

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
	Households with Disp Income \$25-49K	Population with Bachelor's Degree
Unemployment Rate (%)	Households with Disp Income \$50-99K	Population with Graduate Degree
Unemployed Population 16+	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.