SimmonsLOCAL reports on the robust geographic nuances of all of America’s 209 media markets. Through a single powerful database, SimmonsLOCAL delivers superior intelligence that drives consumer targeting, market evaluation, and media planning decisions.

SimmonsLOCAL includes the same in-depth, trusted information on lifestyles, attitudes, purchase behaviors, and media usage as Simmons’ National Consumer Study.

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.
Features

Access through Simmons Insights 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 ZIP codes, 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.

Mapping and analysis with Esri

We partnered with Esri to help marketers accurately understand and map the behaviors of target audiences down to the local market level.

By leveraging Esri’s ArcGIS visualization and mapping software, clients can map spreadsheet data (including OneView and Simmons Insights exports), location points, sales data, and more.

To learn more, contact us at +1 866 256 4468 or MRISimmons@gfk.com

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