

COMPARE

PRO
and
BASIC

BUSINESS
DECISION

And choose the one that
best meets your budget
and patron needs



www.businessdecision.info

(888) 606-7600

BusinessDecision is offered in two versions: Pro or Basic. The following table compares the differences.

	Pro	Basic
Reports and Maps		
Demographic & Income Profile	Yes	Yes
Census 2000 Summary Profile	Yes	Yes
Retail Expenditures	Yes	Yes
Standard Site Map	Yes	Yes
Thematic Maps	Yes	
Tapestry Area Profile	Yes	
Market Profile	Yes	
Housing Profile	Yes	
Graphic Profile	Yes	
Subscription Period		
	1 year	1 year
Geographic Coverage (note 1)		
	CBSA or county	CBSA or county
Price		
< 25,000 population	\$4,500.	\$1,500.
25,001 to 250,000 population	\$7,500.	\$2,500.
> 250,0001 population	\$11,000.	\$4,000.

Note 1: The geographic coverage is the Core Based Statistical Area (CBSA, as defined by the U.S. Census Bureau) that the library jurisdiction is located within (either the Metropolitan Statistical Area or Micropolitan Statistical Area). If the library jurisdiction is not in a CBSA (e.g., is located in a rural area) then the geographic extent is the county.

BusinessDecision enables your business patrons to perform the same sophisticated consumer market analysis that is used by America's top companies. BusinessDecision is a database and mapping web service offered to small and medium size business patrons to help grow their enterprise. BusinessDecision combines extensive business, demographic, and consumer household data with geographic information systems.

CIVICTechnologies, Inc.

The leader in geographic information systems for public libraries.

www.civicttechnologies.com