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?
Features

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!

- Create Maps Using Thousands of Data Variables
- User Friendly
- Many Exporting Options
- Detailed Reports
- Millions of Businesses
- Rank Locations Using Any Variable
- Quickly Find Data and Locations
- Advanced Data Filters
- Collaborate

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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.

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.

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 minutes, or create a ring study illustrating the characteristics of the 1-, 3-, and 5-mile radius surrounding your target location.

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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.

**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.