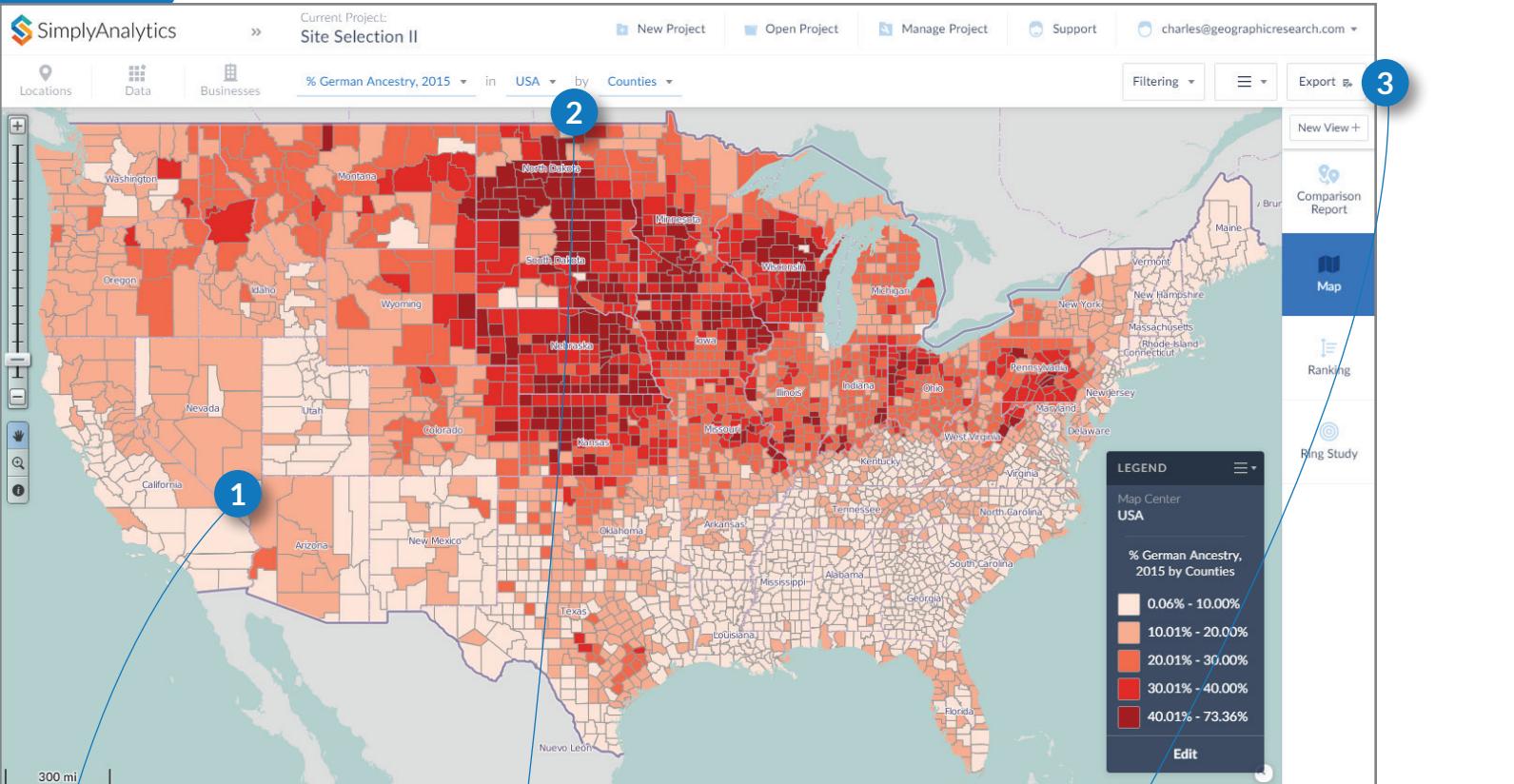


ANALYTICS®  
FOR EVERYONE

# Features

**Powerful business analytics and data visualization for everyone!**  
**SimplyAnalytics** makes it easy to create interactive maps, charts, and reports using 100,000+ data variables. Quickly answer all of your research questions using premium demographic, business, health, and marketing data. Explore **SimplyAnalytics** today!



## Create Maps Using Thousands of Data Variables

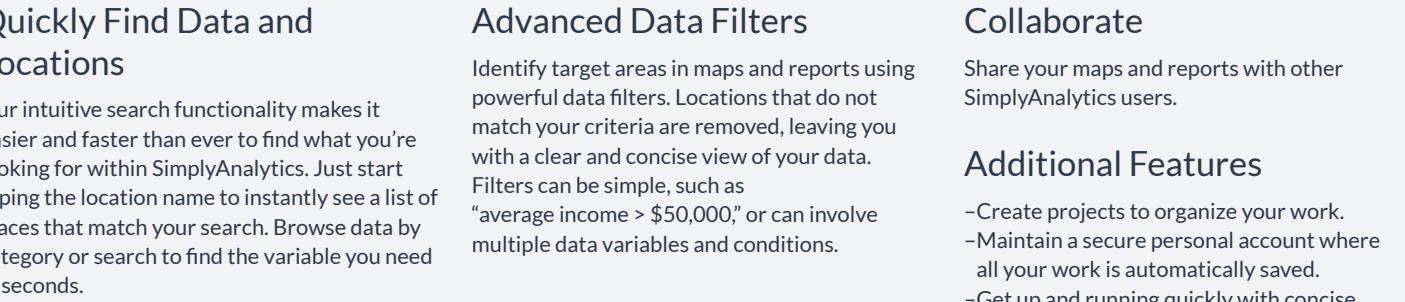
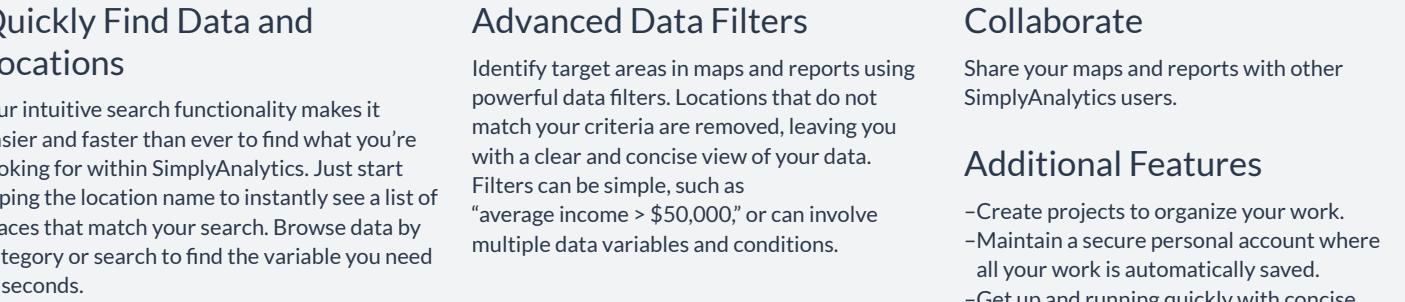
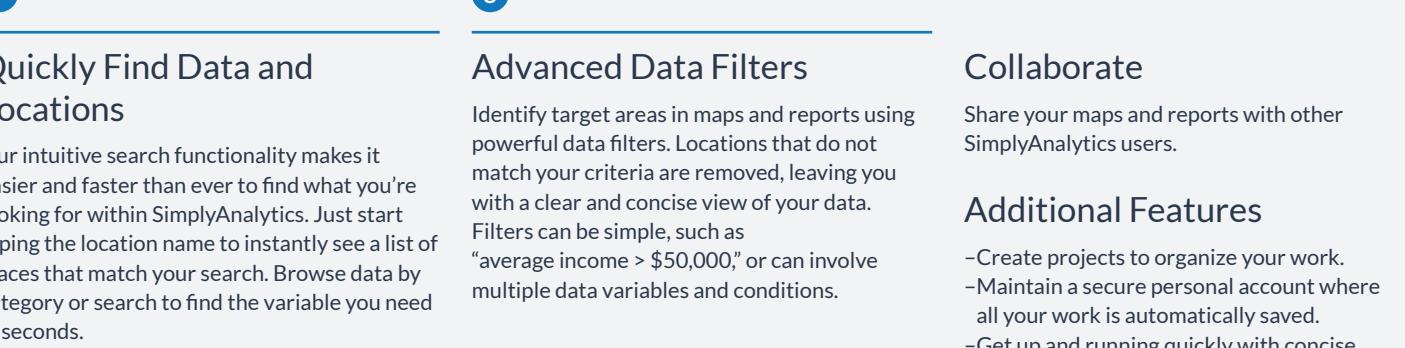
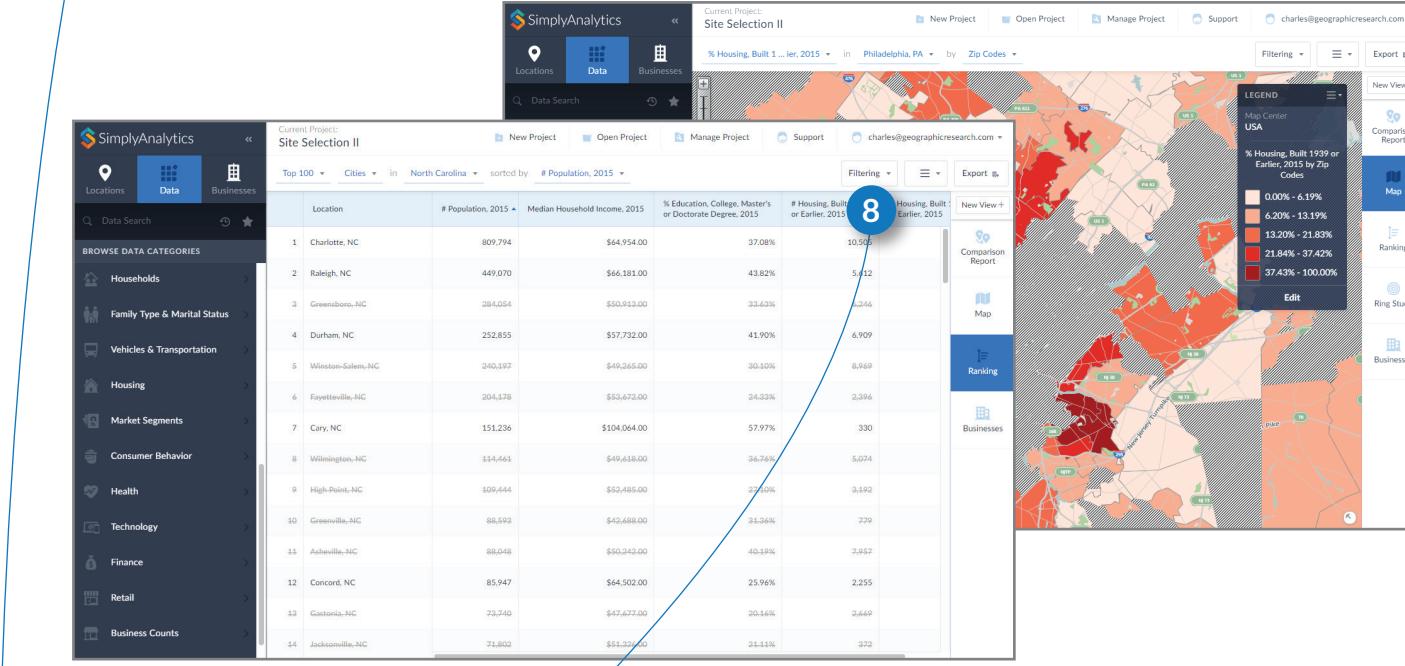
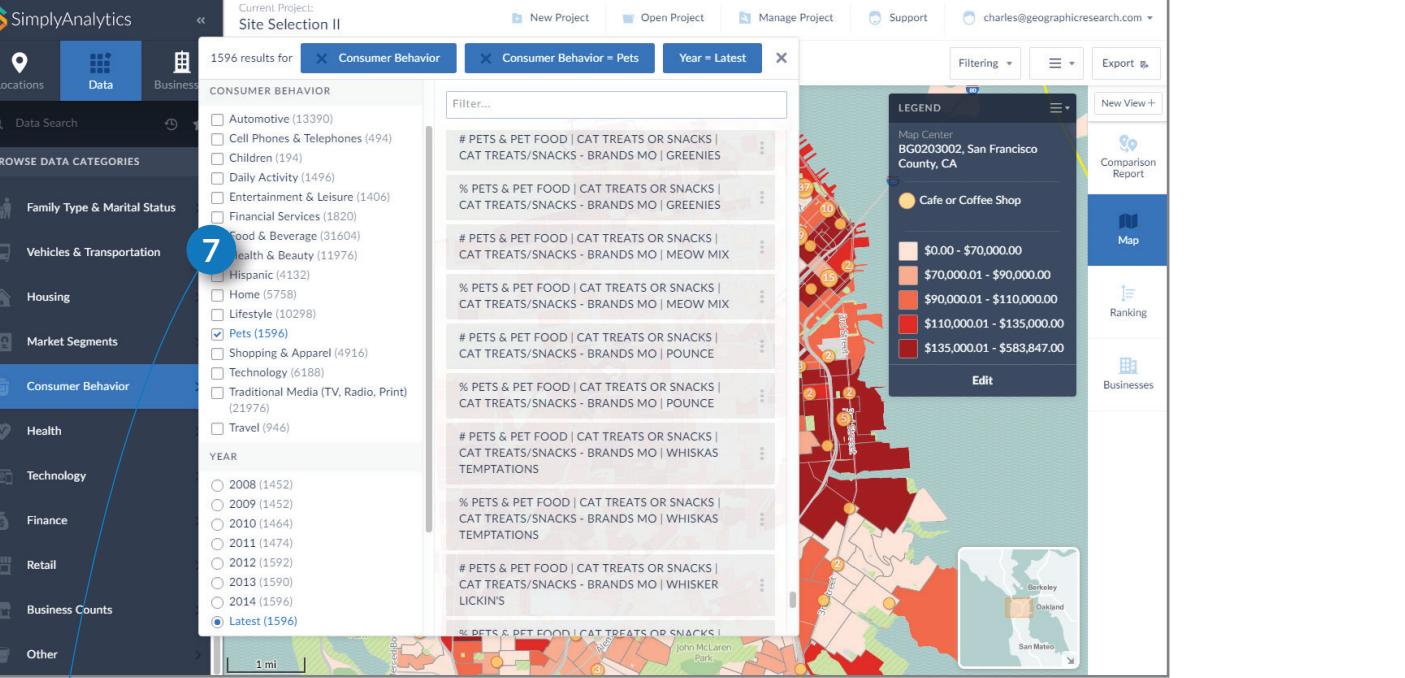
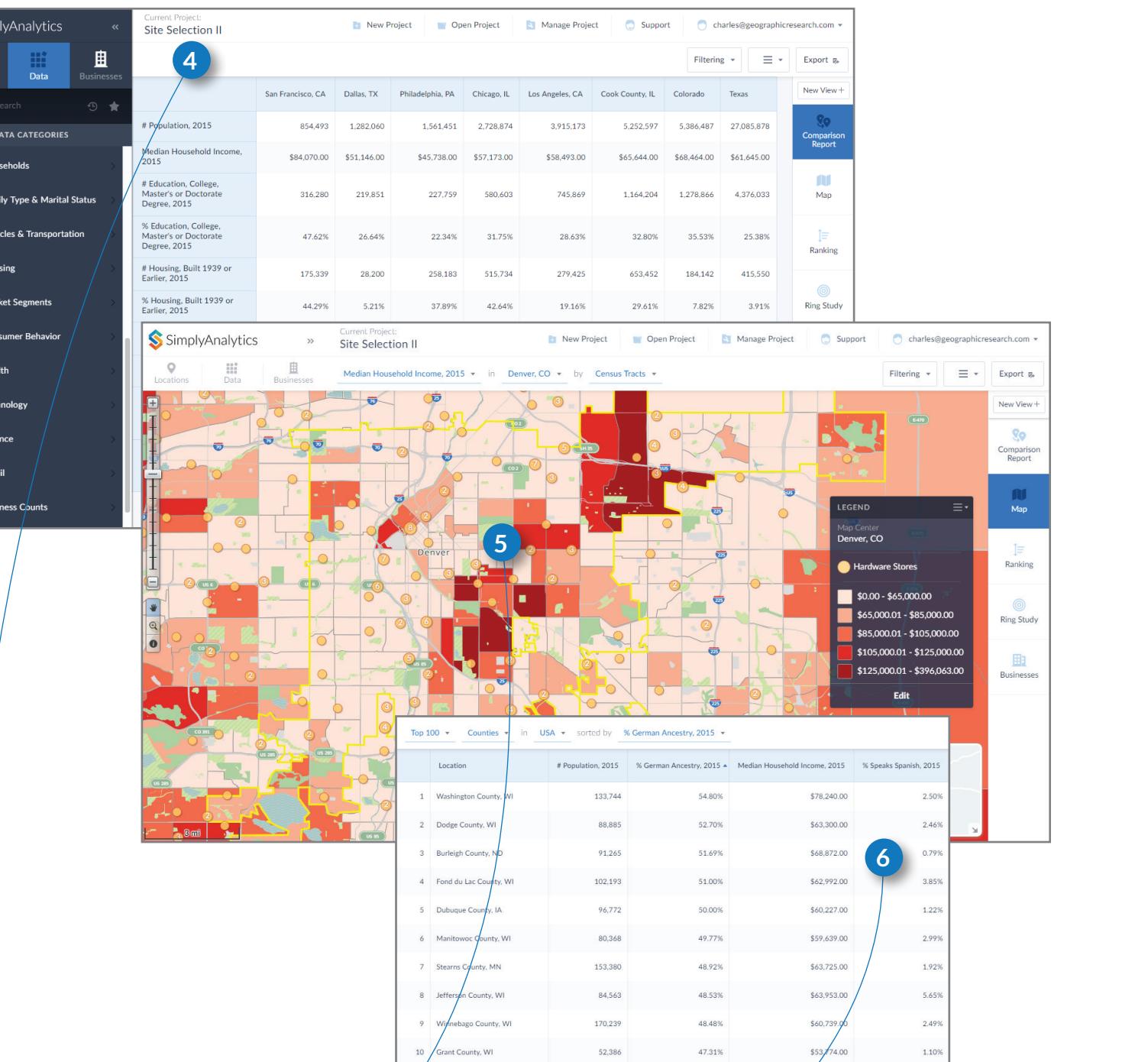
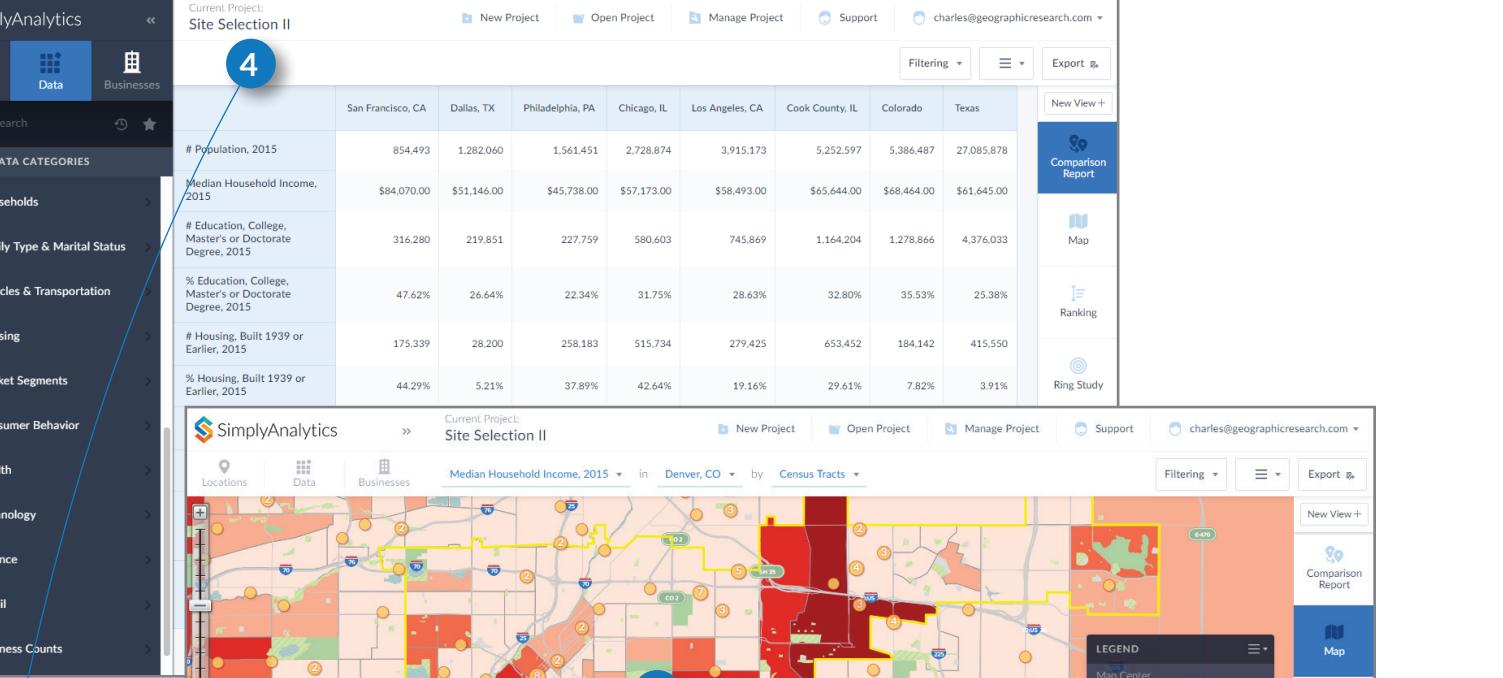
Create interactive maps using 100,000+ data variables from industry-leading data partners. View data by state, county, ZIP Code, census tract, or block group, and easily customize every aspect of your map, from colors and boundaries to the number of data categories. See the back page of this brochure for more information about our data.

## User Friendly

SimplyAnalytics is the most user friendly analytics application available. For example, dropdown boxes at the top of the map view make it easy to change the location, data variable, and geographic unit being mapped.

## Many Exporting Options

Export high-resolution images as PDFs, SVGs, JPEGs, or PNGs and place them into documents, presentations, and websites. Reports and data can be exported as Excel, CSV, or DBF files. Advanced users can export shapefiles for use in desktop GIS software.



## Quickly Find Data and Locations

Identify target areas in maps and reports using powerful data filters. Locations that do not match your criteria are removed, leaving you with a clear and concise view of your data. Filters can be simple, such as "average income > \$50,000," or can involve multiple data variables and conditions.

## Advanced Data Filters

Share your maps and reports with other SimplyAnalytics users.

## Collaborate

Create projects to organize your work. Maintain a secure personal account where all your work is automatically saved. Get up and running quickly with concise tutorials, online help, and live chat.

## Additional Features

-Create projects to organize your work.  
 -Maintain a secure personal account where all your work is automatically saved.  
 -Get up and running quickly with concise tutorials, online help, and live chat.

With SimplyAnalytics, answering your research questions has never been easier. We've taken the best functionality from SimplyMap, our award-winning geographic analytics application, and combined it with 10 years of experience and customer feedback to create the best-in-class analytics and data visualization application. Here's a small sample of questions you can answer using this powerful software:

Where should I locate my business?

What are the top 20 wealthiest ZIP Codes in Texas?

How has my neighborhood changed in the last 10 years?

Where should I market my new product?

How is my neighborhood different from  
the rest of the city?

How many people in my county take public transit  
to work? How many bike to work?

How many pizza restaurants are within 1, 3,  
and 5 miles of my location?

What percentage of people have a college degree  
in my neighborhood?

How much does the average household spend  
per month on pet food and supplies?

# Powerful Data



**SimplyAnalytics** has all the data you need to answer key research questions, make sound business decisions, and understand the socio-demographic and economic conditions of any geographic area in the United States. We currently offer more than 100,000 data variables related to demographics, employment, housing, market segments, businesses, consumer spending, brand preferences, technology, and health. SimplyAnalytics provides the following U.S. nationwide data:\*

## Demographic Variables

Population

Age

Race & Ethnicity

Income

Ancestry

Marital Status

Housing

Employment

Transportation

Families

Occupation

Education

Citizenship

Language

## Business & Marketing Variables

Detailed Consumer Expenditures

Business & Employee Counts by Industry

Market Segments/Life Stages

GfK MRI's Survey of the American Consumer: Local estimates of usage and consumption (propensity) for thousands of detailed products and services.

PRIZM from Claritas: The industry-leading consumer segmentation system that yields the richest, most comprehensive, and most precise insights available. PRIZM combines demographic, consumer behavior, and geographic data to help marketers identify, understand, and target their customers and prospects.

SimmonsLOCAL: A powerful targeting and profiling system that provides detailed information on consumers at the local market level, describing their purchasing habits, lifestyles, and psychographics.

Analyze data on consumers down to the block-group level, with 60,000+ data variables describing consumer spending on 8,000 specific brands in more than 500 categories.

Nielsen Scarborough: Captures local consumer trends by surveying more than 210,000 people across the country. Scarborough measures over 140 local markets across the United States spanning 2,000 categories and brands, including comprehensive retail shopping behaviors, lifestyle characteristics, in-depth consumer demographics, and media usage patterns.

## Businesses

Detailed profiles on over 22 million U.S. businesses provided by D&B, the world's leading source of commercial information and insight on businesses. Data coverage includes business name, street address, phone number, employee count, total revenue, line of business, and more.

## Historical Data

1980, 1990, and 2000 census data, all normalized to year 2010 geographies.

## Health Data

Detailed data about diseases, health status, doctor visits, hospital discharges, emergency department diagnoses/procedures, and more, sourced from the CDC and the NIS (Nationwide Inpatient Sample).

\* Geographies include census block groups, census tracts, ZIP codes, cities, counties, states, and the entire United States.



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