Find the Right People Using Spending and Demographic Data

1. From the Homepage, choose Go to Analysis.
2. Select Where are the right people for a business?
3. Enter a City and State; Zip Code, or County
   Or select an area on the map to access map search tools.
4. Select an attribute from Who They Are to Facts & Stats.
5. Follow the prompts to select attributes using spending and demographic data.
6. Select OK.
7. Choose Add more criteria to select additional attributes.
8. Select Run Analysis.
9. From the results page, select one of the best geographic matches and: Search for Listings in This Area, Search for All Properties, or View Trade Area Details.
10. Adjust your findings in the Analysis Panel.
Find the Best Location

1. From the Homepage, choose Go to Analysis.
2. Select What’s the best location for a business?
3. Choose a retail business category from the dropdown menu.
4. Pick your preferred type of search: Geography, Drive Time, or Radius.
5. Enter your search area: Trade Area; City and State; ZIP Code; County
   Or select an area on map to access map search tools.
6. Select Run Analysis.
7. From the results page, select one of the best geographic matches and: Search for Listings in This Area, Search for All Properties, or View Trade Area Details.
8. Adjust your findings in the Analysis Panel.

Find the Best Location

1. From the Homepage, choose Go to Analysis.
2. Select What’s the best business for a location?
3. Enter a location to search: Address; City and State; ZIP Code; or County.
4. Select Run Analysis.
5. View the Best Businesses Chart:
   The chart shows which business types are over- and underrepresented in your area of interest, helping you separate new business opportunities from saturated business categories in a market.
6. Choose Find Properties for Sale, View Trade Area Details, Print Report, or Close.