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S P O K A N E C O U N T Y L I B R A R Y D I S T R I C T

## Online resource SimplyAnalytics offers powerful data for business, project research

**Spokane, WA | February 11, 2025** – Spokane County Library District (SCLD) announces a new digital resource added to its Digital Library, called SimplyAnalytics. This resource can provide powerful information for business and project research.

SimplyAnalytics is a mapping, analytics, and data visualization application accessible on the web. Create interactive maps, charts, and reports using 200,000+ data variables, offering an abundance of data and flexibility.

For research and business-related questions, it offers premium demographic, business, health, and marketing data with useful data visualization. Data types include:

- **Demographic:** Population, age, gender, race, education, language, family type, housing
- **Economic:** Income, poverty, employment, occupation, housing values, rent
- **Health:** Diseases, diagnoses, doctor visits, procedures, health status, unhealthy behaviors
- **Business:** Maps and reports of 25+ million businesses, with employee count, total revenue
- **Marketing:** Market segments, life stages, technology use, financial products, retail sales
- **Consumer Spending:** Food, housing, clothing, entertainment, health, tech, media, travel
- **Historical:** Decennial census for 1980, 1990, 2000, and 2010, as well as data from 2007 to now
- **Crosstab:** Custom crosstab tables from over 100,000 consumer behavior data variables
- **Your Data:** Import your research, sales, marketing, and customer data into SimplyAnalytics

For research and analysis, SimplyAnalytics offers a wide variety of formats to organize and view data. Features include interactive maps; bar charts, histograms, and scatter plots; ranking tables, crosstab tables, and related data tables; advanced data filters; seven different types of detailed and custom tabular reports; and the ability to export everything into image and data file types, including that for desktop GIS (geographic information system) software.

With an in-district SCLD library card, library customers can use SimplyAnalytics from home with an internet connection. And all are welcome to use this resource while visiting any SCLD library.

Learn more about this new digital resource at [sclcd.org/simply-analytics-news](https://sclcd.org/simply-analytics-news).

*Spokane County Library District provides resources, experiences, and places that empower people to learn, explore, and succeed. The District operates 10 libraries that include Airway Heights, Argonne, Cheney, Deer Park, Fairfield, Medical Lake, Moran Prairie, North Spokane, Otis Orchards, and Spokane Valley as well as the mobile library LINC. District library cards are free to Spokane County residents.*

For more information about our libraries and programs, please visit [sclcd.org](https://sclcd.org) or call 509.893.8200.

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