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.
Select Household List to get a list households in your geography. You can search by name, or factors like income, age and family size.

Click on the dropdown menu to see the options including, CEX consumer expenditure data by category, Simmons survey data by category, and MOSAIC lifestyle categories. Google Experian Mosaic to get more info on what the lifestyle categories represent.

Click on the Demographics tab to access info on consumer trends. You can select multiple geographies to compare data.

The map tab can give you a graphic representation of information available in the demographics tab, which can help to find hot spots. In the variables menu click on More Variables to get a pop up with options for CEX consumer expenditure categories, Simmons survey categories and MOSAIC lifestyle categories.

Customize color scales and geography. Options available include DMA, zip code, census track and more.
Under the EZ Reports tab choose the Compare Local Markets to get a report with income, age and growth projections as well as a map of local competitors with tabled revenue and employment information for each. This is especially useful with multiple geographies to compare like zip codes, counties or DMA's.

The Market Demand Map report will give a heat map of population overlaid with existing competitors.

To use the Business Site Prospector report click the drop down in the Geography menu, select Create Custom Location(s), select Enter an Address in the drop down menu in the pop up, and enter in your prospective side address.

The report will give you consumer expenditure by category information, demographic information and competitor information and mapping by radius around the prospective site.