



Suggested Retail Reports

Demographic and Income Profile	Provides the key basic demographic information. Other options might be the Executive Summary or the Market Profile if the preference is for a more concise report.	Sample Report
Business Summary	For instances where you are trying to find daytime population. Daytime population is represented by employees and is located at the top of the report.	Sample Report
Retail MarketPlace Profile	Provides supply/demand by retail category in a defined market area.	Sample Report
Retail Goods and Services Expenditures	Represents the amount spent for a product or service relative to a national average of 100.	Sample Report
Tapestry Segmentation Area Profile	This report provides information about the lifestyle and habits of the people living in a market area.	Sample Report
Major Shopping Center Map	Provides information about shopping centers in the area to include distance from site, GLA and year opened.	Sample Report
Site Map	Provides a PDF report with a visual of site created.	Sample Report

