

Demographic Data



Understand your audience's core characteristics with unparalleled coverage and accuracy

With Demographic Data, you'll know the true composition of your audience—giving you a more complete picture of consumers and households.

Our consumer database offers demo and lifestyle information on every marketable U.S. household, and is ranked #1 in the industry based on a third-party audit evaluating coverage, accuracy and performance. Giving you the power to know more, do more and expect more from data.

BY THE NUMBERS

250M
consumers

125M
households

87%
of records verified by
4+ sources

SAMPLE SEGMENTS

- Age
- Children in household
- Dwelling type
- Education
- Ethnicity
- Gender
- Generation
- Homeowner
- Household age
- Household composition
- Household income
- Household size
- Language preference
- Length of residence
- Marital status
- Occupation
- Political party
- Presence of children

SOURCES

- Licenses and permits
- Other supplementary sources
- Property records
- Survey responses
- Voter registration



Epsilon is committed to data quality and transparency. Our full data dictionary covers sourcing, derivation and detailed descriptions of each segment. We're also active participants in the IAB Data Transparency initiative.

Learn more

For a full listing of our online audience segments, explore our data dictionary:
epsilon.com/datahotline

For more info on how our data is sourced, reach out to us directly:
onlinedatahotline@epsilon.com

WHY EPSILON DATA

- We manage the industry's #1 ranked consumer database, according to a third-party audit.
- We have more transactional data for marketing purposes than any other company, with intelligence on \$3.5T and 60B transactions.
- We manage the industry's first and largest cooperative database in the U.S. and the largest survey database in North America, with unique opt-in direct from consumers.
- We've spent decades investing in our data assets through strategic acquisitions and ongoing quality improvements to strengthen our offerings.
- Our data fuels marketing campaigns for 3,000 brands, everywhere.
- Integrity and loyalty fuel 95% client renewal rates.