

LIST OF REPORTS AVAILABLE BY CATEGORY

Business

These reports provide details about the businesses and employees in an area. You can also see daytime versus nighttime populations, existing major shopping areas, and vehicle traffic patterns around sites. You can create reports based on a study area's current and potential business environment by examining existing business and services, the competitive presence, and retail activity

Reports include:

- Business Locator Report
- Major Shopping Center Locator
- Business Summary

You can use the reports to (1) Better understand trade areas, (2) Identify potential new sites, and (3) Find your competitors. Data in these reports is based on major shopping center data from the Directory of Major Malls (DMM), Inc., business data from Dun & Bradstreet, and traffic data from MPSI DataMetrix.

Consumer Spending

Reports in this category provide information about what consumers spend their money on (such as clothes, education, or furnishings) by market.

Reports include:

- Automotive Aftermarket Expenditures
- Financial Expenditures
- House and Home Expenditures
- Household Budget Expenditures
- Medical Expenditures
- Recreation Expenditures
- Retail Goods and Services Expenditures

You can use the reports to (1) Understand customers' purchasing habits, financial behaviors, and financial products and services preferences, (2) Locate sites with potential to reach the most customers, (3) Identify menu selections to match customer preferences, and (4) Design effective advertising messages for preferred products.

Consumer spending data is derived from the latest Consumer Expenditure Surveys, Bureau of Labor Statistics. Updated annually, the data captures spending data for any census geography, ring or polygon.

This category also includes a Retail MarketPlace Profile.

Retail MarketPlace data accurately measures retail activity by trade area by providing a direct comparison of retail sales to consumer spending by NAICS industry classification. These classifications include Food and Drink, Automotive, Electronics and Appliances, Health and Personal Care, and more. The Retail MarketPlace data is updated annually and can be run for any census geography, ring or polygon. You can use the Retail MarketPlace Profile to (1) Capture sales data by geography, ring or polygon, (2) Attract consumers from other areas, (3) Reveal underserved markets, or (4) Learn if your products meet consumer demand.

Demographics

Demographic reports provide information on population trends and changes, and can aid in forecasting and business planning. Demographic reports are based on current-year estimates and five-year projections for demographic trends.

Reports include:

- 2010 Census Profile
- ACS Housing Summary
- ACS Population Summary
- Community Profile
- Demographic and Income Profile
- Demographic and Income Comparison Profile

- Household Income Profile (new report that includes information previously available in the Age by Income Profile and the Detailed Income Profile.)
- Age by Sex Profile
- Age by Sex by Race Profile
- Detailed Age Profile
- Executive Summary
- Graphic Profile
- Age 50+ Profile
- Housing Profile
- Net Worth Profile
- Disposable Income Profile

Mapping Profiles

Maps enable you to display current and potential site locations, visualize consumer patterns and trends, assess public safety by area, locate concentrations of customers, and other applications that may be hard to recognize in tabular data.

Traffic Count Profile maps contain points that identify information about the number of vehicles that cross a street location. You can use Traffic Counts data to (1) Understand traffic patterns around a specific location, (2) Analyze existing and potential sites and territories, and (3) Identify busy areas by traffic patterns. The data for Traffic Counts is updated quarterly.

Site maps display a specified location and surrounding area including standard reference layers such as highways, major roads, rivers, and county boundaries.

Market Potential

Reports in the Market Potential category provide information on the products and services consumers want and the civic attitudes they have. Market Potential data contains more than 2,000 items from the GfK MRI consumer survey grouped into 35 categories of goods, services and attitudes.

Reports include:

- Electronics and Internet Market Potential
- Financial Investments Market Potential
- Health and Beauty Market Potential
- Pets and Products Market Potential
- Restaurant Market Potential
- Retail Market Potential
- Sports and Leisure Market Potential

You can use these reports to (1) Understand customer preferences, (2) Reach underserved consumers, and (3) Identify the penetration of successful competitive products. Updated annually, the Market Potential data is available for any census geography, ring or polygon.

Tapestry Segmentation

Tapestry Segmentation Area Profiles provides an accurate, detailed description of America's neighborhoods. Segmentation is based on the principle that people with similar tastes and lifestyles will seek others with the same tastes. The 65 market segments are combined to identify 12 LifeMode summary groups with similar spending habits and demographic patterns and 11 Urbanization summary groups with similar living conditions (for example, urban versus rural).

You can use Tapestry Segmentation to learn more about populations such as (1) Housing and family characteristics, (2) Employment and education levels, (3) Product and vacation preferences, and (4) Home values and favorite activities.