Site Selection
How do I run a Site Selection in ICSC MARKETPLACES IQ?

1. Click Research, select Commercial Site Selection.
2. Enter a City and State; Zip Code, or County.
   - Or select an area on the map to access map search tools.
3. Select an attribute from one of the following categories:
   - Who They Are, What They Do, Where They Live, What They Buy, Facts & Stats
4. Follow the prompts to select attributes using spending and demographic data.
   - Select OK.
5. Choose Add more criteria to select additional attributes.
6. Select Run Analysis.
7. From the results page, select one of the best geographic matches and:
   - Search for Listings, Search All Public Records, View Trade Area Details
8. Adjust your findings in the Analysis Panel.

How do I create a Trade Area Analysis?

- From your Site Selection results page, scroll to your Analysis Results.
- Select Get Trade Area Analysis Report.
- Select the plus sign to choose the elements to include or omit in the report.
- Choose the report’s cover elements and whether to show or hide page numbers.
- Personalize the report, choose a delivery method, and press Run Report.