

# Nielsen Claritas Demographic Data

Gain Valuable Insight to Improve Your Chances for Success

Demographics provide the valuable market insights you need to succeed by accurately pinpointing information that identifies your best customer and prospects, where they live, what they like and how to best reach them. Nielsen Claritas offers accurate and extensive datasets to help you identify, locate and reach high-value customers to optimize your marketing applications including customer acquisition and retention, site location analysis, media planning and more.



With the power of Nielsen Claritas demographics you can:

- Compare the demographic characteristics of your successful locations with the market
- Identify areas of population growth, decline or stability
- Locate and analyze areas which contain your most successful criteria
- Estimate sales potential, rank site and market opportunities to optimize your real estate portfolio

### A leader in demographic data

As the leader in demographics for nearly 40 years, marketers have turned to Nielsen Claritas' gold standard data as a foundation for their research, planning, distribution and marketing strategies. Our industry experience, combined with our rigorous research methodology, produce the most accurate demographic estimates and projections in the industry.

### Rich data sources and unsurpassed methodology

Nielsen Claritas provides the nation's most comprehensive source of demographic information about the U.S. population. Our demographics rely on rich data inputs from public and private agencies as well as national compilers and service bureaus. Our best of breed methodology incorporates knowledge gained through our acquisitions of the most trusted industry pioneers.

Our highly skilled demographers continually refine and perfect the process of generating demographic estimates, setting the industry standard for accuracy and reliability.

### Turning customer insights into actionable strategies

The breadth and depth of Nielsen Claritas' data provides marketers with granular insights at all levels of geography—from the market level all the way down to the individual household level. This enables you to precisely select markets based on how you define your market areas.

### Superior client service and support

Nielsen Claritas is recognized for its broad range of superior client service offerings. We partner with you to deliver exceptional consultative client service and support that includes dedicated account teams, technical support, training, and industry and subject matter experts in segmentation, demographics, direct marketing, research and analytics.

For more information, contact your Nielsen Claritas representative at **(800) 234-5973** or visit [www.claritas.com](http://www.claritas.com).