

Publications

The System by Vista Tool Offers Free, Data-Driven Site Selection Mapping Experience

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Vista Site Selection, an ancillary business of Vorys, is pleased to introduce **The System by Vista**, an interactive playground that brings our depth of site selection data and analytics to the masses. If that wasn't enough, Vista is offering this tool absolutely free of charge.

If you've ever been curious about how data can help with your site selection process — or if you have ever wanted to just mess around with a huge amount of data — The System is for you.

This intuitive interface allows users to explore demographic information — including more than 1,200 variables — across the United States. That combination of ease-of-use and rich data makes The System a fun and rewarding experience for both first-time digital mappers and experienced GIS users.

The System is designed for fast market discovery. If you've got a variable in mind, just grab it and go. Although the platform is free to use, the data involved is premium quality. You'll be able to compare demographic data at the national, state, city and even neighborhood level.

We've sorted the variables into six categories:

1. **Consumer Expenditure:** Explore what people spend money on and where demand is concentrated across goods and services.
2. **Education and Employment:** View educational attainment and employment trends across demographics to better understand workforce depth.
3. **Households and Housing Units:** Understand household composition and housing patterns, including where growth is the trend.

4. **Income and Poverty:** Track income patterns and economic conditions across regions to understand purchasing power and financial stress.
5. **Infrastructure:** Explore infrastructure indicators that support growth, access and connectivity across regions.
6. **Occupations:** See the mix of jobs in an area where key occupations are concentrated.

Getting started is easy. Either create an account with your email address or continue with any Google or Microsoft account. No fees, no hassles.

Give **The System** a try today and have some fun while getting a taste of what Vista can offer you during your site selection process.