

## Demographic Reports Overview

**Comparison reports** list each element of your selection separately.  
**Summary reports** treat your entire selection as one geographic area.  
**Rank reports** sort your selected geographies by a single variable.

Report Name	Report Type	Description
<b>Age By Sex</b>	Summary	This report provides female and male population totals by age breakdown for 2000, 2010, CY, and 5Y forecast.
<b>Business – Large Establishment</b>	Summary	This report contains a count of business establishments with over 20 employees by 2- digit SIC code data.
<b>Business – Major Industry</b>	Summary	This report contains major industry, and employment by 2- digit SIC code data.
<b>Business</b>	Summary	This report contains a count of all business establishments and employee counts by 2- digit SIC code data.
<b>Consumer Expenditure – Apparel Detail</b>	Summary	This report provides Consumer Expenditure Detail data for apparel expenditures.
<b>Consumer Expenditure – Auto Transportation Detail</b>	Summary	This report provides Consumer Expenditure Detail data for auto and transportation expenditures.
<b>Consumer Expenditure – Convenience Store Detail</b>	Summary	This report provides Consumer Expenditure Detail data for convenience store expenditures.
<b>Consumer Expenditure – Electronic Detail</b>	Summary	This report provides Consumer Expenditure Detail data for electronic expenditures.
<b>Consumer Expenditure – Food, Beverage, Grocery Detail</b>	Summary	This report provides Consumer Expenditure Detail data for food and beverage expenditures.
<b>Consumer Expenditure – Furnishings Expenses Detail</b>	Summary	This report provides Consumer Expenditure Detail data for household furnishings expenditures.
<b>Consumer Expenditure – Healthcare Detail</b>	Summary	This report provides Consumer Expenditure Detail data for healthcare expenditures.
<b>Consumer Expenditure – Restaurant Detail</b>	Summary	This report provides Consumer Expenditure Detail data for restaurant expenditures.
<b>Consumer Expenditure – Shelter Utilities Detail</b>	Summary	This report provides Consumer Expenditure Detail data for shelter utilities expenditures.

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<b>Consumer Expenditure</b>	Summary	This report provides total consumer expenditures for the Current Year Estimates (CY) along with related household information. It also provides breakdowns by major expenditure categories.
<b>Demographic Summary with Index</b>	Summary	This report shows CY population, households, gender, age, and income.
<b>Executive Demographic</b>	Summary	This executive report provides a narrative overview of population, households, income, race, ethnicity, housing and employment.
<b>Executive Summary with Charts</b>	Summary	This executive report provides charts showing a basic overview of population, households, income, race, ethnicity, housing and employment.
<b>Household Summary</b>	Summary	This report provides size of household, family status, length of residence and vehicles available for 2000, 2010, CY and 5Y.
<b>Housing Units</b>	Summary	This report provides information on housing units by owner-occupied, renter-occupied, and vacant for 2000 and 2010.
<b>Income By Age</b>	Summary	This report provides income levels by age of head of household for 2000, CY, and 5Y.
<b>Income</b>	Summary	This report provides estimates and projections for average, median and per capita household income.
<b>Mature Market</b>	Summary	This report provides details on the population 55 years and older including counts, race, and income.

<b>Mosaic Population Index</b>	Summary	This report provides a basic overview of Mosaic Population data and variance from an Index Base average of 100.
<b>Population</b>	Summary	This report provides population by gender, race, marital status, and educational attainment.
<b>Simmons Apparel</b>	Summary/Comparison	This report reflects the percent of households and their potential to purchase men's, women's and children's apparel and accessories.

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<b>Simmons Automotive</b>	Summary/Comparison	This report reflects the percent of households and their potential to purchase different types of vehicles as well as use auto services such as maintenance/repair and automotive Retail Stores.
<b>Simmons Beverages Alcoholic</b>	Summary/Comparison	This report reflects the percent of households and their potential to consume different types of alcoholic beverages.
<b>Simmons Beverages Non-Alcoholic</b>	Summary/Comparison	This report reflects the percent of households and their potential to consume different types of non-alcoholic beverages.
<b>Simmons Cable_TV_Radio</b>	Summary/Comparison	This report reflects the percent of households and their potential to view different types of cable, television and radio services (e.g. ABC Family, Cinemax, HBO, etc.)
<b>Simmons Cleaning Products</b>	Summary/Comparison	This report reflects the percent of households and their potential to use different kinds of cleaning products.
<b>Simmons Computers Internet</b>	Summary/Comparison	This report reflects the percent of households and their potential to purchase computers and software.
<b>Simmons Entertainment Leisure Dining</b>	Summary/Comparison	This report reflects the percent of households and their use of entertainment establishments such as casino gambling, movie genres, sports played, lottery types played, theme parks attended, etc.

<b>Simmons Financial Services</b>	Summary/Comparison	This report reflects the percentage of households and their potential to use different types of financial services such as debit/ARM cards, automotive insurance, mutual funds, etc.
<b>Simmons Food Products</b>	Summary/Comparison	This report reflects the percentage of households and their potential to consume condiments, dairy, frozen foods, meat, snacks and deserts and other food products.
<b>Simmons Health &amp; Beauty</b>	Summary/Comparison	This report reflects the percentage of households and their potential to use beauty products such as moisturizers shampoos, lotions, etc.

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<b>Simmons Home Furnishings</b>	Summary/Comparison	This report reflects the percentage of households and their potential to use and own small and major kitchen appliances, household furniture as well as home furnishings.
<b>Simmons Home Improvement</b>	Summary/Comparison	This report reflects the percentage of households and their potential to utilize home improvement services such as home remodeling.
<b>Simmons Household Products</b>	Summary/Comparison	This report reflects the percent of households and their potential to use household products such as light bulbs, charcoal, aluminum foil, etc.
<b>Simmons Intermedia</b>	Summary/Comparison	This report reflects the percent of households and their potential to use Internet at home and Internet at work.
<b>Simmons Lawn Garden</b>	Summary/Comparison	This report reflects the percent of households and their potential to own lawn and garden equipment. It also shows the potential to use fertilizers and insecticides.
<b>Simmons Lifestyle Demographics Statements</b>	Summary/Comparison	This report provides detail on the percent of households that agree with lifestyle and demographic survey questions asked. For example: "Budget Allows Me To Buy Designer Clothes", "Consider My Diet To Be Very Healthy", etc.
<b>Simmons Medicine Drugs Ailments</b>	Summary/Comparison	This report reflects the percent of households and their potential to use medicine as well as consult different kinds of doctors.

<b>Simmons Pet Related</b>	Summary/Comparison	This report provides detail on the percentage of households who own a certain number of cats and dogs as well use different pet related products.
<b>Simmons Telecom</b>	Summary/Comparison	This report provides detail on the percent of households and their potential to use mobile devices as well as purchase additional types of cell services such as texting, web browsing, games, etc.
<b>Simmons Travel</b>	Summary/Comparison	This report provides detail on the percent of households and their potential to travel to foreign countries as well as domestically.

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		The report also shows the usage of frequent flyer programs and different types of vacations used by households.
<b>US Census 2000 Employment</b>	Summary	This 2000 Census report provides employment information including industry and occupation counts.
<b>US Census 2000 Household Detail</b>	Summary	This Census 2000 report provides detailed Household information.
<b>US Census 2000 Housing Value</b>	Summary	This report summarizes housing and rental costs from the 2000 US Census.
<b>US Census 2010 Overview</b>	Summary	This report summarizes population, Race and Ethnicity and household data from the 2010 US Census.
<b>US Census 2010 Race Ethnicity</b>	Summary	This report provides race ethnicity summary from the 2010 US Census.
<b>Age By Sex</b>	Comparison	This report provides female and male population totals by age breakdown for 2000, 2010, CY, and 5Y forecast.
<b>Basic Demographic Chart</b>	Comparison	

<b>Business</b>	Comparison	
<b>Complete Demographic</b>	Comparison	
<b>Consumer Expenditure Apparel Detail</b>	Comparison	This report provides Consumer Expenditure Detail data for apparel expenditures.
<b>Consumer Expenditure Auto Transportation Detail</b>	Comparison	This report provides Consumer Expenditure Detail data for auto and transportation expenditures.
<b>Consumer Expenditure</b>	Comparison	This report provides total consumer expenditures for the Current Year Estimates (CY), along with related household information. It also provides breakdowns by major expenditure categories.
<b>Consumer Expenditure Convenience Store Detail</b>	Comparison	This report provides Consumer Expenditure Detail data for convenience store expenditures.
<b>Consumer Expenditure Electronic Detail</b>	Comparison	This report provides Consumer Expenditure Detail data for electronic expenditures.
<b>Consumer Expenditure Food Beverage Grocery Detail</b>	Comparison	This report provides Consumer Expenditure Detail data for food and beverage.
<b>Consumer Expenditure Furnishings &amp; Expenses Detail</b>		This report provides Consumer Expenditure Detail data for

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		household furnishings expenditures.
<b>Consumer Expenditure Healthcare Detail</b>	Comparison	This report provides Consumer Expenditure Detail data for healthcare expenditures.
<b>Consumer Expenditure Restaurant Detail</b>	Comparison	This report provides Consumer Expenditure Detail data for restaurant expenditures.
<b>Consumer Expenditure Shelter Utilities Detail</b>	Comparison	This report provides Consumer Expenditure Detail data for shelter utilities expenditures.
<b>Consumer Expenditure Total</b>	Comparison	This report provides total consumer expenditures for the Current Year Estimates (CY), along with related household information. It also provides breakdowns by major expenditure categories.
<b>Custom (Blank)</b>	Comparison	
<b>Daytime Population</b>	Comparison	
<b>Demographic Snapshot Charts</b>	Comparison	This report provides charts showing a quick overview of population, households, income, race & ethnicity.
<b>Demographic Snapshot</b>	Comparison	This report provides a quick overview of population, households, income, race & ethnicity.
<b>Demographic Trend</b>	Comparison	This report provides trending for population, age, race/ethnicity, and household income from 2000, CY and PY.
<b>Household</b>	Comparison	This report provides size of household, family status, length of residence and vehicles available for 2000, CY and 5Y.
<b>Housing Units</b>	Comparison	This report provides current year estimates (CY) as well as 5-year Projections for housing units: owner-occupied, renter-occupied, vacant, housing value, mortgage status, year moved in, etc.
<b>Income</b>	Comparison	This report provides estimates and projections for median household income and disposable household income.

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<b>Mature Market</b>	Comparison	This report compares geographies by age groups over 55, race by age, and gender by age.
<b>MOSAIC Household</b>	Comparison	This report provides the Household count for each Mosaic Cluster group within each geography selected.
Simmons Apparel	Comparison	This report reflects the percent of households and their potential to purchase men's, women's and children's apparel and accessories.
Simmons Automotive	Comparison	This report reflects the percent of households and their potential to purchase different types of vehicles as well as use auto services such as maintenance/repair and automotive Retail Stores.
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		foreign countries as well as domestically. The report also shows the usage of frequent flyer programs and different types of vacations used by households.
<b>US Census 2000 Overview</b>	Comparison	This report compares some of the major population and household data from the 2000 US Census.
<b>US Census 2010 Overview</b>	Comparison	This report provides basic overview from the 2010 US Census.
<b>US Census 2010 Population</b>	Comparison	This report compares population, Race and Ethnicity and household data from the 2010 US Census.
<b>US Census 2010 Race Ethnicity</b>	Comparison	This report provides race ethnicity comparison from the 2010 US Census.
<b>Rank By Age</b>	Rank	This report ranks geographies on population, median age as well as shows population by age breakdown information.
<b>Rank By Growth</b>	Rank	This report ranks by Population growth, Household growth, Average HH size growth and Median HH Income growth.
<b>Rank By Income</b>	Rank	This report ranks by Median and Average Household Income. It also provides Total Households and Median Age data.
<b>Rank By Race</b>	Rank	This report ranks by Race and Ethnicity.
<b>US Census 2010 Rank by Population</b>	Rank	This report ranks selected geographies by population from the US 2010 Census.