

Consumer Market Research Snapshot Tool

A powerful analytical tool for businesses, researchers and entrepreneurs, the Consumer Market Research Snapshot Tool gives your patrons easy access to the insight they need to better understand the interests and purchase preferences of consumers.

Available through ReferenceUSA from Infogroup, the Consumer Market Research Snapshot Tool can help your patrons:

- Identify a target market for a product or service
- Study the demographics of a community
- Research consumer demand for new businesses
- Research a community before opening a business
- See the number of potential customers based on hobbies, interests and other demographics

Visualizing potential customers

Combined with ReferenceUSA's lifestyle information, the Consumer Market Research Snapshot Tool provides unparalleled access to consumer insight and information. Businesses and researchers can study opt-in information on people's hobbies, interests and purchase preferences, while further refining their research with detailed demographics such as:

- Age
- Marital status
- Children present
- Ethnicity

- Gender
- Language spoken
- Religion
- Political party
- Female occupation
- Male occupation
- Mortgage present
- Home owner
- Home value
- Income
- Years in home
- Year home built
- Location type
- Number of units
- Grandparent present
- Veteran present

Turning data into actionable insight

By transforming raw data into easy-to-digest summaries such as charts, tables and matrices, the Consumer Market Research Snapshot Tool helps businesses visualize potential markets. These data summaries also allow researchers to compare their selections by variables such as home value, home income, state, area code, carrier route, 3-digit ZIP® or 5-digit ZIP®.

The best resource for consumer research

No other company can compare to the comprehensiveness and accuracy of Infogroup's research data.

- We compile data from thousands of sources
- More than 500 researchers build, verify and update our research
- Every month, we match and clean our residential data with the USPS® National Change of Address (NCOA^{Link}®), ZIP+4® and Delivery Sequence File (DSF²®).

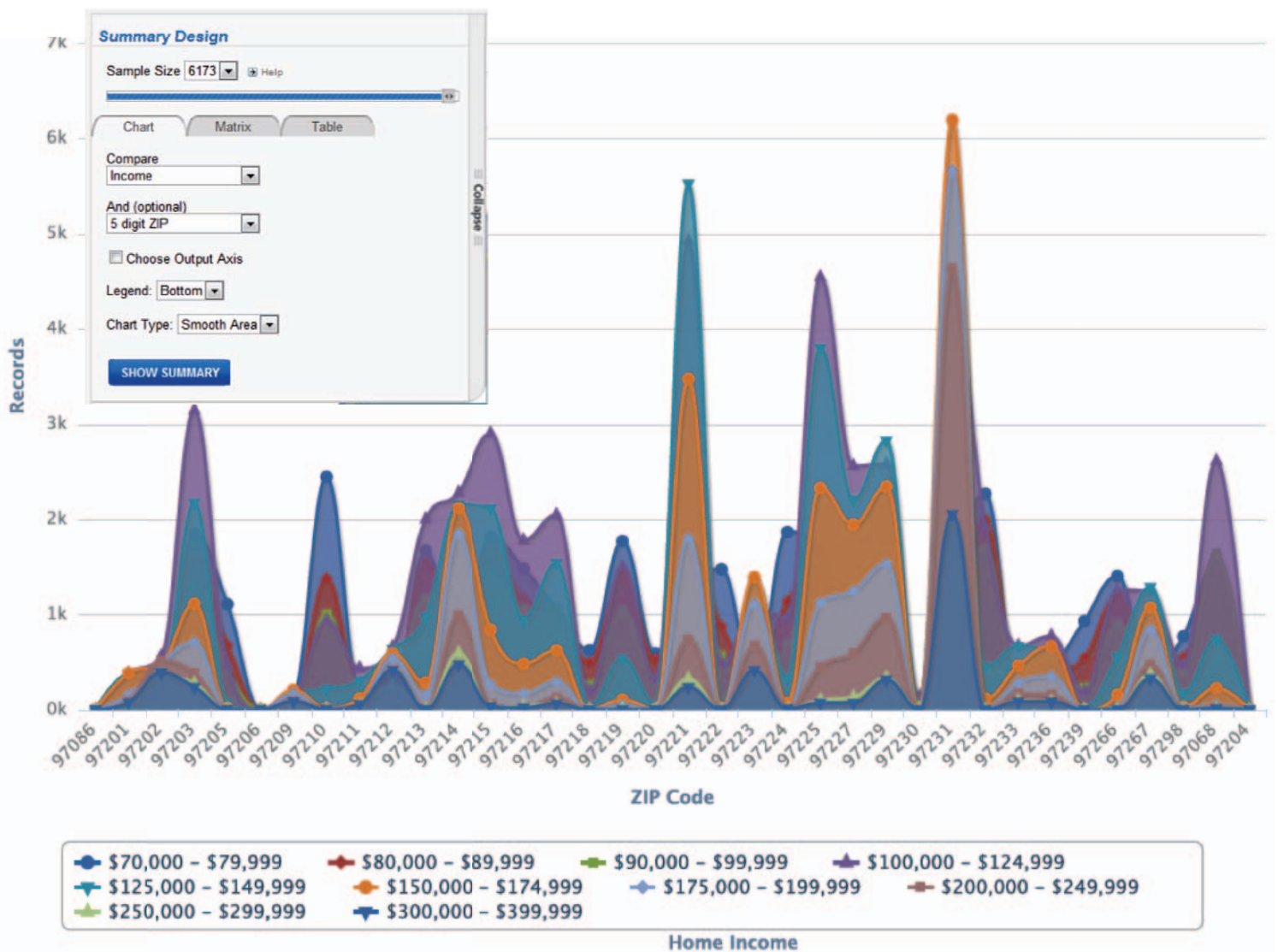
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For more information, call 866.702.2556 or email reference@infogroup.com

Consumer Market Research Snapshot Tool

Top Features

- Data can be viewed in chart, matrix or table format and be printed or exported into pdf, jpeg, png or svg images
- Downloading results allows you to view individual's scores in every lifestyle category
- Ability to target specific households based upon hobbies and interests, geographic location and census home value and/or census home income



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