



APPLIED RESEARCH REPORT PACKAGES FOR RETAIL, RESTAURANT AND REAL ESTATE

Pitney Bowes MapInfo Applied Research report packages provide a low cost, high value alternative to purchasing or licensing demographic data and mapping software for in-house analytics and reporting.



Applied Research report packages are an effective alternative to a capital investment in software and data—just get the results you need.

SINGLE SITE REPORT PACKAGE FEATURES:

- Standardized report packages provide valuable market insights at an affordable price
- Informative reports include key demographic, business, consumer expenditure, and retail variables
- Leverage location intelligence reports developed by Pitney Bowes MapInfo's industry-leading Predictive Analytics team
- Custom report packages available at an additional charge
- An effective alternative to a capital investment in software and data

Retail, Restaurant and Real Estate firms can leverage the analytical skills and experience of Pitney Bowes MapInfo's industry-leading Predictive Analytics group without having to license data or purchase software.

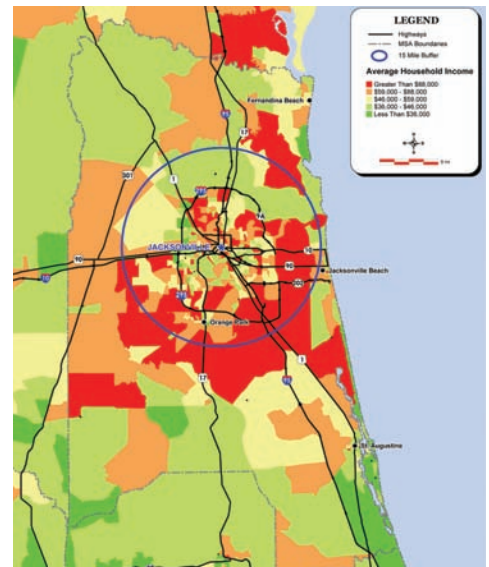
Pitney Bowes MapInfo Applied Research provides packaged reports and maps designed specifically to address the location intelligence needs of retail, restaurant and real estate decision-makers.

Overview

In today's constantly changing commercial real estate landscape, it is critical to utilize demographics and location data to provide insight into the performance of existing retail locations and potential new sites.

Based on over 45 years of market research serving the needs of the world's most successful retail, restaurant, and real estate brands, Pitney Bowes MapInfo has packaged the location intelligence reports that are most often used to support strategic real estate decisions.

These packages are cost-effectively bundled at price points that ensure location intelligence solutions can be leveraged by companies that range in size from start-up concepts to established brands.



Thematic map depicting average household income by blockgroup.

Each package is geared towards industry-specific requirements, and clearly explores the demographic composition of site specific trade areas. The reports provide valuable insights into population and location characteristics to help identify real estate opportunities, and determine if a potential location is well suited for investment.

This data can be used as a powerful source of information to better understand the present and future demographic composition of an area.

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Applied Research report packages provide valuable insight into:

1. How many dollars are spent on specific products and services
2. The percentage of households that purchase specific products and services
3. Consumer income and household characteristics

Using this location intelligence, businesses can ensure that they offer the “right” service and product mix by tailoring them to the demographic composition of their trade areas.

Standard Single Site Report Packages

- Business Summary Report
- Demographic/Income/Daytime Population Report
- Shopping Centers (Centers and Malls, including Location Report)
- Site /Drive Time Map

REAL ESTATE PACKAGE:

Includes Retail Sales Potential

RESTAURANT PACKAGE:

Includes Restaurant Sales Expenditure

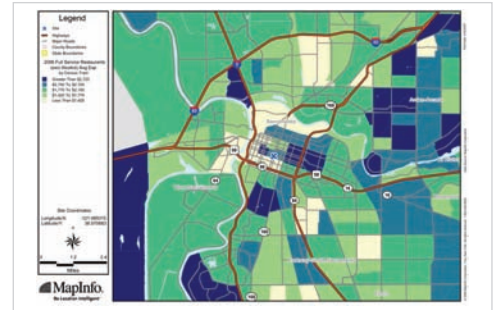
RETAIL PACKAGE:

Includes Consumer Expenditure Potential

OPTIONAL REPORT ADD-ONS:

- Aerials
- Traffic Counts
- Competitors (retail or restaurants)
- PSYTE® Segmentation Data
- Thematic Mapping
- Customized Cosmetics (map and report styles, graphics and aesthetics)
- Multi-site Pricing Available

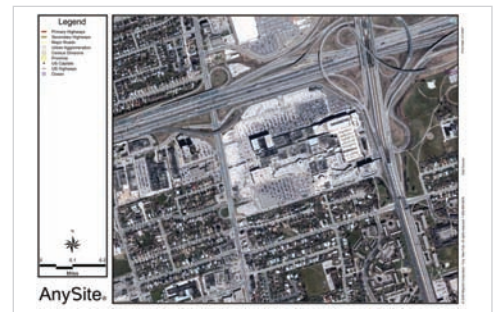
REPORT PACKAGES AVAILABLE IN BOTH THE U.S. AND CANADA.



Thematic map showing 2006 average expenditure at full service restaurants.



Site analysis showing 3, 5 and 10 minute drive-time coverage from a location.



Aerial images are available as an add on option for your location report package.

Report Category	Business Summary Report	Demographic Summary Report
Report Name	Business Summary Report	Demographic Summary Report
Report Description	Provides a comprehensive overview of the business and its performance, including key metrics and trends.	Provides a detailed analysis of the demographic composition of the trade area, including age, income, and household characteristics.
Report Length	10-15 Pages	10-15 Pages
Report Format	PDF	PDF
Report Price	\$1,500	\$1,500

Real estate reports showing key business, demographic, and retail sales potential information.

FOR MORE INFORMATION
CONTACT YOUR MAPINFO
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