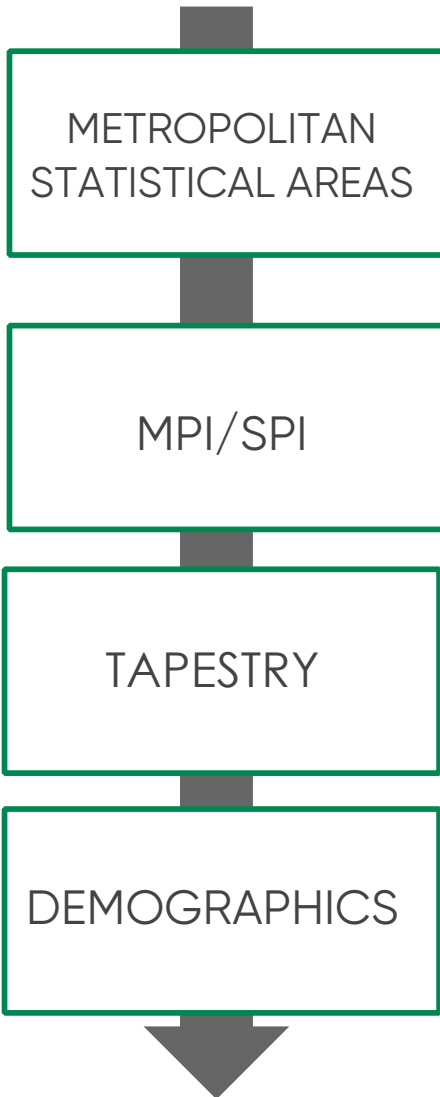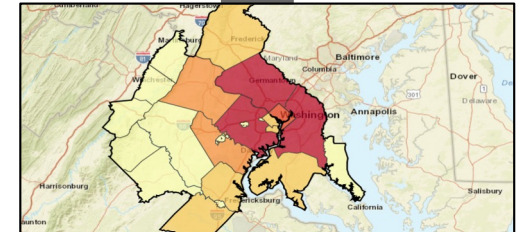# MEANING OF MAPS & CHARTS

What is an MSA?

- MSA stands for Metropolitan Statistical Area.
- Provides a Macro perspective of a whole market, before we then focus on individual areas.
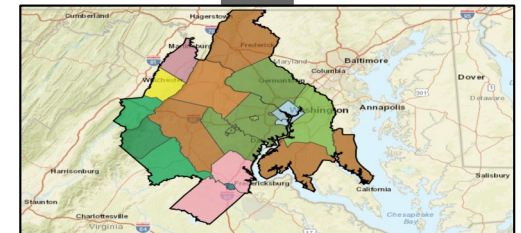
What is MPI/SPI?

- MPI is Market Potential Index (number of consumers), and SPI is Spend Potential Index (consumer spending habits).
- Index against the national average.

What is Tapestry Segmentation?

- Tapestry Segmentation provides an accurate summary of the types of people within an area, by examining their socioeconomic and demographic composition.

Standard Market Measures

- These normally include basic demographic facts that are recorded for the individual area.
- These include population, income, age, etc.

METROPOLITAN STATISTICAL AREAS

MPI/SPI

TAPESTRY

DEMOGRAPHICS

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MEANING OF MAPS & CHARTS

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COMPETITION & BUSINESS DEMAND GENERATORS

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TRADE AREA OPTIONS

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MILE RINGS

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DRIVE TIMES

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Competition & Business Demand Generators

- We find and plot the competition businesses within the requested trade area.
- Business Demand Generators are businesses that compliment your own/you would like to be near.

Trade Area Options

- When determining potential markets, the 2 main options are radius rings around a site, or drive times.
- Both options have positives and negatives.

Trade Area - Radius Rings

- Based on a pre-defined distance from a store or pre-defined radius ring around a store.
- Assumes that the trade area is circular, with the store at its center.
- Doesn't account for barriers such as rivers that cross a trade area and restrict access to the site.
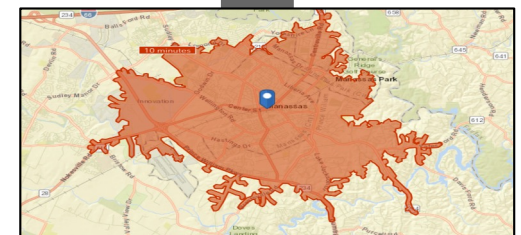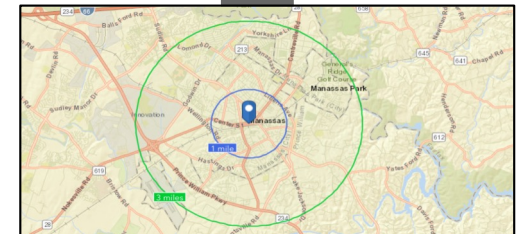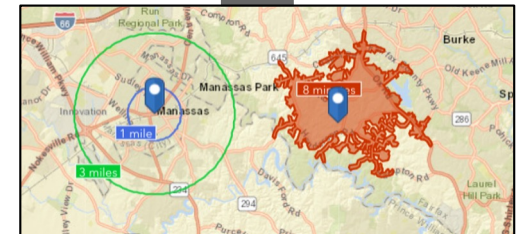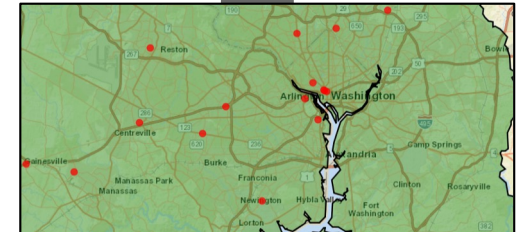
Trade Area - Drive Times

- Based on the amount of time it takes to drive to a location.
- Drive time trade areas will be irregularly shaped, because of the layout of road systems, speed limits & geographic barriers.

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MEANING OF MAPS & CHARTS

GEOFENCING - TRADE AREA

GEOFENCING - DAILY & HOURLY VISITS

GEOFENCING - VISITOR JOURNEY

GEOFENCING - LENGTH OF STAY

Geofencing – Trade Area

- Analysis used by retailers and property developers to map out business activity and consumer behavior.
- A heat map is displayed to show the number of visits occurring in a specific area.

Geofencing - Daily & Hourly Visits

- Visitor data sent from mobile phones is used to collect foot traffic data.
- Based on foot traffic data, visits to a particular area and/or property are measured over the course of a day and week.

Geofencing – Visitor Journey

- Foot traffic data tracks consumer movement and behavior. The information demonstrates where the majority of the customers go before and after their journey.

Geofencing – Length of Stay

- Foot traffic data is used to measure the average length of time a consumer spends at a location.
- When reviewed over of time, retailers are able to see how in-store behavior has shifted.