

SIMMONS RESEARCH: Audience Values
Understanding the shared values of our audiences allows us to get to a defined brand for the City of Santa Clara

To get to these audience values we used the best attitudinal database in the U.S.

- Simmons Market Research is a quarterly survey of 30,000 consumers, measuring 8,000 brands and 700 psychographic questions
- Since 1952, Simmons Market Research has been randomly selecting households across the country to participate
- Simmons measures consumer attitudes, product and brand preferences, spending behavior, and demographic and lifestyle characteristics
- We then used Simmons OneView to create a customized target profile report analyzing the demographic and psychographic characteristics of your consumer (based on criteria we select) to compare them to the general population

Finding our targets

We used certain characteristics to learn more about our three targets, narrowing the field to identify the people with a high likelihood of being attracted to Santa Clara.

Business Owners

*Self-employed
and own a
business*

Residents

*Live in a city in
California*

Visitors

*Traveled to
California for vacation
in the past year*

Target 1: Small Business Owners

U.S.; ages 21–59; HHI \$50k+

Male, 35–54, married with kids, highly educated, tend to live in the West

More likely to be...

Passionate about their career; how they spend their time is more important than how much money they make

Confident, self-assured, sociable, like to stand out in a crowd



Target 2: Residents

In California cities; ages 21–59; HHI \$50k+

Male or female, 21–54, married,
highly educated, liberal

More likely to be...

Environmentally conscious

Healthy, fit and conscious of
appearance

Tech-savvy and social online



Target 3: Visitors

Vacationed in California in the past year; ages 21–59; HHI \$50k+

Male or female, 35–54, married with kids, liberal, likely live in the West

More likely to be...

Environmentally conscious

Social, open-minded, creative, carefree and optimistic

Like to take unique and different trips with an emphasis on outdoors activities



All three targets like to take the lead

Informed, influential and sociable, all three targets are *more likely than the average person to agree...*

I want to get to the very top of my career.

My friends look to me to organize activities.

I'm often the spokesperson in my group.

I am intelligent, smart and well-informed.



They're all seeking newness

Craving challenge, they're *more likely than the average person to agree...*

I enjoy taking risks.

I am not afraid to appear unconventional.

I like to travel the unbeaten path.

I am brave, courageous and daring.



And they prize creativity

Seeking to express themselves and explore, they're *more likely than the average person to agree...*

I like to try things no one else has.

I am a creative person.

I consider myself inventive.

I'm imaginative.



Research Summary: Common values to inform our approach

