



DemographicsNow: Business & People

How to find a person

If you are looking for people, *DemographicsNow: Business & People*, brought to you by Gale, is your ultimate source. Using *DemographicsNow*, you can search for an individual, a friend, a relative – or create a market research list from over 206 million U.S. residents in over 135 million households.

There are two search options available to locate people. To access either search, click the **Businesses/People** tab at the top of the page.

- **Household Quick Search** is a great search to use if you know the person's name or phone number.
- **Household Custom Search** is a search that can generate a list of people by specifying criteria such as location, average household income, people in household, and much more.

To access either search, click the **Businesses/People** tab at the top of the page. Then click **Household List** from the Dataset Type Box.

Household Quick Search

Household Quick Search is useful when you are looking for a phone number or address. This is a very simple search; you can search by location, first name, last name, and phone number. Simply enter your search terms in the appropriate boxes and click the **Search** button on the right to view your list of results.

Keep in mind that you can limit your search to a particular location by using the **Geography** box in the upper left hand corner where you can enter in a city, state, zip code and more. Use the **Geography Menu** link to explore other limiting options.

Note: You can click the **Update Count** button to get an idea of how many results to expect.

When viewing your results click the **checkbox** next to a name and click the **Details** button in the upper right corner to view the complete record. You can print, e-mail, and download these records for offline use.

Household Custom Search

Household Custom Search is a much more advanced search and allows for deeper research. As an example, let's say we're opening a landscaping business in Lancaster, NY, and we want to create a list of potential customers.

STEP ONE: First we will need to select **Household Custom Search**.

STEP TWO: Now we need to limit our Geography; enter Lancaster, NY in the Geography box. You may also choose a geography from the Geography Menu link, which offers choices like counties, census tracts, cities, CBSAs (core based statistical area), specific addresses with miles or drivetime radii, and more.

STEP THREE: At this point we could generate a list of all the people in Lancaster, NY but the power of Household Custom Search comes with its search limits. We can narrow our list down by limiting by average household income, average household size, and more. Along the way, you can use the **Update Count** button to get an idea of how many results you have as you choose a limit option.

Enter Geography (City, State, Zip, Address, Etc.)
Lancaster NY

Dataset Type
Business List Household List Physician/D

Household Quick Search Household Custom Search

Select all none Expand all none

Name
☐ Name

Phone
☐ Phone
☐ Area Code

Special Selects
Following special select filters are from the U.S. Census data, summarized at the block group geographic level, not the individual household.
☒ Average Household Income
☐ Average Family Size
☐ Average Household Size

Average Household Income
Find results within a range.
☒ Find results greater or less than a target number
Greater than 75000

Start Your search and Current Geography

For our example, let's focus on an average household income that's above \$75,000 assuming that a higher income household would be more likely to purchase landscaping services. *Keep in mind that this will be the average household income for a neighborhood; individual's household income is not provided in DemographicsNow.*

To add this limit to our search, click the **Expand All** button on the left hand side of the screen; this opens up all search options. Check the **Average Household Income** box and our search will open in the middle column. Select the **Find results greater or less than a target number** radio button, choose **Greater than** from the drop box and enter **75000** in the search field. Click the green **Search** button on the right and your results will be listed!

STEP FOUR: Results are listed in alphabetical order by last name; you can change that sort order by clicking on a column heading. Basic information is given for each person; to view more, click the checkbox next to each person's name and then the **Details** button; you may select up to 10 at a time to view. You may also **Download** records in 250 sets at a time. Just click the checkbox next to **First Name** and all records on the page will be selected; select up to 250 at a time to **Download** and export the records. You can download a **Summary** which gives basic contact information or a **Detail** list which provides contact information plus average neighborhood income, number of people in the household, and more. You can download the information in Excel or .CSV format – great tools for creating a mailing list!

Back Next 500 > New Search Revise Search

Telephone numbers displayed here may be on a Do-Not-Call list and should not be used for solicitation purposes. This information must be used in compliance with federal, state and local laws.

Showing page 1 of 10.

<input type="checkbox"/> First Name	<input type="checkbox"/> Last Name	Street Address	City, State	ZIP	Phone
<input type="checkbox"/> DANIEL	ABBATOY	100 HARVEY DR	LANCASTER, NY	14086	(716) 651-0159
<input type="checkbox"/> JANIE	ABDULLAH	5539 BROADWAY ST	LANCASTER, NY	14086	(716) 681-3168
<input type="checkbox"/> KERRYKATE	ABEL	50 ROOSEVELT AVE	LANCASTER, NY	14086	(716) 601-7201
<input type="checkbox"/> RONALD	ADAMCZAK	21 DORIS AVE	LANCASTER, NY	14086	(716) 681-4205

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You can execute and export as many reports as you like in *DemographicsNow* – try out a few more geographies, report types, and maps to explore all the data available to you!

Need More Help?

Look for the *DemographicsNow* Help & Info button in the upper right hand corner of the resource; you will find tutorials, glossaries, data methodology procedures and more. Also, check out www.gale.cengage.com/training for *DemographicsNow* search tips and tutorials!