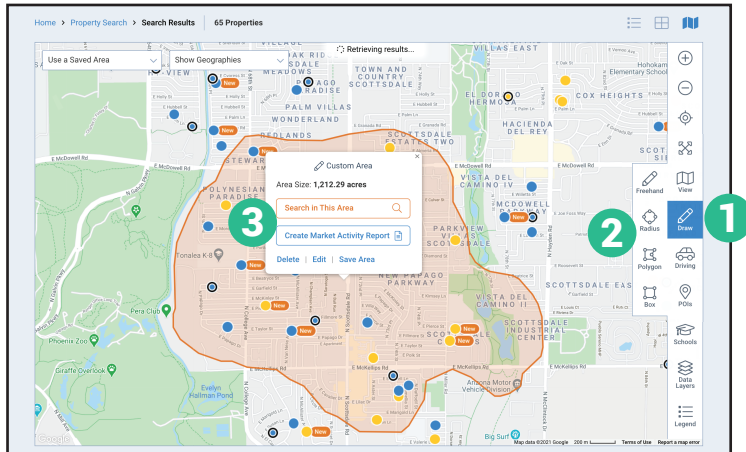
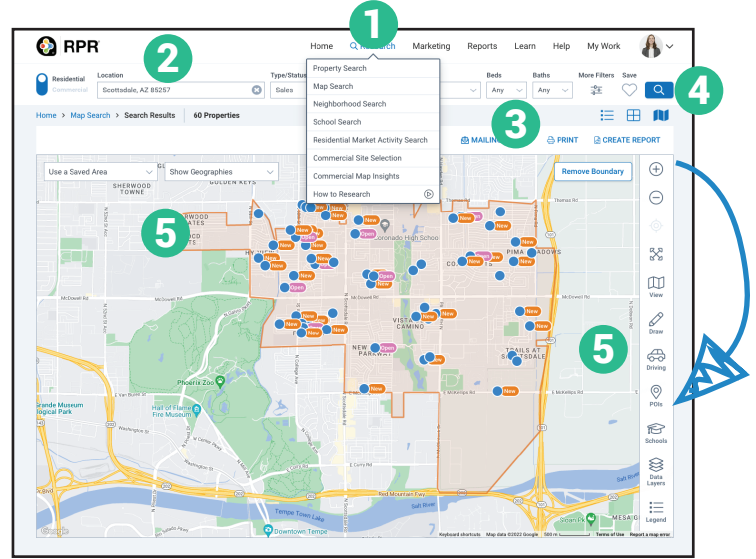


# Printable: Map Search & Analysis

## How do I start a map search?

- 1 Click *Research*, select *Map Search*.
- 2 Enter a geographic area into the search bar.
- 3 Use the filters and advanced filters to narrow down your search.
- 4 Select the magnifying glass to search.
- 5 Choose one of the following map tools to start your analyses: *Draw*, *Driving*, *Use a Saved Area*, or *Show Geographies*.

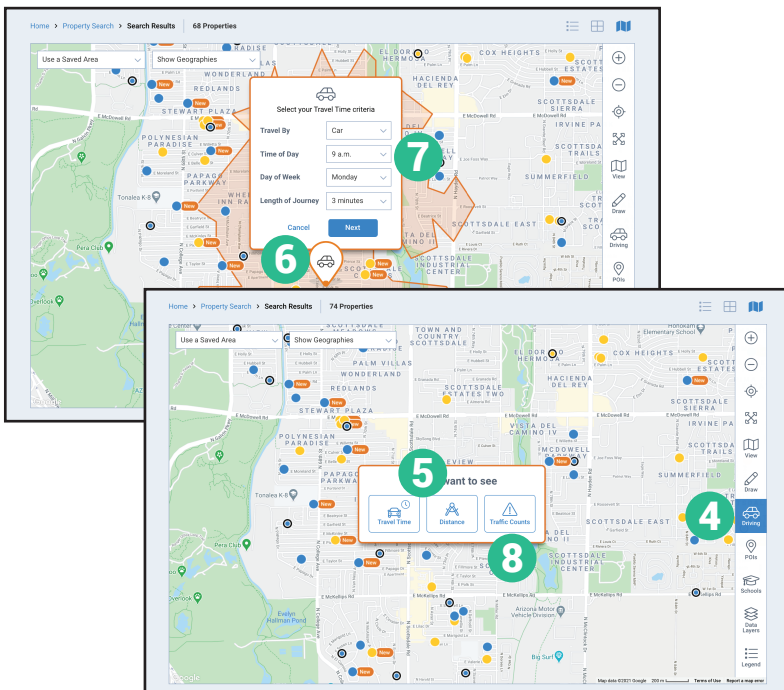


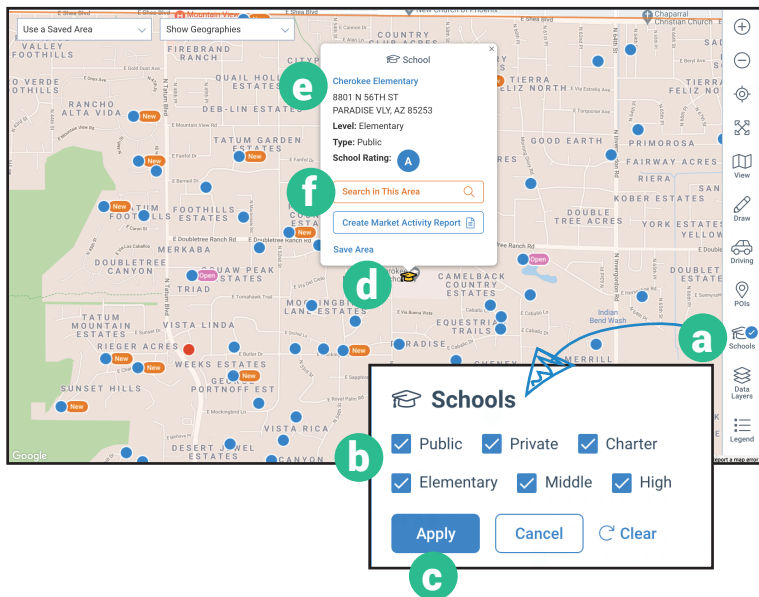
## Draw:

- 1 Click *Draw*.
- 2 Select *Freehand*, *Box*, *Radius*, or *Polygon*.
- Each option operates differently but is also intuitive, i.e., holding down the mouse to draw your map.
- Release the mouse to complete the search shape.
- 3 A pop up will offer options to search, create a *Market Activity Report*, save or edit the area.

## Drive & Traffic Counts:

- 4 Click *Driving*.
- 5 Select *Travel Time* or *Distance*.
- 6 Move the map pin or enter an address in the search bar.
- Click *Next*.
- 7 Set your travel time criteria from the map overlay.
- A pop up will offer options to search, create a *Market Activity Report*, save or edit the area.
- 8 Select *Traffic Counts* to view current and historical traffic counts on the map.



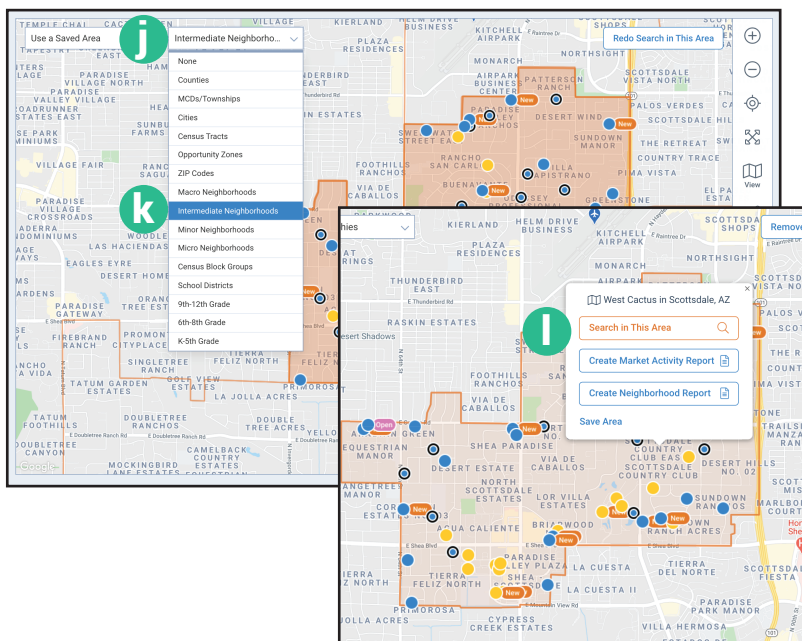
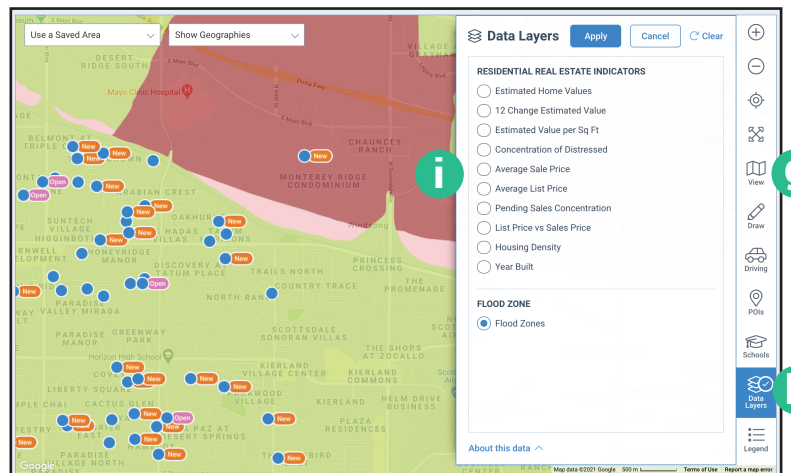


## Schools:

- a** Select *Schools*.
- b** Choose *Public*, *Private*, or *Charter*.  
Select *Elementary*, *Middle*, or *High School*.
- c** Click *Apply*.
- d** Select the graduation cap icon to see general school information, address, level, type and school rating.
- e** Select the name of the school to view full details and reviews.
- f** Select *Search in this Area* to search within school district boundaries.

## Data Layers:

- g** Choose *View* and then *Road* view to better visualize the data.
- h** Select *Data Layers*.
- i** Choose an indicator such as *Year Built* or *Flood Zones* to see similarities and differences.
- j** A legend to help interpret the data is displayed on the bottom right of the map.



## Show Geographies:

- j** On the upper left of the map, select *Show Geographies*.
- k** Choose a geography listed in the dropdown.
- l** Zoom level on the map will change depending on the selection.
- m** With geographies displayed, select a boundary for search options.