

The University of Houston SBDC Library is located at:  
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- **Lifestyle Marketing Analyst**
  - Indexed Data
  - Regional Data
  - Segments
- **The Best Customers**
  - All Business Sectors
  - Explains Other Interests
  - Buying Propensity
- **American Incomes**
  - Discusses Gender
  - Discusses Racial Factors
  - Projected Data
  - Income by Geography
- **American Market Place**
  - Racial Trends
  - Educational Trends
  - Spending Trends
  - Health Trends
- **Household Spending**
  - Who spends how much on what
  - Proportional Data
  - Indexed Data
- **County & City Data Bank**
  - Demographics
  - Household Data
  - Crime Data
  - Banking Data
  - Education/Income/Poverty
  - Personal Income
- **James J Hill Library Subscription**
  - This is a new subscription for market research.
  - Company data
  - Industry, company, and general news
  - Industry reports - *Please put in a request with the SBDC at San Jacinto College*
- **Who's Buying Series**
  - This series defines target markets for various industries
- **Census Website**  
<http://www.census.gov/>