

Gale Business: DemographicsNow is a useful tool for finding, comparing, and visualizing demographic information. If you're putting together a business plan, you can use dozens of available demographic data points from various databases to pinpoint your target consumer.

The screenshot displays the Gale Business DemographicsNow web application. At the top, there is a navigation bar with links for 'Logout', 'My Library Links', 'Sign in with Google', and 'Sign in with Microsoft'. The main header features the 'GALE BUSINESS' logo and the 'DemographicsNow' title. A 'Geo Filter' section allows users to enter an address, city, zip code, county, or state, with 'Utah, Salt Lake, Alachua, Camas' currently selected. To the right of the header are 'OPTIONS' and a hamburger menu icon. Below the header is a secondary navigation bar with links for 'HOME', 'DEMOGRAPHICS', 'MAPS', 'REPORTS', and 'TUTORIALS'. The main content area is titled 'Select a Report Type' and contains a form with two dropdown menus. The first dropdown, labeled 'Report Type', is set to 'Comparison'. The second dropdown, labeled 'Report Name', is set to 'Age By Sex Comparison Report'. A 'RUN REPORT' button is located below the first dropdown. A list of report options is displayed to the right of the 'Report Name' dropdown, including 'Age By Sex Comparison Report', 'Basic Demographic Comparison Chart', 'Business Comparison', 'Complete Demographic Comparison Report', 'Consumer Expenditure Apparel Detail Comparison', 'Consumer Expenditure Auto Transportation Detail Comparison', and 'Consumer Expenditure Comparison Report'. The footer of the page includes links for 'About', 'Contact Us', 'Terms of Use', and 'Privacy Policy', along with the 'GALE A Cengage Company' logo.

Logout My Library Links Sign in with Google Sign in with Microsoft

GALE BUSINESS DemographicsNow

Geo Filter - Enter an address, city, zip-code, county, or state
Utah, Salt Lake, Alachua, Camas

OPTIONS

HOME DEMOGRAPHICS MAPS REPORTS TUTORIALS

Select a Report Type

Report Type
Comparison

Report Name
Age By Sex Comparison Report

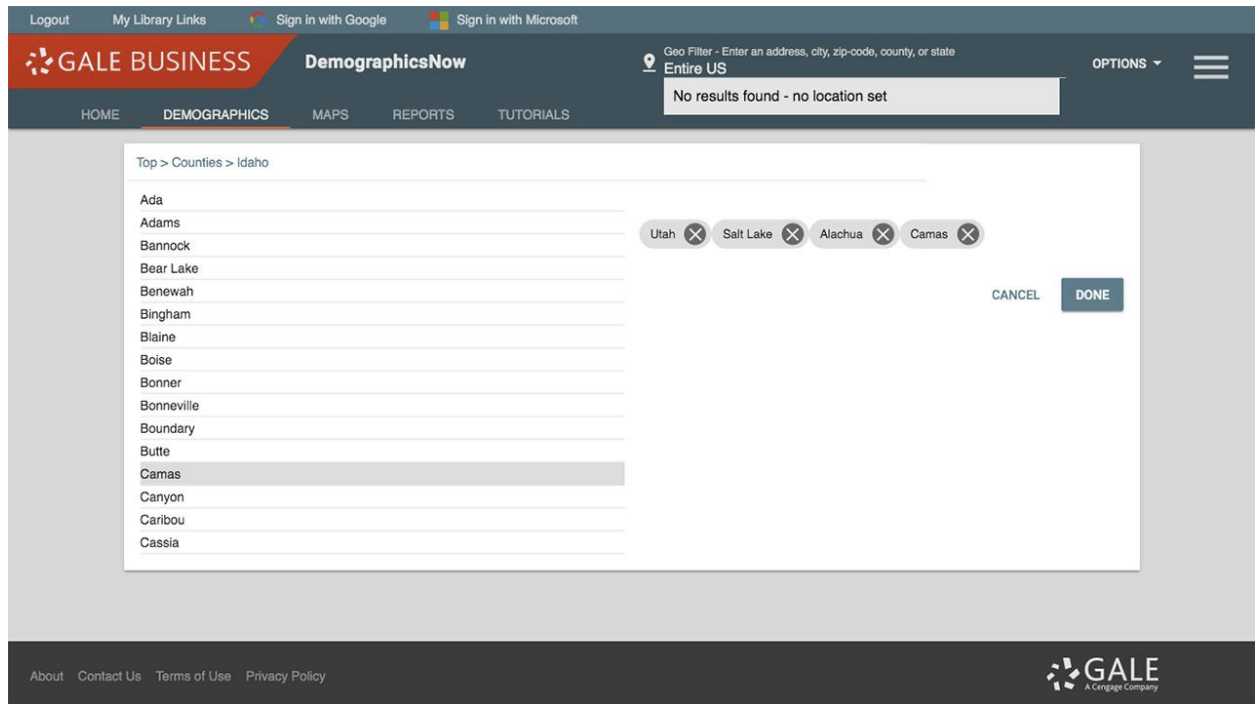
RUN REPORT

- Age By Sex Comparison Report
- Basic Demographic Comparison Chart
- Business Comparison
- Complete Demographic Comparison Report
- Consumer Expenditure Apparel Detail Comparison
- Consumer Expenditure Auto Transportation Detail Comparison
- Consumer Expenditure Comparison Report

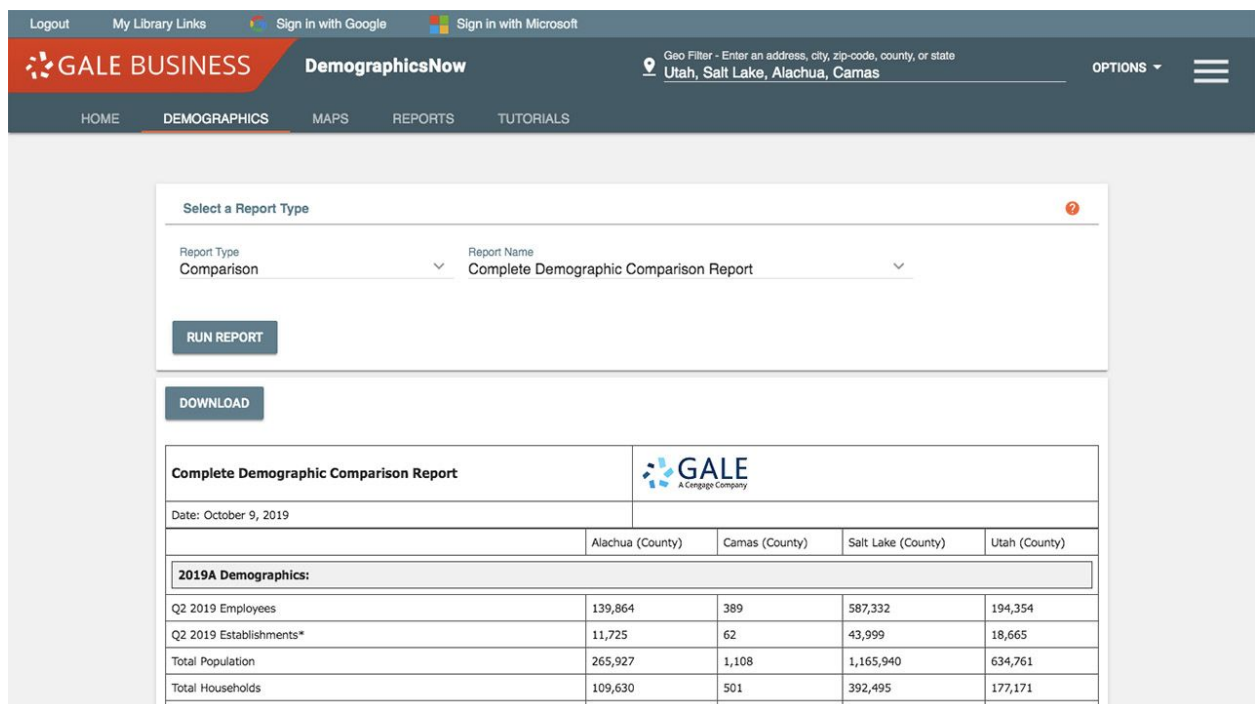
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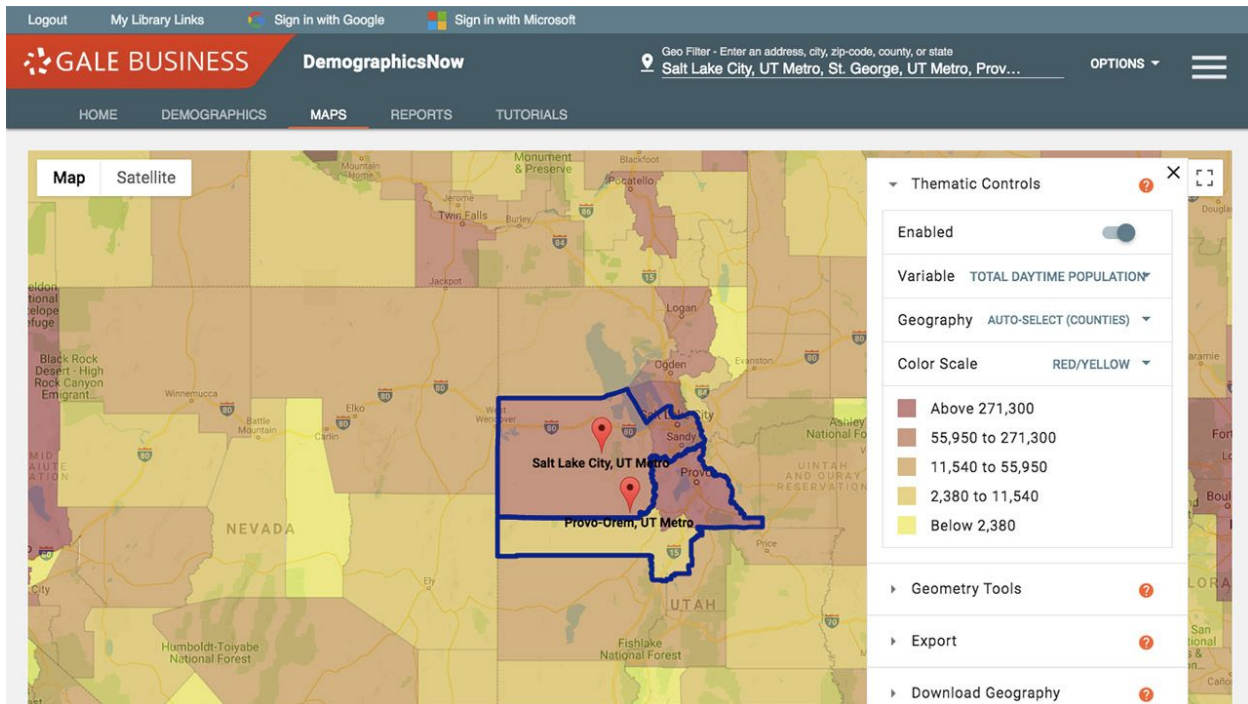
And you can compare that data across multiple locations to see where your business would do the best.



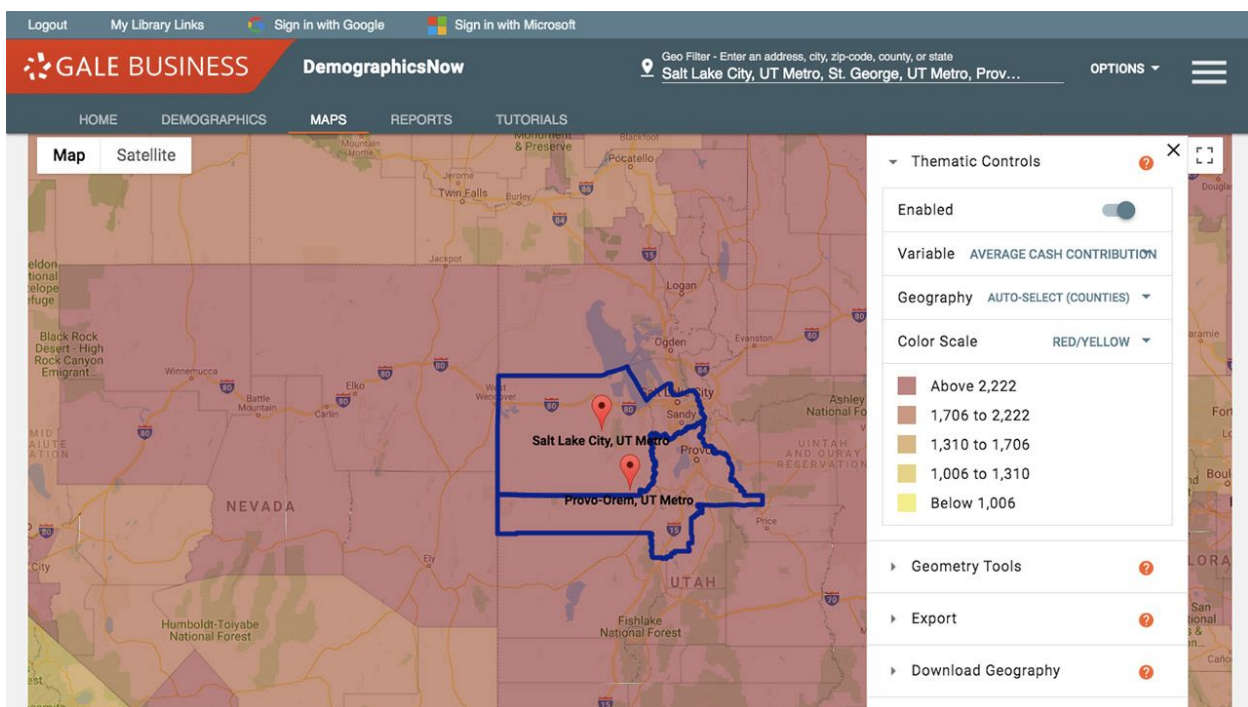
Gale Business: DemographicsNow takes the information and generates a report that you can save and use at your next business meeting.



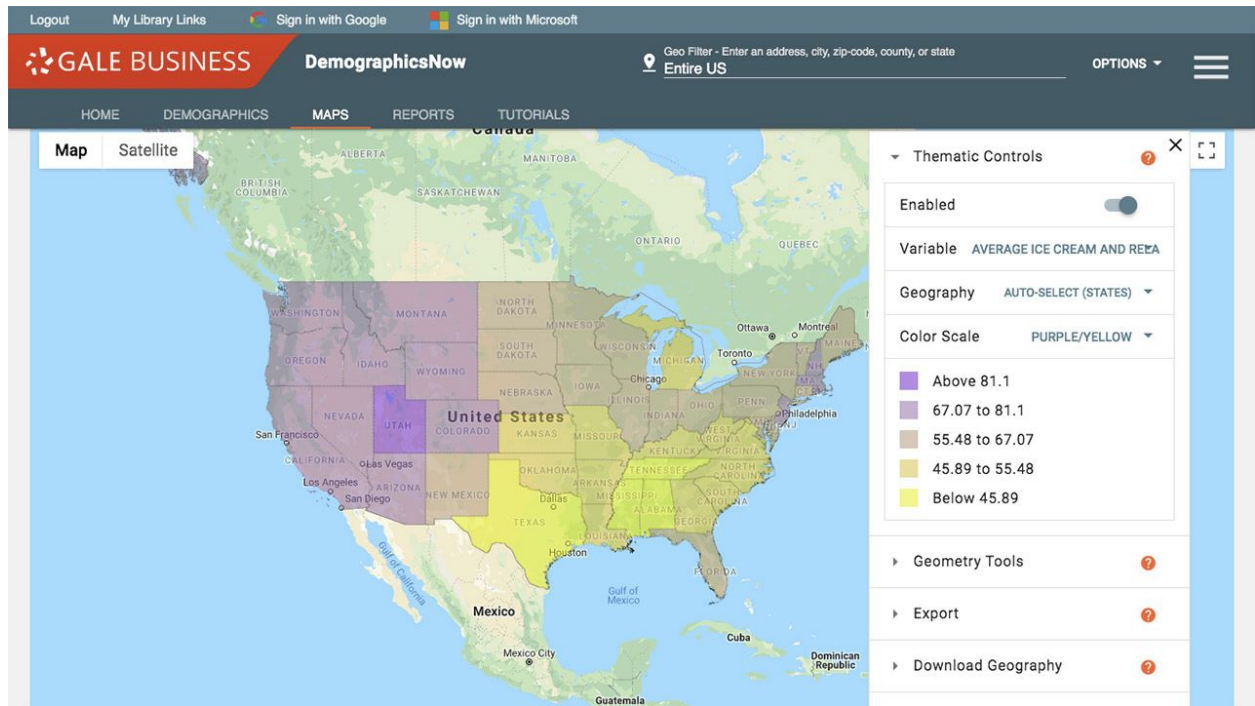
The map tool can also help you visualize potential locations to start or expand your business.



However, you don't need to be running or starting a business to find Gale Business: DemographicsNow useful. You can find the locations of potential donors for your charity or non-profit organization,...



Or find out which state spent the most money on ice cream in 2018.



So jump right in and see how Gale Business: DemographicsNow can benefit your business, charity, and natural curiosity.