

## **ECIDC Member Market Analysis Services**

ECIDC offers market analysis services to its members at a deeply discounted cost compared to some large firms which perform these services at prices that range from \$10,000 to \$80,000. By pooling together through a regional network, ECIDC gives the area's rural communities affordable access to customized business reports, maps, and demographic data generated from ESRI Business Analyst Online software. These services can be used to understand trade areas, find new markets, evaluate sites, and make informed economic development decisions.

### **Business Analyst Reports include:**

- Detailed Demographic Reports
- Detailed Street, Aerial, or Thematic Maps
- Traffic Count Reports
- Consumer Expenditure Data
- Market Potential Information
- Medical Expenditure Reports
- Health Care Provider Information
- Gap Analysis displaying the difference between Actual Supply vs. Current Demand
- Customer Analysis through Tapestry Segmentation
- And Much More...

### **Fees for Business Analyst Reports:**

1-3 Reports	\$ 100
4-8 Reports	250
9-16 Reports	500
17-50 Reports	750

Fees include 10 printed copies of selected reports.

**ECIDC members are eligible to receive two free, electronically issued Business Analyst Reports** to sample the value of this service. Members may select their two free reports from the following options:

- Business Summary
- Demographic and Income Profile
- Executive Summary
- Financial Expenditures
- Graphic Profile
- Housing Profile
- Retail Goods & Services Expenditures
- Tapestry Segmentation Area Profile
- Traffic Counts Map
- Site Map

### **What do ESRI Business Analyst Reports provide and how might you use them?**

**Business and Industry Reports** provide details about the businesses and employees in an area. You can view daytime versus nighttime populations, existing major shopping areas, and vehicle traffic patterns around sites. Reports can be generated based on a trade area's current and potential business environment by examining existing business and services, the competitive presence, and retail activity.

You can use these reports to

- Better understand trade areas.
- Identify potential new sites.
- Find your competitors.

Data in these reports is based on major shopping center data from the Directory of Major Malls (DMM), Inc., business data from *infoUSA* and traffic data from MPSI DataMetrix.

**Consumer Spending Reports** provide information about what consumers spend their money on (clothes, education, furnishings, and so on), buying habits, and potential for consumer spending for various products and services by market. These reports include the total dollar amount spent, average amount spent per household, and the Spending Potential Index (SPI), which measures the amount spent for a product or service in your area compared to the U.S. average.



**East Central Illinois  
Development Corporation**  
*Fostering Regional Economic Development*

1204 Network Centre Blvd • Effingham, IL 62401

Office: (217) 540-3517 • Fax: (217) 540-3599

Email: [info@ecidc.com](mailto:info@ecidc.com) • [www.ecidc.com](http://www.ecidc.com)

Industries include

- Automotive
- Banking and Finance
- Electronics and Internet
- Food and Beverage
- Health and Beauty
- Medical
- Restaurants
- Retail Goods and Services
- Sports and Leisure

You can use these reports to

- Understand customers' purchasing habits, financial behaviors, and financial product and services preferences.
- Locate sites with potential to reach the most customers.
- Identify menu selections to match customer preferences.
- Design effective advertising messages for preferred products.

Consumer Spending data is derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2010 and 2015. Market Potential data contains more than 2,000 items from the Mediamark Research Inc.

**Demographic Reports** provide information on population trends and changes. These include:

- Market profile
- Age, sex, and race profiles
- Income
- Housing
- Net Worth
- Tapestry Segmentation

You can use these reports to

- Evaluate a site for selection or de-selection.
- Analyze your markets.
- Understand and evaluate trends.
- Improve forecasting and business planning.

Demographic reports are based on ESRI's current-year estimates and five-year projections for 2010/2015 demographic trends.

**Tapestry Segmentation Reports** provide an accurate, detailed description of America's neighborhoods. Segmentation is based on the principle that people with similar tastes and lifestyles will seek others with the same tastes and lifestyles.

You can use Tapestry Segmentation to learn more about customers such as

- Housing and family characteristics
- Employment and education levels
- Spending habits
- Product and vacation preferences
- Home values and favorite activities

**Map Reports** enable you to display current and potential site locations, visualize consumer patterns and trends, assess public safety by area, locate concentrations of customers, and other applications that may be hard to recognize in tabular data.

**Traffic Count Profile maps** contain points that identify information about the number of vehicles that cross a street location.

You can use Traffic Counts data to

- Understand traffic patterns around a specific location.



**East Central Illinois  
Development Corporation**  
*Fostering Regional Economic Development*

1204 Network Centre Blvd • Effingham, IL 62401

Office: (217) 540-3517 • Fax: (217) 540-3599

Email: [info@ecidc.com](mailto:info@ecidc.com) • [www.ecidc.com](http://www.ecidc.com)

- Analyze existing and potential sites and territories.
- Identify high-demand areas by traffic patterns.

**Site maps** display a specified location and surrounding area including standard reference layers such as highways, major roads, rivers, and county boundaries.

**What kind of data is included in Business Analyst Online Reports? How often is the data updated?**

The chart below details ESRI's business, consumer spending, and demographic data included with ECIDC's Business Analyst Online subscription and when it is updated.

Data Name	Source	Vintage	Update Schedule
Updated Demographics	ESRI	2010/2015	Annually
Census Data	U.S. Census Bureau and ESRI	2000	Decennially
Tapestry Segmentation	ESRI	2010	Annually
Retail Marketplace	ESRI	2010	Annually
Business Locations	Infogroup and ESRI	July 2010	Annually
Business Summary	Infogroup and ESRI	January 2010	Annually
Consumer Spending	Bureau of Labor Statistics and ESRI	2010	Annually
Market Potential	Gfk MRI and ESRI	2010	Annually
1990 Data in 2000 Geography	ESRI	1990	Annually
Traffic Counts	Market Planning Solutions, Inc.	Q2, 2010	Quarterly
Major Shopping Centers	Directory of Major Malls, Inc.	January 2010	Semiannually
Satellite Imagery	i-cubed	2010	Quarterly

**For more information or to view case examples of ECIDC Member Market Analysis Services, please visit our website at [www.ecidc.com](http://www.ecidc.com). Or, contact ECIDC staff by phone at (217) 540-3517 or e-mail at [info@ecidc.com](mailto:info@ecidc.com).**