Where do I find Trade Area information?

1. Select Go to Search from the homepage.
2. Enter the geography for your Trade Area.
3. Select More About This Trade Area on the right sidebar.
4. The geography will default to the zip code.

How do I change the geography of the trade area from the details page?

1. To change the area, select Find new address.
2. Enter an Address; City and State, ZIP Code; or County.
3. Select Submit.

About the data you’ll find in the Trade Area Report

Tapestry is a data product developed by Esri, an RPR partner and the leader in GIS software. Tapestry classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics. For a broader market view, Tapestry also consolidates segments into LifeMode (life cycle) groups and Urbanization (location) groups.

Trade Area Information will help you understand the general economic and demographics such as age, daytime population, and disposable income. Also included is a deep dive into each tapestry segment to help you understand more deeply the preferences and behaviors of the community so that you can help your client appeal to them.
An Overview of the Trade Area Information

1. Median Household Income
2. Median Age
3. Total Population
4. Dominant Tapestry Segment
5. Charts and Stats
   a. Population
   b. Age
   c. Married
   d. Income
   e. Education & Economy
   f. Commute to Work
6. Top Tapestry segments
7. Trade Areas Nearby
8. Link to properties in Trade Areas

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