



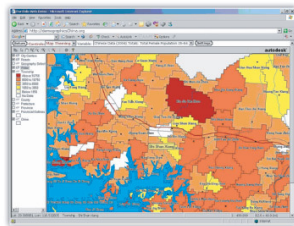
INTELLEVUE



For the First Time Ever—Custom Maps and Reports from the China 2000 Census

Demographic Consulting, Inc. is pleased to offer the first-ever commercial release of data retrieval software for the People's Republic of China 2000 Census. Organizations can now gain access to Chinese demographic data through an easy-to-use, highly customizable software tool.

Encompassing over 50,000 townships, this valuable and unprecedented data resource reports richer, more precise demographic information, down to 1 km² grids, than ever before—allowing your organization to access, examine and utilize detailed population data with ease.



Available in both desktop and web-based versions, this system integrates the advanced functionality of GIS mapping with the ability to instantly customize and create robust demographic data

reports. Whether it's a population characteristics summary of 1.3 billion people, or a glimpse at families in a neighborhood, this entirely customizable information toolkit offers a whole new dimension to your marketing and site location strategies in China.



The **China Data Center** at the **University of Michigan** is an international center designed to advance the study and understanding of China, including the integration of historical, social and natural science data in a geographic information system. In collaboration with the **China Data Center** and **SRC, LLC, Demographic Consulting, Inc.** is offering China demographic maps and Census data reports in the following desktop and web-based delivery systems:

- **Allocate™ for China** (desktop-based, delivered on CD/DVD with GIS boundaries)
- **DemographicsNowChina.com** (web-based system)

Allocate, DemographicsNow.com and DemographicsNowChina.com are trademarks of SRC, LLC, Orange, CA





PEOPLE'S REPUBLIC OF CHINA

Provinces, Counties, Townships, 1km² grids

DATA FEATURES

Comprehensive geographic coverage

Search for, evaluate and identify all possible opportunities

Over 1,500 unique demographic variables

Precise, customized data to keep your business decisions informed

Complete data down to township level

Never-before-seen micro/macro views of potential trade areas and customers

Population estimates down to 1 km² grid areas

Find out where your customers are, and where they aren't

SOFTWARE FEATURES

Radii and custom polygons

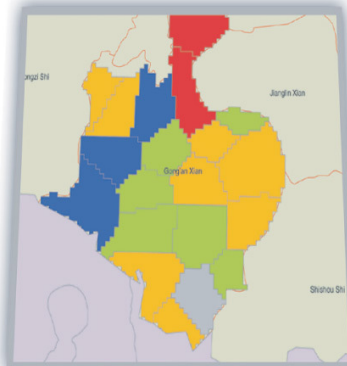
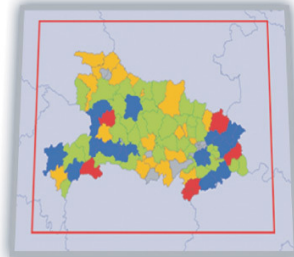
Define your trade areas based on radii, non-overlapping radii, geometric areas or standard administrative units.

Grid-centroid retrieval

For the first time ever, use the grid-centroid retrieval method to precisely estimate the demographic characteristics of your custom trade area.

Preformatted reports and automated mapping

Instant, unlimited access to data, reports and maps



Site Location Analysis

Where should I open my next store? Which stores should be closed?

Understand my Customers

Where do they live? How far will they travel to my store? What types of neighborhoods do they live in?

Target Marketing

How can I communicate with my customers? Where should I advertise?

Consumer Potential

How much potential exists in a trade area or market for my product? How can I find more customers? Where do concentrations of people similar to my customers live?

ABOUT DCI

Demographic Consulting, Inc.

(DCI) helps companies assess, acquire and effectively use demographic and geospatial data. By providing customized geodemographic data and software solutions to businesses and non-profit organizations, we help link the right data to the right tools—helping to ensure that our clients have access to superior market intelligence.

To get more information, or to receive a free trial of this software, go to intellevue.com, or e-mail jdavis@intellevue.com.