

Neighborhood Demographic Tools Comparisons

Feature	MapDash & MapDash Express	Others
Data–Maps-Study Areas	Yes	No
• Primary Data Source	Esri Tapestry	Experian Mosaic or proprietary
• Secondary Data Sources	Census, American Cmty Survey, SafeGraph, Federal Agencies & more	Census
• Annual Data Updates	Yes	No (updated occasionally)
• Data Maps: Preloaded	MapDash: 150+ MapDash Express: 7	No
• Data Maps: Secondary	MapDash: 1,000+ MapDash Express: N/A	No
• Interactive Mapping & Reports	Yes	No
• Preloaded Study Areas	Adjustable DriveTimes, WalkTimes, Radii (Polygon & ZIP Code on request)	3-mile or Selectable Radius (Polygon, Zip Code, Drive Times on request)
• Missional Context Reports	1 page (succinct + links) 10 functional areas (Correlation based)	6-32 pages 6-9 functional areas (Interpretation based)
Neighborhood Infographic Reports	MapDash: 5 reports MapDash Express: 1 report	2-5 reports
• Report Format	Interactive (HTML)	Static (PDF)
• Congregational Access	Yes	Included in some
Base Cost	Annual Subscription: MapDash: \$3,995/year MapDash Express: \$1,495/year (add congregational access: + \$1,500)	Multi-Year Contract: \$5,000/year or Per Report \$85-\$315 each
Analytics	Included: Diversity • DriveTime Analysis • Homeless Forecast * Missional Opportunity • Religiously Unaffiliated Add-On – Cost Varies: Vitality • Sustainability • Margin • MissionWebs	None