

REPORTS AND MAPS

BUSINESS
DECISION 

Tell your business
patrons:

Ready. Set. Decide.



www.businessdecision.info

(888) 606-7600

BusinessDecision is packed with easy to understand reports and maps designed to quickly communicate information tailored for a patron's specific business. Reports include:

Community™ Tapestry™ Area Profile

Tapestry reports provide powerful information to characterize existing customers, identify best potential customers, reach them more effectively, define the products and services that they prefer, and tailor media and messages to attract their attention. The Tapestry area profile compares the top 20 local market segments, ranked by household percentage, to their national counterparts. The report also includes data for the LifeMode and Urbanization summary groups.

Consumer Expenditures

Based on annualized data from the Consumer Expenditure Survey (CEX), consumer expenditure reports identify the consumer dollar potential available to be spent for various retail categories. This includes the total dollar amount spent, average amount spent per household, and the Spending Potential Index, which measures the amount spent for a product or service in your area compared to the U.S. average.

Retail Goods and Services Expenditures > Is a business selling products and services that match the preferences of their customers and prospects? Successful retailers offer products and brands that keep pace with changing tastes. This report analyzes the products and services that customers prefer categorized by apparel, computer, food, finance, health, and insurance.

2004-2009 Demographics

Who are the customers of each of your business patrons? How can your business patrons find more like them? Using demographic information to know more about your customers helps your business patrons better position their company in today's -- and tomorrow's -- marketplace.

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.

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And then they'll...

go,

go,

go.



Market Profile > Current year estimates, five-year forecasts, Census 2000 demographic data, and Consumer Expenditure data. Compare data for trade areas to aid site selection, market analysis, and trend evaluation decisions.

Disposable Income Profile > Reveal the spending power of households in a business' trade area according to nine disposable income ranges and distributions by householder age to focus marketing resources on an area's most profitable customers.

Housing Profile > Key housing information of special interest to real estate professionals, financial institutions, homebuilders, and home repair industry.

Graphic Profile > Colorful, easy-to-understand pie charts and graphs provide an illustrated overview of current year demographic estimates to quickly analyze a market area.

Census 2000

Census 2000 Summary Profile > The foundation for planners, business owners, marketers, and retailers to understand and quantify the basic demographic features of their market.

Maps

BusinessDecision maps are integral in helping a business patron complete perspective of their customers, prospects, and business locations.

Thematic Maps > Displays a business site along with any one of more than 10,000 demographic variables shaded at a geographic level of choice: state, county, tract, block group, and ZIP Code.

Standard Site Map > This map displays a business site and radii along with other reference layers such as highways, major roads, rivers, and county boundaries.

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