



## Consumer Data

### Data for Total Consumer Insight

Melissa offers the most extensive nationwide assortment of consumer data available, covering household-level details to core demographics. Our rich data provides insights on purchasing behavior and lifestyle preferences for over 247 million U.S. households, enabling businesses to understand customer motivations and tailor their messaging with precision.

[Learn More](#)

## Data Overview

### Coverage:

 Across **62 States & Territories**

 **3,239 FIPS Codes**

 Over **38,000 ZIP Codes**

### Stats:

**Over 255 Million**

Number of Rows

**376**

Number of Fields

**Monthly**

Update Frequency

### Popular Fields:

- 1** Name
- 2** Address
- 3** Phone Number
- 4** Age
- 5** Marital Status
- 6** Movie Collector Indicator

[View All Fields](#)

### Fill Rate of Top Popular Fields:



### Data for Insights

Get dynamic insights into customers & prospects across the lifecycle.

### Data for Enrichment

Supercharge with our data: deeper insights, sharper models.

### Data for Targeting

Boost sales & marketing efforts with our data for precise targeting.