

# DemographicsNow: Business & People

Instant access to demographic,  
business, and residential data



*Be an invaluable and complementary community resource for small business owners, salespeople, job seekers, entrepreneurs, students, researchers, community leaders, and nonprofit organizations.*

*DemographicsNow: Business & People* is a comprehensive business and residential research tool that provides the power and functionality to:

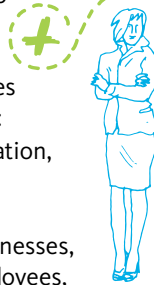
- Assess business viability
- Create sales leads and/or marketing mailing lists
- Analyze trends in a given population
- Find potential sponsors and donors to grow a nonprofit



## Generates data for immediate use

Users can compile a variety of reports—standard and custom—that will help them make informed decisions. The demographics tool leverages multiple data sources to help users “crunch” data in easy-to-use report formats that can be exported in PDF, Excel, and Word. Your library can support businesses and organizations with *DemographicsNow: Business & People* data, including:

- **Demographics** – information including income, housing, race, age, education, retail spending, consumer expenditures, and businesses by state, county, zip code, congressional district, metro CBSA, and more
- **Businesses** – individual company profiles from more than 23 million businesses, refined by company name, executive title, business type, number of employees, credit rating, and more
- **People** – from individual-focused data to large lists compiled from more than 206 million U.S. residents organized in 135 million households – by name, address, telephone number, or a variety of U.S. Census neighborhood data averages
- **Maps** – customizable, printable maps in a variety of views, such as road, aerial, or base. Allows users to review demographics, lists of businesses, and people that reside within these geographies



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