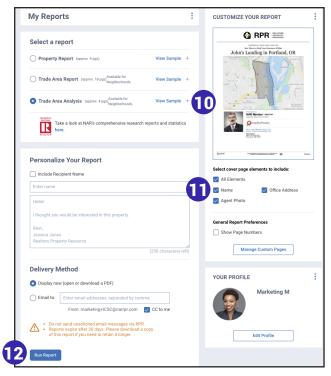
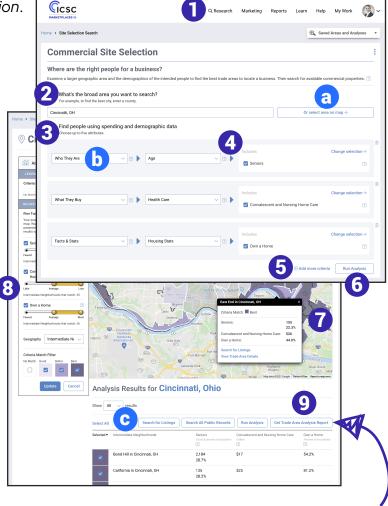
Site Selection

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.
 - a Or select an area on the map to access map search tools.
- 3 Select an attribute from one of the following categories:
 - **b** 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.
- 9 Select Get Trade Area Analysis Report.
- Select the plus sign to choose the elements to include or omit in the report.
- 11 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*.



