CONSUMERVIEW
DATA BY THE NUMBERS

300 million consumers
126 million living units
1500 individual household level attributes

2500 geo-level attributes
50% of consumers identities are known homeowners
85% of consumers identities with known age
Coverage on 95% of the US population

Predictive shopping attributes & previous purchase behavior based on 4.4 billion transactions
Ranked #1 in overall performance for modeling applications by an independent firm

85% of the U.S. is addressable through the Experian media partner network
Linkage to 500 million email addresses
Linkage to 275 million addressable cookies
Retail purchases on 77 million households

13 million annual new movers
3 million annual new homeowners

81 million addresses
Linkage to 500 million email addresses
Linkage to 275 million addressable cookies

Retail purchases on 77 million households

Source types

Public records including recorded deed and tax assessor records
Publications, subscriptions and published dictionaries
Consumer surveys (self-reported)
Retail transactions
Digital data
Aggregated motor vehicle information
Participatory change of address information
Aggregated credit information
Census data

Mosaic® USA Lifestyle Segmentation provides you with:

71 unique types organized into 19 overarching groups
300 consumer and living unit data attributes provide unparalleled depth and insight
30 years of analytical expertise developing and delivering regional and global segmentations

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