

# Marketing & Advertising: Statistics & Demographics Resources

**Reference** Materials are shelved alphabetically by call number in the Reference Room. **Ready Reference** materials are held at the Reference Desk.

## [Business Statistics of the United States: Patterns of Economic Change](#) REF HC101 .A13122 2008

A basic desk reference for anyone requiring statistics on the U.S. economy. It contains about 3500 economic time series in all, portraying the period since WWII in comprehensive detail, and, in the case of about 150 key series, the period from 1929 through 1948. The data are predominantly from federal government sources. Of equal importance to the data are the extensive background notes for each chapter, which help users to understand the data, use them appropriately, and, if desired, seek additional information from the source agencies.

## [Community Sourcebook of County Demographics](#) READY REF HA203 .S65 2007 19th ed.

Contains the most accurate demographic information based on ESRI's release of the 2007 updates and 2012 forecasts of key population and income data. Updated variables for population, households, families, income, race, age and spending potential for a wide variety of products and services are included. Includes: CBSA (Core Based Statistical Area); U.S. County Information; Profile Sections; Business Data; Summaries; Demographic Update Methodology; Explanation of Variables; and County Maps.

## [Community Sourcebook of ZIP Code Demographics](#) READY REF HA203 .S66 2007 21st ed.

Contains the most accurate demographic information based on ESRI's release of the 2007 updates and 2012 forecasts of key population and income data. Updated variables for population, households, families, income, race, age & spending potential for a wide variety of products & services are included. Contains: Residential & Non-Residential ZIP Codes; Profile Sections; Summaries; Explanation of Variables; Business Data; ESRI's Segmentation System, Community Tapestry; Demographic & ZIP Code Update Methodologies; ZIP Code Ranges; & ZIP Code Maps.

## [The Comparative Guide to American Suburbs](#) REF HA203 .C66 2005

Covers 36 states (plus District of Columbia), 50 metropolitan areas and 2,400 suburban communities with populations of 10,000 or more. This third edition details and ranks the living and business environment of 2,400 suburban communities in America's 50 largest metro areas.

## [County & City Data Book: 2007](#) READY REF HA202 .A36 2007

Local area supplement to the *Statistical Abstract of the United States*. A convenient summary of statistics on the social and economic structure of the counties and cities of the U.S. It is designed to serve as a statistical reference and guide to other data publications and sources. Includes a selection of data from many statistical publications and electronic sources, both government and private.

## [County and City Extra: Annual Metro, City, and County Data Book](#) READY REF HA203 .C68 2008

Compiles information from many sources to provide key demographic and economic data for every U.S. state, county, metro area, and congressional district, as well as every city and town with a 2000 census population of 25,000 or more. Conveniently find data from 1980 to 2006 in easy-to-read tables about a variety of subjects, full-color U.S. maps on selected data topics, and information about geographic concepts and codes. In addition to the updated data, this edition includes 80 congressional district columns, with the newest columns including Agricultural Census data, as well as expanded household and poverty information.

## [CQ's State Fact Finder 2002: Rankings Across America](#) REF HA203 .C77 2007

Congressional Quarterly. A valuable reference source for anyone looking to uncover trends in the states. Which states have the best schools? Which states offer the best tax incentives to business? How well is my state handling poverty-related issues? How does my state rank on crime? This easy-to-use volume presents comprehensive statistics on states and supplements them with interpretive resources and tools to help users make sense of the data. The "Subject Rankings" section constitutes the core of the volume, featuring more than 265 tables of data and rankings for all 50 states plus the District of Columbia.

## [Datapedia of the United States: American History in Numbers](#) REF HA202 .D378 2007

Brings together into one source a compendium of the most significant historical statistics of the U.S. from 1790 to 2007, as well as demographic and other select data projections through 2050. Provides a complete and convenient profile of the U.S. covering all its vital sectors, including the labor market, social welfare, and national defense. Contains useful tables for the researcher as well as narrative highlights that allow any reader to understand all the measurable changes that have occurred over time in the U.S.

[Datapedia of the United States 1790-2005: America Year by Year](#) **REF HA202 .K87 2001**

Presents the most significant historical statistics of the U.S. in 23 selected areas from 1776 to 2000. In some areas, such as demography, where projections are possible, the data are extended to 2010. Based on *Historical Statistics of the United States from Colonial Times* and *Statistical Abstract of the United States* as well as data scattered in numerous other publications. *Datapedia* brings together in one source the best available data on the U.S. from 1770 to 2000. Serves as a complete and convenient statistical profile of the U.S. covering all its vital sectors.

[Demographics of the U.S.: Trends and Projections](#) **REF HB849.49 .R875 2007**

Documents the demographic and socioeconomic trends that have transformed the U.S. since 1950. In this edition, you will find comprehensive coverage of historical statistics, including single-year data on many topics, such as educational attainment, SAT scores, college costs, health insurance, cigarette smoking, homeownership, household income, earnings, poverty rates, labor force participation, self-employment, households by type, living arrangements of children, marital status, immigration, geographic mobility, and more. Also presents important trend data on race and ethnicity, home ownership, and household wealth and spending.

[Handbook of U.S. Labor Statistics: Employment, Earnings, Prices, Productivity, and Other Labor Data](#)  
**READY REF HD8051 .H36 2008**

Compilation of Bureau of Labor Statistics data. Recognized as the authoritative reference on the U.S. labor force. Presenting both recent and historical data, this volume features: Introductory highlights for each chapter; Tables covering topics ranging from employment to consumer expenditures; Notes and definitions that alert users to changes in the structure or organization of data sets; Content and formats that allow users to make logical comparisons and timely analyses.

[Household Spending: Who Spends How Much on What?](#) **REF HC110 .C6 H68 2007**

Guide to the spending patterns of American households in 2005. The detailed spending data presented are not available on any government website. They were obtained by special request from the Bureau of Labor Statistics.

[MPA Market Profile Analysis: Consumer and Business Demographic Reports, 2007 Edition, Youngstown-Warren-Boardman, OH-PA](#) **READY REF HC108 .Y8 M2 2007** (2 volumes)

Compact and comprehensive data tool for evaluating existing markets, locations and proposed sites for offices, stores, and businesses. The data provided can fuel important applications in advertising strategy, new product development, market research, and long-range planning. Demographic trends in age and income, education, labor force size, employment and occupation provide the best available profile of your market area. Find information for your market or service area by county, Zip code or census tract.

[Profiles of Ohio: History, Statistics, Demographics for All 1,197 Populated Places in Ohio, Including Comparative Statistics & Rankings](#) **REF HA571 .P76 2008**

Includes seven major sections that cover everything from Education to Ethnic Backgrounds to Climate. All sections include Comparative Statistics or Rankings, and full-color Maps at the back of the book provide valuable information in a quickly processed, visual format. Sections include: Profiles, Education, Ancestry, Hispanic Population, Asian Population, Weather, Maps.

[State and Metropolitan Area Data Book: 2006](#) **READY REF HA2002 .S84 2006**

Complete source of comprehensive and useful information about the nation's individual states and metropolitan areas. It includes: • Complete listing and data for all metropolitan areas, including micropolitan areas; • The latest population estimates for all areas; • New rankings that highlight the findings and trends; • A new guide to state and key federal sources of information; • New cost of living indicator table for states; • Complete descriptions, source citations, and other important information about the data.

[The State Economic Handbook 2009](#) **REF HA203 .S723 2009**

Profiles the economy, demography, political environment, and business climates for each of the 50 states. Data are presented on a state-by-state basis. There is also a State Ranking section at the end of the book to present a clear look at how the states compare. Following the ranking section is a brief discussion on the data sources used in the book, as well as a glossary of terms that provides a clear understanding of what each variable presented means.

[Statistical Abstract of the United States: 2008](#) **READY REF HA202 .A22 2008**

Previous years back to 1885 are in reference collection at **HA202 .A22**.

The standard summary of statistics on the social, political, and economic organization of the U.S. It is designed to serve as a convenient volume for statistical reference and as a guide to other statistical publications and sources. Includes a selection of data from many statistical sources, both government and private.