**Demographic Variables**

Most of the information derived from the US Census

* Population
* Age
* Race
* Income
* Ancestry
* Marital Status
* Housing
* Employment
* Transportation
* Families

**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 codes, address, telephone number, web address, and general description.

**Health data**

* Answers to frequently asked questions about disease, health status, doctor visits and more.
* Health questions, age 18 and up, and under 18
* Causes of death
* Healthcare expenses
* Number/Percentages of health services

**Business & Marketing**

* Detailed Consumer Expenditure
* Business & Employee Counts by Industry (by NAICS Code)
* Consumer Price Index
* 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.