

PRODUCT SPOTLIGHT

**Gale Business:
DemographicsNow**

UNLOCK BIG DATA FOR SMALL BUSINESS

Gale Business: DemographicsNow provides users with actionable demographic, company, and residential data in targeted geographic locations to support market research and business planning activities.

With its easy-to-browse, mobile-responsive interface and superior reporting capabilities, visualization mapping tool, and comprehensive datasets, this valuable resource can serve a variety of needs for startups, small businesses, nonprofits, government agencies, and students.



ACCESS BETTER BUSINESS INTELLIGENCE

PEOPLE

From individuals to large lists, data can be compiled from over 150 million U.S. households—organized by name, address, telephone number, or a variety of U.S. census neighborhood data averages.

COMPANIES

Includes individual business profiles from more than 30 million businesses, refined by company name, executive title, business type, number of employees, credit rating, and more.

DEMOGRAPHICS

Information includes income, housing, race, age, education, retail spending, consumer expenditures, and businesses by state, county, zip code, congressional district, and more.

MAPS

Powerful, user-friendly Google mapping technology enables users to customize maps in a variety of views, add thematic layers to the map based on demographic variables, and much more.

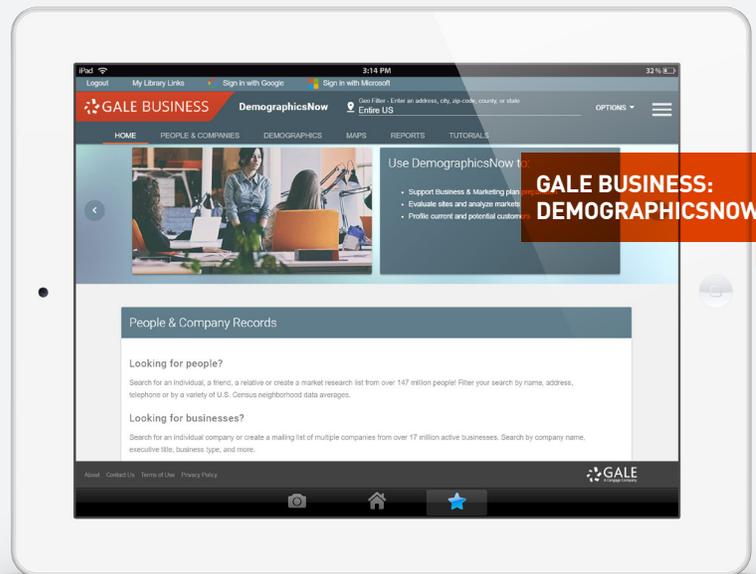
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“If you could only go with one business database, I would absolutely recommend *DemoNow* because there is no other resource that can do what it does for entrepreneurs.”

– Steve Assarian
Business Librarian
Grand Rapids Public Library (MI)

POWERFUL GOOGLE MAPS INTEGRATION

- View geography selections in relation to base map data.
- Add thematic layers to the map based on individual demographic variables.
- View additional licensed point datasets on the geographic areas selected.
- Use predefined geography tools to edit, define custom geographies, and create and view custom polygons.
- Annotate and label Points of Interest (POIs) to further customize the maps that are created.



Product screen capture as of July 2019. Actual interface may vary.

MOBILE-OPTIMIZED DISPLAY

An improved user experience on all devices.

COLLABORATION TOOLS

Integration with **G Suite for Education** tools, including Gmail, Classroom, Drive, and Docs as well as **Microsoft Office 365** online tools such as OneDrive, allows users to easily save, share, and download.

INFORMED REPORTS

Superior reporting capability enables users to produce a variety of compiled reports—both standard and custom—to help in making informed and accurate decisions.

COMPARISONS MADE EASY

Users can compare demographic data in up to 16 different targeted geographies within a single report.

RICH DATA SOURCES

Users can rely on comprehensive and trusted core datasets, including Simmons National Consumer Study, American Community Survey, Experian Mosaic consumer lifestyle segmentation data, traffic counts data, and more.

Gale Business: DemographicsNow can help startups, business owners, and researchers:

- Size market potential for goods and services.
- Uncover household buying patterns.
- Identify new business locations.
- Profile current and potential customers.
- Develop direct marketing lists.
- Research competitors.
- Identify potential donors.

**LEARN
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888.728.9422



gale.com/demonow

