DemographicsNow helps you to learn about the size, location, and spending habits of your Target Market. Login with your WCC Net ID for off-campus access.

Step 1: Choose your location:

Find the geographic location relevant to your business and target market.

1. Enter a city, county, or state into the search box.
2. For multiple locations, click the “OPTIONS” drop-down menu and select “Geography List.”
3. Select a category (city, state, zip code, etc.) and drill down. Click on the desired specific geographic locations (city, county, zip code, etc.) to select multiple search locations.

Step Two: Analyze the data:

1. Use the “Report Name” drop-down menu to learn about your market region.
2. Choose demographic reports for population information, or choose consumer expenditure reports (Consumer Expenditure or Simmons) to find out if your market prefers coke or pepsi, espresso or coffee, and more.
Step 3: Define your target market:

1. Select the “Mosaic Household Comparison Report” to find psychographic information for your region. This data gives you information about who is living in your area—lifestyles, spending habits, values, preferences, leisure activities, and more—by grouping people in category “clusters.”

2. Click on the “Help” icon in the upper right-hand corner to access full reports about each category cluster. How many people in your target “clusters” are living in your region?