Demographics
Access this guide: bit.ly/bric_demographics

Free Library Databases
These electronic resources, with the exception of Simply Analytics, can be accessed from any Free Library of Philadelphia location, or from home with Internet authentication. To access these resources from home, you must enter your library card number and PIN.

ReferenceUSA: U.S. Consumers/Lifestyles
- Emerging database of individual consumers
- Based on information entered, create either a customizable contact list or heat graph of potential clients
    - If "Consumer Snapshots" data is used, you cannot create a contact list
- "Lifestyles" selection allows researchers to target specific interests

ReferenceUSA: U.S. New Movers/Homeowners
- Reveal how many people move into a zip code, city or state
- Based on information entered, create either a customizable contact list or heat graph of potential clients
- Targeted information on home ownership status, housing type and value, and/or estimated income and age

Simply Analytics (Accessible at Parkway Central Library only)
- SimplyAnalytics is a web-based mapping, analytics and data visualization program providing over 70,000 data variables. Demographic and market research data is available by geographic area.
- Maps business locations by industry (NAICS or SIC), sales volume, and name.
- Provides insights into consumer behavior for 210 media markets on a local level with 60,000+ data variables, including over 450 categories and 8,000 specific brands - from the products we buy to the brands we prefer to our attitudes and lifestyles.
- Analyze data by State, County, City/Place, ZIP code, Census Tracts, Block Groups, or even custom area. Includes data from the year 2000, 2010, Current Estimates, Five Year Projections, D&B's Complete US Company Database.
- Access the Simply Analytics research guide. Additional help, tools, and videos available via the "support" feature near the top right of page.

Universal Class & Lynda.com
- Take online continuing education courses in a wide variety of subjects at your own pace from real instructors.
- Universal Class example: Marketing Outreach: "Marketing a company's products and services to potential and existing customers is not only necessary, but a key ingredient to growing sales…"
- Lynda.com example: Marketing Foundations: Customer Segmentation: "Learn how to group your customers into market segments to better understand what they really want…"

Online
These resources are open source and available online.

PolicyMap
- [PolicyMap](#) is a data and mapping tool for accessing data on demographics, real estate, health, jobs, and more about communities across the U.S.
- Access the free Public Edition and create a free "basic edition" account. You may print, share, save, and access your saved maps/data from anywhere. Note: you cannot download maps/data with a basic edition subscription.
- Search by state, county, city, and zip code. Data is browsable by topic and searchable by keyword. To search by topic, click on a topic (ex. incomes & spending) and select by subcategory or select "all."

Census Resources
- [American FactFinder](#) - demographics on individuals, get a "Fact Sheet" on the population of an area by entering a geographic designation such as Philadelphia, PA or a specific zip code.
- The most recent Census data was collected in 2010; the [American Community Survey](#) offers more recent information for states, counties and major cities, including Philadelphia.. The data in both surveys is classified as "General," "Social," "Economic" and "Household" characteristics. Click on "Show More" to get more details. Information on household income is found under "Economic Characteristics."
- The [Census Business Builder: Small Business Edition](#) is a suite of services that provides selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format.
- Check out [Census Bureau Resources for Small Business](#)

Philadelphia
- Philadelphia Open Data: [opendataphilly.org](#)
- 325 datasets including: Center City Business Improvement District and Mapping Microfinance.
- Provides information about small business resources in the Greater Philadelphia area.