  
Spa, health and wellness holiday   Sports holiday   Visiting family/friends holiday  
Walking/hiking holiday in the countryside

- AlikeAudience - Experian Worldview: United States > Travel and Holidays > Transport Type

└─ Airplane   Bicycle   Boat   Bus or coach   Car   Motorcycle   Ride sharing (e.g. Uber)  
Taxi   Train   Tram



# WorldView

WorldView Segments cluster global populations into 10 distinct groups based on age, income, household size, and locality, providing enhanced targeting with demographic and consumer insights.

[Click here for the definitions of WorldView segments](#)

- **AlikeAudience - Experian Worldview: United States > Worldview Groups > A**

City Advantage

- **AlikeAudience - Experian Worldview: United States > Worldview Groups > E**

Mid-range Employees

- **AlikeAudience - Experian Worldview: United States > Worldview Groups > B**

Upmarket Homeowners

- **AlikeAudience - Experian Worldview: United States > Worldview Groups > F**

Family Economy

- **AlikeAudience - Experian Worldview: United States > Worldview Groups > C**

Aspiring Families

- **AlikeAudience - Experian Worldview: United States > Worldview Groups > G**

Metro Resilience

- **AlikeAudience - Experian Worldview: United States > Worldview Groups > D**

Affluent Elders

- **AlikeAudience - Experian Worldview: United States > Worldview Groups > H**

Aging Locals

- **AlikeAudience - Experian Worldview: United States > Worldview Groups > I**

Urban Workforce

- **AlikeAudience - Experian Worldview: United States > Worldview Groups > J**

Rural Community

- **AlikeAudience - Experian Worldview: United States > Worldview Groups > U**

Unclassified

- **AlikeAudience - Experian Worldview: United States > Worldview Types**

WorldView Types complement the groups by providing 35 types with enhanced insights into consumer characteristics, enabling marketers to improve audience targeting.

- A01 City-centre Elite
- A02 Urban Aspiration
- A03 Successful City Owners
- B04 Urban Nesting
- B05 Mature Contentment
- B06 Family Success
- B07 Countryside Dream
- C08 Striving Renters
- C09 Parental Enterprise
- C10 Hometown Harmony
- C11 Family Pillars
- D12 Independent Retirees
- D13 Wealthy Seniors
- D14 Village Serenity
- E15 City Hustle
- E16 Metropolitan Workers
- E17 Urban Go-getters
- E18 Midlife Stability
- F19 Mid-town Renters
- F20 Town Traditions
- F21 Value Homeowners
- F22 Suburban Bliss
- G23 Transient City Singles
- G24 Hardworking Urban Outskirts
- G25 Family Resourcefulness
- H26 Senior Solitude
- H27 Seasoned Villagers
- H28 Home Sweet Home
- I29 Young Urban Hopefuls
- I30 Youthful Strivers
- I31 Practical Townspeople
- I32 Budget-conscious Owners
- J33 Dispersed Workers
- J34 Low Income Rural Families
- J35 Remote Homesteaders
- J99 - Unpopulated Lands

# Trusted by Brands and Agencies



# Find our data on



AlikeAudience is a data science company focused on omnichannel data activation. We enable advertisers to seamlessly connect with their target audiences through AI-powered, future-proof data solutions.

@AlikeAudience  
 business@alikeaudience.com



**Contact Now**

Connect with our Audience Specialists for support.