

Local Consumer Insights

CONSUMER ANALYTICS

Formerly *SimmonsLOCAL*

Turn actionable insights into targeted geographies

Simmons Local Consumer Insights (formerly SimmonsLOCAL) reports on the robust geographic nuances of all of America's 209 media markets. Through a single powerful database, Local Consumer Insights delivers superior intelligence that drives consumer targeting, market evaluation, and media planning decisions.

Local Consumer Insights includes the same in-depth, trusted information on lifestyles, attitudes, purchase behaviors, and media usage as Simmons' National Consumer Insights.



Benefits



Define geographic combinations across census regions, states, media markets, counties, or ZIP codes to accelerate strategic business decisions.



Purchasing info on 8,000+ brands and 600+ attitudinal, psychographic, and segmentation measures to drive targeting and campaign ROI.



Enables profiling of the media habits of local customers, including television networks and programs, magazines, newspapers, websites, and radio formats.

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Features



Available through Simmons OneView platform, enables easy to build, read, and export cross-tab data runs.



Includes pre-built segmentations (retail shopping, food / lifestyle, mobile phone, etc) to reach people with specific characteristics.



Available for all 209 national media markets, with analysis down to the zip code level for each of them.



Import custom geographies to define your specific territories, across counties, states, or media markets.



Actionable, customizable maps by market, county, ZIP Code or a combination of geographies can be created using visual analysis tools.