

# HOW DO I DETERMINE CRIME STATISTICS IN AN AREA?

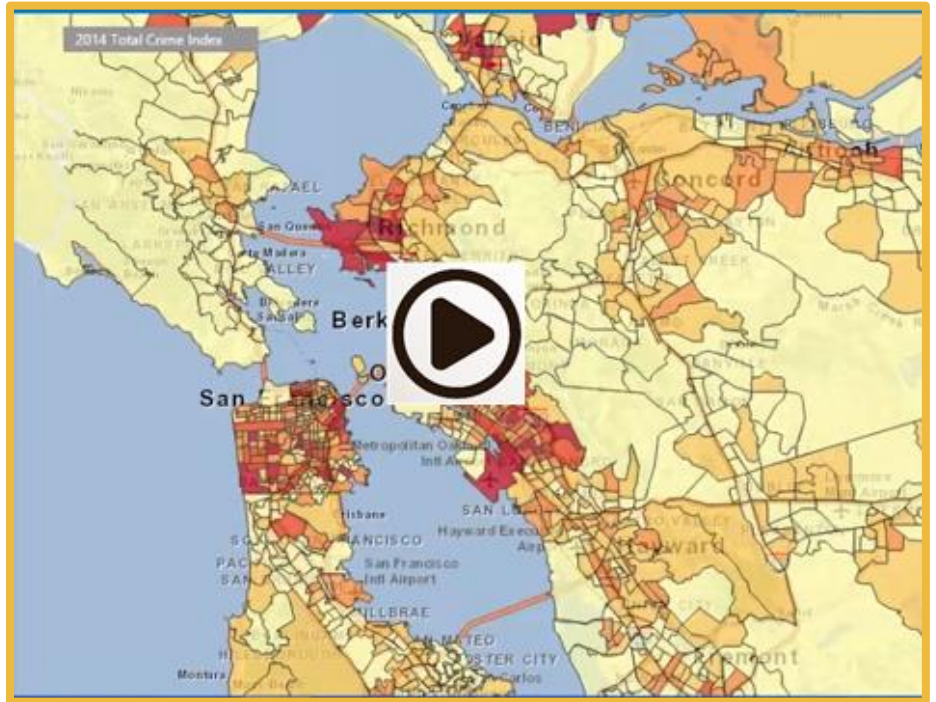
February 8, 2016

## STDB TOOLS TO USE

- Business Analyst
- Color-Coded Maps

Click on image to the right to begin video tutorial. Written tutorial with screen shots is below:

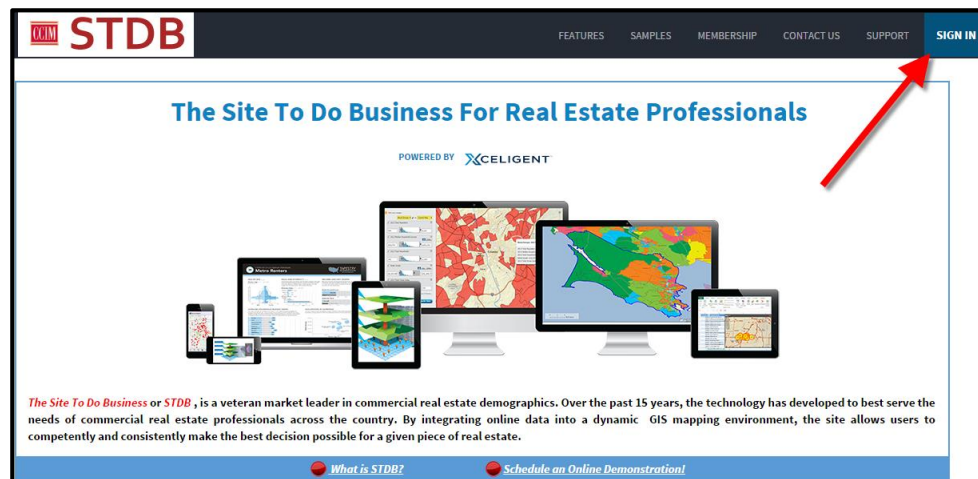
**STDB®**  
Site to do Business



Get Started Determining Crime Statistics for an Area:

Written tutorial here:

1. Log into [www.stdb.com](http://www.stdb.com)



## 2. Navigate to Esri Business Analyst

**Demographic, Mapping and Prospecting Tools**

choose from STDB Applications Below:

- esri BAO**  
Business Analyst Online (BAO) is the replacement to the Site Analysis product. Use BAO to generate demographic reports using rings, drive-times, or bands, generate color-coded maps by choosing from thousands of variables, and much more
- ArcGIS Online**  
ArcGIS Online gives you the ability to create interactive web maps using your own data combined with information available in the marketplace.
- DatabaseUSA**  
Database USA is a prospecting tool to identify certain types of business.
- Pictometry**  
Ability to download high resolution oblique aerial photography based on point or address location
- RiskMeter Online**  
NEW FLOOD MAPS from RiskMeter offer digital representations of the FEMA Flood Maps which can be overlaid on a street map or hybrid aerial map.



## 3. Select “Get Started”


**Esri Business Analyst**

Home Maps Reports

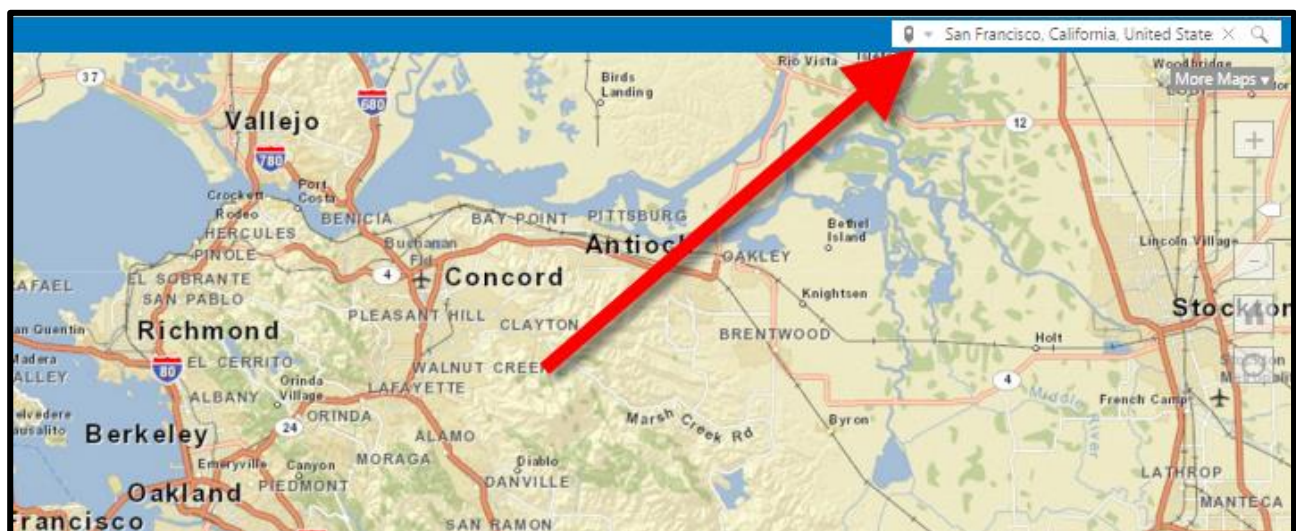
### How Walk-Friendly is Your Site

Bring pedestrian analysis to your market planning. Now you can create walk-time areas and understand how many customers can walk to your property.

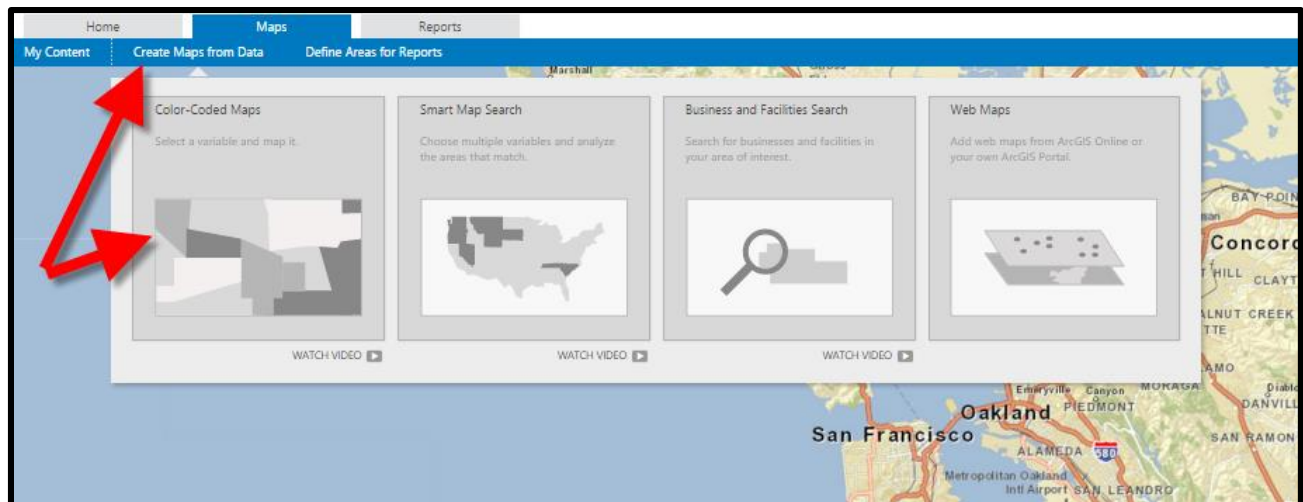
GET STARTED NOW



## 4. Zoom into your desired area. In this case we used San Francisco, CA



## 5. Select Create Maps from data and choose Color Coded Maps



## 6. In Search bar, type in Crime

