Your guide to
BUSINESS
DECISI⊙N

CIVICTechnologies

BusinessDecision: Supporting Successful Businesses… Like Yours

"The purpose of business is to create and keep a customer." — *Peter Drucker*

Finding and keeping customers. It's what makes a business a successful business. BusinessDecision is a web-based service that will help you find and keep customers. And lots more. And it's really easy to use.

But those aren't the most important things about BusinessDecision.

The most important thing is the data.

Our data is sourced from Synergos Technologies, Inc. STI has the most accurate and reliable business data. Anywhere. LandScape market segmentation data. Demographic data. Consumer spending data. Business data. And maps…have we got maps: thematic maps, site maps. Over 15 carefully organized data reports and maps with loads of data variables.

Access to BusinessDecision is available in your library or remotely through your library's website with a valid library card and an internet connection.

START A BUSINESS
TARGET. Market. Grow.

- Identify where target customers live

- Match what you sell with the best location to sell from

- Accurately calculate how big the market is and how much revenue you can generate

- Figure out what your competitors know that you don't

FIND CUSTOMERS
Target. MARKET. Grow.

- Find more customers like your best customers

- Target advertising and direct mail messages that your customers will hear

- Determine the most effective marketing channels to reach your target audience

OPEN A NEW LOCATION
Target. Market. GROW.

- Identify which target customers aren't served by your current location

- Determine where you need to be to beat your competitors

- Create a product mix that will outsell your competitors

Get Access: Logging in is Easy

1

Create New Account ⚇

To get the most out of BusinessDecision, create your own account by registering your email address and creating a password. Passwords must be 6 characters or longer.

Email
[   ]

Confirm Email
[   ]

Zip Code
[   ]

County
[Choose a county: ▼]

Password
[   ]

Confirm Password
[   ]

☐ I have read and agree to the end user license agreement

[Create Account]

1. Create an account:

Enjoy the benefits of customizing your experience inside BusinessDecision. All you'll need is an email address and password. Be sure to respond to the automated email you'll receive!

2

Returning User Login

Email
[   ]

Password
[   ]

☐ I have read and agree to the end user license agreement

[Login]

If you have forgotten your password, please **enter your email address above**, and click here to get a new password.

2. Account login:

Login and jump back into your saved projects and preferences. Ready to start a new project? All your settings will be waiting for you.

Let's Get Started: Creating a New Project

1

2

New Project

To create a new project, type in your project name and define your area. No double quotes will be saved. Single quotes are fine.

Project Name

3

Define Area ☐
To define an area, select from the following options: (help me choose)

Point on the Map ⊙
Build your area around a point on the map by selecting one of the following:
- ⊙ Address or Intersection
- ○ Click on a map

- or -

Preset Area 🗺
Select a preset area (e.g., city, county, state, ZIP Code, census tract, etc.)
- ○ Preset Area

4

Enter Address
Enter as much of the full street address as you can including city or ZIP Code. Example: 123 E. Main Street, Pasadena, CA.

Enter an intersection including city and state, with "&" between the street names. Example: Main St & 10th Ave, Pasadena, CA.

Address
120 South Raymond Avenue

City | **State** | **Zip**
Pasadena | CA ▼ | 91101

[Find Address]

1. & 2. Start and name your "New Project":

Click "New Project" and give it a name.

3. Define Area: Select either Point on the Map or a Preset Area

You have to select which type of study area you want to create. You can either define a study area around an address (Point on the Map) or a standard geography (Preset Area).

Do you want to analyze and grow the trade area around your business? Relocating your business and want to analyze the competition? Does your new business need a location and you're not sure which is the right one for you? **Choose: Point on the Map**

Do you need to find a site for your business and want to scan a large area to find the best location? Are you looking to expand your business into a new city or franchise territory? Do you want to combine smaller areas into larger groups to identify more prospective customers? **Choose: Preset Area**

Let's start with a Point on the Map project.

4. Confirm your address

Enter your location and click **"Find Address."**

Then, confirm search results by clicking on the correct address.

5

Define Area Around Address By (help me choose):
○ Rings ○ Donuts

Rings: Information for up to three overlapping rings that use your site as the center point. Each ring includes the data of any inner ring.
✓ 1 miles ✓ 1.5 miles ✓ 2 miles

[Refresh Map]

Name This Area (optional):
[No double quotes will be saved. Single quotes are fine.]
[_____]

[Save and Choose Reports] » save and define another area

6

Define Area ☐
To define an area, select from the following options: (help me choose)

Point on the Map ⊙
Build your area around a point on the map by selecting one of the following:
○ Address or Intersection
○ Click on a map

- or -

Preset Area
Select a preset area (e.g., city, county, state, ZIP Code, census tract, etc.)
⊙ Preset Area

Enter Name of Area (state, county, zipcode, city etc.)
To search a preset area such as a city, county, or census tract, enter the information in the search box. Examples: Denver; Brown County; or 97229.

[Portland, OR]

[Search] select area from a list

Search Results
Cities and Towns:
Portland, OR

7

Enter Name of Area (state, county, zipcode, city etc.)
To search a preset area such as a city, county, or census tract, enter the information in the search box. Examples: Denver; Brown County; or 97229.

[Portland, OR]

[Search] select area from a list

5. Define a Study Area Around Address

Customize your study area and update your map display.

Choose **Rings** to get data on overlapping rings of different size. Choose **Donuts** to get data on single rings of different size.

If you change the study area from the default **"Rings,"** click **"Refresh Map."** Optionally, give the study area a name. Click **"Save and Choose Reports"** to select your reports or add more addresses by clicking "save and define another area."

Now let's look at a **Preset Area Project**.

6. Define a Preset Area

Choose **Preset Area**. Enter a state, county, ZIP Code, city or town, census tract, Congressional District, or Core Based Statistical Area (CBSA).

Click **"Search."** If several choices result, select the one you're interested in. Optionally, give the study area a name. Click **"Save and Choose Reports"** to select your reports or add more addresses by clicking **"save and define another area."**

7. Do you want to add more areas?

In both **"Point on the Map"** and **"Preset Area"** options, you can gather data on another area by clicking on **"save and define another area."**

Select Your Info: Choosing Reports

1

Choose Reports

Is your favorite report missing? On 2/17/2015 we migrated to a new data provider--Synergos Technologies, Inc. The new data provides an enhanced market segmentation system, expanded consumer spending data and new data. It will take a few months to update and release new and enhanced BusinessDecision reports. The Welcome to BusinessDecision will have updated information.

Project Name
My Custom Project

Defined Areas
You have defined the following area(s):

Preset Area: Cities and Towns: Portland, OR

Run The Checked Reports
» check all   » uncheck all

Market Segmentation
☐ Landscape Report more

Demographics Reports
☑ 2010 Census Report more
☐ Age 45+ Report more
☐ Demographic and Income Report more
☐ Detailed Age Report more
☐ Household Income Report more
☐ Housing Report more
☐ Wealth and Poverty Report more

Expenditure Reports
☐ Automotive Aftermarket Expenditures more
☐ House and Home Expenditures more
☐ Household Budget Expenditures more
☐ Medical Expenditures more
☐ Recreation Expenditures more
☐ Retail Goods and Services Expenditures more

Business Reports
☐ Business Summary more

Market Segmentation: Landscape Report
This report compares the top 20 LandScape Segments in a specified area, ranked by household percentage to the national counterpart. The LandScape Segmentation system classifies U.S. neighborhoods into 65 distinctive market segments based on their socioeconomic and demographic characteristics. For a broader view of a study area, each segment is included in one of 15 LandScape groups. Groups are comprised of segments with shared traits.
Demographic Reports: 2010 Census Report
Demographic Reports: Age 45+ Report
Demographic Reports: Demographic and Income Report
Demographic Reports: Detailed Age Report
Demographic Reports: Household Income Report
Demographic Reports: Housing Report
Demographic Reports: Wealth and Poverty Report
Expenditure Reports: Automotive Aftermarket Expenditures
Expenditure Reports: House and Home Expenditures
Expenditure Reports: Household Budget Expenditures
Expenditure Reports: Medical Expenditures
Expenditure Reports: Recreation Expenditures
Expenditure Reports: Retail Goods and Services Expenditures
Business Reports: Business Summary
Maps: Thematic Map Report
Maps: Site Map Report

1. Choosing Reports:

BusinessDecision has dozens of reports to meet your specific needs. It's easy to find the report you need… reports are organized into the following groups:
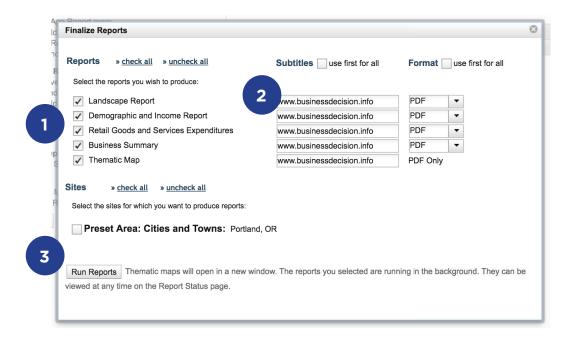
• Market Segmentation

• Demographic Reports

• Expenditure Reports

• Business Reports

• Maps

Get more information on what the reports mean and how they can benefit you. Read the About Reports section to learn more about each type of report.

Want to get all of the reports and maps? Select the **"check all"** option.

Want to run a customized set of reports and maps? Scroll through the list and check the items you want.

Get Your Data: Finalizing Reports

1. Finalize Reports

Confirm your previous selections by clicking on your reports.

2. Select Subtitles and format

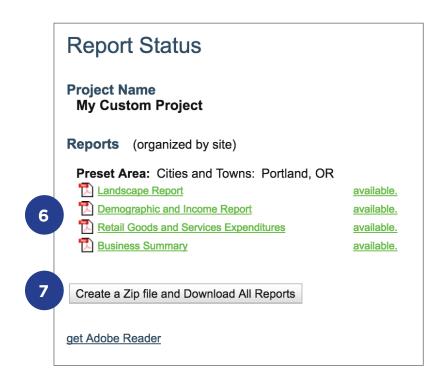Customize your reports with subtitles.

3. Click "Run Reports"

4. Check the status of your reports by clicking

"Check Report Status"

5. Click "run additional reports" to create additional reports

Report Status

Project Name
  My Custom Project

Reports (organized by site)

  Preset Area: Cities and Towns: Portland, OR
  📄 Landscape Report   available.
  📄 Demographic and Income Report   available.
  📄 Retail Goods and Services Expenditures available.
  📄 Business Summary   available.

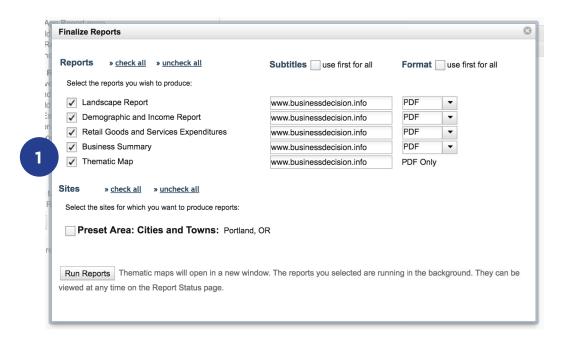 Create a Zip file and Download All Reports

  get Adobe Reader

6. Take a look at the PDFs

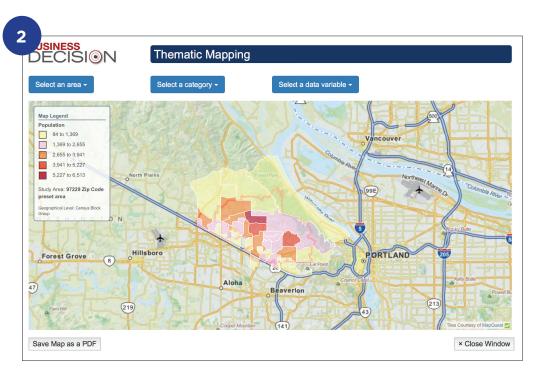Don't want to download a zip file? Open your PDFs in real time by clicking on the title.

7. Click "Create a Zip File and Download All Reports" to save and print PDFs

Select Your Info: Finalize Reports and Thematic Maps

1. About Thematic Maps

Thematic maps visually display data. Let's say you want to identify the locale with the highest spending on pet care. A thematic map will show you the geography (e.g., census block groups) that have the highest spending on pet care so you can target market the locations with the highest revenue potential. A map is worth a thousand words. To make a thematic map, be sure to select the **Thematic Maps** checkbox in **Choose Reports** and confirm in the Finalize Reports dialog box. After you click **"Run Reports"** in the Finalize Reports dialog box a new window will open in your browser displaying a map with your study area.

2. Thematic Map Window

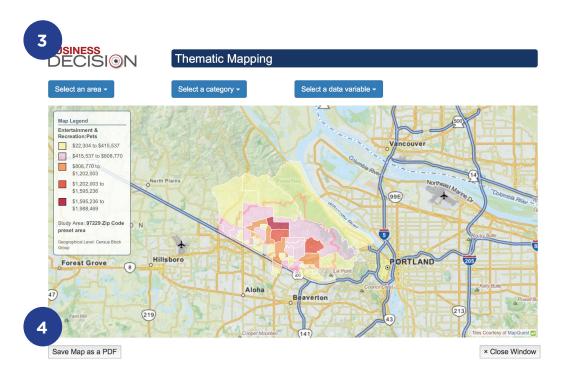In the thematic map window apply data themes by using the drop down selections:

Select an area drop down menu allows you to switch between study areas or change the zoom view.

Select a category drop down menu allow you to select the data set for your map. The sets include demographic, expenditure, establishments, employee data, daytime population, and occupation data.

Select a data variable drop down menu displays the themes available for the category selected.

The map will change as you change your selections.

To save your map, click on the **"Save Map as a PDF"** button. It will be saved in your project. Change and save as many maps as you need for your project.

3. Your results

Here is the resulting thematic map. The areas in dark red represent the census block groups with the highest spending on pets. The areas in yellow represent the lowest spending on pets. You can develop a target market campaign to focus on the neighborhoods and households that spend the most on pets while avoiding the ones that spend the least.

4. How to save a map

To save the map, click on the Save button. To make more maps, repeat the process of selecting from the drop down menus. Saved thematic maps can be viewed in your project or by going to the Report Status page.

Thank you for using BusinessDecision!

Please take a look at all of the reports in BusinessDecision and experiment with the vast array of data available at your fingertips.

CIVICTechnologies

CIVICTechnologies provides a full suite of web services, customized applications and consulting services to meet the complete market research and analytical needs of libraries and businesses—from small and medium size enterprises to Fortune 500 companies. CIVICTechnologies enables its customers to visualize data in new and innovative ways in order to deliver more effective products and services, make better informed decisions, build consensus faster, allocate resources more wisely, and implement organization-wide solutions more effectively.

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