

# Demographics

Industry leading insight into the consumer population

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### Reach demographic based audiences from our industry leading ConsumerView<sup>SM</sup> database

Leverage pre-built audiences based on Experian Marketing Services' leading demographic attributes that were ranked top for coverage and accuracy in an independent 3rd party study. Build custom audiences by layering demographic data with other elements such as life stage, attitudes or retail purchase data to more precisely target your ideal audience. Demographic audiences can be used on their own, or as stepping stones to build smarter segmentation.

#### Audiences are built from:

- Known offline data of 300 million consumers and 126 million US households
- Consistent sourcing strategy that adheres to industry best practices from:

#### Quick audience snapshot:

- **Impulse Buyer:**  
Reach consumers who change brands for the sake of variety and novelty. They often buy things on the spur of the moment.
- **Health and Image Leader:**  
Reach consumers who are likely to try any new health and nutrition products or diets. They are a regular source of health information for others.



## Age

- 19-29
- 30-39
- 40-49
- 50-59
- 60-64
- 65+

## Education

- Less than High School diploma
- High School diploma
- Some college
- Bachelor degree
- Graduate

## Gender

- Female
- Male

## Homeowner/Renter

- Homeowner
- Renter

## Household Income

- \$1,000-\$24,999
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$124,999
- \$125,000-\$149,999
- \$150,000-\$174,999
- \$175,000-\$199,999
- \$200,000-\$249,999
- \$250,000+

## Length of Residence

- M0-1 year
- 2-4 years
- 5-9 years
- 10-14 years
- 15-19 years
- 20-24 years
- 25-29 years
- 30-34 years
- 35-99 years

## Marital Status

- Single
- Married

## Occupation

- Blue collar
- Farming/fish/forestry
- Management/business and financial operations
- Office and administrative support
- Professional: Legal/Education and Health Practitioners
- Retired
- Sales
- Technical: Computers/Math and Architect/Engineering
- Other

## Presence of Child

- No children in household
- 0-18
- 0-3
- 4-6
- 7-9
- 10-12
- 13-15
- 16-18

## Create your audience for addressable, cross-channel marketing

There are infinite data combinations and selections Experian Marketing Services can help you with for optimal audience targeting. Using our comprehensive inventory of data, we can find even the most unusual of audiences to help you connect your advertisers with new prospects. From demographics to behavioral and psychographic information, we draw on a massive base of knowledge accumulated during five decades in business. Our audience segments are powered by our industry-leading compiled consumer database — ConsumerView<sup>SM</sup> — and we maintain a wealth of information about consumers and how they make buying decisions. Our national database uses state-of-the-art technology, unique build methodology, and vast data sources with online linkages to deliver a superior database that addresses the sophisticated needs of today's multichannel marketer.

Ask your Experian representative today how you can start using Experian and first party data to fuel campaigns across channels and publishers.

### How leading marketers use Experian's inventory of addressable data attributes to build custom audiences:

- **Retain and acquire new customers:** Improved audience targeting precision using first and third-party data in combination with predictive data attributes to confirm ability to purchase and propensity models that predict likelihood to buy
- **Extend reach:** Through OmniActivation<sup>TM</sup>, we can activate your audience for one-to-one addressable advertising across channels. Deliver efficient, engaging, cross-channel advertising strategy using the best message wherever a prospect or customer might be

### Contact us

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