

## Neighborhood Demographic Tools Comparisons

Feature	MapDash & MapDash Express	Others
<b>Data–Maps–Study Areas</b>	Yes	No
• Primary Data Source	<a href="#">Esri Tapestry</a>	<a href="#">Experian Mosaic</a> or proprietary
• Secondary Data Sources	Census, American Cmty Survey, SafeGraph, Federal Agencies & more	Census
• Annual Data Updates	Yes	No (updated occasionally)
• Data Maps: Preloaded	Yes (150+)	No
• Data Maps: Secondary	1,000+	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)
<b>Neighborhood Infographic Reports</b>	5 reports	2-5 reports
• Report Format	Interactive (HTML)	Static (PDF)
• Congregational Access	Yes	Included in some
<b>Base Cost</b>	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
<b>Analytics</b>	Included: Diversity • DriveTime Analysis • Homeless Forecast * Missional Opportunity • Religiously Unaffiliated  Add-On – Cost Varies: Vitality • Sustainability • Margin • MissionWebs	None