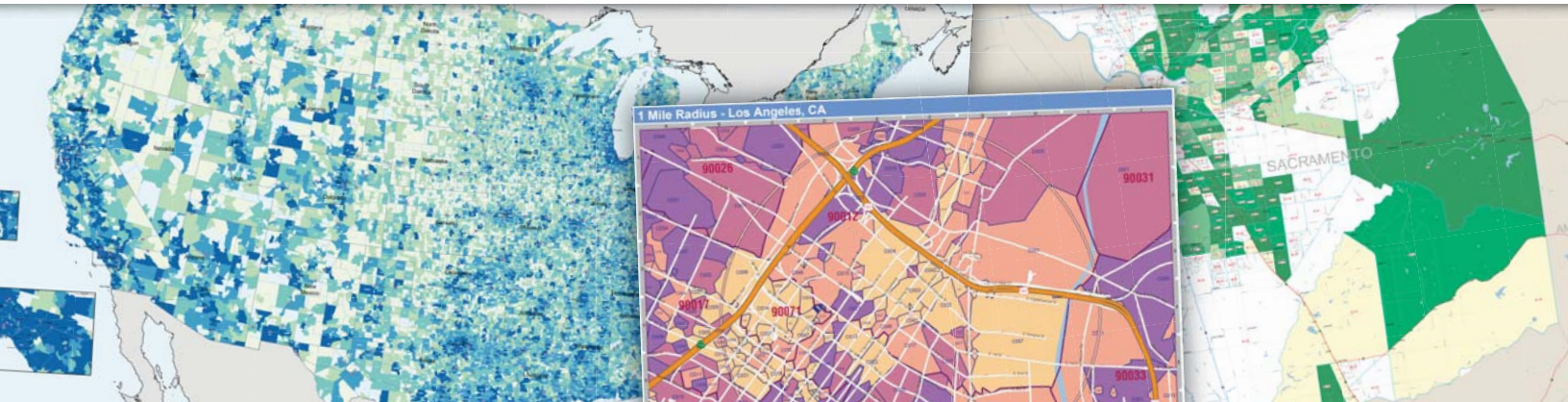


# Population Maps

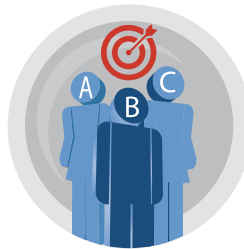
At MarketMAPS™ we strive to create custom maps that meet each of our client's specific needs. We provide businesses with the most coverage levels, styles, sizes and finishing options using the most up-to-date digital databases, information sciences and printing technologies.



## Make confident business decisions with a population map.



Optimize the site selection process. Locate the most profitable areas for your newest sites.



Analyze your market areas and profile customers.



Enhance targeting for your direct marketing campaigns and maximize ROI.



Build out your territories based on the most up-to-date population demographics.

### The Data You Need

Data available as databases, maps, reports and web applications!

### Supported Databases Include:

Census Demographics  
Estimates and Projections  
Business Counts  
Consumer Expenditures  
Neighborhood Segmentation  
Retail Potential  
Assets and Debts  
Consumer Behavior

## Do more with your map!

- Choose between a US Population Density Map and a US Population Map, or show both data sets on the same map.
- Feature Future Projections, Current Year Estimates or Census Data.
- Display data at any level of geography: State, County, City, ZIP Code, Carrier Route, Census Tract, Block Group or even Custom Area!
- Include variables such as Total Population, and Population by:
  - Race
  - Household Type
  - Age
  - Sex
  - Hispanic Origin
  - Marital Status
  - Education
- View your demographics with any type of representation: Thematic Shading, Labels, Dot Density, Reports or even customize how your data is presented.
- MarketMAPS™ works with the best data providers - Nielsen, Experian, Applied Geographic Solutions Inc. and more!
- View your demographic map as a digital map or wall map. Our digital maps can be downloaded as a PDF or AI. Wall maps range from 2x3 to 9x12 feet and can even be custom sized.

### MarketMAPS™ Headquarters:

10 First Street  
Wellsboro, PA 16901

### West Coast Office:

18005 Sky Park Cr, Suite 54J  
Irvine, CA 92614

© 2016 Intelligent Direct, Inc.

Contact us about Population Maps Today!

**1-888-434-6277**

Visit us online at [www.MarketMAPS.com](http://www.MarketMAPS.com)

