

CONSUMERVIEWSM

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

Source types



Public records including recorded deed and tax assessor records



Aggregated motor vehicle information



Census data



Publications, subscriptions and published dictionaries



Participatory change of address information



Aggregated credit information



Consumer surveys (self-reported)



Retail transactions



Digital 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