

# A SLICE OF AMERICANA

## RMS AS YOUR TEST MARKET



### IDEAL DEMOGRAPHIC

Central New York's Onondaga County has a long history as one of the nation's top test markets because of its demographic representation of the US as a whole. Services use RMS as a test market center.



### TRIDE & TRUE

In terms of rolling out a new product or campaign, doing it among the right population is key to determining a product's future. RMS conducts focus groups, surveys, and IDIs with reputable recruiting to meet your needs.



### A NATIONAL REPLICA

With Onondaga County's similarities to the nation, the area's market provides an honest platform to assess a new product.

## BY THE #S

### RACE

	Onondaga County	U.S.
White	81%	72%
Black	11%	13%
American Indian/Alaska Native	1%	1%
Asian	3%	5%
Other	1%	6%
Multi-race	3%	3%

### AGE

0-4	6%	7%
5-14	13%	13%
15-19	8%	7%
20-24	8%	7%
25-34	12%	13%
35-44	12%	13%
45-54	15%	15%
55-64	12%	12%
65-74	7%	7%
75-84	5%	4%
85+	2%	2%

Source: U.S. Census Bureau (2010 Census, 2014 American Community Survey)

### HOUSEHOLD INCOME

	Onondaga County	U.S.
\$0 - \$15,000	14%	13%
\$15,000 - \$24,999	11%	11%
\$25,000 - \$34,999	11%	10%
\$35,000 - \$49,999	14%	13%
\$50,000 - \$74,999	20%	18%
\$75,000 - \$99,999	13%	12%
\$100,000 - \$149,999	13%	13%
\$150,000+	6%	10%

### EMPLOYMENT

Total labor force	64%	64%
Employed	92%	90%
Unemployed	8%	9%
In Armed Forces	0%	1%
Not in labor force	36%	36%

### HOUSING UNITS

Owner occupied	60%	58%
Renter occupied	33%	31%
Vacant	7%	11%

## RMS SERVICES

- > Focus Group Facility
- > On-site Research Call Center
- > Reputable Recruiting
- > Client Viewing Room
- > IDI Capabilities
- > Mystery Shopping
- > Intercept Surveys
- > Moderating
- > Analysis & Reporting
- > Feasibility Studies
- > Surveys



**Ask. Listen. Solve.**

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