

# Demographics Now !

Research your markets **Now** with this data-rich online resource.

## Demographics Now has data you can use that covers

- The entire United States - every neighborhood, zip code, county, MSA, and more.
- Every consumer lifestyle - professional, suburbanite, blue collar, rural, and more.
- Every consumer characteristic - income, age, sex, education, and more.

## Find where your customers are by their lifestyle.

Choose from 60 different "lifestyle clusters."

Every level of your consumer market is represented.

For each cluster, find out -

- What they like.
- What they do.
- How they live.
- What they buy.
- How much they spend.

## Pinpoint your customers by where they live, work & shop.

- By every geographic area - from neighborhood to zip to town to city, and more.
- Get the demographics around your location by mile or drive-time radius. For example you can select a 1, 3 and 5 mile radius report for each location.

## Discover –

- Which media to use for your customers.
- Where to spend your advertising dollars.
- How and where your customers live, work and play.

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**Demographics Now** database, <http://www.tulsalibrary.org/databases/D>, is available for customers to use at home or at work with their library card.

- Contact Tulsa City-County Library Research Center to make an appointment for personal assistance in using the database.
  - Contact Research Wizard for information about how to order a set of demographics for your own market.
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**Research Wizard**  
A Service of the Tulsa City-County Library System

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918-549-7431 918-549-7433 (FAX)

email: [wizard@tulsalibrary.org](mailto:wizard@tulsalibrary.org)  
[www.researchwizard.org](http://www.researchwizard.org)

## Tulsa City-County Library

**Research Center:**  
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