



Premium Package

The premium package of data includes everything in the base demographic package, along with the following databases:

Consumer Expenditures

- Detailed Product Expenditures, Current Year and Projected Year
- Merchandise Line Potential

Daytime Demographics

- Establishments by Detailed Type
- Employees by Detailed Type
- Occupation

Retail Potential and Gap

- Retail Potential By Detailed Store Type
- Retail Sales By Detailed Store Type
- Retail Gap by Detailed Store Type

Environmental

- Environmental Risks (10 categories)
- Topography
- Air Quality
- Climate (Temperature and Precipitation)

Crime Risk

- Current Year Risk Indexes (Total, Personal, Property)
- Current Year Detailed Crime Indexes
- Projected year Risk indexes (Total, Personal, Property)
- Projected Year Detailed Crime Indexes

Panorama Segmentation

- Segment Population Counts
- Segment Household Counts
- Segment Adult Population Counts

Non-Resident Population (Overnight Tourists)

- Annual/Quarterly Total
- By Travel Reason (Business, Leisure, Migrant Workers)
- Leisure Travel by Accommodations (hotel, vacation home/2nd home, staying with friends/family, camping, RV)

