

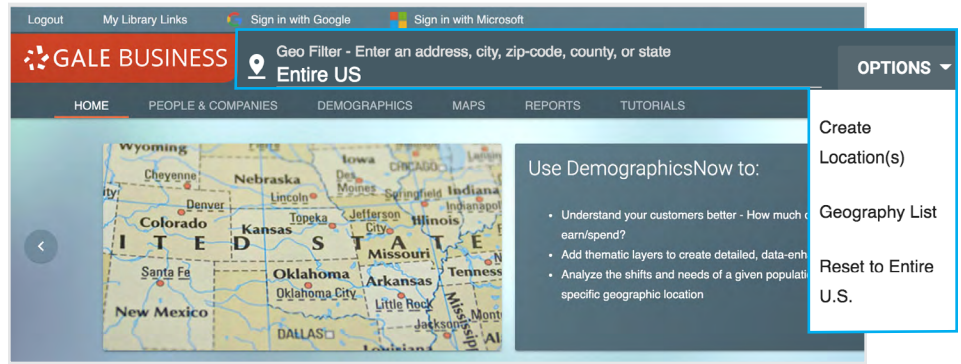
GALE BUSINESS: DEMOGRAPHICSNOW

- Understand a population's characteristics and needs
- Evaluate sites and analyze markets
- Create detailed, data-enhanced maps

GET STARTED

ENTER A GEOGRAPHY to focus your search. Click **Options** and use the **GEOGRAPHY LIST** to drill down and select from census tracts, zip codes, school districts, and more. Or, simply type in a city, county, address, etc.


Then, select menu options for **DEMOGRAPHICS**, **PEOPLE & COMPANIES**, or **MAPS**, and follow the instructions below.





DEMOGRAPHICS

Generate reports to understand the characteristics and attitudes of consumers within your chosen geography.

SELECT A REPORT TYPE to get started.

 **Comparison** reports display multiple geographies as separate columns so that you can analyze their similarities and differences.

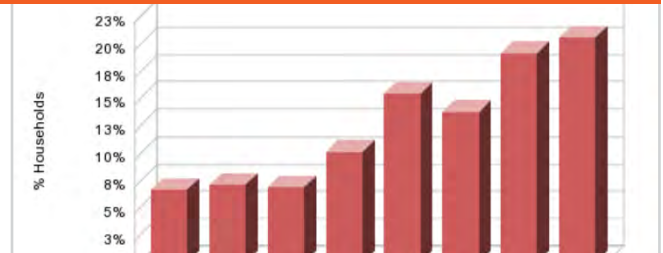
 **Rank** reports arrange multiple geographies into an order based on an individual variable.

 **Summary** reports combine demographic data from multiple active geographies into one value. Use these reports to gain overall insights into multiple locations, or when working with a single geography.

SELECT A REPORT NAME AND CLICK RUN REPORT to generate the demographic information of interest.

CLICK DOWNLOAD and select a format to save the report. Download to your computer or device as **PDF**, **Microsoft Word DOCX**, **HTML**, or **Microsoft Excel XLSX**. You can also save the report to your **Google Drive** or **Microsoft OneDrive** account.

DEMOGRAPHIC SNAPSHOT CHARTS



CONSUMER EXPENDITURE

Average Consumer Expenditures	2018A Estimate	% of Total
Apparel and Services	\$2,116.73	3.0%
Infants	\$87.34	4.1%
Mens and Boys	\$616.39	29.1%
Women and Girls	\$730.13	34.5%
Other Apparel Products and Services	\$271.64	12.8%
Footwear	\$411.23	19.4%
Education	\$1,798.24	2.6%

SIMMONS REPORTS

Simmons Lifestyle Demographics & Statements Summary Report	GALE A Cengage Company
I Consider Myself A Creative Person	102
I Like Control Over People And Resource	112
I Would Like To Set Up My Own Business	96
Important Family Thinks I Am Doing Well	106
Important To Be Attractive/Opposite Sex	107
In Job, Security More Imptrnt Than Mone	100
Like To Pursue Challenge,Novelty,Change	108
More Imptrnt To Do Duty Than Enjoy Life	104
Only Work At Current Job For The Money	94

PEOPLE & COMPANIES

Locate competitors or potential partner businesses, or generate lists of households within your geography.

SELECT A LIST TYPE to search for businesses or households.

Click to expand lefthand filters. Select the checkbox for a filter, and then use options in the center column of the screen to set specific criteria and add the filter to your search.

To view results matching your search criteria, **CLICK SEARCH**.

USE THE CHECKBOX NEXT TO EACH LISTING TO SELECT RESULTS. You can click to see **DETAILS** about 10 businesses or households at a time, **VIEW ON MAP** or **PRINT** up to 500 records at a time, and **DOWNLOAD** or **EMAIL** up to 5000 records per session.

The screenshot shows the Gale Business DemographicsNow interface. On the left, there is a filter menu with categories like Company Name, Executives, Business Type, Major Industry Group (SIC), Major Industry Group (NAICS), Keyword SIC/NAICS, Business Size, Ownership, Financial, Special Selects, Phone Number, and Street Address. The main search area includes a 'Company Name' field, a 'SEARCH' button, and options for 'Keyword SIC/NAICS' (All, Primary, NAICS) and 'Primary NAICS' (Only). Below the search area, there are checkboxes for '72310203 Hair dressing school', '72319901 Hairdressers', and '72319902 Unisex hair salons'. The results section shows a table with columns for Company Name, Contact Name, Street Address, City, State, ZIP, Phone, Corp. Tree, Sales, and Employees. The table lists three companies: Acales Hair Studio, Beyond, and Farmington Hair Studio, LLC.

MAPS

Visualize data related to the active geography, and draw custom geographies for further research.

CLICK OPTIONS ON THE MAP'S MENU to control the display.

Thematic Controls: Enable this option, and then drill down to select an individual variable to display at the geographic level and color scheme of your choice.

Traffic Count: Click to enable a display of low to high traffic counts based on various traffic studies.

Export: Download, print, or email the current map view.

If you notice an area of interest that you'd like to explore further, you can draw a custom geography.

1. **CLICK GEOMETRY TOOLS.**
2. **SELECT AN OPTION UNDER CREATE CUSTOM GEOGRAPHY,** and draw around a location on the map.
3. **CLICK TO UPDATE GEOGRAPHY.**

Once your custom geography is active, you can access the Demographics and People & Companies tabs to learn more about your custom geography.

The screenshot shows the Gale Business DemographicsNow interface with a map view. The map displays a geographic area with a custom polygon drawn around it. On the right, there is a 'Thematic Controls' panel with options for 'Enabled', 'Variable' (TOTAL CONSUMER EXPENDITURE), 'Geography' (AUTO-SELECT (BLOCK GROUPS)), and 'Color Scale' (PURPLE/YELLOW). Below the map, there is a 'Geometry Tools' panel with options for 'Default Set', 'Create custom geography', and 'Shapes in current set' (Farmington Target). The 'UPDATE GEOGRAPHY' button is highlighted.

LEARN MORE

If you require further assistance, please ask your librarian or visit support.gale.com/training.

