

Go beyond demographics when profiling TV audiences

TV Viewer Insights allows advertisers, agencies, and media to go beyond demographics when profiling TV audiences. By integrating viewership of Nielsen-measured national TV programs and networks with the over 60,000 variables available in the Simmons National Consumer Study, clients can illustrate compelling, data-driven stories about the true value of TV audiences.



Features



Connected to the Simmons National Consumer Study of over 25,000 US adults 18+.



Analyze broadcast and cable networks, and over 25,000 TV programs via the Simmons OneView platform.

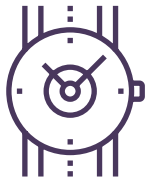


Build compelling stories with a larger list of programs and networks, including smaller networks that may fly under the ratings radar.



Create customized programming lists that encompass a true competitive set across all networks.

Benefits



Timelier and more frequent updates of TV networks and programs, updated monthly within the most recent 12-month data.



Learn more about viewers of any TV program or network, including brand preferences, shopping behaviors, travel habits, and thousands of additional data points.



Understand audience motivations by looking at over 750 psychographic statements on automobiles, cell phones, social media, video games, etc.



Conduct year-round consumer behavior profiling to provide enhanced programming, scheduling, and media planning and buying recommendations.

Deeper data on viewers

TV Viewer Insights leverages a year of program name-level Nielsen data with the deep attitudinal, psychographic, and behavioral data collected by Simmons.

Viewers are more than a demo. Get to know them.



To learn more, contact us at +1 866 256 4468 or info@simmonsresearch.com