

Element 9330: Personix Hispanic Cluster Code

Element Definition

Personix Hispanic is a household-level consumer segmentation built exclusively for the Hispanic market. Leveraging demographic, socio-economic, behavioral and acculturation factors, households are classified into one of 48 clusters. This is a 3-byte field where the first bytes represent the Personix Hispanic cluster code and the third byte represents match precision (3=Household, A=ZIP+4).

Length: 3
Format: Character
Default: 0

Element Values

00 = Non-Personix Hispanic Match
01 = Coupled Earning Power
02 = Teens & Trustfunds
03 = Savvy Seniors
04 = Soft Landing
05 = McMansions & Minivans
06 = Frugal Families
07 = Prosperous Traditions
08 = Swimming Pools & Savings Bonds
09 = Suburban Sprawlers
10 = Free Range Financiers
11 = Bright Futures
12 = Kids & Culture
13 = Investing in Futures
14 = Everlasting Elders
15 = Corporate Ladder
16 = Shared Commitments
17 = American Pie
18 = Parenting Singlehanded
19 = All in the Family
20 = Investing in Legacies
21 = Homes & Heritage
22 = Saving Traditions
23 = Expanding Horizons
24 = Careers First
25 = Frugal Fusion
26 = Settled Seniors
27 = Pennywise Parents
28 = Extending Retirement
29 = Earn to Splurge
30 = Suburban Stability
31 = Casting Solo
32 = Nine-to-Five
33 = Single in the City
34 = American Singles
35 = Timeless Traditions
36 = Metro Minimalists