DEMOGRAPHICS*NOW*:
Business & People

One resource. One subscription. Infinite possibilities.
Robust and highly detailed U.S. demographic data supports business, economics, and additional courses

DEMOGRAPHICS*NOW* is the ideal resource for libraries looking to provide their students with a comprehensive set of reference and research tools. Students of business, sociology, finance, marketing, public administration, political science and more can easily harness the depth and functionality of **DEMOGRAPHICS*NOW*** to find the data they need to:

- Prepare a small business plan
- Assess an individual business' financial viability
- Analyze minority ownership
- Compare macro and micro trends of a selected population
- Analyze business failures by industry type
- Compare the demographics and market potential of any geography(ies) in the United States
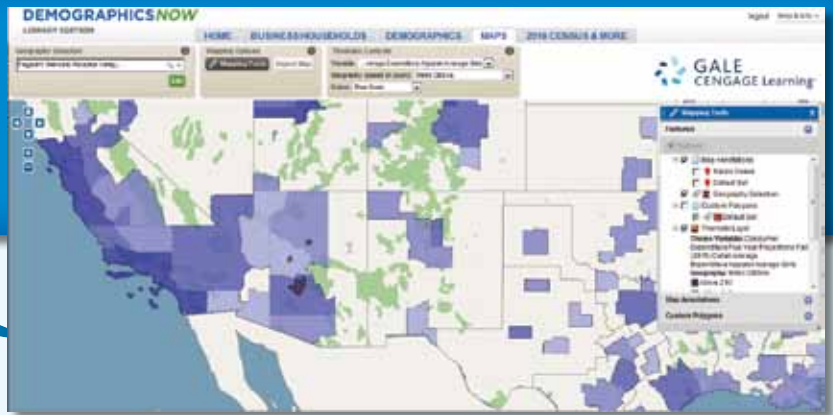
Superior reporting capabilities

Students can produce a variety of compiled reports—standard and custom—that will help them complete assignments and make informed decisions. The demographics tool leverages multiple data files such as Census figures, consumer expenditures and retail spending to help users "crunch" data in easy-to-use report formats that can be exported in PDF, Excel, and Word.

> Gale.cengage.com/demographicsnow

An all-new mapping tool allows customizable, printable maps with thematic scales in a variety of views, such as road, aerial, or base. Create and analyze unique geographies from the map—then review demographics, lists of businesses and people that reside within these geographies.

> Look for DEMOGRAPHICS

Access a demographic report on any U.S. geography—or compare multiple geographies—for information on income, housing, race, age, education, retail spending, consumer expenditures, businesses, and more. Drill down geographically by state, county, zip code, congressional district, metro CBSA, and more.

> Look for BUSINESSES

Search for an individual company or create a mailing list of multiple companies from more than 23 million businesses. Searches can be refined by company name, executive title, business type, number of employees, credit rating, and more. Includes out-of-business listings back to the year 2000.

> Look for PEOPLE

Search for individuals, friends, relatives, or create a market research list from more than 206 million U.S. residents organized in 135 million households. Search by name, address, or telephone number—or by a variety of U.S. Census neighborhood data averages.

Not looking for business & residential data? Then the regular version of *DemographicsNow* may be right for you!

Explore **DEMOGRAPHICS***NOW*
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