

## Tom's Dive Store

Report Value: \$175.00

### Who are YOUR customers? How can you find more?

Location is the key to any retail business. Did you know that most dive store customers live within 15-minutes of their favorite dive center?

As a DEMA member you have access to store data as never before – customer and business information that helps you make better decisions, cut costs and put more money in your pocket.

This sample report shows a map of your store's location and the oddly shaped polygon is a representation of a 5-minute drive time around the store. The "Quick Report" data to the right is the most up-to-date census data available for your store area. This information provides guidance on the type of population and income figures for potential customers near your store. Other detailed data is also available to DEMA member retail stores, to help you save money and compete better!

See your store listing on:



See all the benefits of being a DEMA member on [www.dema.org](http://www.dema.org), or call DEMA at 858-616-6408 for more information



ID	2011 Total Population	2011 Total Daytime Population	2011 Per Capita Income
92025	50,559	58,923	\$21,598
92064	48,619	50,908	\$43,683
92126	68,862	42,380	\$27,612
92127	39,637	35,749	\$41,556
92128	47,493	48,654	\$49,785
92129	53,212	28,643	\$43,205
92130	48,699	46,573	\$56,769

#### Other data available:

- Number of households with potential customers: within 15 minutes or 30 minutes drive time of the store
- Locations of neighborhoods and households with the best customer potential
- Data for selecting advertising media (print, radio, cable television)
- Actual addresses of potential customers are available for a nominal charge
- Much more!