Demographic Variables
Most of the information derived from the US Census
- Population
- Age
- Race & Ethnicity
- Income
- Gender
- Ancestry
- Family Type & Marital Status
- Housing
- Jobs & Employment
- Vehicles & Transportation
- Education
- Language

Historical census data
- 1980
- 1990
- 2000

Point data
- US Business and Points-of-Interest (POI) data (over 4.5 million points) including legal name, business name, NAIC and SIC codes, address, and general description.

Health data, 2011-2017
- Answers to frequently asked questions about disease, health status, doctor visits and more.
- Healthcare expenses
- Number/Percentages of health and insurance services

Business & Marketing
- Detailed Consumer Expenditure
- Business & Employee Counts by Industry (by NAICS Code)
- Consumer Price Index and Retail
- Quality of Life & Consumer Profiles
- Market Segments/Life Stages
- Mediamark Research’s (MRI©) Survey of the American Consumer™: local estimates of usage and consumption (propensity) for thousands of specific and detailed products and services
- PRIZM™ from Nielsen Claritas: defines every U.S. household in terms of 66 demographic and behavior types or Segments to help marketers discern those customers’ likes, dislikes, lifestyles and purchase behaviors.
- Experian SimmonsLOCAL: a powerful targeting and profiling system that provides insights into consumer behavior for all of America’s 210 media markets on a local level with 60,000+ data variables, including over 450 categories and 8,000 specific brands.

Need Help? Contact your WHH Librarians!
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