Creating a demographic report with DemographicsNow

DemographicsNow brought to you by Gale, delivers the data you need to make sound business decisions. With DemographicsNow you can analyze the demographic and market potential of any geography in the U.S. This guide will provide instruction for creating a demographics report.

Creating a Demographics Report

STEP ONE: After logging into Demographics Now, click on the DEMOGRAPHICS tab at the top of the page.

HOME BUSINESSES/PEOPLE DEMOGRAPHICS MAPS EZ REPORTS

The Demographics Tab offers a variety of reports based on the geography you choose.

STEP TWO: Enter your Geography. As you can see, upon selecting the Demographics option, the default geography location is set to the entire United States. To change the location, in the Enter Geography box in the top left corner of the screen, click on the edit button (small downward arrow located on the far right of the search box), and select a geographic location using the variety of options listed.

You may also type an address, zip code, city, state, etc. in the search field.

Pick From Geography List allows you to select single or multiple geographies with choices like counties, census tracts, cities, CBSAs, and more.

In this example, let's say we're an entrepreneur who's looking for locations for a pizza restaurant, and we have two locations that we're thinking of leasing. We can search two geographies at the same time and compare them. To do this, we'll select Create Custom Locations.

In the Create Custom Locations box, we'll choose to Enter an Address and input our two locations. Notice in the lower portion of the box we can select our range, meaning how far from our locations do we want demographics from. We can enter more than one range to compare as well as pick from miles, kilometers, or drive time. For this example, let's use drive time of 5, 10, & 15 minutes from our chosen geographies.

Click OK and our first report will automatically generate: a comparison report that provides a Demographic Snapshot of our selected geographies.
For our entrepreneur example, let’s take a look at one of the Consumer Expenditure Reports. From the Report Type box in the top middle of the page, use the drop-down menu to select the CEX (Consumer Expenditure) – Food and Beverage Detail Comparison. This report gives a breakdown of how much the average consumer spends on food, beverage, and groceries in a year.

<table>
<thead>
<tr>
<th>Food Away From Home</th>
<th>$14.84</th>
<th>$13.09</th>
<th>$5.72</th>
<th>$13.03</th>
<th>$10.62</th>
<th>$8.65</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food or Board of School</td>
<td>$19.02</td>
<td>$20.02</td>
<td>$20.02</td>
<td>$19.02</td>
<td>$18.02</td>
<td>$17.02</td>
</tr>
<tr>
<td>Breakfast And Lunch</td>
<td>$12.05</td>
<td>$12.64</td>
<td>$12.64</td>
<td>$12.05</td>
<td>$12.64</td>
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<tr>
<td>Catered Affairs</td>
<td>$1.207</td>
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<tr>
<td>Dinner</td>
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<td>$1.207</td>
<td>$1.207</td>
<td>$1.207</td>
</tr>
<tr>
<td>Food on Out-Of-Town Trips</td>
<td>$10.00</td>
<td>$10.00</td>
<td>$10.00</td>
<td>$10.00</td>
<td>$10.00</td>
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<tr>
<td>Lunch</td>
<td>$10.00</td>
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<tr>
<td>Snacks And Non-Alcoholic Beverages</td>
<td>$10.00</td>
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<td>$10.00</td>
<td>$10.00</td>
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</tbody>
</table>

Notice our report is breaking down the comparison for our locations in 5, 10, and 15 minute drivetime increments. One of the sections is for: Away From Home. This is great detail for our entrepreneur!

To take another view of our example, let’s say our entrepreneur had businesses in both locations and wanted to get a better understanding of his customer base. We can change our report to show a Summary that adds up the ranges and locations chosen for our report. We can do this by clicking Summary in the Report Type box. Demographic Detail Summary is a good general report for a variety of demographic information on our geographies – population, age, sex, household income, etc. Use the drop-down menu in the Report Type box to select from a variety of other reports.

We can export any report in a few ways – Print, E-mail, or as a PDF File, Excel Worksheet, or Word Document. Just use the File Options box as a way to make this data available to you anytime.

You can run and export as many reports as you like in DemographicsNow – try out a few more geographies and report types to explore all the data available to you!

Need more help?
Look for the DemographicsNow Help & Info button in the upper right hand corner of the resource; you’ll find tutorials, glossaries, data methodology procedures and more. Also, check out www.gale.cengage.com/training for DemographicsNow search tips and tutorials!
**DemographicsNow**

How to Display Demographic & Expenditure Variables on a Map

*DemographicsNow* brought to you by Gale, delivers the data you need to make sound business decisions. You can analyze the demographic and market potential of any geography in the United States. The advanced mapping option allows you to visually analyze data variables and enhance your understanding of a given market or community.

**Step 1: Enter or Select Geography**

Enter a Precise Location: You can enter an address, city, state, zip code, etc. and the best matching geography results will display for you to choose. If the geography has duplicate matches, all possible choices are presented.

OR

Select from Geography Menu: Clicking the blue “Geography Menu” option presents you with a dialog box containing a list of standard geographies to choose from as well as the option to create custom locations. You can select one or compare up to 16 geographies.

Note: You can edit your geography at any point by coming back to the Geography Selection Box.

**Step 2: Select a Variable to Analyze**

Go to the Thematic Controls Box and click on the Variable drop down button. This provides a selection of popular variables.

Click More Variables to view a dialog box of additional variables to choose from. Click on the + to open each folder and drill down to the variable of your choice. Select a variable from the list and click OK when done.
Step #3 Enable the Thematic Layer

Go to the Mapping Tools Box located to the right of your map. Click in the box next to the Thematic Layer option to enable the variable layer on the map. Once selected, a Blue Scaled Layer will appear on your map.

To get an understanding of what each shade of blue means, go back to your Mapping Tools box and review the Theme Variable selected along with the color legend provided.

3 Mapping Tips:

#1: Is the Geography Selection shown in RED obstructing your view of the thematic layer on your Map?

Solution: Go to your Mapping Tools Box and deselect the box next to the Geography Selection option.

#2: Would you prefer to view the thematic layer in a different color scheme?

Solution: Go to the Thematic Controls box and click on the Colors drop down. From the drop down menu, select the color scheme of your choice.

The Purple/Yellow Scale is a great choice because there is more contrast between colors making it easier to differentiate on the map.

#3: Need to save your mapped out data variable?

You have a few options:
Option 1: Export your map to PDF or Word.
Option 2: E-mail yourself a PDF or Word version of the map.
Option 3: Save the geography as a zip file and upload it to DemographicsNow in a future session. Remember where you save it!

Need More Help?  Help & Info

Look for the Help & Info button in the upper right hand corner of the resource; you'll find tutorials, glossaries, data methodology procedures and more. Also, check out www.gale.cengage.com/training for DemographicsNow search tips and tutorials!
Sizing Your Market with DemographicsNow

DemographicsNow, brought to you by Gale, delivers the data you need to make sound business decisions. With DemographicsNow, you can analyze the demographics and market potential of any geography in the U.S. This guide will provide a quick and accurate solution to sizing markets for goods and services for inclusion in a business plan or when talking with potential sources of funding, like a banker or perhaps an investor in your business.

Sizing Your Market

STEP ONE: If you want to size a market using DemographicsNow, simply use the Demographics section of the resource. Click on the DEMOGRAPHICS tab at the top of the page.

The Demographics Tab offers a variety of reports based on the geography you choose.

STEP TWO: In order to size a market, the first thing we need is a location. This information goes in the Geography box in the upper left corner of the screen. Enter in a geography (address, zip code, city, state, etc.) or click the Geography Menu link to browse and select from counties, census tracts, school districts and much more. Using the Geography Menu, you can also select and compare up to sixteen geographies at a time.

Let’s say we’re an entrepreneur who’s leasing a retail space for a children’s shoe store. We’ll enter in the address of the retail space in the Geography box. Notice in the lower portion of the box we can select our range, which means the area around our location that will be included in the demographic report. We can enter more than one range to compare as well as pick from miles, kilometers, or drive time. For this example, let’s use 15 miles.

Our first report will automatically generate a Demographic Snapshot Comparison. There are three types of reports available: Comparison, which displays different geographies’ data side by side, so that you can easily compare differences; Summary, which gives a total for one or more geographies; and Rank, which ranks geographies. Each are valuable but we’ll choose Summary since we’re working with one geography.

STEP THREE: For our entrepreneur example, let’s take a look at one of the Consumer Expenditure Reports (CEX) reports. These reports detail how people spend their money (by year). The reports marked CEX provide more detail in particular categories and may be more beneficial to use if your specific business type is included. For example, apparel is a single line within the general Consumer Expenditure Summary report, but CEX – Apparel Detail Summary actually breaks down the spending on various types of apparel, including shoes.
This report also gives some general demographic information for population and household income. This information provides enough detail to size a particular market.

<table>
<thead>
<tr>
<th>2014A Household Demographics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Households</td>
</tr>
<tr>
<td>Average Household Income</td>
</tr>
<tr>
<td>Median Household Income</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Apparel: Footwear</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boys' Footwear</td>
</tr>
<tr>
<td>Girls' Footwear</td>
</tr>
<tr>
<td>Men's Footwear</td>
</tr>
<tr>
<td>Women's Footwear</td>
</tr>
</tbody>
</table>

If you are interested in a more detailed look at your potential customers, try a Demographic Detail Summary report which includes a variety of demographic information on your geography – population, age, sex, household income, etc – for past, current, and future years.

**STEP FOUR:** Because the apparel dollar amounts represent the average annual household expenditure, to arrive at the market size of this area for our children’s shoe store, multiply the number of households by the spending on Girls' and Boys’ shoes (circled above).

To estimate the market size of another location, simply type a new location in the geography selection box and the CEX – Apparel Detail Summary report will provide new consumer expenditures for that new geography. Then simply multiply the numbers again. It’s that easy!

| Girls' Shoes         | $16.78 |
| Boys' Shoes          | + $40.35 |
| **Total**            | **$57.13** |
| Girls’ & Boys' Shoe Spending | $57.13 |
| # of Households      | x 686,181 |
| **Market Size**      | **$39,201,520.53** |

All reports can be printed, emailed, or exported as a PDF File, Excel Worksheet, or Word Document. Just use the File Options box as a way to save a copy for future use.

You can execute and export as many reports as you like in DemographicsNow – try out a few more geographies, report types, and maps to explore all the data available to you!

**Need More Help?**

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Sizing Your Market with DemographicsNow • Updated on 2/9/15 EM • Page 2 of 2
Finding a Business with DemographicsNow

DemographicsNow: Business & People brought to you by Gale, delivers the data you need to make sound business decisions. Gale's DemographicsNow provides access to over 17 million businesses. This guide will show you how to find the businesses you need.

There are two search options available to locate companies.

- Use Business Quick Search if you know the company name, phone number, or executive’s name and quickly want to access the business profile.
- Use Business Custom Search if you want to generate a list of businesses by specifying criteria such as company name, business type, size, ownership, ticker symbol, credit rating, and much more.

To access either search, click the BUSINESSES/HOUSEHOLDS tab at the top of the page.

**Business Quick Search**

This is a very simple search. You can search by company name, Executive First/Last Name, Phone, and/or Geography. Simply enter your search terms in the appropriate boxes and click the Search button on the right to view your list of businesses. To view a business profile, click the checkbox next to a company name, then click the Details button in the upper right corner to view the business profile. You can print, e-mail, and download these profiles for offline use.

**Business Custom Search**

Business Custom Search is a custom search that allows for deeper research.

As an example, let's say we're interested in opening up a pet store in the Denver, CO area, and we want to find out more about the competition in an effort to determine whether or not this is a viable business opportunity.

**STEP ONE:** Let's narrow to the area of our search – Denver, CO. To do this we'll need to enter our Geography. As you can see, upon selecting Business Custom Search, the default geography location is set to the entire United States.

To change the location, in the Enter Geography box in the top left corner of the screen, click on the edit button (small downward arrow located on the far right of the search box), and select a geographic location using the variety of options listed. You may also type an address, zip code, city, state, etc. in the search field.

For this example, we'll use Pick From Geography List to select Denver's Metro CBSA (Core Based Statistical Area) because it will pick up Denver as well as its surrounding areas.
STEP TWO: Next, we'll search for companies by Business Type. Click on the down arrow in the Business Type box on the left side of the screen. We have three options here:

- SIC (Standard Industrial Classification)
- NAICS (North American Industry Classification System)
- Keyword by industry code

Using the Keyword option is useful because it allows you to search this database like the yellow pages. Click the checkbox for Keyword SIC/NAICS.

Not sure what to type in as your keywords to get started? Sometimes starting broad is the best option to see what your options are. Try searching for PET in the Enter Code or Description box, then click the Lookup button. Then we'll click on any industries that fit our needs, like “Pets and pet supplies” and “Pet Supplies”.

As a general tip, if you are completely unsure of what to call an industry or what keywords to use in a search, use the “Major Industry Group” search options on the left. These options allow you to browse through industry names until you are able to locate the industry you are most interested in. There are other options on the left hand sidebar as well, like Business Size, Ownership, Special Selects (allows you to search out-of-business businesses to see if a similar business failed in the area) and more. Take advantage of any you need!

At any point in creating your search criteria you can click the Update Count button on the right to see how many businesses are in your results so far.

STEP THREE: Now let’s take a look at our search results for Pet Store businesses in the Denver Metro Area by clicking the Search button on the right side of the screen. Now we’re viewing a list of businesses that may compete with our pet store. For more details, click the checkbox next to each business and then the Details button for details reports; you may select up to 10 at a time to view. You may also Download records in sets of 250 at a time.

Need More Help?
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Finding a Person with DemographicsNow

If you are looking for people, DemographicsNow: Business & People, brought to you by Gale, is your ultimate source. Using DemographicsNow, you can search for an individual, a friend, a relative – or create a market research list from over 206 million U.S. residents in over 134 million households.

There are two search options available to locate people.

- **Household Quick Search** is a great search to use if you know the person’s name or phone number.
- **Household Custom Search** is a search that can generate a list of people by specifying criteria such as location, average household income, people in household, and much more.

To access either search, click the Businesses/People tab at the top of the page. Then click Household List from the Dataset Type Box.

### Household Quick Search

**Household Quick Search** is a very simple search, and is useful when you are looking for a phone number or address. You can search by location, first name, last name, and phone number. Simply enter your search terms in the appropriate boxes and click the Search button on the right to view your list of results.

**Note:** You can click the Update Count button to get an idea of how many results to expect for your search.

Keep in mind that you can limit your search to a particular location by entering a city, state, zip code and more into the Geography box in the upper left hand corner of the screen. Use the Geography Menu link to explore other options.

When viewing your results, click the checkbox next to a name and click the Details button in the upper right corner to view the complete record. You can print, e-mail, and download these records for offline use.

### Household Custom Search

**Household Custom Search** is a more advanced search and allows for deeper research. As an example, let’s say we’re opening a landscaping business in Lancaster, NY, and we want to create a list of potential customers.

**STEP ONE:** First we will need to select Household Custom Search.
STEP TWO: Now we need to limit our Geography. Enter Lancaster, NY in the Geography box. You may also choose a geography from the Geography Menu link, which offers choices like cities, census tracts, CBSAs (core based statistical area), specific addresses with miles or drivetime radii, and more.

STEP THREE: At this point we could generate a list of all the people in Lancaster, NY but the power of Household Custom Search comes with its search limits. We can narrow our list down by limiting by average household income, average household size, and more. Along the way, you can use the Update Count button on the right of the screen to get an idea of how many results you have.

For our example, let’s focus on an average household income that’s above $75,000 assuming that a higher income household would be more likely to purchase landscaping services. Keep in mind that this will be the average household income for a neighborhood; individual’s household income is not provided in DemographicsNow.

To add this limit to our search, click the Expand All button on the left hand side of the screen; this opens up all search options. Check the Average Household Income box and our search window will open in the middle column. Select the Find results greater or less than a target number radio button, choose Greater than from the drop box and enter 75000 in the search field. Click the green Search button on the right and your results will be listed!

STEP FOUR: Results are listed in alphabetical order by last name; you can change that sort order by clicking on a column heading. To view more information for each person, click the checkbox next to each name and then the Details button; you may select up to 10 at a time to view. You may also Download records in sets of 250 at a time. Just click the checkbox next to First Name and all records on the page will be selected; select up to 250 at a time and click Download to export the records in Excel or .CSV format—great tools for creating a mailing list! The Summary file gives basic contact information while the Detail option provides contact information plus average neighborhood income, number of people in the household, and more.

You can execute and export as many reports as you like in DemographicsNow—try out a few more geographies, report types, and maps to explore all the data available to you!

Need More Help?
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Creating a Sales Lead List with DemographicsNow

DemographicsNow: Business & People, brought to you by Gale, delivers the data you need to make sound business decisions. If you’re looking to put together a sales lead list or a marketing mailing list, DemographicsNow offers a quick and easy way to identify and locate leads that will efficiently improve your marketing and selling efforts.

As an example, let’s say we own a landscaping company in the Ann Arbor, MI area and are looking to identify new clients to sell our services to. One of our prime targets are property managers and leasing companies since tenants are usually not required to maintain their landscaping themselves and it is the responsibility of the property management companies. We’ll use this list to find new customers for our business.

STEP ONE: After logging into Demographics Now, click on the BUSINESSES/HOUSEHOLDS tab at the top of the page.

STEP TWO: There are two search options available to locate sales leads.
- The Business Quick Search is great to use if you know the company name, phone number or executive’s name and quickly want to access the business profile.
- The Business Custom Search provides a variety of options to generate a list of businesses by specifying criteria such as company name, business type, size, ownership, and so much more.

Since we want to create a list of businesses, click the Business Custom Search Tab.

STEP THREE: Next, we need to limit our geographic location to Ann Arbor and its surrounding metro areas. To do this, in the Enter Geography box in the top left corner of the screen, click on the edit button (small downward arrow located on the far right of the search box), and select a geographic location using the variety of options listed. You may also type an address, zip code, city, state, etc. in the search field. Pick From Geography List allows you to select single or multiple geographies with choices like counties, census tracts, cities, CBSAs, and more.

From the window that opens, click the plus sign next to Metro CBSAs by State to open up the state list. Then click the plus sign next to Michigan and click the checkbox Ann Arbor, MI Metro. Click OK to submit our geography.

STEP FOUR: Next, we’ll search for companies by Business Type. Click on the down arrow in the Business Type box on the left side of the screen. We have three options here:
- SIC (Standard Industrial Classification)
- NAICS (North American Industry Classification System)
- Keyword by industry code
Let's browse the **NAICS Major Industry Groups** (which breaks businesses down into categories) by placing a checkmark in its checkbox. **Real Estate and Rental and Leasing** is the closest category to what we're looking for so let's expand it by clicking on the plus sign. Under this category, **Lessors of Real Estate** has a few good categories for us; select the ones you want by checking their boxes.

You can make any other selections you like by using the left hand side bar to choose things like **Ownership, Business Size, Financial**, etc. At any point, click the **Update Count** button on the right hand side of the screen to see how many businesses are in your result.

**STEP FIVE:** Now we're ready to view our list. On the far right hand side of the screen, click **Search**. **Now we are looking at a list of lessors and property management companies that we can sell our landscaping services to.** Use the navigation buttons at the bottom of the list to move around in the list (50 businesses per page).

To view the business profile for any company in your list, simply select the company (checkbox) and click on the **Details** button (you can view details for up to 10 companies at a time). The **Business Profile** page provides a nicely formatted view of all aspects of the company, including annual sales and nearby businesses and competitors. You can Print/Download this page for access later.

**STEP SIX:** Now let's save this list. To get back to the complete list of companies, click the **Back** button. You may download this list in groups of 250 by selecting companies in the list (use the **Select All** check box to quickly select all 50 on a page) and clicking on the **Download** button. This will provide you with options of downloading the **Summary** or **Detail** file. To view all of the information about a company, we'll want to download the Detail report. Once downloaded your list can be refined further in Excel, saved in your My Documents folder, or uploaded to a database.

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Finding your competition with DemographicsNow: Business & People

DemographicsNow: Business & People, brought to you by Gale, delivers the data you need to make sound business decisions. With a database of more than 17 million businesses, you can identify business competitors quickly and accurately.

This document will explore two ways to find your competition:

- First, using an EZ Report. The EZ Reports are great for quickly generating a report with “snapshots” of information on demographics, consumer expenditures, and competitors.
- Second, using the Business Custom Search to create your own report. The Businesses/People Tab allows you to generate lists of competitors with in-depth search options.

Finding Your Competition – EZ Report

STEP ONE: To access the EZ Reports from the home page, click the Run a Quick Report button (available via the HOME page) or the EZ Reports Tab.

Two of the EZ Reports will list competitors—the Business Site Prospector allows for searching within a 1, 3, & 5 mile radius of a street address or city whereas the Compare Local Markets uses zip codes.

For our example, we’ll use the EZ Report: Business Site Prospector. As the name implies, the report is also useful for picking a location for your business.

STEP TWO: Click the blue Next button at the bottom of the How Does it Work? page, which explains the contents of the final report, to view geography selection requirements. Notice that this report requires you to enter a single address in the Enter Geography box in the upper left corner of the screen. For this example, we’ll use an address in Michigan. Type the address in the Geography box, and then hit enter. When you have finished entering your location, click Next.
STEP THREE: Now we need to find our industry. Let’s say we’re an entrepreneur who’s leasing a retail space for a children’s clothing shop. We’ll use the outline tool to browse and find the industry for children’s apparel.

Note: this step is an optional part of the Business Site Prospector.

Click Finish to generate your report.

STEP FOUR: You’re ready to view your report! Choose your output option - HTML is a quick view of your report, PDF is a printer-friendly option, and Excel and Word are useful for saving so you can edit the report. Make your choice and explore your new report – notice that the report provides not only a list and map of competitors, but also demographic and consumer expenditure information about the area.

Finding Your Competition – Businesses Custom Search

STEP ONE: The Business Custom Search allows for more precise searching of businesses, and offers more geography options than the Report Wizard.

To find the Business Custom Search, click the BUSINESSES/PEOPLE tab at the top of the page and then the Business Custom Search tab. If you prefer to research a specific competitor, Business Quick Search will be more useful to you.

STEP TWO: In order to find competitors, the first thing we need is a location. This information goes in the Enter Geography box in the upper left corner of the screen. You can simply type and enter in a geography (address, zip code, city, state, etc.), or click the Geography Menu link to browse and select from counties, census tracts, school districts and much more. Using the Geography Menu, you can also select up to sixteen geographies at a time.

Let’s say we’re an entrepreneur who’s leasing a retail space for a children’s clothing shop and we’d like to find competitors in the neighboring areas. For our search we’ll use the address of our store and search for competitors within a 20 minute driving radius. To do this we’ll need to use the Geography Menu.

Click the Geography Menu link and then click Create next to Custom Radii/Drivetimes. Select Enter an Address from the I Would Like To drop-down box, and enter the address of the store location. Then click Add Point. In the Ranges box at the bottom of the window, enter 20 and select Minutes from the Units drop box (note: you may also use miles or kilometers for units.) The finished form should look like the one to the right. Click OK on the Create Custom Locations menu followed by OK on the Select Geography menu.
STEP THREE: Now we will choose our industry. All search options are listed on the left hand side of the screen; simply click the down arrow next to a category to expand the search options.

There are three options to filter your search to include only those businesses that compete with your business.

- **Major Industry Group SIC**: View the list of SIC codes in tree format, and then select the specific SIC code that represents the business type you are interested in.
- **Major Industry Group NAICS**: View the list of NAICS codes in tree format, and then select the specific NAICS code that represents the business type you are interested in.
- **Keyword SIC/NAICS**: This is an easy way of searching the text descriptions of NAICS or SIC codes as an alternative to utilizing the SIC and NAICS tree menus.

Both SIC and NAICS codes are the standard numbering systems used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. NAICS was created in 1997 and was intended to replace the SIC numbering, but never actually caught on—even though NAICS codes provide a greater level of detail about a firm's activity than SIC codes.

Note: Since businesses have primary and secondary codes assigned to them (for example grocery stores may be categorized under grocery but also under pharmacy if they fill prescriptions), if you are using the Keyword SIC/NAICS search, you will need to select from the radio buttons whether you want to search the primary or all of the assigned codes, in addition to whether you want to search SIC or NAICS.

**For this example, we will use the keyword search to look for our business type.** When searching by keyword, it is important to note that some trial and error may be required to find the exact business type you are looking for. Enter your keyword, *in our example CHILDREN S* and click **Lookup**. Click on appropriate industries from the search results box; they'll be added to your Selected Codes box. You can try a number of keyword searches to find more industries. When you have your list of industries selected just click **Search** to see a list of competitors.

Note: There are many other searches you can use to filter your search results. For example, under **Special Selects** you can search to include out-of-business businesses; this can be useful in determining how many similar businesses have failed in the area you're researching. Take a few minutes and explore all the choices available to adjust your search.
STEP FOUR: Now let’s take a look at our results! We found 40 potential competitors and our results list provides a few data points like sales and number of employees for each business. For more details on each business, click the checkbox next to the business name and then the **Details** button. You may select up to 10 results at a time to view in the Details report. These reports will give ownership type, legal status, executives, and more. You may also **Download** and **Email** these records in sets of 250 at a time.

*DemographicsNow* offers a mapping tool that allows us to visualize our competitors’ locations. It’s customizable to show demographic information as well. Click **View on Map** to explore this feature.

You can execute and export as many reports as you like in *DemographicsNow* – try out a few more geographies, report types, and maps to explore all the data available to you!

**Need More Help?**

Look for *DemographicsNow* Help & Info button in the upper right hand corner of the resource; you will find tutorials, glossaries, data methodology procedures and more. Also, check out [www.gale.cengage.com/training](http://www.gale.cengage.com/training) for *DemographicsNow* search tips and tutorials.