ANALYTICS FOR EVERYONE
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?
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 PDF or GIFs and place them into documents, presentations, and websites. Reports and data can also be exported as Excel, CSV or DBF files. Advanced users can export shapefiles for use in desktop GIS software.

Detailed Reports
SimplyAnalytics generates detailed custom reports for any location in the country. Add individual data variables or entire groups of variables and generate a report in seconds, or create a ring study illustrating the characteristics of the 1-, 3-, and 5-mile radius surrounding your target location.

Millions of Businesses
Access business data from SimplyAnalytics to 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.

Quickly Find Data and Locations
Our intuitive search functionality makes it easy to find what you need. Simply type the location name to instantly see a list of places that match your search. Browse data by category or search to find the variable you need in seconds.

Rank Locations Using Any Variable
Want to know the top 50 wealthiest ZIP codes in your state? How about the top 25 cities in the USA with the most elderly residents? Answer these types of questions and more, quickly and easily, with our convenient ranking feature.

Collaborate
Share your maps and reports with other SimplyAnalytics users.

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.

NEW! Powerful business analytics and data visualization for non-technical users. From the developers of SimplyMap, SimplyAnalytics is a web-based mapping, analytics, and data visualization application that makes it easy for anyone to create interactive maps, charts, and reports using 100,000+ data variables. Answering questions using premium demographic, business, health, and marketing data has never been easier. Explore SimplyAnalytics today!
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 public 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 450 categories.
- Nielsen Scarborough: Captures local consumer trends by surveying more than 210,000 people across the country. Scarborough measures over 120 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

### 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).

* Data for all geographies include census block groups, census tracts, ZIP codes, cities, counties, states, and the entire United States.