

# DATA

**BUSINESS**  
**DECISION**

We're in the information age. Let your business patrons put it to use.



[www.businessdecision.info](http://www.businessdecision.info)

(888) 606-7600

## **Planning is central to the success of every business.**

However, a strategy is only as good as the data used. Credible data developed from industry-standard methodologies is vital for making the best informed decisions that increase the growth and profitability of a business. That is why BusinessDecision combines the latest, most accurate demographic data with unparalleled business knowledge to transform data into information solutions.

- > Community™ Tapestry™ segmentation system by ESRI Business Information Solutions (BIS) provides an accurate, detailed description of America's neighborhoods. Data sources include Census 2000, ESRI BIS proprietary demographic updates and other value-added geo-demographic analytical techniques, Acxiom's InfoBase consumer database, and Mediamark Research Inc.'s national consumer survey, among others.
- > The Consumer Expenditure Survey (CEX) is a comprehensive value-added database using the latest data from the Bureau of Labor Statistics, updated annually. Data are reported by product or service and include total expenditures, average spending per household, and a Spending Potential Index (SPI).
- > Current year updates and five year demographic forecasts, updated annually.
- > Census data is obtained from the U.S. Census Bureau with value added elements for unique geographical areas such as ZIP Codes.
- > Thematic geographic information systems (GIS) maps displays a business location along with any one of more than 10,000 demographic variables shaded at any geographic level: state, county, tract, block group, and ZIP Code.
- > Standard site map displays a business location and radii along with other reference layers such as highways, major roads, rivers, and county boundaries.

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.

Community Tapestry is a trademark of ESRI, registered in the United States.

**CIVICTechnologies, Inc.**

The leader in geographic information systems for public libraries.

[www.civicttechnologies.com](http://www.civicttechnologies.com)