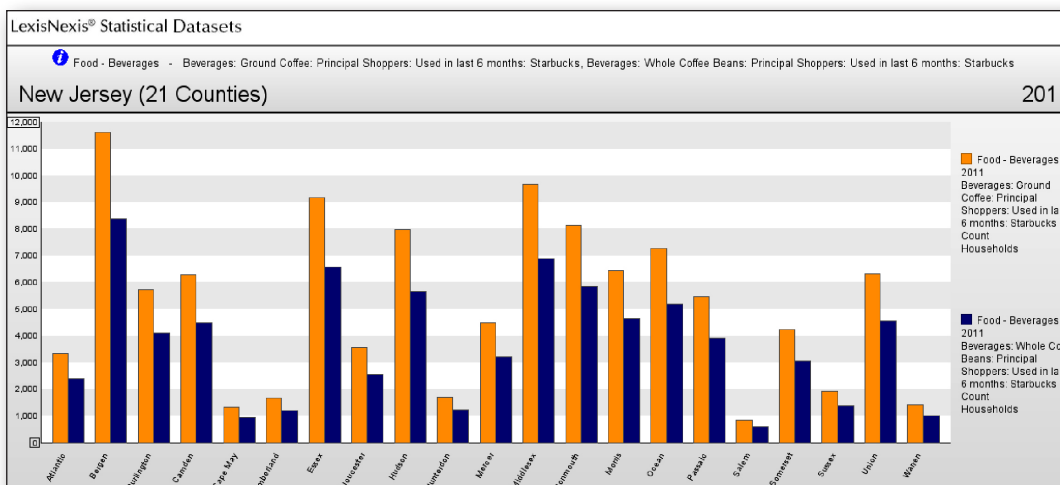Relying on intuition is not an effective way to direct your marketing initiatives. Fact-based information—including demographic profiles, consumer spending and behavior analytics, and media use data—enables you to attract specific groups to specific products or services. With actionable data, you can increase the effectiveness of your market planning, make more informed decisions and garner competitive advantage.

The EASI Market Planner is a premium module within LexisNexis® Statistical DataSets that provides data on consumer demographics and usage/spending patterns for products and services within all states, counties, census tracts, block groups and U.S. zip codes. The data can be mapped, graphed and analyzed using the interactive tools available in Statistical DataSets.

Better understand your target audience and personalize marketing campaigns. Find reports by age, gender, lifestyle and multicultural demographics, or browse research on leisure pursuits or product consumption. Approach demographics by viewing a consumer group and its behavior with respect to a certain product category or industry, such as food expenditures by Hispanics, new car purchases by those aged 45 to 54 years, or insurance purchases by families with children under 18, to name a few.
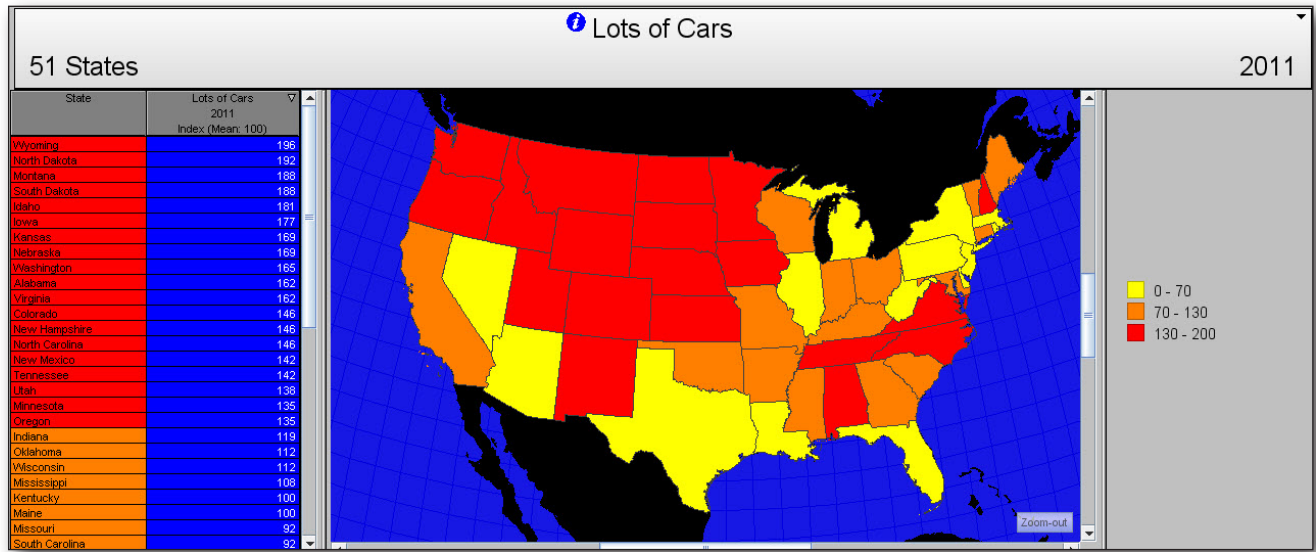
Use EASI's demographic profiles to help define your segmentation strategy, locate your target market, and establish effective communication channels.

- What is your differentiation strategy?
- Are you going after high-end clients, value-conscious consumers, large families, new homeowners?
- Is your traditional market shrinking and you need to explore new segments to increase sales?
- Where does your target segment go to get information about products and services?

LexisNexis® Statistical Datasets

Food - Beverages - Beverages: Ground Coffee: Principal Shoppers: Used in last 6 months: Starbucks, Beverages: Whole Coffee Beans: Principal Shoppers: Used in last 6 months: Starbucks

New Jersey (21 Counties) 2011

Food - Beverages 2011 Beverages: Ground Coffee: Principal Shoppers: Used in last 6 months: Starbucks Count Households

Food - Beverages 2011 Beverages: Whole Coffee Beans: Principal Shoppers: Used in last 6 months: Starbucks Count Households

Users can customize, rank and analyze specific data, such as the number of households in New Jersey counties that purchased ground coffee vs. whole coffee beans from Starbucks® in the previous six months

LexisNexis®

And map data, such as the "Lots of Cars" demographic profile, which shows households with three or more vehicles in relation to national average (100).

Lots of Cars

51 States — **2011**

State	Lots of Cars 2011 Index (Mean: 100)
Wyoming	196
North Dakota	192
Montana	188
South Dakota	188
Idaho	181
Iowa	177
Kansas	169
Nebraska	169
Washington	165
Alabama	162
Virginia	162
Colorado	146
New Hampshire	146
North Carolina	146
New Mexico	142
Tennessee	142
Utah	138
Minnesota	135
Oregon	135
Indiana	119
Oklahoma	112
Wisconsin	112
Mississippi	108
Kentucky	100
Maine	100
Missouri	92
South Carolina	92

Legend:
- 0 - 70
- 70 - 130
- 130 - 200

Highlights Include:

- **Consumer Behavior** data shows U.S. consumer usage and purchasing patterns for over 6,000 products and services. Categories include: apparel, automotive, computer use, electronics, finance, food and beverages, health care, insurance, leisure activities, personal care products, sports, travel and more.

- **Consumer Expenditures and Spending Analytics** present a demographic analysis of household spending for various types of products and services. Data shows total annual expenditures, number of households, and average spending per household by age group, income, race, home ownership status and household type.

- **Demographic Profiles** show the concentration of particular types of households in a geographic area in relation to the national average for that household type. Unique types include: bargain seekers market, higher prices product market, large families, longtime residents, lots of cars, luxury prices product market, recent movers, subway or bus to work, work at home and more.

- **Media Use** data shows U.S. consumer use of the Internet, radio, print, television and video. For instance, the percentage of households in a region that download podcasts, book travel online, rent movies from Netflix®, or read two or more Sunday newspapers.

- **Life Stages** data identifies the key demographic market segments within a geographic area. Each segment uniquely combines age of household head, household type and household income, to create categories like "young (25-34), single parent families with higher income."

Data sources for demographic profiles and consumer purchasing behavior include:

- Census 2010
- Census of Retail Trade
- American Community Survey
- Public Use Microdata Sample (PUMS)
- Survey of the American Consumer
- Consumer Expenditure Survey

Statistical modeling technology and demographic profiles of various geographic areas are used to consistently show data by state, county, census track, block group and zip code.

For more information or to get a complimentary trial, call **888-AT-LEXIS**.