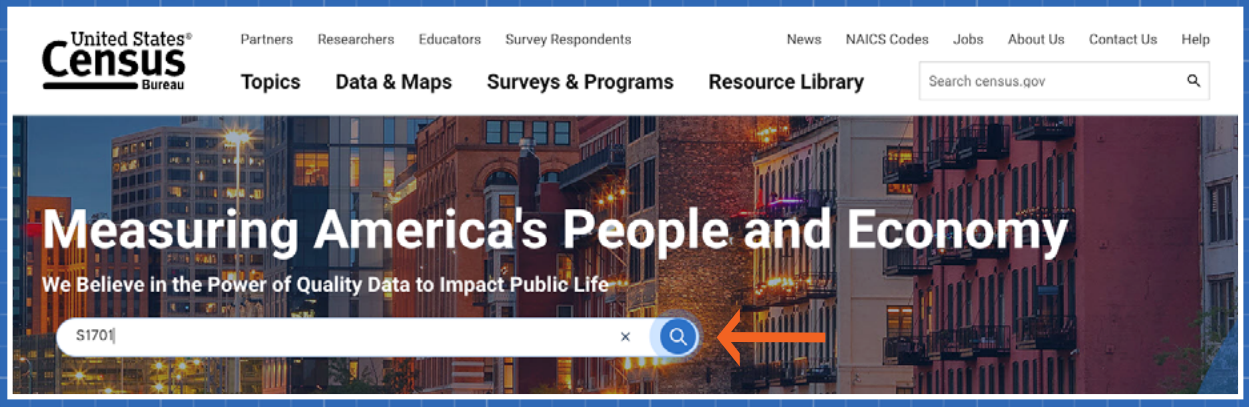
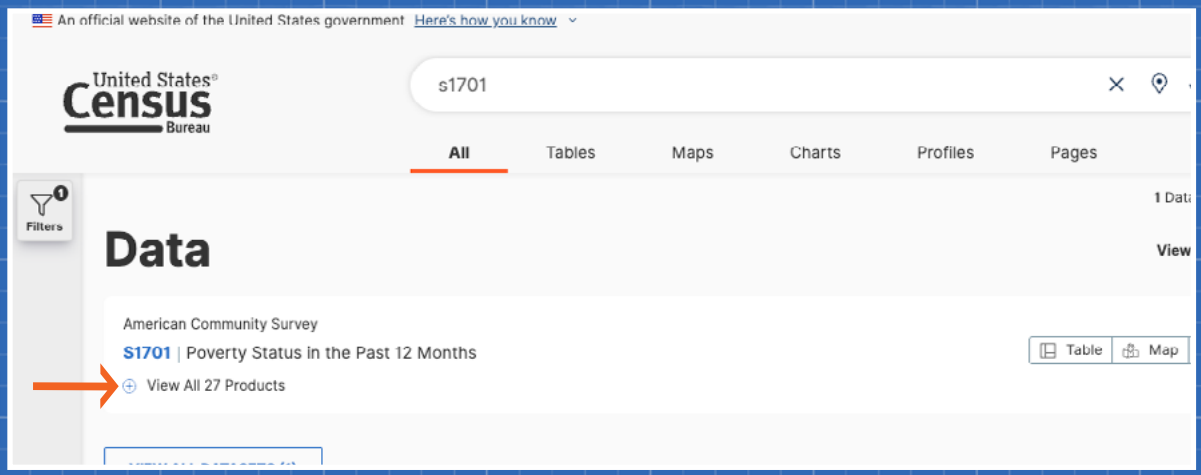
MAPPING YOUR MARKET

CREATE A HEAT MAP of your target market anywhere in the United States with a free government resource. Filter interactive data to identify areas with higher concentrations of demographics that may align with the products you sell, and help you focus on your prospecting where opportunities may exist. Follow the steps below.

1. Go to the United States Census Bureau website at **www.census.gov/**
2. Type "**S1701**" into the search bar and hit enter



3. You should see **American Community Survey S1701 | Poverty Status in the Past 12 Months** under the **Data** heading
4. Click the small **+ button** next to **View All 27 Products**



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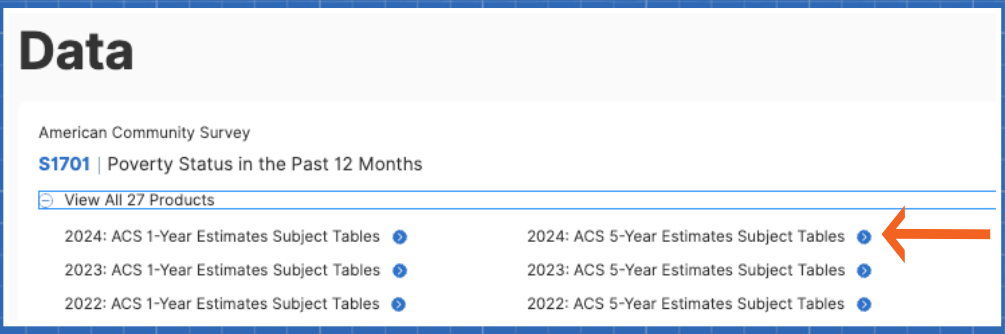
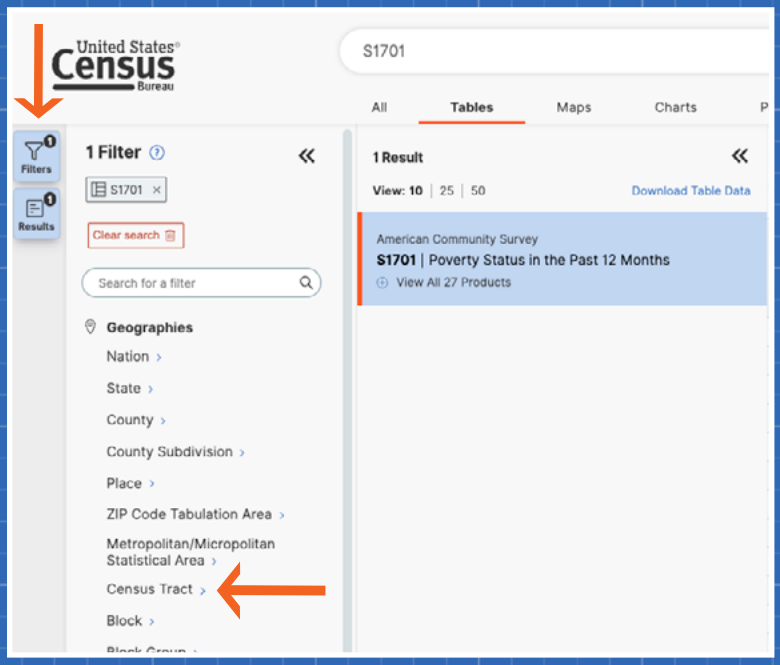
5. In the right column, click on **2024: ACS 5-Year Estimates Subject Tables**. This will open a table showing the selected data set.

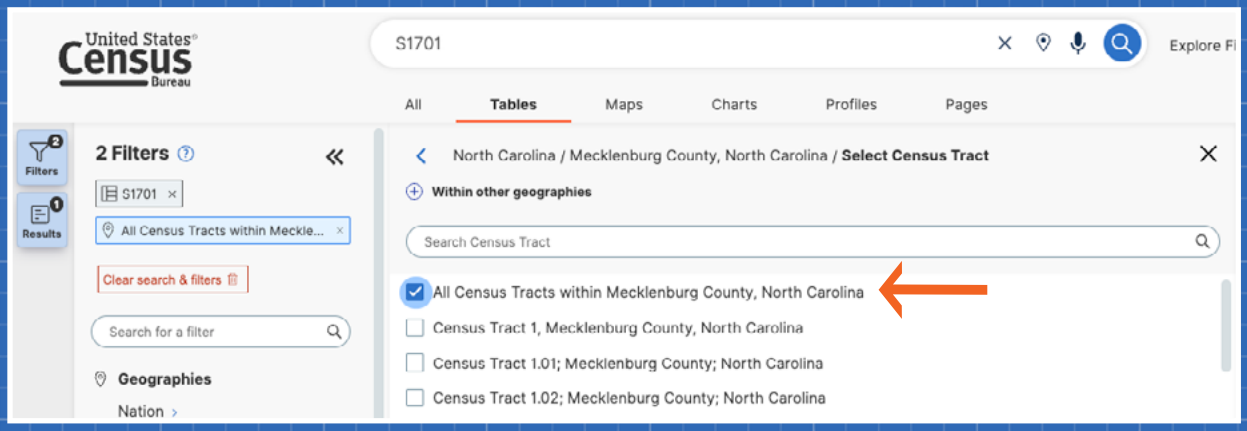


6. In the **Filters** menu, under **Geographies**, select **Census Tract**



7. Select your **state**, then select your **county**

8. Select the top choice of "**All Census Tracts within**" your selected county



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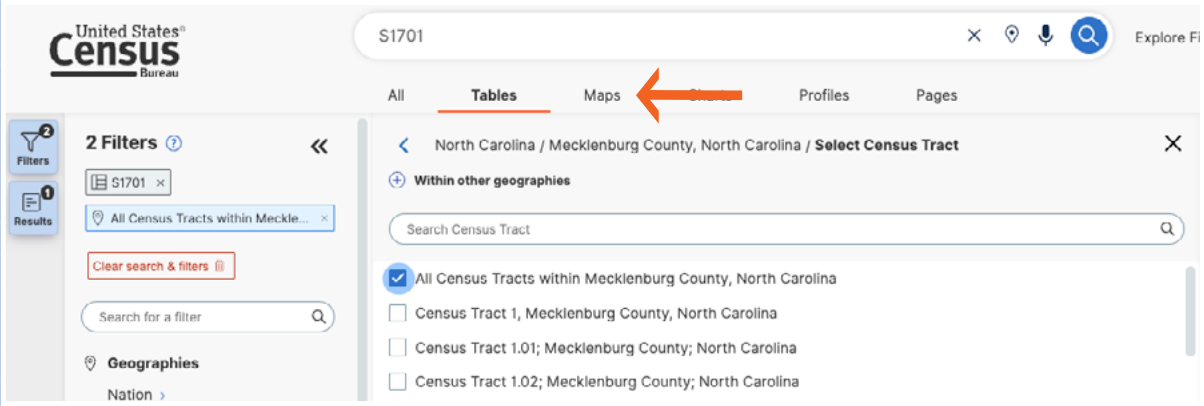
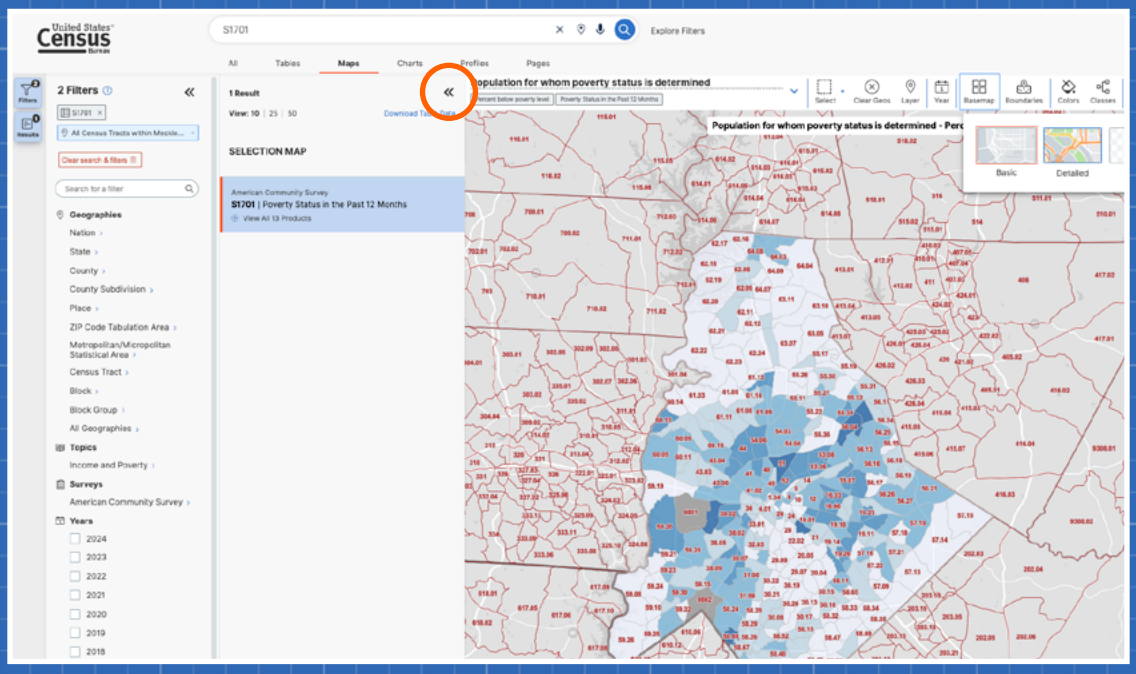
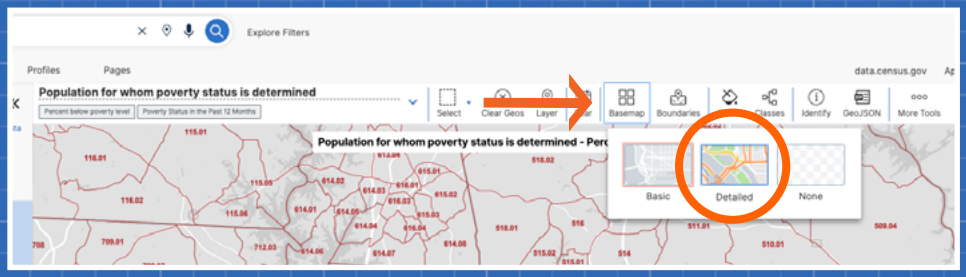
9. Click **Maps** on the horizontal list below the search bar

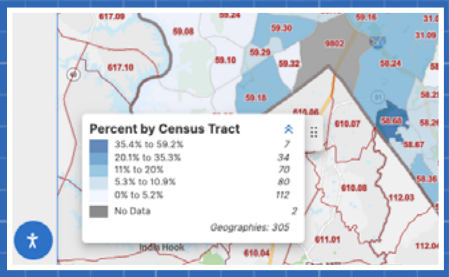


10. You can now see your selected county as a heat map. Click the ≪ icon to close the Filters menu.



11. To see streets, click the **Basemap** button above the map and select **Detailed**. The legend in the bottom left corner shows percentages by census tract.





Important: *Government data and maps show population characteristics and geographic trends for market research purposes only. They should not be used to identify individuals or determine who needs, qualifies for, or should be offered insurance coverage.*

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