Demographics Now

Information from the U.S. Census, credit bureaus, and marketing studies

Use Demographics Now to:

- Perform market and site location analysis

- Prepare a small business plan

- Compare macro and micro trends of a selected population

- Analyze retail spending and consumer expenditures

- Compare the demographics and market potential of any geography(ies) in the United States

- Utilize a mapping tool that 'visualizes' data

- Access census files as they are released by the U.S. Census Bureau

- Print or export data for use in a spreadsheet or office application

To connect to Demographics Now:

1. Go to http://www.knoxlib.org

2. Go to **Explore the collection** → **Subject guides** → **Business and investing** → **Statistics and census**

3. ***Demographics Now*** is under the Featured tab.

Tips:

1. When using the geography menu, click on the plus sign (+) to expand the options to get as specific as possible.

2. You can use the "Geography menu" to create radii around a specific address. You can create a radius of up to 100 miles, or use the 1, 3, 5 circles.

3. Choose your demographic report type by first selecting one of three options:

   - Comparison: Displays multiple geographies as columns to easily see how geographies compare to one another. Include up to 16 geographies on a single report.

   - Summary: Delivers demographic information on a single geographic area or on a group of areas summarized into a single value.

   - Rank: Sorts geographies based on a single demographic variable from high to low.

4. Select one of the following reports for access to consumer study data:

   - CEX: Consumer expenditure data for a variety of categories.

   - Mosaic: A lifestyle segmentation system describing 71 unique segments of American consumers.

   - Simmons: Lists the percentage and potential of household purchasing power for a wide variety of product segments.

5. Remember to reset your geography menu selections to move on to other (or no) geographic limiters as you continue searching.