

Demographic and Business Intelligence Information

SNL now offers demographic and business information at no additional cost to any employee of a firm which subscribes to SNL. The data is licensed from ESRI, an industry leader in mapping and demographic information.

Current and projected demographic information is available at the State, MSA, County, City, Zip Code, or Census Tract level. Some of the hundreds of fields include:

| | | |
|---------------------------------------|---|-------------------------------------|
| Population | Per Capita Income | Population Age 0-14 |
| Female Population | Median Household Income | Population Age 15-34 |
| Male Population | Average Household Income | Population Age 35-54 |
| Population Density (#/sq. mi.) | Households with Income < \$25K | Population Age 55-69 |
| Median Age | Households with Income \$25K-\$49K | Population Age 70+ |
| Households | Households with Income \$50K-\$99K | Caucasian Population |
| Family Households | Households with Income \$100K-\$199K | Black Population |
| | Households with Income \$200K+ | American Indian Population |
| Housing Units | Median Household Net Worth | Asian Population |
| Renter Occupied Housing Units | Average Household Net Worth | Pacific Islander Population |
| Vacant Housing Units | Households with Net Worth < \$35K | Other Race Population |
| Owner Occupied Housing Units | Households with Net Worth \$35K-\$74K | Multiple Races Population |
| Median Value of Own. Occ Hous. Units | Households with Net Worth \$75K-\$99K | Hispanic Population |
| Average Value of Own. Occ Hous. Units | Households with Net Worth \$100K-\$149K | Population Diversity Index (%) |
| Owner Occ Housing Units < \$100K | Households with Net Worth \$150K-\$249K | |
| Owner Occ Housing Units \$100K-\$199K | Households with Net Worth \$250K-\$499K | Population with Educ Attainment |
| Owner Occ Housing Units \$200K-\$299K | Households with Net Worth \$500K+ | Population with Educ < 9th Grade |
| Owner Occ Housing Units \$300K-\$499K | | Population with Some High School |
| Owner Occ Housing Units \$500K-\$749K | Median Disposable Income | Population with High School Diploma |
| Owner Occ Housing Units \$750K-\$999K | Average Disposable Income | Population with Some College |
| Owner Occ Housing Units \$1M+ | Households with Disp Income < \$25K | Population with Associate's Degree |
| Unemployment Rate (%) | Households with Disp Income \$25-49K | Population with Bachelor's Degree |
| Unemployed Population 16+ | Households with Disp Income \$50-99K | Population with Graduate Degree |
| | Households with Disp Income \$100-199K | |
| | Households with Disp Income \$200K+ | |

You can also quickly view the # of Businesses, Employees, and LTM Sales by business classification at the State, MSA, County, City, Zip Code, or Census Tract level. Business classifications include:

| | | |
|--------------------------------------|--|--|
| Ag, Forestry, Fishing & Hunting | Health & Personal Care Stores | Insurance Carriers and Related |
| Mining | Gasoline Stations | Real Estate, Rental & Leasing |
| Utilities | Clothing & Clothing Accessories | Professional, Scientific & Tech Services |
| Construction | Sport, Hobby, Book & Music Stores | Legal Services |
| Manufacturing | General Merchandise Stores | Mgmt of Companies & Enterprises |
| Wholesale Trade | Nonstore Retailers | Admin, Support & Waste Mgmt Svcs |
| Retail Trade | Transportation & Warehousing | Educational Services |
| Motor Vehicle & Parts Dealers | Information | Health Care & Social Assistance |
| Furniture & Home Furnishing Stores | Communication | Arts, Entertainment & Recreation |
| Electronics & Appliance Stores | Finance & Insurance | Accommodation |
| Building Material & Supplies Dealers | Central Bank and Credit Intermediation | Food Services & Drinking Places |
| Home Improvement | Banks | Automotive Repair & Maintenance |
| Food & Beverage Stores | Securities and Other Investments | Public Administration |

Call 888.275.2822 for more information – in most cases, you'll be using the data and our powerful filtering tool within minutes.