

Market Research

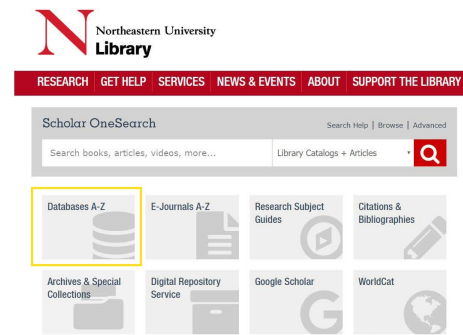
How to find customer demographic information

This guide will walk you through the process of searching for customer demographic information in the following databases:

- SimplyAnalytics
- Social Explorer

How to find customer demographic information in SimplyAnalytics:

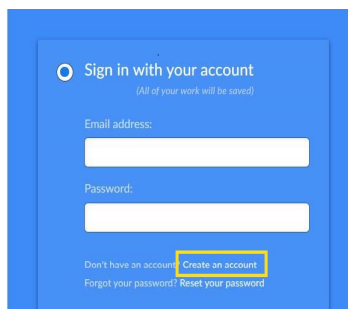
- 1 Go to the library website at library.northeastern.edu. Click on the **Databases A-Z** link.



- 2 Click on the letter **S** and scroll down until you locate **SimplyAnalytics**. Click on the database and then click **Connect to SimplyAnalytics**. If prompted, login with your MyNortheastern username and password and/or DUO multi-factor authentication. Please note that this database has a limit of 5 simultaneous users.



- 3 To save your searches in SimplyAnalytics, you will need to create a SimplyAnalytics account. Click on **"Create an account."**

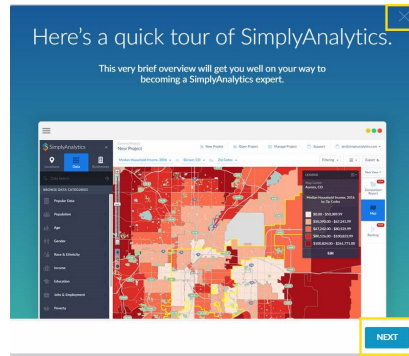


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Enter your e-mail address and create a password. SimplyAnalytics will then send a confirmation e-mail to your e-mail address - please click on the link in this e-mail to activate your account.

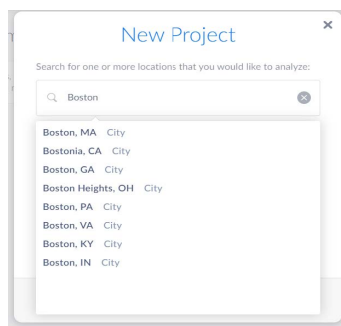
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You can navigate through the quick tour or close out of it.



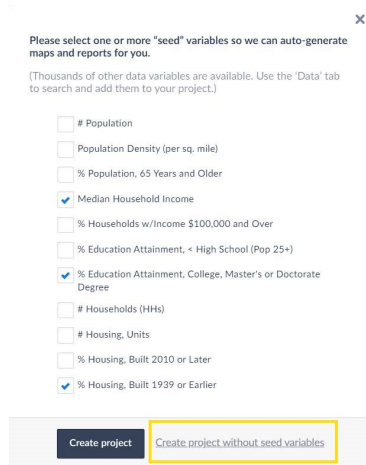
6

You will be prompted to search for one or more locations you would like to analyze. Begin typing in a city, state, county or zip code, and select it from the results list. Click **Next**.



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You will be presented with a list of variables, with some pre-selected (these are called seed variables). You may check the box next to a variable of interest and click **Create Project** or click the link to **create project without seed variables** to see more data variable options.



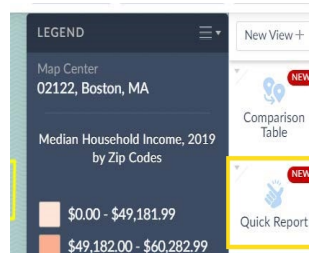
Please select one or more "seed" variables so we can auto-generate maps and reports for you.
(Thousands of other data variables are available. Use the 'Data' tab to search and add them to your project.)

- # Population
- Population Density (per sq. mile)
- % Population, 65 Years and Older
- Median Household Income
- % Households w/Income \$100,000 and Over
- % Education Attainment, < High School (Pop 25+)
- % Education Attainment, College, Master's or Doctorate Degree
- # Households (HHs)
- # Housing, Units
- % Housing, Built 2010 or Later
- % Housing, Built 1939 or Earlier

[Create project](#) [Create project without seed variables](#)

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If you used one of the seed variables, you will see a map with the selected variable. You can use the **Quick Report** link on the right side of the map to get a demographic breakdown of the geographical area you searched for.



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If you did not choose any seed variables, you can use the **Data** menu to the left of your map to select demographic information of interest, such as income, education level, and consumer behavior on a county-by-county basis. You should only select one variable at a time for each project in this database.

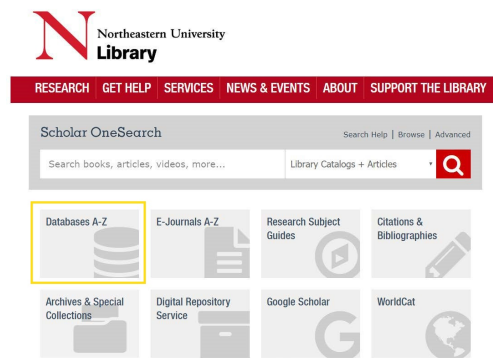


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If you need further assistance locating customer demographic information in this database, please contact Entrepreneurship Librarian Khyle Hannan at k.hannan@northeastern.edu.

How to find customer demographic information in Social Explorer:

- 1 Go to the library website at library.northeastern.edu. Click on the **Databases A-Z** link.



- 2 Click on the letter **S** and scroll down until you locate **Social Explorer**. If prompted, login with your MyNortheastern username and password and/or DUO multi-factor authentication. Please note that this database has a limit of 5 simultaneous users.

Social Explorer

Access: Current NU Only
Maximum number of users at a time: 5

[MORE INFO](#)

- 3 Once you are in the database, click on **Explore** under the map for the United States, Canada, the UK or Worldwide.

United States

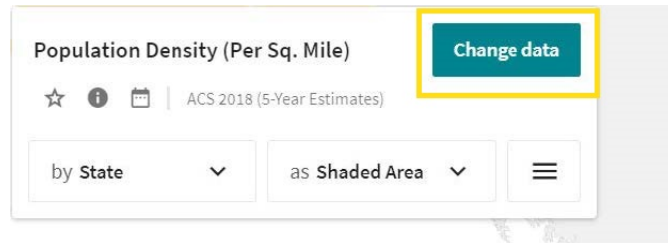
Explore over 500,000 data indicators and over 220 years of data for the United States from present to 1790, including all Decennial Censuses, American Community Surveys and many other datasets.

[Explore >](#)

[Use old version >](#)

4

Once you are in the map view, click **Change Data** to select demographic information of interest, including age, sex, race, marital status, education and occupation.



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Not all variables will be available for all maps in all years. Click on the **dates** above the variables to adjust the display to the time period of interest.

