

MARKET ANALYSIS APP

ABOUT THE APP:

- DETERMINE THE ATTRACTIVENESS OF A GIVEN AREA THROUGH A VARIETY OF DEMOGRAPHIC REPORTS
- INPUT: SELECT A POINT ON A MAP, INPUT ADDRESS(S), GEOGRAPHY (S), OR DRAW A POLYGON AND DEFINE THE TRADE AREA(S) IN MILES, KILOMETERS, OR MINUTES – DEFINE UP TO 5 TRADE AREAS AROUND A POINT
- OUTPUT: AERIAL MAPS, THEMATIC MAPS, 20+ REPORTS
- EXTREMELY USER FRIENDLY AND REQUIRES LITTLE TO NO TRAINING

DATA IN THE APP:

- CURRENT AND FORWARD-LOOKING DEMOGRAPHICS
- DEMOGRAPHIC TRENDS
- CONSUMER SURVEY
- CONSUMER EXPENDITURES
- PSYCHOGRAPHICS
- RETAIL DEMAND
- TRAFFIC COUNTS
- BUSINESS DATA

	1 mile(s)	3 mile(s)	5 mile(s)
2017A Demographics:			
22 2017 Employees	17,258	96,242	326,895
22 2017 Establishments*	1,633	10,574	26,182
Total Population	32,367	146,937	419,783
Total Households	16,288	62,815	181,477
Female Population	15,574	76,350	209,573
% Female	48.2%	50.9%	49.9%
Male Population	16,773	73,586	210,209
% Male	51.8%	49.1%	50.1%
Population Density (per Sq. Mi.)	16,363.76	5,303.50	6,345.41
Employed Civilian Population 16+			
Total	17,881	77,489	223,315
White Collar	63.2%	73.5%	67.7%
Blue Collar	36.8%	26.5%	32.3%
Seasonal Population by Quarter:			
24 2014	109	932	2,820
21 2015	99	887	2,476
22 2015	99	830	2,514
23 2015	101	845	2,841
24 2015	106	849	2,636
21 2016	109	836	2,604
22 2016	111	862	2,682
23 2016	107	957	2,988
24 2016	111	951	2,957
Age:			
Age 0 - 4	7.4%	7.0%	7.3%
Age 5 - 14	11.5%	11.9%	11.6%
Age 15 - 19	4.0%	5.9%	4.0%
Age 20 - 24	11.5%	7.4%	6.9%
Age 25 - 34	27.4%	17.1%	18.6%
Age 35 - 44	14.4%	14.2%	15.0%
Age 45 - 54	9.9%	12.7%	12.6%
Age 55 - 64	6.8%	11.7%	10.9%
Age 65 - 74	3.8%	6.3%	6.0%

TYPICAL USERS:

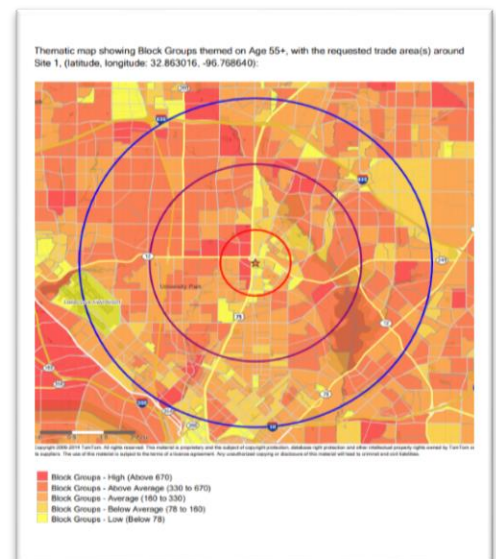
- INDUSTRIES – RETAILERS, RESTAURANTS, FRANCHISORS, FRANCHISEES, REAL ESTATE/BROKER ORGANIZATIONS, HEALTHCARE ORGANIZATIONS, CITY/COUNTY GOVERNMENTS, UNIVERSITIES, NON-PROFIT ORGANIZATIONS
- USER ROLES – REAL ESTATE DEVELOPER, REAL ESTATE BROKER, C-LEVEL, FINANCE, MARKETING, STRATEGY

APPS USERS ALSO BOUGHT:

- CUSTOMER PROFILE
- MOBILITY APP
- SITE SCORE

PRICE:

\$1,295/LICENSE PER YEAR



AVAILABLE REPORTS:

COMPARISON REPORTS -

- AGE BY SEX COMPARISON REPORT
- BASIC DEMOGRAPHIC COMPARISON CHART
- BUSINESS COMPARISON
- COMPLETE DEMOGRAPHIC COMPARISON REPORT
- CONSUMER EXPENDITURE COMPARISON REPORT
- CONSUMER EXPENDITURE APPAREL DETAIL COMPARISON
- CONSUMER EXPENDITURE AUTO TRANSPORTATION DETAIL COMPARISON
- CONSUMER EXPENDITURE CONVENIENCE STORE DETAIL COMPARISON
- CONSUMER EXPENDITURE ELECTRONIC DETAIL COMPARISON
- CONSUMER EXPENDITURE FOOD BEVERAGE GROCERY DETAIL COMPARISON
- CONSUMER EXPENDITURE FURNISHINGS EXPENSES DETAIL COMPARISON
- CONSUMER EXPENDITURE HEALTHCARE DETAIL COMPARISON
- CONSUMER EXPENDITURE SHELTER UTILITIES DETAIL COMPARISON
- DAYTIME POPULATION COMPARISON REPORT
- DEMOGRAPHIC SNAPSHOT CHARTS COMPARISON
- DEMOGRAPHIC SNAPSHOT COMPARISON REPORT
- DEMOGRAPHIC SNAPSHOT INDEX COMPARISON
- DEMOGRAPHIC TREND COMPARISON
- HISPANIC POPULATION ORIGIN COMPARISON
- HOUSEHOLD COMPARISON REPORT
- HOUSING UNITS COMPARISON REPORT
- INCOME COMPARISON REPORT
- MATURE MARKET COMPARISON REPORT
- MOSAIC COMPARISON REPORT
- MOSAIC HH CLUSTER COMPARISON REPORT
- MOSAIC HOUSEHOLD COMPARISON REPORT
- POPULATION COMPARISON REPORT
- SIMMONS APPAREL COMPARISON
- SIMMONS AUTOMOTIVE COMPARISON
- SIMMONS BEVERAGES ALCOHOLIC COMPARISON
- SIMMONS BEVERAGES NON ALCOHOLIC COMPARISON
- SIMMONS CABLE_TV_RADIO COMPARISON
- SIMMONS CLEANING PRODUCTS COMPARISON
- SIMMONS COMPUTERS INTERNET COMPARISON
- SIMMONS ENTERTAINMENT LEISURE DINING COMPARISON
- SIMMONS FINANCIAL SERVICES COMPARISON
- SIMMONS FOOD PRODUCTS COMPARISON
- SIMMONS HEALTH AND BEAUTY COMPARISON
- SIMMONS HOME FURNISHINGS COMPARISON
- SIMMONS HOME IMPROVEMENT COMPARISON
- SIMMONS HOUSEHOLD PRODUCTS COMPARISON
- SIMMONS LAWN GARDEN COMPARISON
- SIMMONS INTERMEDIA COMPARISON
- SIMMONS LIFESTYLE DEMOGS STATEMENTS COMPARISON
- SIMMONS MEDICINE DRUGS AILMENTS COMPARISON
- SIMMONS PET RELATED COMPARISON
- SIMMONS TELECOM COMPARISON
- SIMMONS TRAVEL COMPARISON
- SIMMONS INTERMEDIA COMPARISON
- US ACS CLASS OF WORKER COMPARISON
- US ACS GEOGRAPHIC MOBILITY COMPARISON
- US CENSUS 2000 EMPLOYMENT COMPARISON
- US CENSUS 2000 HOUSEHOLD DETAIL COMPARISON
- US CENSUS 2000 HOUSING VALUE COMPARISON
- US CENSUS 2000 OVERVIEW COMPARISON
- US CENSUS 2000 POPULATION COMPARISON
- US CENSUS 2010 ANCESTRY COMPARISON
- US CENSUS 2010 OVERVIEW COMPARISON
- US CENSUS 2010 POPULATION COMPARISON
- US CENSUS 2010 RACE ETHNICITY COMPARISON

SUMMARY REPORTS –

- AGE BY SEX SUMMARY REPORT
- BASIC DEMOGRAPHIC SUMMARY CHART
- BUSINESS SUMMARY REPORT
- BUSINESS LARGE ESTAB SUMMARY REPORT
- BUSINESS MAJOR INDUS SUMMARY REPORT
- COMPLETE DEMOGRAPHIC SUMMARY REPORT
- CONSUMER EXPENDITURE APPAREL DETAIL SUMMARY
- CONSUMER EXPENDITURE AUTO TRANSPORTATION DETAIL SUMMARY
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