

## DemographicsNow.com Base System Includes:

- A wealth of market data including Current Year Estimates, 5 Year Projections. Includes Population, Income, Housing, Race, Age, Education, Daytime Population, Business Counts, Employment/Occupation data. Also 2000 Census and 1990 Census.
- 2000 Geographies include; custom radii, custom drive times, states, counties, census tracts, block groups, U.S. places, DMA, MSA, ZIP Codes and more.
- 40 easy-to-use pre-formatted summary, comparison and rank reports to choose from. Colorful Charts and Graphs.
- Microsoft's® Word and Excel output for reports.
- Saved geographies for locations or trade areas.
- Personalized reports with your company logo.
- Create endless custom reports, using over 3,000 variables with any U.S. geography.
- Theme fully interactive maps using all variables with adjustable ranges and custom color schemes.
- Express Packages are available to our Annual Subscribers for easy output of bundles of reports. You can bundle up to 5 reports and modify the bundle at anytime.

Los Angeles	90002
Los Angeles	90003
Los Angeles	90004
Los Angeles	90005
Los Angeles	90006
Los Angeles	90007
Los Angeles	90008
Los Angeles	90009



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For more information , go to [www.DemographicsNow.com](http://www.DemographicsNow.com)



# DemographicsNow.com

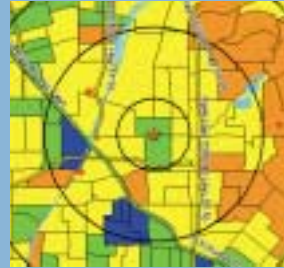
You've read about it! Your competitors are using it! **Now see it for yourself!** With your monthly or annual subscription you will have access to **UNLIMITED MAPS & REPORTS** anywhere in the USA. Your reports will be customized with your company logo for FREE! **Only \$995** annually on a per user basis! (Monthly subscriptions require a 2 month minimum)

The fastest, most accurate way to conduct your site location and marketing research...

## DemographicsNow provides instant access to Site and Market data in 3 simple steps.

### 1 Choose your Geography

Pick from standard geographies or use single/multiple addresses for Radii or Drive Times. Radii and Drive Time centers can be selected using 3 options, entering an address or intersection, picking from a map, or entering the latitude and longitude.



### 2 Select a Report or Map

Choose from 40 reports to Summarize, Compare, and Rank your geographies. Build custom reports for your specific needs with a new and improved interface. Utilize fully interactive maps with access to all variables and geographies to create presentation maps.



### 3 Output your Reports and Maps

Reports print directly from your browser or export to Microsoft® Word or Excel. Maps can be copied into any application such as Microsoft's® PowerPoint, Word, and Excel.

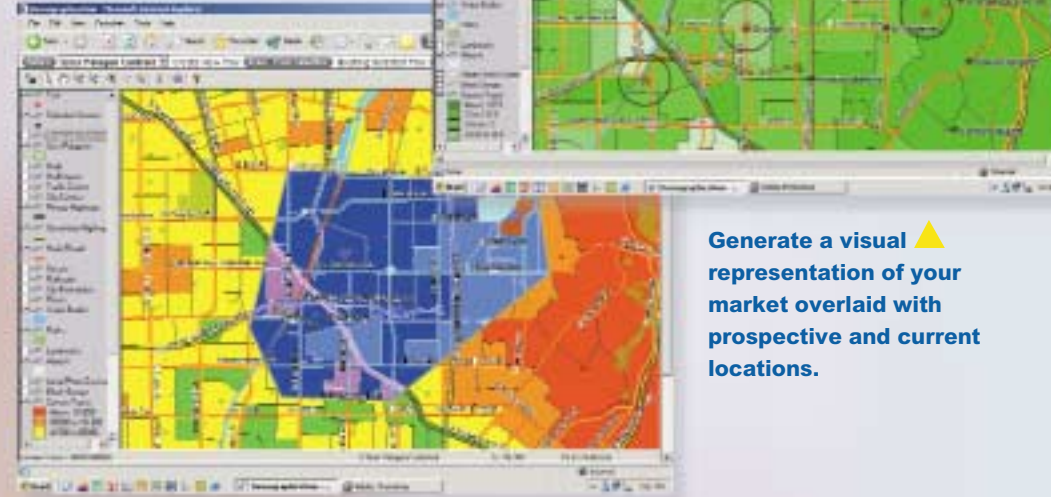


### New! Express Packages

Package together your most frequently used reports for quick access. *(Annual Subscribers only)*



A variety of report formats allow you to analyze the information, create proposals and presentations with ease and speed



Generate a visual representation of your market overlaid with prospective and current locations.

Develop and maintain your sales territories or your franchise development network.

## DemographicsNow.com Professional

For more advanced analysis the Professional upgrade offers everything in the base system plus these new features:



**Batch Geocoding** Upload your entire store list, competition and customers for mapping. With this feature you will be able to quickly visualize your competition and customers on a map and get a demographic report of the areas surrounding your locations.

**Custom Polygons** Create your own trade areas or territories with this new mapping feature. Now you will be able to cut through geographies such as Census tracts or ZIP Codes to build YOUR market or service area.

**Custom Variables** Create variables that target your specific income ranges or create custom age groups. These custom variables will be available for use with your custom reports, mapping, and filtering as well.

**Geography Filter** Ever need to find the top 10 ZIP Codes that meet your demographic requirements? Now you can with the Geography Filter. Simply enter a formula like Household Income greater than \$100,000 for all Block Groups in the Los Angeles MSA. DemographicsNow Pro will filter your selection so that only the Block Groups that meet your criteria will be selected and your reporting will be more focused.

**Traffic Volumes** DemographicsNow Pro includes Traffic Volume data at no additional cost.

For more information, go to [www.DemographicsNow.com](http://www.DemographicsNow.com)