How to: DemographicsNow

You can create a list of companies by industry and location. Click People and Companies and Select Business Type from the dropdown menu.

Select Business Type in the sidebar and Major Industry Group (NAICS) to narrow down to the appropriate NAICS industry code. Type in the Geo Filter to limit by location or click options for multiple selections.

DemographicsNow is a rich resource that can pull up businesses by geography and industry, compile household lists, give reports on consumer expenditure, lifestyle, and Simmons survey data by geography, provide maps for consumer habit hot spots, and generate reports on local markets, market demand, and business site prospecting.

Visit our guide at libguides.wmich.edu/business to explore more resources for business, entrepreneurship, company, industry and market demographics.
This search is going to pull up a list of hobby, toy, and game stores in Kalamazoo County. Once your settings are done click search.

The search found 34 results. Small businesses are not required to release financial information so it’s based on surveying, government reports and industry estimates. You can select all then download or view the results on a map.
You can select household list to get a list of households in your geo filter. You can narrow down by factors like income, age, or family size.

Click on the Demographics tab to get local consumer data. You can compare multiple geographies as well. Under Report Name you can access consumer expenditure by category, Simmons consumer surveys and more.

You can also click on the maps tab and find a variable. This map is looking at total expenditures on breakfast and brunch at restaurants.