dataplanet

A **SAGE Publishing** Resource
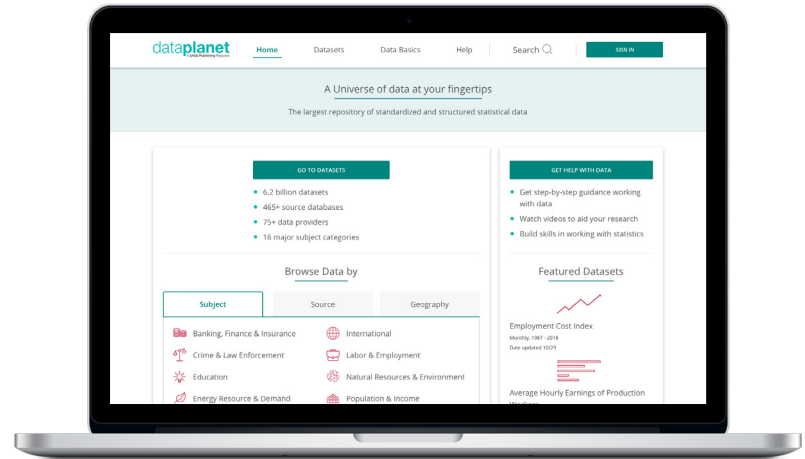
A universe of data at your fingertips

What is Data Planet?

Data Planet is the largest single repository of harmonized and structured statistical data available to libraries. This dynamic tool allows users to easily scan and search the contents of billions of datasets, compare and contrast variables of interest, and create customized views in tables, maps, rankings, and charts.

Researchers and students can navigate via browse and search to obtain incredibly specific indicators and locations in 16 topical categories:
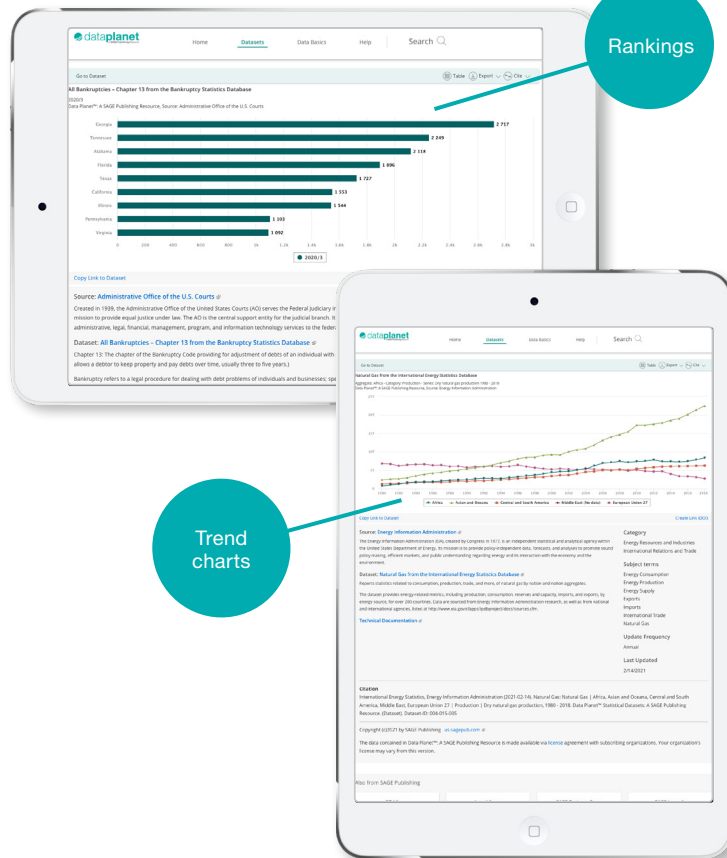
- Agriculture and Food
- Banking, Finance, and Insurance
- Criminal Justice and Law Enforcement
- Education
- Energy Resources and Industries
- Government and Politics
- Health and Vital Statistics
- Housing and Construction
- Industry, Business, and Commerce

- International Relations and Trade
- Labor and Employment
- Military and Defense
- Natural Resources and Environment
- Population and Income
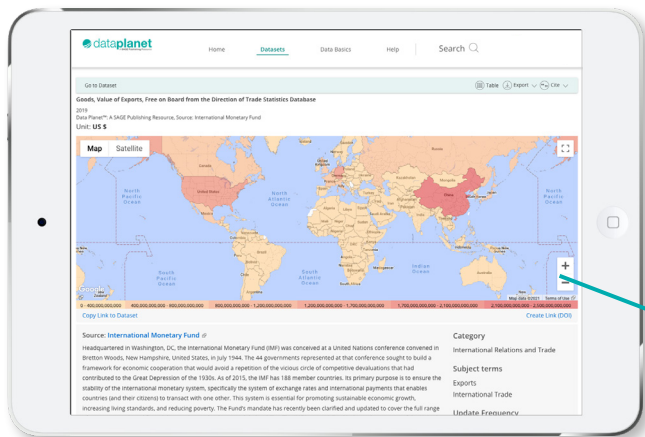- Prices, Consumption, and Cost of Living
- Transportation and Traffic

How does Data Planet support research?

Data Planet facilitates the workflow of researchers and students by:

- Providing access to authoritative, credible statistics

- Offering extensive subject coverage with billions of international datasets from over 90+ validated sources

- Saving valuable time with easy navigation via browse and search features

- Allowing users to compare multiple indicators from numerous sources, chart trends over time, and map data on a single interface

- Enhancing learning with source and variable descriptions to help researchers understand and interpret what the data means

- Generating charts, maps, tables, data embeds, and downloads, as well as formatted datasheets with data, dataset descriptions, and metadata

- Creating durable web links or DOIs

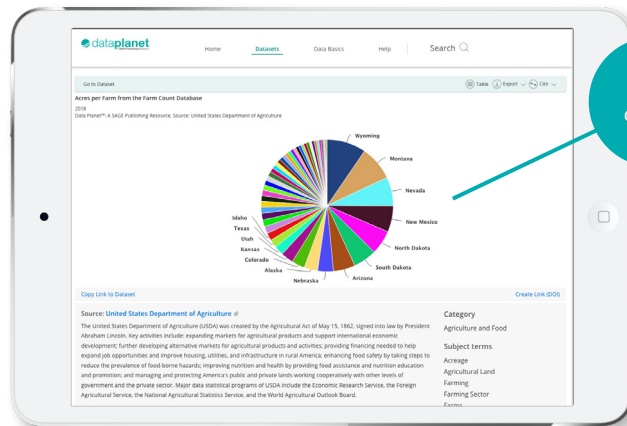- Offering reference material to help users build a foundation of statistical literacy

Maps

Pie charts

A subscription or purchase of Data Planet provides access to an extensive repository of statistical datasets containing more than 65 billion data points from 90+ source organizations.

Data Planet also offers seven premium modules, which are available as supplements to the core collection:

- **China Yearly Statistics (National and Subnational)** provides yearly historical indicators of social and economic characteristics of the People's Republic of China and its provinces, cities, counties, and districts.
- **Claritas Consumer Profiles** comprises three distinct consumer segmentation products (PRIZM® Premier, ConneXions®, and P$YCLE®) that classify US households according to shared demographic, lifestyle, and behavioral traits.
- **Claritas Financial and Insurance CLOUT™** consists of current-year estimates and five-year projections of usage and demand among US households for more than 100 financial products, as well as for more than 300 insurance and annuity products and services.
- **EASI Market Planner** offers model-based indicators of demographic characteristics and spending and behavior patterns of US consumers for a wide range of demographic areas.

- **Data Axle Reference Solutions: Historical US Business (formerly Infogroup Business USA)** contains data on businesses in the United States for national and subnational geographic units, as well as for US territories. Statistics include company counts, employee counts, sales by industry, company, and company location.
- **Woods & Poole** offers 1,600+ economic and detailed demographic variables from the US national unit down to the county level. It's your ideal resource for investigating past, present, and future demographics and industry climates.

COMING SPRING 2022!

- **Data Axle Reference Solutions: Historical US Residential** provides data on the attributes and behaviors of US consumers. Statistics include categories such as household income, home value, years in residence, and location.

65+ billion data points

90+ source organizations

For more information contact us at **librarymktg@sagepub.com**

Product Checklist

Data Planet

China Yearly Statistics (National and Subnational)

Claritas Consumer Profiles

Claritas Financial and Insurance CLOUT™

EASI Market Planner

Data Axle: Historical US Business (formerly Infogroup Business USA)

Woods & Poole, Inc.

Coming Spring 2022!
Data Axle: Historical US Residential

We can help you integrate this product into your collections with customizable posters, bookmarks, presentation slides, introduction emails, training, and more.

@SAGE_Libraries

Visit the blog at
data-planet.libguides.com/blog

Contact us to request a FREE 30-day trial!

librarymktg@sagepub.com