MRI-SimmonsLocal in SimplyAnalytics

What is it?

MRI-SimmonsLOCAL is a powerful targeting and profiling system that provides insights into consumer behavior for all of America's 210 media markets down to the Block Group level with 60,000+ data variables, including over 450 categories and 8,000 brands. Data also includes psychographics, the MOSAIC segmentation system, television viewership, daily activity, health data and much more. Additionally, the dataset includes a special "Hispanics Only" behavior survey.
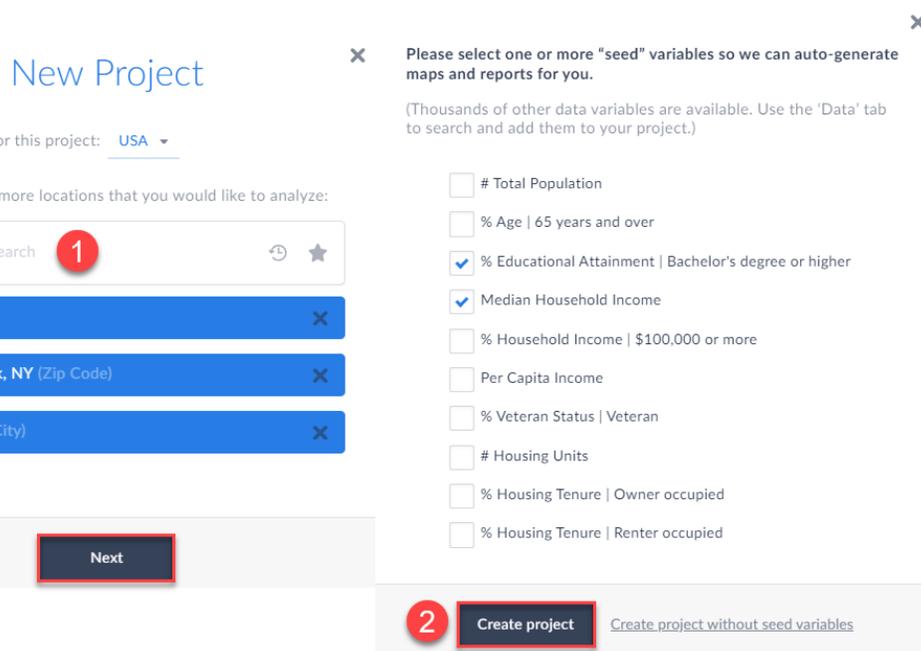
What to Know

- Data is for **adults 18+** | If you see a # or % value – it is not referring to the entire population, but rather the adult population
- Companies use this dataset to 1.) Understand locations relative to behaviors/brand consumption, and 2.) Identify target markets to advertise or expand to
- The data is updated annually & dates back to 2008 in SimplyAnalytics

Getting Started – Creating a Project

Getting started is easy! It only requires **two steps** when you log into the database:

1.) Type in at least one location into the location search field (city, county, ZIP Code, etc.)

2.) Click "Create Project" on the second prompt to quickly create the project

All of your work is done in these projects.

It's okay to use the "seed" variables in step 2 –MRI-SimmonsLOCAL data will be added in the next steps/questions
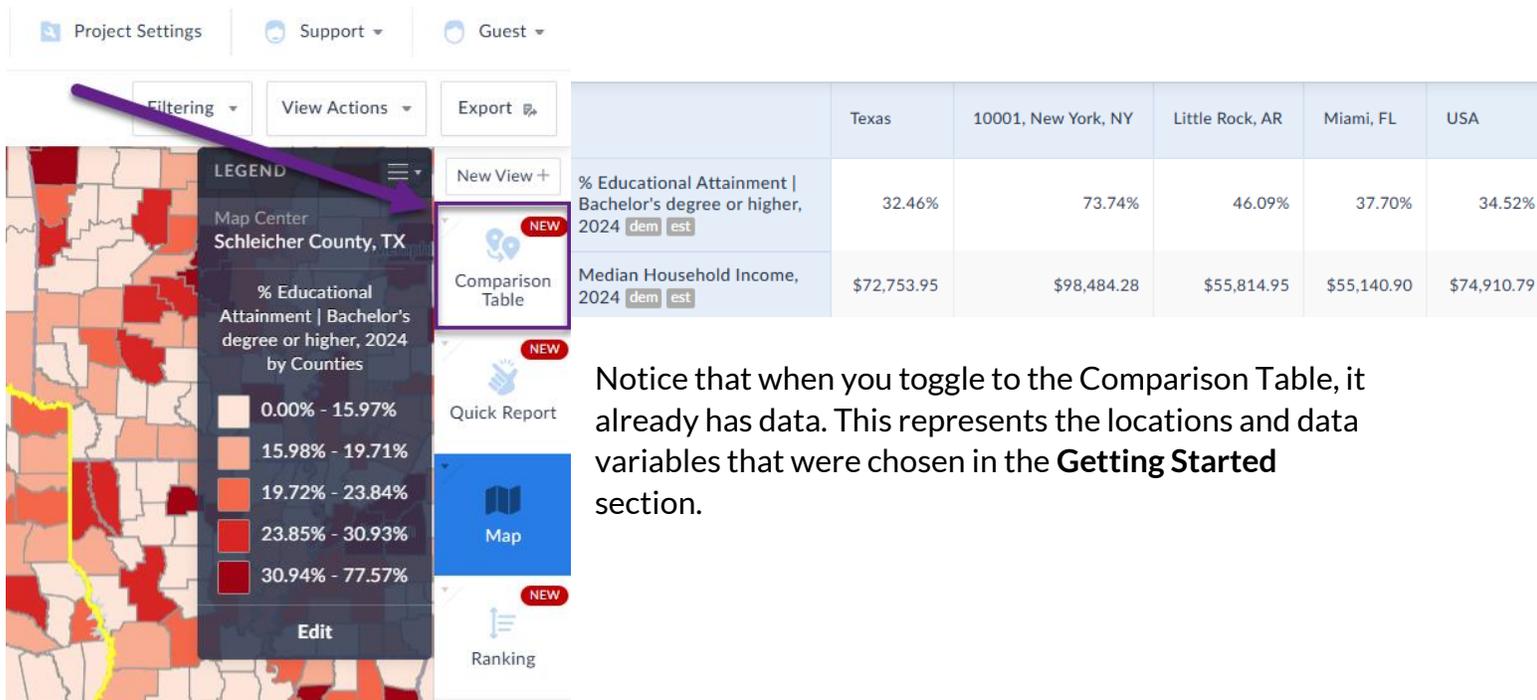
Answering Research Questions with Data

When you create a project in SimplyAnalytics, the database automatically generates 4 unique "views" for you. These are different ways to look at data and include:

1. Comparison Table

2. Quick Report

3. Map

4. Ranking Report

Because these views represent different ways to look at data, each view can answer a different type of research question, and has a unique purpose. This guide will feature some of these views (and others) as the different analysis needs arise.

(1) Comparison Table – Analyzing Athletic Shoe Brand Preferences in Target Markets (Adidas vs. Nike vs. NB, etc.)

Think of the Comparison Table as building a spreadsheet from scratch, and you are simply searching for the data answers for your target locations. Toggle towards the **Comparison Table** at the top-right of the screen to begin.

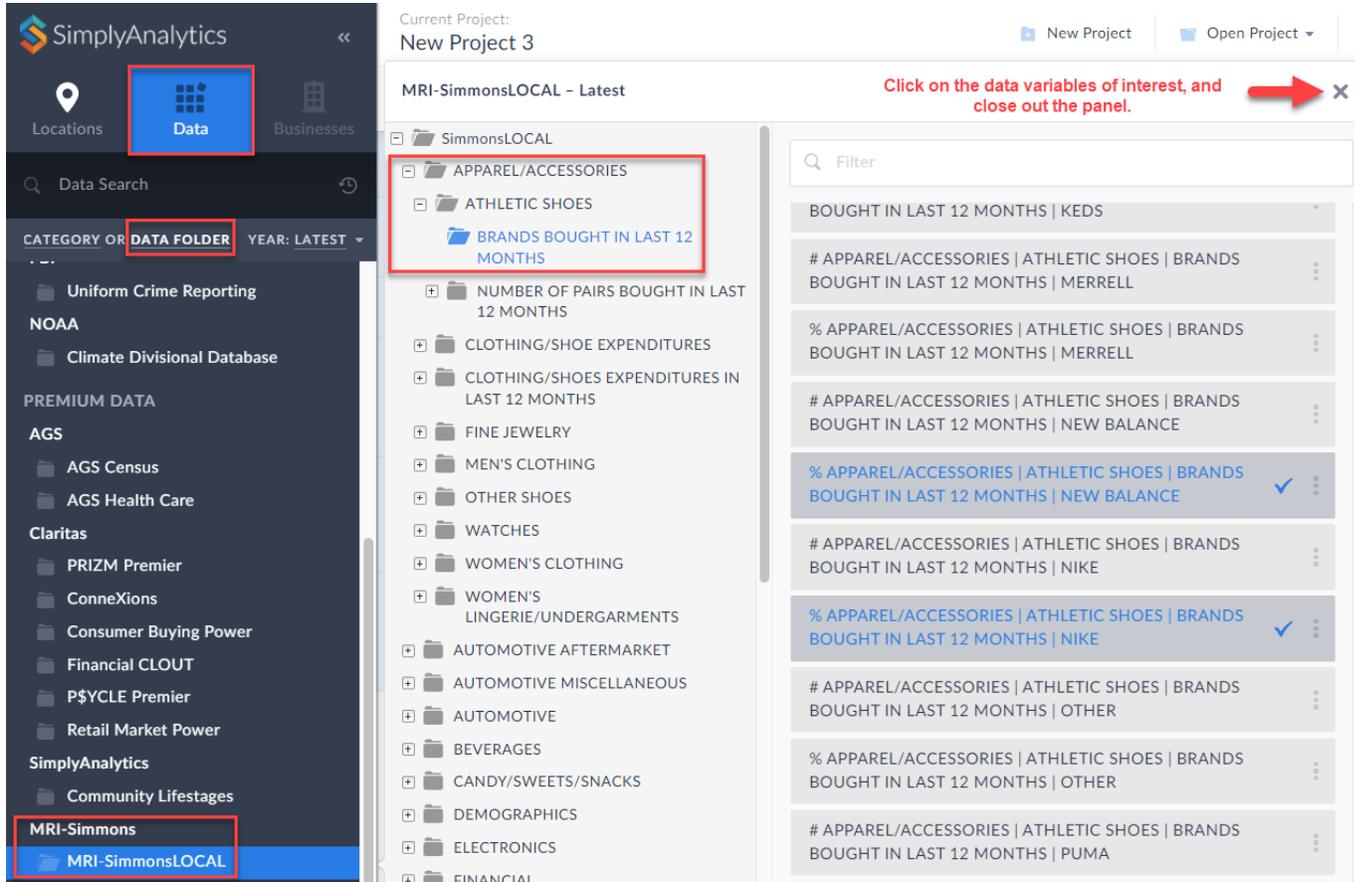|	Texas	10001, New York, NY	Little Rock, AR	Miami, FL	USA
% Educational Attainment | Bachelor's degree or higher, 2024 dem est	32.46%	73.74%	46.09%	37.70%	34.52%
Median Household Income, 2024 dem est	$72,753.95	$98,484.28	$55,814.95	$55,140.90	$74,910.79

Notice that when you toggle to the Comparison Table, it already has data. This represents the locations and data variables that were chosen in the **Getting Started** section.

TIP: You can always remove these locations or variables by clicking on the variable/location name and selecting **Remove**.

Add Athletic Shoe Data to the Comparison Table

Click on the **Data Block** towards the top-left of the screen. This example will browse for data by Data Folders.

When you close out the panel, the data will be added to the table.

Congratulations! You have successfully analyzed target brand data for some target locations.

It looks like the adults in Miami, FL are big fans of Nike!

	Texas	10001, New York, NY	Little Rock, AR	Miami, FL	USA
% Educational Attainment | Bachelor's degree or higher, 2024 `dem` `est`	32.46%	73.74%	46.09%	37.70%	34.52%
Median Household Income, 2024 `dem` `est`	$72,753.95	$98,484.28	$55,814.95	$55,140.90	$74,910.79
% APPAREL/ACCESSORIES | ATHLETIC SHOES | BRANDS BOUGHT IN LAST 12 MONTHS | NIKE, 2024 `simmons`	22.58%	17.94%	23.62%	28.29%	20.76%
% APPAREL/ACCESSORIES | ATHLETIC SHOES | BRANDS BOUGHT IN LAST 12 MONTHS | ADIDAS, 2024 `simmons`	18.12%	13.93%	13.14%	24.67%	14.63%
% APPAREL/ACCESSORIES | ATHLETIC SHOES | BRANDS BOUGHT IN LAST 12 MONTHS | NEW BALANCE, 2024 `simmons`	8.98%	14.83%	10.48%	8.00%	10.37%

(2) Ranking Report – Identifying which Cities in the USA Love their Energy/Nutrition Bars

The Ranking Report allows you to dissect a location by its smaller geographies. For example, analyzing all the ZIP Codes in a county, or all of the cities in the USA. *This is super useful for companies that are interested in identifying target locations for marketing/outreach.*

In this example, we want to find cities in the USA that are heavy consumers of energy/nutrition bars. First, toggle to the **Ranking Report** towards the far-right of the screen. The report will be presented with the data from step 1.

Click the data block, and follow this path:

% CANDY/SWEETS/SNACKS | NUTRITION/ENERGY BARS | CATEGORY | BARS/LAST 30 DAYS | VOLUME | HEAVY (5+)

At the top of the report, hit the dropdowns so that it reads Top 100 Cities in USA, sorted by the energy/nutrition bar variable.

Notice that some of the data seems skewed with very high percentages. *This is likely due to a very low population in those cities and is to be expected.* We can address this by applying a data filter. This is an advanced feature, but it is easy to apply.

1. Add in **Total Population** to the report (can be found at this path: Community Demographics » Population, Age, Sex » Population)

2. Click the **Filtering** dropdown at the top-right, and set the conditions as shown. Click Apply to see the result:

Why apply a population filter? Generally to remove outliers in the data (i.e. if there's only 10 people in a town, you can get skewed data results). Also, companies often are looking for larger target locations to focus their marketing efforts.
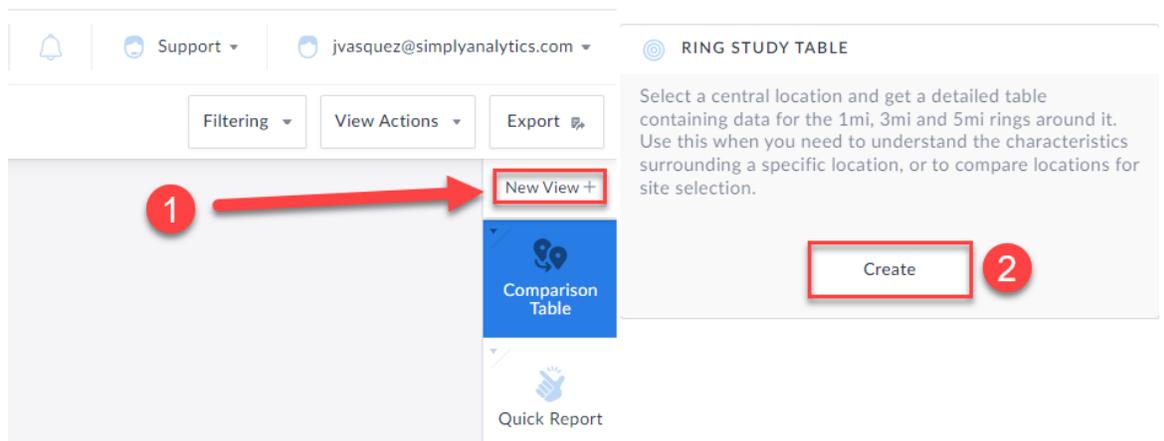
Final Results:

The result of the Ranking Report now reveals the top 100 cities (with populations more than 50,000) in the USA with the highest percentages of adults who have eaten 5 or more nutrition/energy bars in the past month.

| Top 100 ▾ | Cities ▾ | in USA ▾ | sorted by % CANDY/SWEETS/SNACKS | NUTRITION/ENERGY BA ... RY | BARS/LAST 30 DAYS | VOLUME | HEAVY (5+), 2024 ▾ | Filtering ᴼᴺ ▾ | View Actions ▾ |

	Location	% CANDY/SWEETS/SNACKS	... ...E	HEAVY (5+), 2024 simmons	# Total Population, 2024 dem est	% Educational Attainment	Bac... ...egree or higher, 2024 dem est	Median Household Income, 2024 dem est
1	Arcadia, CA	25.19%	55,055	56.67%	$106,989.04
2	Gilroy, CA	24.54%	59,847	30.55%	$126,804.85
3	Laguna Niguel, CA	21.68%	63,160	58.31%	$135,906.31
4	Mansfield, TX	20.97%	76,265	41.40%	$111,597.00
5	Roswell, GA	20.90%	91,906	67.13%	$123,262.74
6	Concord, CA	20.62%	123,222	37.80%	$108,932.99
7	Nashua, NH	20.55%	92,222	42.88%	$86,511.38
8	Wylie, TX	20.28%	61,068	40.73%	$107,907.61
9	Palo Alto, CA	20.22%	68,900	82.50%	$213,017.62
10	Chino Hills, CA	20.19%	78,034	52.37%	$115,252.53

(3) Ring Study Table – Pampered Pets in the Area

The Ring Study Table calculates data within a 1, 3, and 5mile radius around a central point. This is an excellent report to understand the area around your target location – for example, if you wanted to open a pet spa/grooming service, you would want to know how many people own dogs/cats in the area, how much they spend on their pets, and if they feel that pets should be pampered.

To create your ring study, click on **New View > Create Ring Study Table**:

At the **Edit View** screen you are presented with, click on the **Locations** block towards the top-left of the screen. Let's say that you already have an address for a retail space that's available for rent. You can type that address into SimplyAnalytics, and the database will geocode the address to the Block Group level.
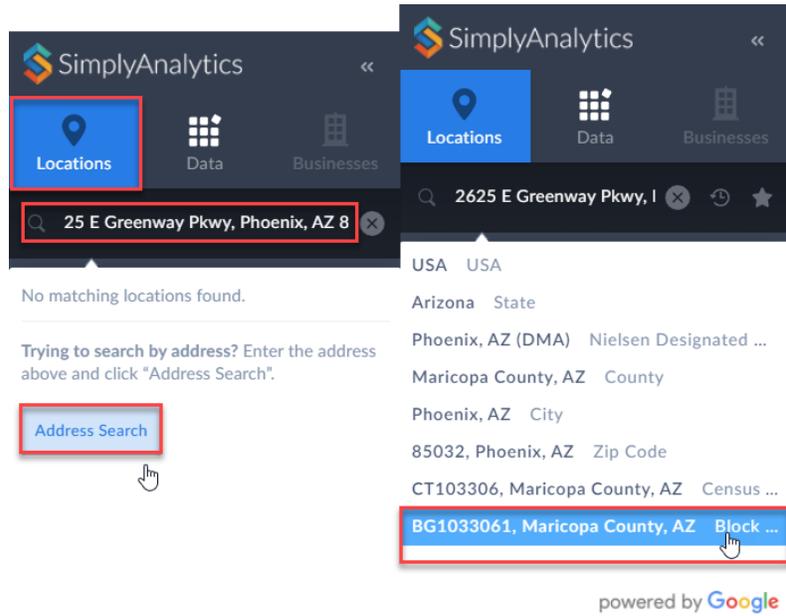
Next, add in pertinent data and click **Done** to generate the report. In this example, data is taken from the following folders:

SimmonsLOCAL » HOUSEHOLD PRODUCTS » PETS » PET OWNERSHIP » NUMBER IN HOUSEHOLD {HH} » ANY DOG

SimmonsLOCAL » HOUSEHOLD PRODUCTS » PETS » PET OWNERSHIP » NUMBER IN HOUSEHOLD {HH} » ANY CAT

SimmonsLOCAL » PSYCHOGRAPHICS » GENERAL ATTITUDES » PETS DESERVE TO BE PAMPERED

Consumer Expenditure Estimates » Entertainment » Pets, toys, hobbies, and playground equipment | Pet Services

SimmonsLOCAL » HOUSEHOLD PRODUCTS » PETS » PROFESSIONAL PET SERVICES {HH} » TYPE » USED IN LAST 12 MONTHS » GROOMING

BG1035011, Maricopa County, AZ ▾

	1 mile radius	3 mile radius	5 mile radius	All of USA
# HOUSEHOLD PRODUCTS | PETS | PET OWNERSHIP | NUMBER IN HOUSEHOLD {HH} | DOGS-ALL | ANY, 2024 simmons	10,499	60,033	113,296	107,123,115
# HOUSEHOLD PRODUCTS | PETS | PET OWNERSHIP | NUMBER IN HOUSEHOLD {HH} | CATS-ALL | ANY, 2024 simmons	5,874	34,268	66,653	64,799,196
Entertainment | Pets, toys, hobbies, and playground equipment | Pets | Pet services, 2022 cex	$1,523,753.75	$10,114,534.70	$20,317,697.69	$17,722,254,891.36
# PSYCHOGRAPHICS | GENERAL ATTITUDES | PETS DESERVE TO BE PAMPERED | AGREE COMPLETELY, 2024 simmons	7,779	41,507	80,819	77,070,439
# HOUSEHOLD PRODUCTS | PETS | PROFESSIONAL PET SERVICES {HH} | TYPE | USED IN LAST 12 MONTHS | GROOMING | TOTAL USERS, 2024 simmons	2,482	19,413	36,356	35,467,282

Congratulations! You have successfully generated a Ring Study report.

– Using the MOSAIC
Segmentation System

Included in the MRI-SimmonsLOCAL data is the MOSAIC Segmentation System. This
system classifies the US consumer landscape into 71 unique segments and 19 groups
using socio-demographics, lifestyles, behaviors, and more. It is designed to help marketers
and researchers identify target markets.

There are 2 primary ways this data is used.

1. Identify the top MOSAIC segment in a target location

2. Seek out locations where a specific MOSAIC segment/group is highly represented

Each will be explained and outlined below.

What is the top MOSAIC segment in my target location?

To answer this question, use a Related Data Table. Click on **New View > Related Data
Table**:
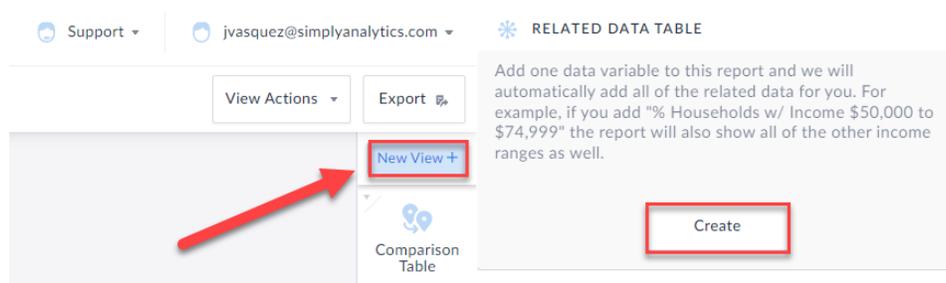
The **Related Data Table**
can save you a lot of time.
This report allows you to
pick one data variable,
and it will automatically
add all the related
variables. In this case, we
only need to add in one
MOSAIC segment
(instead of all 71!) at this
path:

*SimmonsLOCAL »
SEGMENTATIONS
MOSAIC » MOSAIC
SEGMENTS*
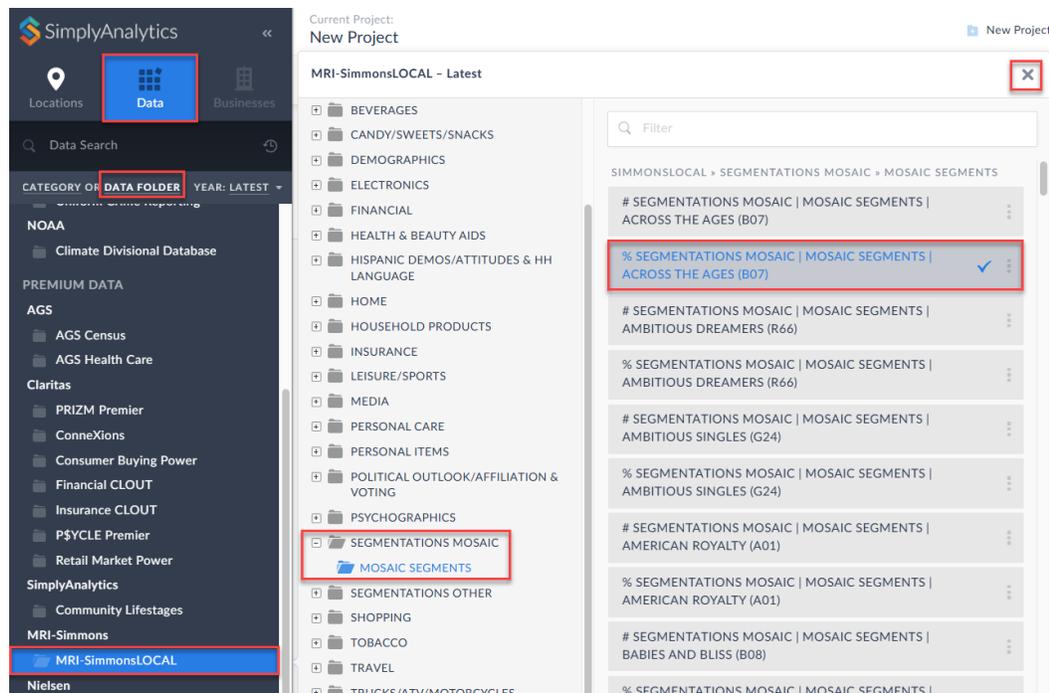
With the MOSAIC segment selected, feel free to add in any location and click **Done**. The report will be generated.

To view the top segment in the location, *click on the Location and select "Sort, Largest to Smallest".*

Current Project:
New Project

% SEGMENTATIONS MOSAIC | MOSAIC SEGMENTS | A

Data Variable ▾	10001, New York, NY
% SEGMENTATIONS MOSAIC | MOSAIC SEGMENTS | ACROSS THE AGES (B07), 2024 simmons	N/A
% SEGMENTATIONS MOSAIC | MOSAIC SEGMENTS | AMBITIOUS DREAMERS (R66), 2024 simmons	N/A

10001, New York, NY

Add to Favorites

Add Alias Location Name

Remove from this Report

Sort, smallest to largest

Sort, largest to smallest

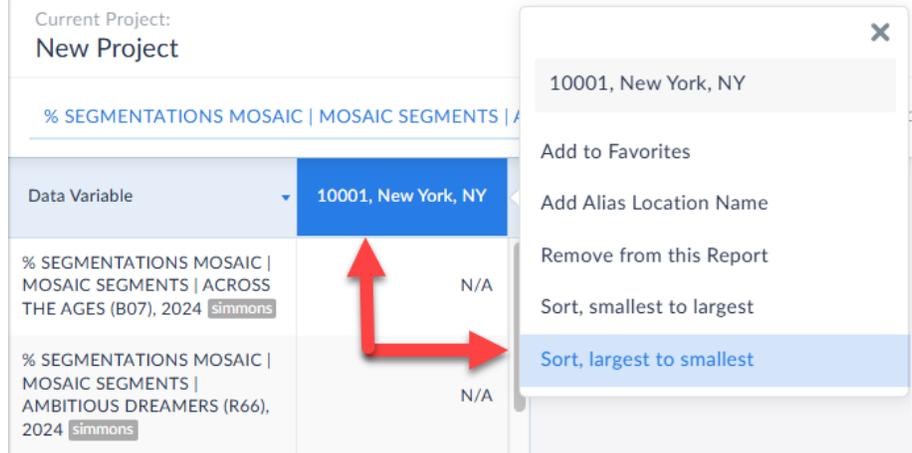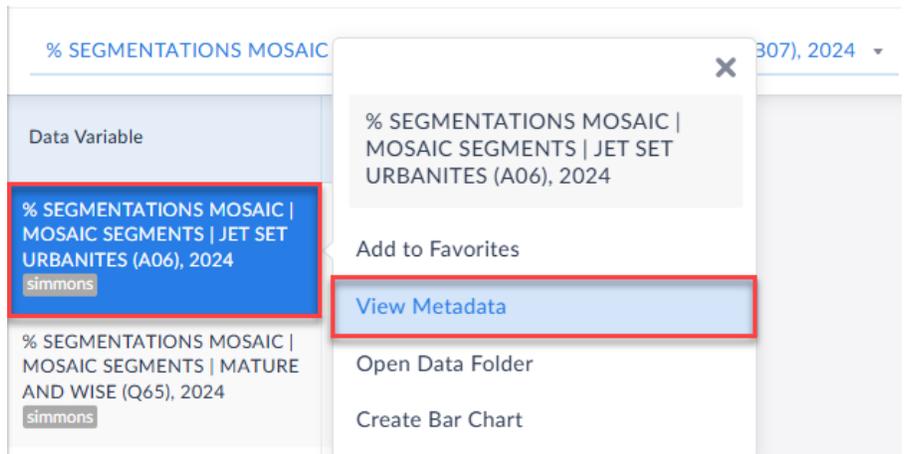The top segment in **ZIP Code 10001 is Jet Set Urbanies.** Each segment has a *substantial* amount of information built into the metadata. *To access and read this, select the variable name, then "View Metadata".*

% SEGMENTATIONS MOSAIC   307), 2024 ▾

Data Variable
% SEGMENTATIONS MOSAIC | MOSAIC SEGMENTS | JET SET URBANITES (A06), 2024 simmons
% SEGMENTATIONS MOSAIC | MOSAIC SEGMENTS | MATURE AND WISE (Q65), 2024 simmons

% SEGMENTATIONS MOSAIC | MOSAIC SEGMENTS | JET SET URBANITES (A06), 2024

Add to Favorites

View Metadata

Open Data Folder

Create Bar Chart

In the metadata, scroll down to the **"Data Sheets"** section to read all about the segment.

% SEGMENTATIONS MOSAIC | MOSAIC SEGMENTS | JET SET URBANITES (A06), 2024

Variable Metadata

Dataset	MRI-SimmonsLOCAL
Categories	Market Segments
Tagged	Market Segments » Mosaic
Data Source	MRI-Simmons Local Flex Markets Study reports on the robust geographic nuances of all of America's 205 continental media markets. Through a single powerful database, the Local Flex Markets Study delivers superior intelligence that drives consumer targeting, market evaluation, and media planning decisions. The Local Flex Markets Study includes the same in-depth, trusted information on lifestyles, attitudes, purchase behaviors, and media usage as MRI-Simmons' comprehensive and trusted USA Study.
Data Sheets:	Click on one of the data sheets here to view the info in full screen

experian.

A   A01   A02   A03   A04   A05   A06

A06 Jet Set Urbanites
Upscale singles and couples living high-rise fashionable lives; city-style

🏠 0.97% | 0.78% 👤

Who we are

Head of household age 👥	Type of property 🏠
36–45	Multi-family: 101+ units
134 | 24.0%	3119 | 43.0%

Est. Household income $	Purchase/ lease price 🚗
$250,000+	$75,000+
593 | 32.9%	580 | 30.9%

When purchased 📅	Vehicle age ⏱
0–6 months ago	0–5 years
54 | 18.0%	178 | 64.8%

Key features
- Upscale urban living
- Multi-family properties
- Highly educated
- Supporter of fine arts
- Unlikely to buy used vehicles
- In the market for luxury vehicles

Channel preference

TV	✉	📻
121	16	31

💬	@	👍
267	415	128

Technology adoption

Journeymen

Which locations have the highest representation of my target MOSAIC segment or group?

Using the prior example, let's say that **Jet Set Urbanites** is the ideal target market for your product or service. The final step here is to find out where that market segment lives. To do this requires steps already covered here – creating a Ranking Report for that segment.

TIP: You can click on a variable and **"Add to Favorites"** – this is helpful so that you do not have to go into the data folders again.

Click New View > Ranking Report

Add in the MOSAIC segment along with *Total Population* once again, and set the dropdown to be your target segment. The example below shows Cities in the USA with the highest percentage of **Jet Set Urbanites**.

	Location	% SEGMENTATIONS MOSAIC | ...BANITES (A06), 2024 simmons	# Total Population, 2024 dem est
1	Great Neck Plaza, NY	100.00%	7,731
2	Friendship Heights Village, MD	87.51%	3,773
3	Haverford College, PA	82.08%	1,420
4	Key Biscayne, FL	54.95%	15,448
5	Bal Harbour, FL	54.64%	3,052
6	Bronxville, NY	51.02%	6,650
7	University Gardens, NY	44.95%	4,142
8	Great Neck Estates, NY	41.37%	2,995
9	Beverly Hills, CA	40.13%	31,435
10	Aventura, FL	39.69%	40,763

Top 10000 ▼   Cities ▼   in   USA ▼   sorted by   % SEGMENTATIONS MOSAIC | MOSAIC SEGMENTS | JET SET URBANITES (A06), 2024 ▼

Feel free to experiment with the data filter again if you would like to remove some of the less populated cities.