

## National Consumer Study

### Delivering the mindset of the American consumer

The Simmons National Consumer Study brings consumer targets to life with vivid and complete profiles, including lifestyles, attitudes, brand preferences and media use. The high quality, nationally representative study is the result of a comprehensive, continuously fielded survey of over 25,000 U.S. adults, including more than 7,500 English- and Spanish-speaking Hispanics.

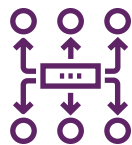
Released quarterly, the National Consumer Study utilizes a patented, single-frame sample design.



### Benefits



Create in-depth profiles about current and future customers, as well as those of the competition, to support segmentation, messaging, media planning, and product development.



Confidently design, plan, and execute meaningful brand experiences across all major media platforms, including new and traditional media, along with digital and mobile platforms.



Focus on your unique target customers, removing the guesswork from marketing optimization.

# National Consumer Study

## Features



Measurement of over 60,000 consumer elements.



All major media, including traditional and emerging media and mobile platforms.



Over 1,000 distinct English- and Spanish-language media properties.



Unique insights on language usage and preference, country of origin, and Hispanic acculturation.



600 consumer attitudes, and opinions, including culturally relevant and language-specific advertising and messaging measures.



Measurement of more than 500 product categories and over 8,000 brands.



In-depth demographic and lifestyle characteristics.

## Deeper consumer insights

Simmons provides additional insights beyond the general adult population, including analysis of Kids & Teens, Multicultural, LGBT, and supplementary consumer segmentations that provide a more granular picture of the American consumer.



To learn more, contact us at +1 866 256 4468 or [MRISimmons@gfk.com](mailto:MRISimmons@gfk.com)