

referenceUSA[®]

Consumer
Market
Research

Consumer Market Research



How to identify my ideal client

- What is their age?
- What is their income level
- What language do they speak?
- What is their political party affiliation?
- What is their marital status
- Do they have children?
- What is their gender?
- Where do they live?

In order to

- Determine if there is a market for my business
- Determine the best location for my business
- Determine who to target for marketing purposes
- Determine what marketing voice to use to target my ideal clients
- Develop business strategy for management and growth

Consumer Market Research



Case Study:

Opening a Gourmet Food Restaurant in
Arlington, VA.

Consumer Market Research



Baseline search

Using the Advanced Search in the Consumer/Lifestyles module filter for geography and view the results. Press the summary button on the top of the results page.

Below shows Arlington, VA

U.S. Consumers / Lifestyles Database

Quick Search | **Advanced Search**

City / State Search Tips | Collapse | Remove

Search:

Results Selected

Arlington, SD	City
Arlington, TN	City
Arlington, TX	City
Arlington, VA	City
Arlington, VT	City
Arlington, WA	City
Arlington, WI	City

Contacts per Household Collapse | Remove

All per Household
 One per Household

VIEW RESULTS
UPDATE COUNT

RECORD COUNT
155,637

EMAIL COUNT
12,071
[more info](#)

referenceUSA

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Available Databases

U.S. Consumers / Lifestyles

155,637 Results [Revise Search](#) [New Search](#)

12,071 with e-mail addresses [more info]

Page 1 of 6,226

Telephone numbers displayed may be on a Do-Not-Call list and should not be used for solicitation. You are responsible for the compliance with all federal, state and local laws.

<input type="checkbox"/>	First Name	Last Name	Street Address	City, State	ZIP	Phone
<input type="checkbox"/>	Oscar	Hernandez	2430 S Walter Ree...	Arlington, VA	22206	(703) 671-1974
<input type="checkbox"/>	Janet	Peterson	2430 S Walter Ree...	Arlington, VA	22206	(703) 671-1974
<input type="checkbox"/>	Christopher	Cherry	5609 5th St S	Arlington, VA	22204	Not Available
<input type="checkbox"/>	Susan	Cherry	5609 5th St S	Arlington, VA	22204	Not Available
<input type="checkbox"/>	Scott	Cherry	5609 5th St S	Arlington, VA	22204	Not Available
<input type="checkbox"/>	Richard	Stevens	1801 N Underwood St	Arlington, VA	22205	Not Available
<input type="checkbox"/>	Karen	Giorgianni	638 N Nelson St	Arlington, VA	22203	Not Available

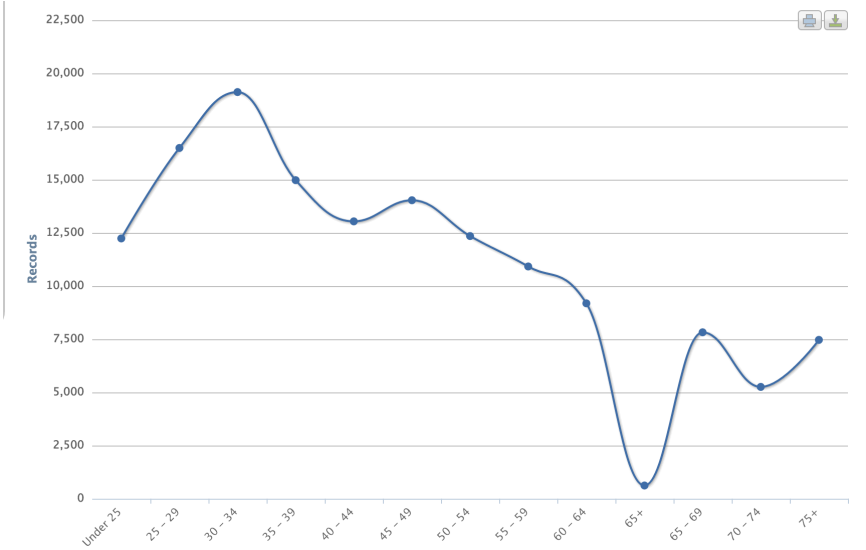
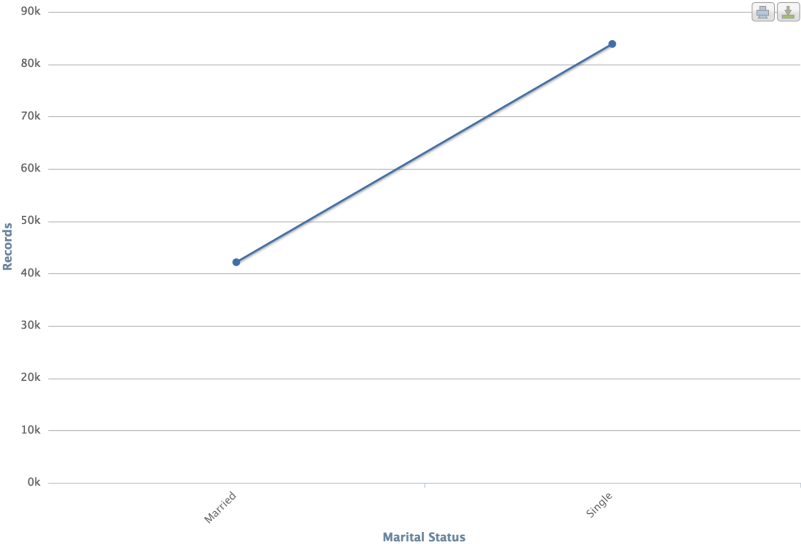
Consumer Market Research



In the summary tool begin looking at the demographic breakdowns of the sample.

Below are charts for age and marital status in Arlington, VA

Chart View



Consumer Market Research



Market Research

Go back to the search filters and revise the search to include the lifestyle selection. Select View Results to see the new results. On the results page select the Summary button.

Below shows Gourmet Food and Wine enthusiasts in Arlington, VA

The screenshot displays the ReferenceUSA interface with several key elements:

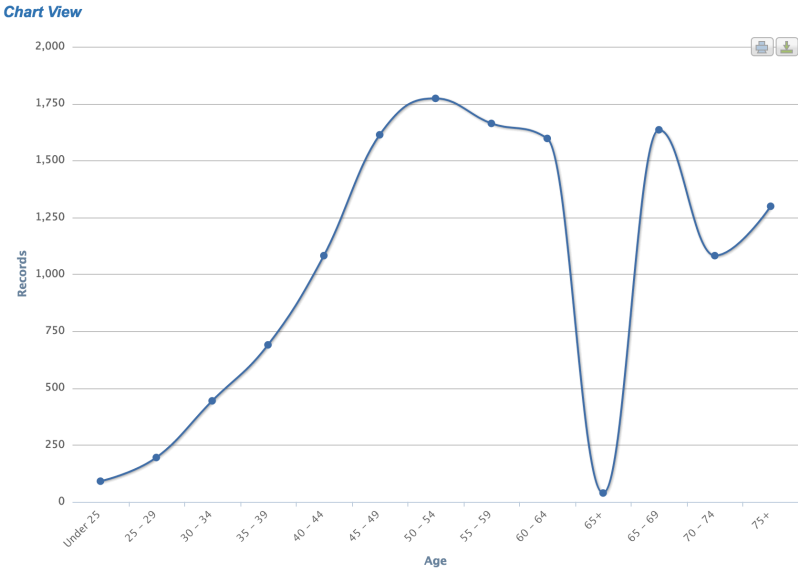
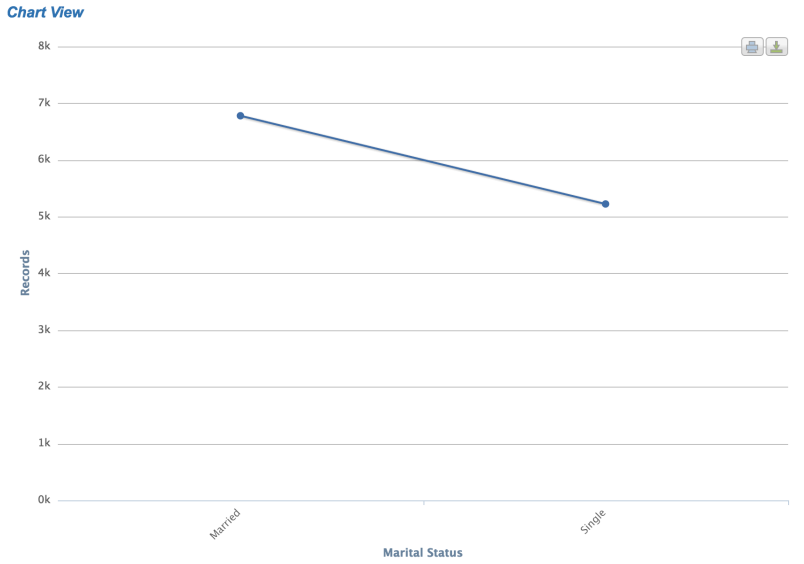
- Navigation:** Buttons for "Back to Results", "Revise Search", and "New Search" are visible at the top of the search results area.
- Summary Design Panel:** Located on the left, it includes options for "Summary Design", "Sample Size 155600", and "Chart Type: Smooth Line". A "SHOW SUMMARY" button is prominent.
- Data Table:** A table with columns: First Name, Last Name, Street Address, City, State, ZIP, and Phone. The first six rows are highlighted in blue. A warning message states: "Telephone numbers displayed may be on a Do-Not-Call list and should not be used for solicitation. You are responsible for the compliance with all federal laws."
- Advanced Search Panel:** On the right, it shows "City / State" filters with "Arlington, VA" selected. Under "Lifestyles", "Gourmet Food & Wine" is selected and highlighted with a red box.
- Summary Panel:** At the bottom, a "Summary" button is highlighted with a red box, along with other options like "Review", "Details", "Heat Map", "Charts", "Download", "Print", and "Save Search".
- Summary Statistics:** On the far right, a sidebar shows "VIEW RESULTS" (highlighted in red), "UPDATE COUNT", "RECORD COUNT 155,637", and "EMAIL COUNT 12,071 more info".

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Again use the summary tool to look at the demographics of your market.

Below are charts for age, and marital status for purchasers of gourmet food and wine in Arlington, VA



Consumer Market Research



Analysis: Baseline vs. Market

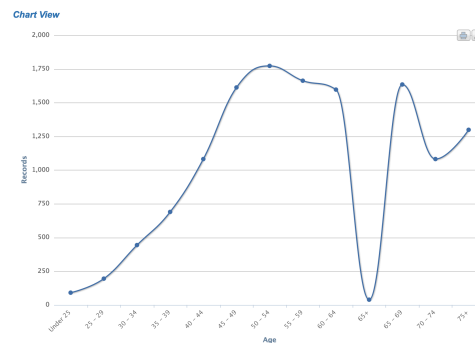
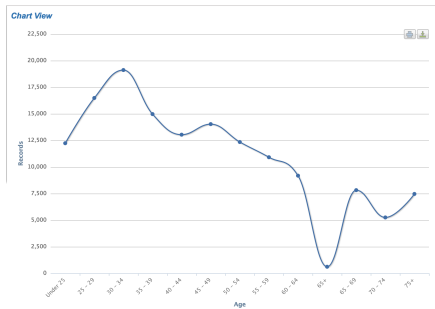
Compare and analyze the baseline vs. the results for your market.

The results for Arlington, VA are below

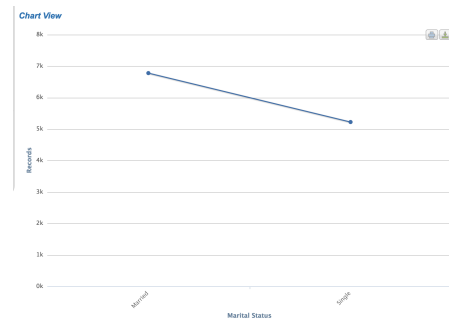
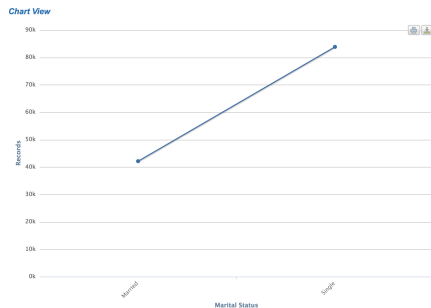
Baseline

My market

Analysis



- Most people in Arlington are 30-34.
- Most people buying gourmet food in Arlington are 50-54.



- Most people in Arlington are single.
- Most people buying gourmet food in Arlington are married.

Consumer Market Research



Ideal Client Research

Revising the search again by adding consumer snapshot elements that were determined to be the ideal client through the previous analysis. When you press view results you will be taken directly to the summary tool.

Below shows filters for Gourmet Food and Wine enthusiasts in Arlington, VA who are 50-54.

Summary Design
Sample Size 155500
Estimated Home Value
Chart: Matrix
Compare Estimated Home Value
And (optional)
Choose Output Axis
Legend: Bottom
Chart Type: Smooth Line
SHOW SUMMARY

155,637 Results
12,071 with e-mail addresses [more info]
Page 1 of 6,228
Review Details Heat Map Summary Charts Download Print Save Search

First Name	Last Name	Street Address	City, State	ZIP	Phone
Oscar	Hernandez	2430 S Water Res	Arlington, VA	22208	(703) 871-1974
Janet	Peterson	2430 S Water Res	Arlington, VA	22208	(703) 871-1974
Christopher	Cherry	5609 5th St E	Arlington, VA	22208	(703) 871-1974
Susan	Cherry	5609 5th St E	Arlington, VA	22208	(703) 871-1974
Scott	Cherry	5609 5th St E	Arlington, VA	22208	(703) 871-1974
Richard	Stevens	1801 N Underwood	Arlington, VA	22208	(703) 871-1974

Consumer Snapshot
Age: 50-54
Lifestyles: Gourmet Food & Wine
Apparel / Fashion / Beauty
Arts / History / Science
Books / Magazine
Charitable Donor
Cooking / Wine
General Cooking
Collectibles
Hobbies / Crafts / Sewing
Health / Diet / Fitness
Home Improvement / Decor
Motor Vehicles / Motor sports
Outdoor Recreation
Personal Finance / Self-Help
Pets / Animals
Photography
Politics / Religion / News
Purchase Behavior
Sports
Technology / Entertainment
Travel

VIEW RESULTS
UPDATE COUNT
RECORD COUNT: 1,774
EMAIL COUNT: 229
more info
CLEAR SEARCH

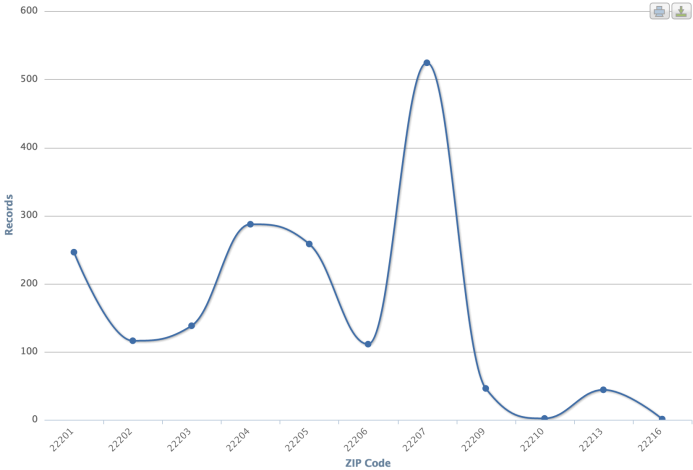
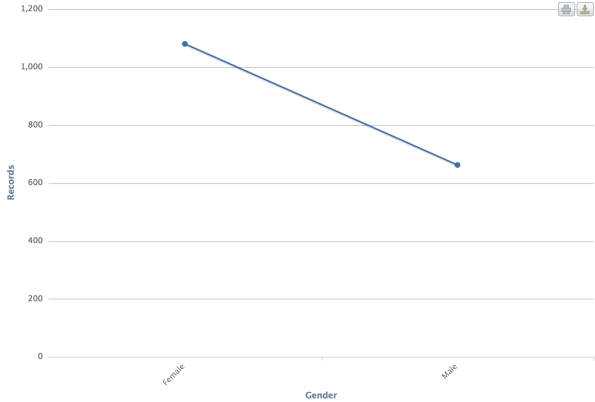
Consumer Market Research



Again use the summary tool to look at the demographics of your ideal client.

Below shoes charts for the gender, zip codes and political party affiliation of people aged 50-54 who purchase gourmet food and live in Arlington, VA.

Chart View



1500 Records Total

Political Party	Record Count
Democratic	40
Independent	2
Non-declared	7
Other	8
Independence	1
Republican	15
Unknown	18

Consumer Market Research

Compare and analyze: Baseline vs. Market vs. Ideal Client



Results from Arlington are below.

Arlington VA- Baseline

- Most people in Arlington are 30-34.
- Most people in Arlington are single.
- Most people live in the zip code 22204

Gourmet Food Purchasers in Arlington, VA- My Market

- Most people buying gourmet food in Arlington are married.
- They are 50-54.
- Live in the zip code 22207

Ideal Clients

- Most 50-54 year olds who purchase gourmet food are female.
- People who purchase gourmet food who are 50-54 and live in the zip code 22207 and have home incomes of \$300,000 to \$399,999
- The majority of 50-54 year old, married females, in Arlington, VA who purchase gourmet food and live in the zip code 22207 have children.