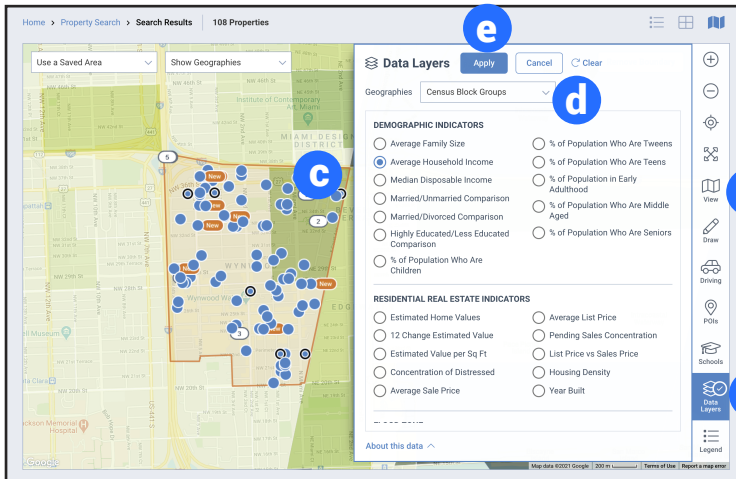
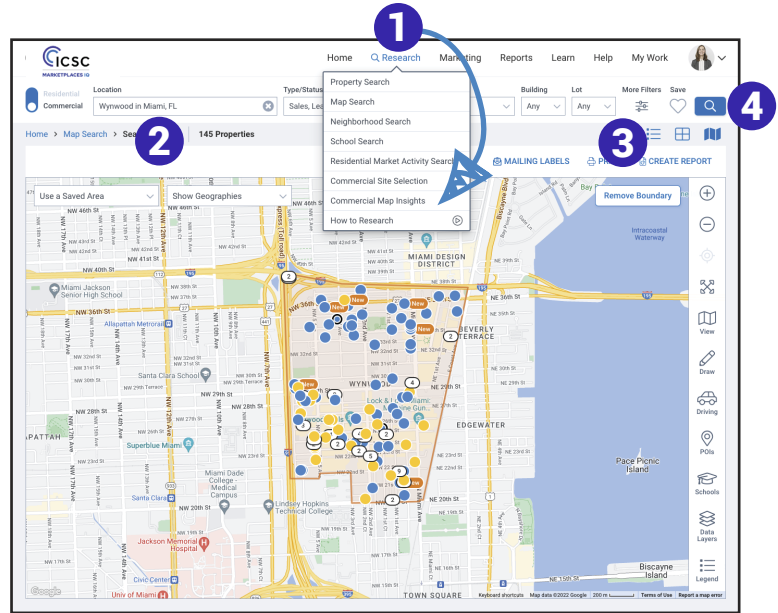


# Map Insights

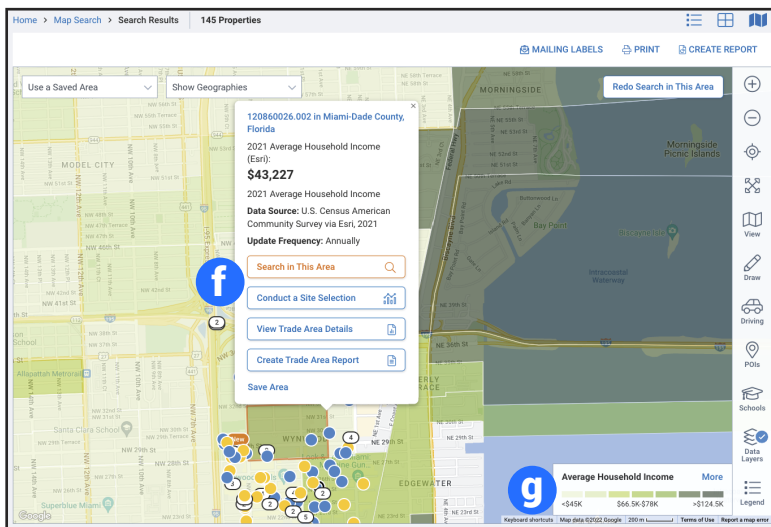
## How do I start a map search?

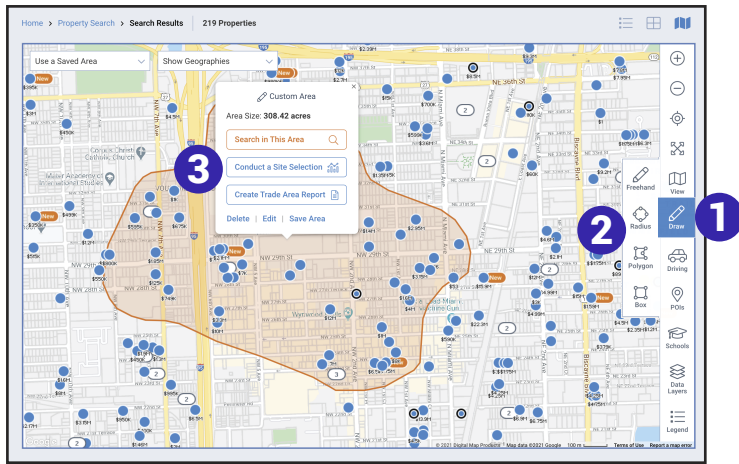
- 1 Click *Research*, select *Commercial Map Insights*.
- 2 Enter a geographic area into the search bar.
- 3 Use the *Filters* and advanced filters to narrow down your search.
- 4 Select the magnifying glass.



## Data Layers:

- a Choose *View* and then *Road* view to better visualize the data.
- b Select *Data Layers*.
- c Select the indicator you want to display. Choose from *Demographic Indicators*, *Residential Real Estate Indicators* or *Flood Zones* and their corresponding selections.
- d If choosing a *Demographic Indicator*, select the geography from the dropdown.
- e Select *Apply*.
- f Click on a shaded area. A pop up will offer options to search, *Conduct a Site Selection*, *View Trade Area Details*, *Create a Trade Area Report*, or save the area.
- g A legend to help interpret the data is displayed on the bottom right of the map.



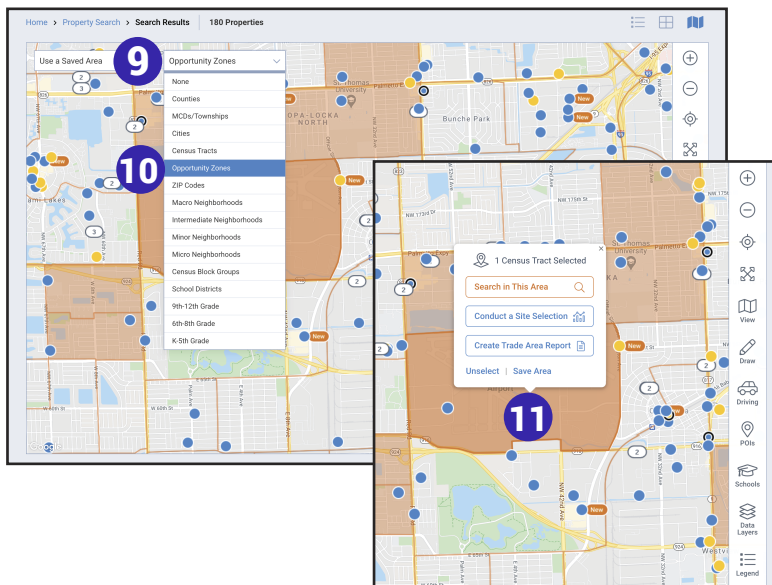
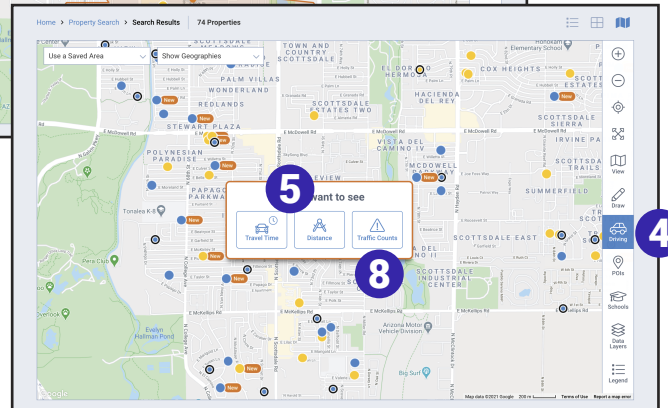
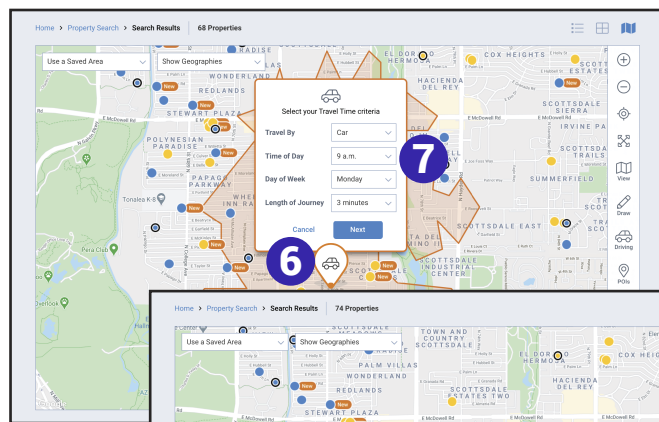


Draw:

- 1 Click **Draw**.
- 2 Select **Freehand, Box, Radius, or Polygon**.
- Each option operates differently but is also intuitive, i.e., holding down the mouse to draw your map.
- Release the mouse to complete the search shape.
- 3 A pop up will offer options to search, **Conduct a Site Selection, Create a Trade Area Report**, save or edit the area.

## Drive & Traffic Counts:

- 4 Click **Driving**.
- 5 Select **Travel Time or Distance**.
- 6 Move the map pin or enter an address in the search bar.
- Click **Next**.
- 7 Set your travel time criteria from the map overlay.
- A pop up will offer options to search, **Conduct a Site Selection, Create a Trade Area Report**, save or edit the area.
- 8 Select **Traffic Counts** to view current and historical traffic counts on the map.



## Show Geographies:

- 9 On the upper left of the map, select **Show Geographies**.
- 10 Choose a geography listed in the dropdown.
- Zoom level on the map will change depending on the selection.
- 11 With geographies displayed, select a boundary for search options.