

**CHOICE Magazine
2007 Outstanding
Academic Title**

DemographicsNow

LIBRARY EDITION



As reported in Time Magazine, DemographicsNow is one of the best business Web sites, offering a wealth of comprehensive data on population, income and much more — tailored specifically for business needs.

THE GO-TO SOURCE FOR DEMOGRAPHIC INFORMATION

At today's colleges and universities, more and more students are studying entrepreneurship and business. To that end, both public and academic libraries are clamoring for up-to-date resources of demographic information. Entrepreneurs need to know, "Who are my customers?" "Where do they live?" "What do they do?" and perhaps most importantly, "Who are my competitors?" To meet this need, Gale is proud to offer DemographicsNow, a comprehensive database offering a wealth of consumer and business information.

RELIABLE, CURRENT INFORMATION

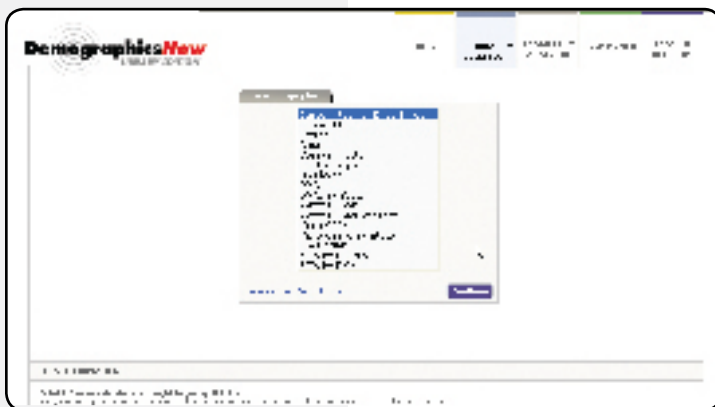
DemographicsNow offers a variety of simple, ready-to-use demographic data reports. Users may customize them by geography, choosing the area that best suits their needs. In addition, users may also run an unlimited number of reports in summary, comparison or ranking formats. From population and Census data to housing expenditures, users of DemographicsNow will have access to demographic information such as:

- Population
- Income
- Housing
- Race
- Age
- Education
- Businesses
- Retail sales
- Consumer expenditures
- And more

PINPOINT WHERE THE CUSTOMERS ARE – BEFORE YOU SET UP SHOP!

DemographicsNow is a helpful source of information for prospective and current entrepreneurs — as well as for students in business programs — or anyone who needs to identify cultural patterns or sociological trends. This tool will help users:

- Identify household buying patterns
- Create and analyze trade areas
- Evaluate market penetration
- Identify business locations
- Target messaging, media buys and direct marketing campaigns
- Find new customers — and reach them more effectively
- Reveal untapped markets
- Select the right merchandise mix
- Expand into appropriate markets



▲ More than a dozen geographic selection criteria are available.

Consumer Expenditure Summary Report					
	2007 Estimate	2012 Projection	% Change 07-12		
Total Population	5,790,920	5,828,880	0.7%	0.0%	0.32
Total Avg Household Expenditure	\$30,872	\$31,238	1.2%	1.2%	0.4
Total Avg Retail Expenditure	\$21,554	\$22,947	6.4%	6.4%	0.4

Consumer Expenditure Detail (Average Household Annual Expenditures)					
	2007 Estimate	% of Total	2012 Projection	% of Total	% Change 07-12
Alcohol & Beverages	\$179.20	0.8%	\$431.88	2.0%	1.4
Alcohol & Beverages	\$184.20	0.8%	\$403.26	1.7%	0.9
Alcohol & Beverages	\$164.47	0.8%	\$215.29	1.0%	0.4
Apparel	\$2,442.27	11.4%	\$2,432.85	11.3%	-0.1
Apparel Services & Access	\$180.00	0.8%	\$426.47	2.0%	1.8
Auto Expenditure	\$802.20	3.7%	\$921.24	4.1%	0.7
Child Care & Daycare	\$454.42	2.1%	\$463.52	2.1%	0.2
Food	\$42.33	0.2%	\$15.40	0.1%	-0.7
Food & Dining	\$175.24	0.8%	\$230.26	1.0%	0.3
Home Appliances	\$12.20	0.1%	\$225.32	1.0%	1.0
Home Furnishings	\$790.20	3.6%	\$457.17	2.1%	-0.4
Computers	\$796.20	3.6%	\$211.58	1.0%	-1.8
Computer Hardware	\$252.40	1.2%	\$219.32	1.0%	-0.2
Computer Software	\$543.80	2.5%	\$192.26	0.9%	-1.7

▲ The consumer expenditure summary helps users determine what consumers are spending money on.



EXPERIENCE IT FOR YOURSELF – FREE

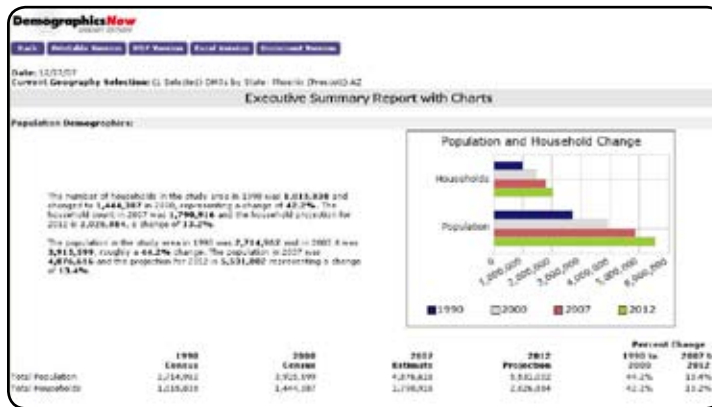
DemographicsNow is available for a free limited-time trial. Please contact your Gale Sales Representative at 1-800-877-GALE or visit www.gale.com

Outside the U.S. and Canada: Visit www.gale.com/world for a list of distributors and sales offices.

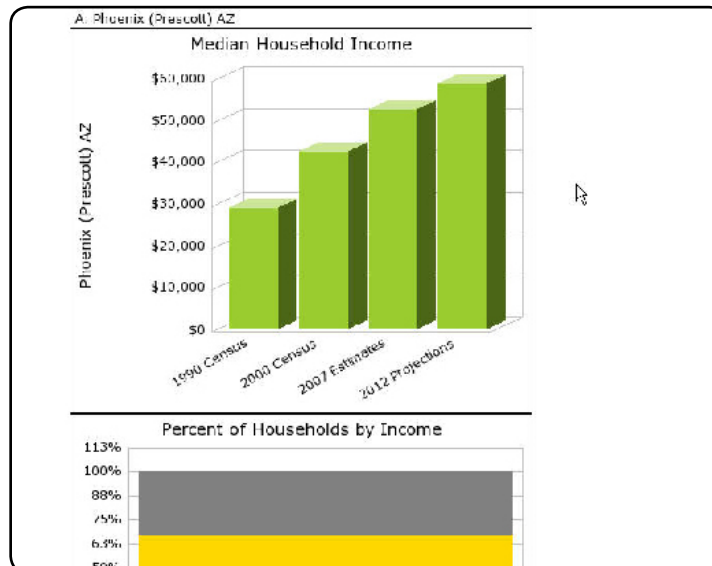
Whether it's for a new business proposal, a boardroom presentation or a college paper, DemographicsNow is sure to have the reports researchers need.

PUT THE DATA TO WORK FOR YOU

Time is money... that's why we've made DemographicsNow easy to search and highly intuitive. Users have instant access to site and market data by entering addresses, cities, zip codes, counties, drive times and radii information. They may choose from different reports in order to rank geographies against certain criteria. Plus, reports and maps can be easily output to a printer, or e-mailed for later retrieval. Reports are formatted in HTML, or can be saved as a PDF, an Excel or a Word document for easy off-line retrieval. And because there's no complicated login procedure, users simply select, run, save, print or e-mail the report.



▲ Executive summary reports include numerous population charts broken down by age, race/ethnicity, income, marital status and more.



▲ Demographic comparison reports demonstrate changes in number of households, population size and more, based on past Census data and future projection.