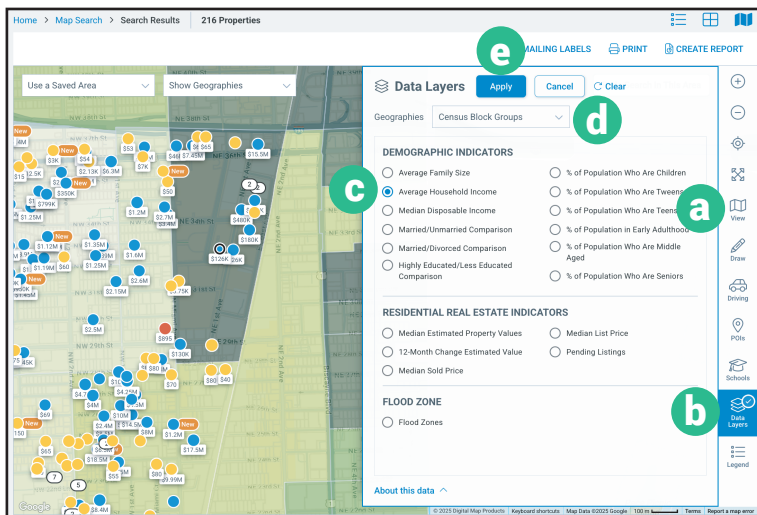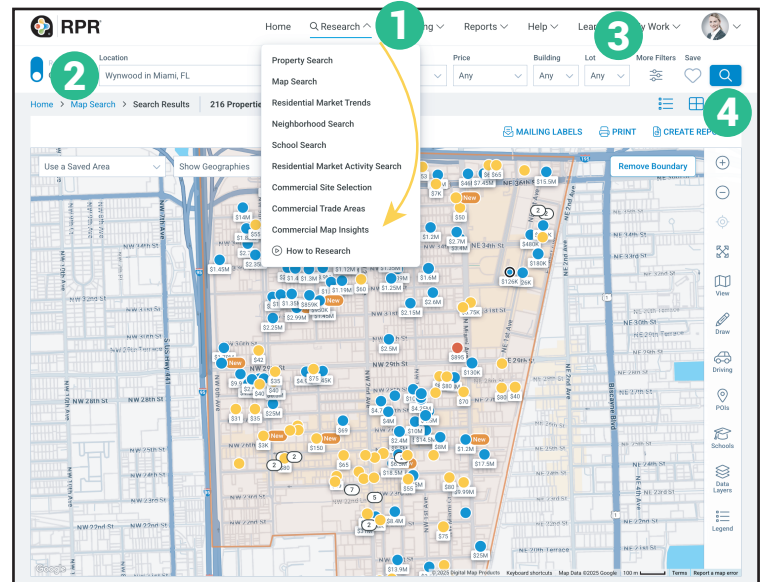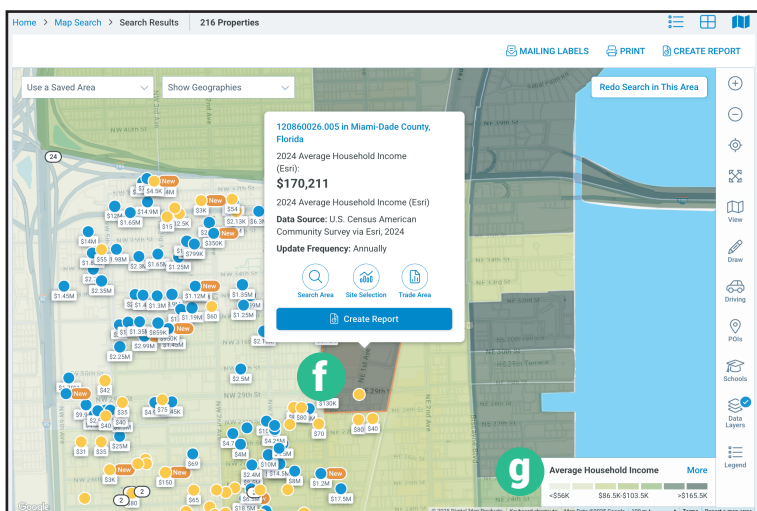# RPR® | Commercial Map Insights
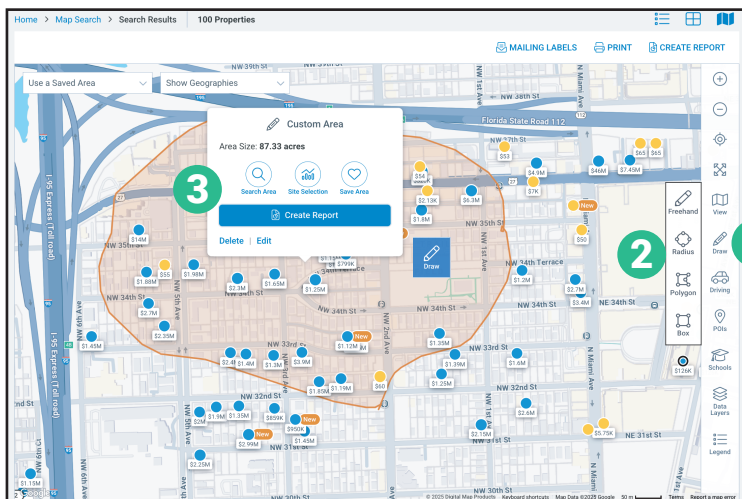
How do I start a map search?

1 Click *Research*, select *Commercial Map Insights*.

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.

Data Layers:

a Choose *View* and then *Road* view to better visualize the data.

b Select *Data Layers*.

c Select the indicator you want to display. Choose from *Demographic Indicators*, *Residential Real Estate Indicators* or *Flood Zones* and their corresponding selections.

d If choosing a *Demographic Indicator*, select the geography from the dropdown.

e Select *Apply*.

f Click on a shaded area. A pop up will offer options to search, conduct a site selection, view trade area details, create a report, or save the area.

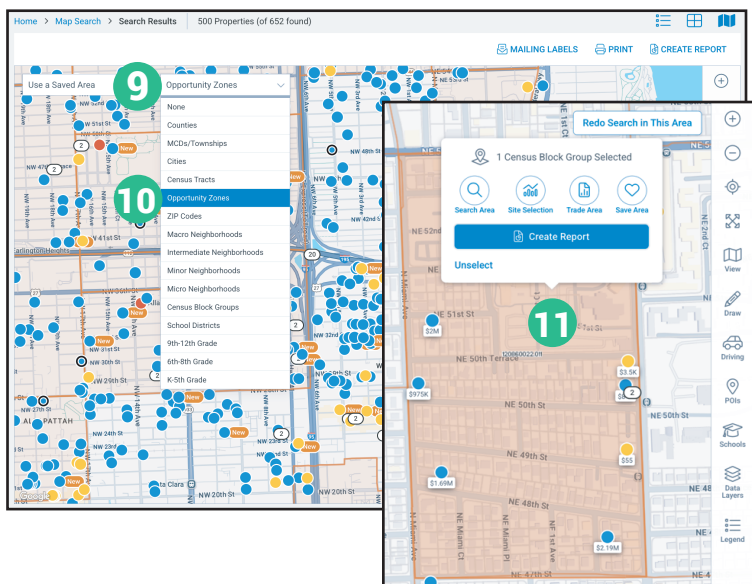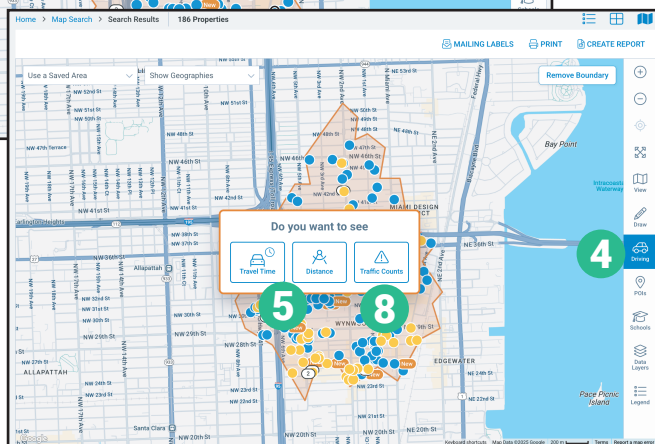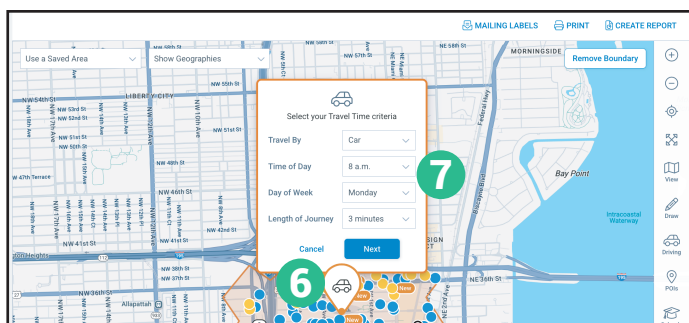**g** A legend to help interpret the data is displayed on the bottom right of the map.

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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, *Conduct a Site Selection, Create a Trade Area 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, conduct a site selection, create a report, save or edit the area.

8 Select *Traffic Counts* to view current and historical traffic counts on the map.

Show Geographies:

9 On the upper left of the map, select *Show Geographies*.

10 Choose a geography listed in the dropdown.

● Zoom level on the map will change depending on the selection.

11 With geographies displayed, select a boundary for search options.

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