Find, consider and understand U.S. consumer demographics.

SRDS Local Market Audience Analyst™
This next-generation, online-only consumer market research service from SRDS and Nielsen delivers sophisticated demographic, segmentation, and targeting data for media planners and consumer marketers.

• Quickly learn about new markets — data are available for all 210 DMAs and 3,000+ U.S. counties.
• Better understand target audiences, their behaviors, and lifestyles — view data on 200+ Experian® SimmonsSM lifestyles and industry-standard Nielsen PRIZM segments.
• Access detailed reports and maps — interactive maps give you a new perspective on your target markets.
• Updated throughout the year as new data become available.

Four powerful research modules

Market profile reports
Explore by market, gaining insight into the demographic makeup and high-indexing behaviors of individual DMAs or counties.

Lifestyle analysis reports
Explore by lifestyle behavior, gaining insight into related behaviors, cross-sell/synergy opportunities, and market potential.

Demographics reports
Explore by demographic variable, gaining market-by-market insight into where to find your key audiences.

PRIZM reports
Explore using industry-standard PRIZM groupings, gaining unique insight into the household makeup and lifestyle traits of your target audiences.

Annual solutions include online access for one year.

Due to limitations from our technology partner, Local Market Audience Analyst requires Microsoft Windows running Internet Explorer 5, Internet Explorer 7 or Internet Explorer 8.
• Macintosh OS, as well as Firefox, Safari and Chrome browsers are currently not supported.

Make your media planning more efficient.
Learn more at srds.com or call 800.232.0772 x8002.
Market Profiles

The reports in the Market Profiles section provide a comprehensive overview of important marketing details for 210 DMAs or 3,000+ counties.

By gaining insight into the demographic makeup and high-indexing behaviors in your markets, you’ll be positioned to properly target the highest potential products and deliver messaging that sells.

This information can be helpful for:

- Targeting new markets for existing products.
- Estimating product potential on a market-by-market basis.
- Using demographics or behaviors to segment direct marketing campaigns.
- Customizing sales promotions and advertising for individual markets.
- Determining the proper merchandising mix.

Annual solutions include online access for one year.

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Lifestyle Analysis

The reports in the Lifestyle Analysis section provide a comprehensive overview of hundreds of lifestyle behaviors. Lifestyle behaviors are measured by Experian® SimmonsSM and include sports & leisure, travel, auto products, electronics & computer and more.

By gaining insight into the related lifestyle behaviors of a specific behavior, you’ll be positioned to capitalize on cross-sell/product synergy opportunities with insight into your target customers’ habits. Understanding the market potential for a lifestyle behavior helps you identify which markets to target.

This information can be helpful for:

- Developing new products or cross-sell opportunities based on the related interests of specific lifestyle-oriented audiences.
- Developing advertising that relates to target clients.
- Targeting geographic markets based on their potential for a specific product or behavior.
- Analyzing markets for channel management or merchandising mix purposes.

Annual solutions include online access for one year.

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Demographics

The reports in the Demographics section provide a comprehensive overview of your key demographic variables for every DMA in the U.S. Demographics include age, income, education, household size, home values and more.

By gaining market-by-market insight into your key demographic variables, you’ll be positioned to properly target your high-potential DMAs.

This information can be helpful for:
- Targeting new markets for existing products by discovering where demographic segments are concentrated geographically.
- Using demographics to segment direct marketing campaigns.

Annual solutions include online access for one year.

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PRIZM

The reports in the PRIZM section provide a unique insight into the household make-up of each DMA in the U.S. and the lifestyle traits of groupings (targets) of segments with common characteristics, all via the lens of segmentation.

Select your targets from the PRIZM Social Group or PRIZM Lifestage Group

- **PRIZM Social Group** — contains 14 targets that group PRIZM segments together by their common urbanicity (urban, suburban, second city, town and country) and wealth traits.
- **PRIZM Lifestage Group** — contains 11 targets that group PRIZM segments together by their common family composition (no children, children 18 or younger at home, empty nest) and wealth traits.

This unique perspective of PRIZM segmentation can be helpful for:

- Targeting new markets for existing products.
- Customizing sales promotions and advertising for individual markets.
- Analyzing the segment composition of markets for channel management or merchandising mix purposes.
- Targeting geographic markets based on their penetration for specific social or lifestage groups.

What is PRIZM?

PRIZM defines every U.S. household in terms of 66 demographically and behaviorally distinct types, or “segments,” to help marketers discern those consumers’ likes, dislikes, lifestyles and purchase behaviors. Used by thousands of marketers within Fortune 500 companies, PRIZM provides the “lingua franca” for marketing in an increasingly diverse and complex U.S. marketplace.

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