Empower Users with
Actionable Market Insights

DemographicData from EBSCOlearning, powered by Kalibrate, provides access to reliable market insights and demographic data to help members of your community make informed decisions — whether they're starting a business, conducting research or exploring local economic trends.

Key Benefits

Identify Target Customers

- Explore demographics such as income, age, and household makeup.
- Use Mosaic data to categorize U.S. households into 71 consumer personas.

Choose the Best Location

- Generate detailed reports for any U.S. location, customizing the search radius to any distance you choose.
- Visualize traffic patterns, household income and business density with interactive maps.

Analyze Market Competition

- Locate nearby businesses and analyze industry trends.
- Examine business density and consumer spending habits.

Track Market & Traffic Trends

- Access annual average daily traffic (AADT) data across the United States.
- View five-year demographic projections for smarter long-term planning.

Key Features

- ✓ Multiple export formats (PDF, Excel, Word or HTML)
- ✓ Interactive heat maps
- ✓ Current data with five-year projections

About Kalibrate

Kalibrate is a global location intelligence leader helping brands make data-driven decisions by combining data and analytics to select new locations, maximize market potential, and gain market share from competition.

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