



Karrie Yukon

Librarian, Bloomfield
Township Public Library

Challenge

- Public libraries continually seek cost-effective ways to make their patrons' user experience more convenient; finding demographics information can often require searching multiple sources, which can be time-consuming.

Solutions

- Gale's *DemographicsNow*

Results

- Bloomfield Township Public Library meets the information needs of a wide variety of businesspeople, jobseekers, and individuals by delivering convenient access to highly detailed demographic information on any U.S. geography — in a single, easily searchable database.



Success Story

Entrepreneurs (and Others) Gain Valued Insights with *DemographicsNow*

The mission of Bloomfield Township Public Library (BTPL) is to “champion the power of words to spark discovery and imagination.” In her role as “caretaker” of the Michigan library’s databases, librarian Karrie Yukon sees not only the power of words, but also the power of data at work every day. Patrons will find her at the reference desk, ready to direct them to just the right resources to meet their needs. When the need is detailed demographical information that will enable a budding entrepreneur to make smart business decisions, Karrie recommends Gale’s *DemographicsNow*.

Karrie saw an example of *DemographicsNow*’s appeal at a small business open house sponsored by the library sometime back. A Gale representative attended to demonstrate the database and how to use it. “The patrons who saw what it contained were very excited about finding business opportunities,” she recalls.

DemographicsNow provides users with access to highly detailed demographic data that can span the entire U.S. That makes it ideal for gaining consumer and market insight for anyone considering opening a business and wanting to create a business plan or conduct a location analysis. It also serves a variety of other needs and users. Small business owners can rely on it to identify competitors in their area or help relocate their business; marketing and sales people can develop targeted customer leads and mailing lists; students can research companies and regions for assignments; and jobseekers can find information on a company before a job interview.

Users Appreciate Myriad Search Options — and Detailed Results

Although using *DemographicsNow* requires some training, its intuitive interface helps patrons get up to speed quickly. “We walk users through key features and functions, and show them how to get started. We also give them a handout that they can refer to,” says Karrie, who appreciates *DemographicsNow*’s ease of use, powerful searches, and “clean” display of search results and information. “There are so many ways to search. You can look up businesses, doctors and other professionals, and do people searches for individuals. You can search by geographical location, using *DemographicsNow*’s interactive mapping tools to find the locations of business competitors on a map of your area, as well as their size and their financials, so you can determine where you may want to locate your business.”



“There are so many ways to search... The information is accurate and timely, and it is information that business owners and individuals are looking for.”

Karrie Yukon

Bloomfield Township
Public Library

To learn more about this and other digital solutions provided by Gale, visit:
www.gale.cengage.com

According to Karrie, patrons who use *DemographicsNow* are pleased with its vast and varied demographics information. “I’ve heard comments from users who said that it was very powerful. Some used it in job searches to find information about businesses in the area. Others searched to understand the lay of the land for a business they wanted to start. One woman simply said how much she appreciated it.”

Karrie says she would “absolutely” recommend using *DemographicsNow* to colleagues. “The information is accurate and timely, and it is information that business owners and individuals are looking for.”



Cengage Learning is a leading educational content, software and services company, empowering educators and driving learner engagement through personalized services and course-driven digital solutions that bridge from the library to the classroom. Gale, a part of Cengage Learning, serves the world’s information and education needs through its vast and dynamic content pools, which are used by students and consumers in their libraries, schools and on the Internet. It is best known for the accuracy, breadth and convenience of its data, addressing all types of information needs – from homework help to health questions to business profiles – in a variety of formats. www.gale.cengage.com

Copyright ©2015 Cengage Learning. All Rights Reserved.