

**RETHINK  
DEMOGRAPHICS**

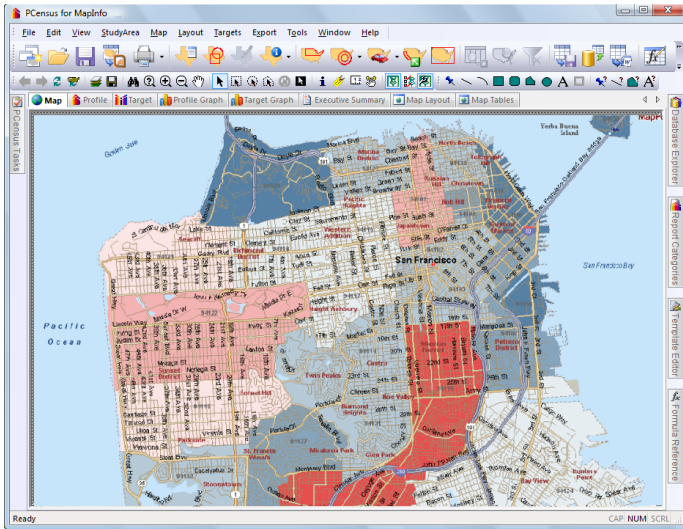


**TETRAD**

**THINK  
PCENSUS**

# PCensus™

Understand your markets, Know your customers, Find winning sites



## The Winning Solution for Site Selection and Market Planning

If you are looking for a one-stop, affordable answer for identifying your best business opportunities, PCensus is your solution. Designed specifically to analyze customers and markets, it enables you to import and integrate your data with demographics for the most accurate market analysis.

PCensus leads you through the steps required to create simple or complex reports, maps and graphs:

- Locate the best sites for expansion or acquisition
- Analyze your competition
- Profile and analyze your customers
- Define trade areas
- Manage sales territories
- Target your prospects and customers

PCensus creates predefined task oriented reports for any geographical area, including:

- Demographic Trends
- Consumer Spending Estimates
- Business Profiles
- Market Potential
- Lifestyle Segmentation
- Traffic Patterns
- Industry Data
- Healthcare Utilization

In addition, you can easily create customized reports, maps and graphs, combining elements from any of these components.

## Beyond Comparison

- Make direct side-by-side comparison of markets, trade areas or benchmark areas
- Import and integrate your customer and market data with demographic data for accurate and relevant market analysis
- Determine market penetration and sales potential
- Implement custom scoring models

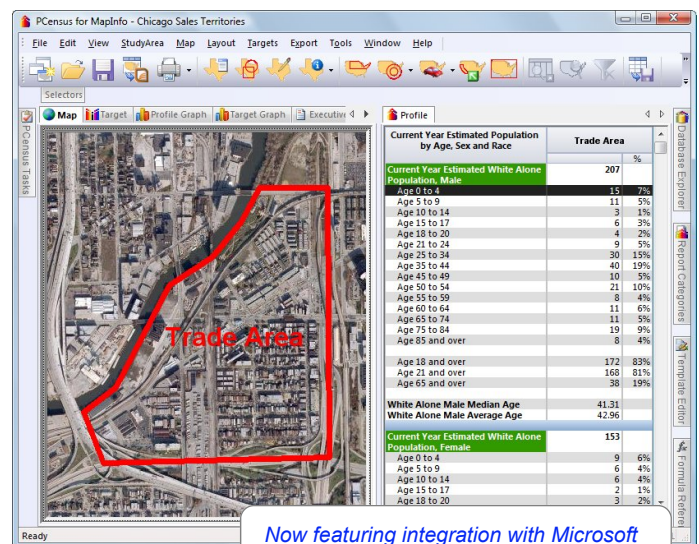
## Simply Powerful

- Convenient wizard-driven approach to analysis
- Easy-to-use, presentation-quality reports and graphs
- Multiple output options, including Microsoft Word, HTML and Excel
- Quick, quality thematic mapping
- Flexible, user-defined market areas
- Customizable reports, maps and graphs, with full access to detailed underlying data and calculations

## Trade Areas Made Easy

PCensus allows you to define the trading area of any actual or proposed location using concentric circles or drive time polygons. You can also draw your market area on the map, select existing geographic units or import predetermined market definitions.

For any market area, drill down to its component ZIP Codes, Census Tracts or Block Groups to identify those that meet your business criteria.



Now featuring integration with Microsoft Bing Maps™ Aerial Imagery\*

\*MapInfo and MapPoint are required to use this feature

