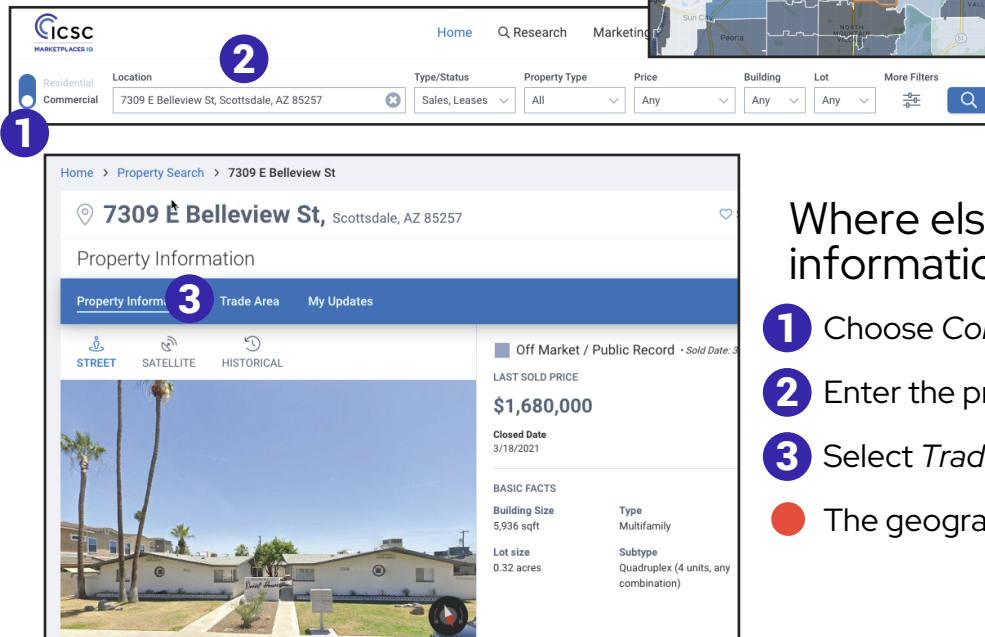
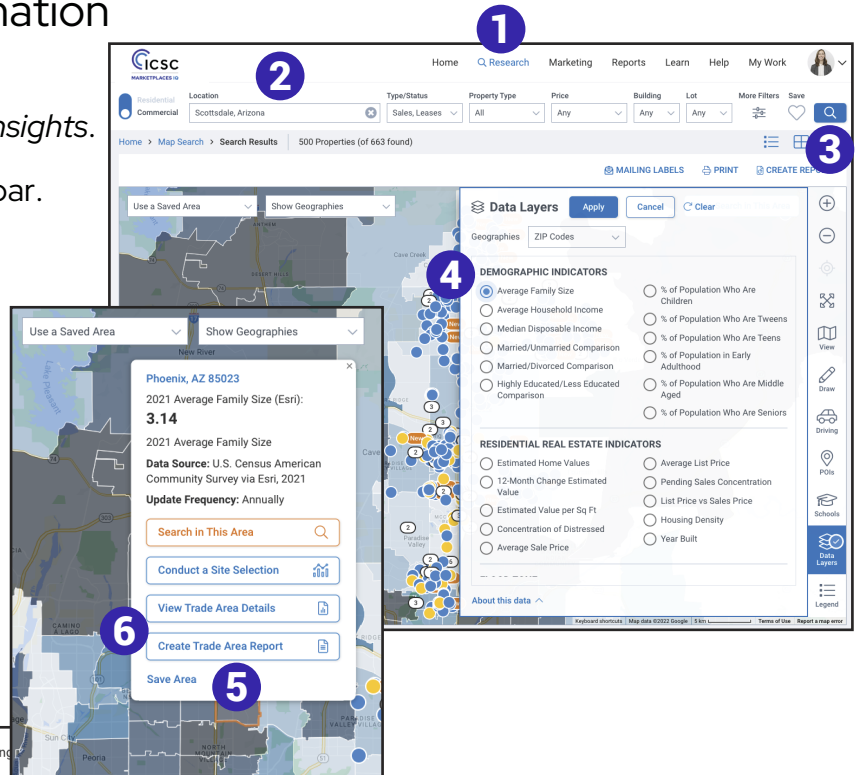


# Trade Area Details

How do I find Trade Area information from Data Layers on the map?

- 1 Click *Research*, select *Commercial Map Insights*.
- 2 Enter a geographic area into the search bar.
- 3 Select the magnifying glass.
- 4 Choose a *Demographic Indicator* from the *Data Layers* menu. (Note you can also use the *Draw*, *Driving*, and *Show Geographies* searches to directly create *Trade Area Reports*.)
- 5 Select a shaded area on the map.
- 6 Choose *View Trade Area Details* or *Create Trade Area Report*.



Where else can I find Trade Area information?

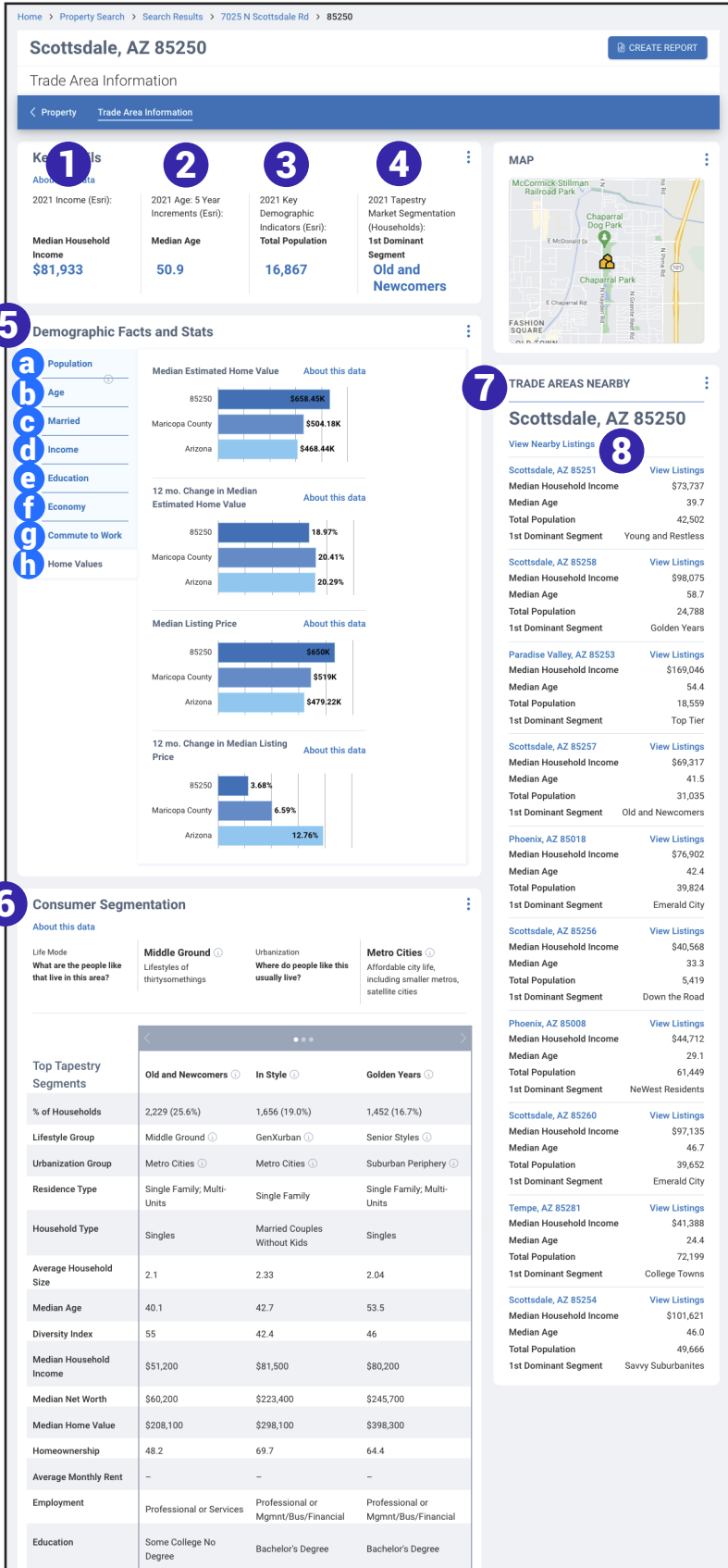
- 1 Choose *Commercial* on the search toggle.
- 2 Enter the property address for your Trade Area.
- 3 Select *Trade Area* on the top navigation.
- The geography will default to the zip code.

## About the data you'll find in the Trade Area Report

Tapestry is a data product developed by Esri, 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 Details



- 1 Median Household Income
- 2 Median Age
- 3 Total Population
- 4 Dominant Tapestry Segment
- 5 Demographic Facts & Stats
  - a Population
  - b Age
  - c Married
  - d Income
  - e Education
  - f Economy
  - g Commute to Work
  - h Home Values
- 6 Consumer Segmentation
- 7 Trade Areas Nearby
- 8 Link to properties in Trade Areas