

INSIGHT MARKET ANALYTICS

ECONsolutions collaborates with city staff, developers, and local real estate professionals to bring increased economic activity to your community. INSIGHT Market Analytics is an interactive tool that allows users to gain insight on targeted areas of interest with up-to-date trade area data.

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Aug 31 to Receive
an Exclusive
20% Off

HdL Can Help With Economic Development

Site Selectors and Real Estate Professionals are doing more evaluations of potential communities prior to engaging the City. As a result, it is increasingly important to have current and quality data available to provide insight on how best to position your municipality for retail attraction success. HdL's ECONsolutions *INSIGHT Market Analytics* is an excellent economic development marketing tool and can decrease the amount of time interested parties need to research your community.

INSIGHT MARKET ANALYTICS

provides*



Consumer Demographic Profile



Household Segmentation Profile



Employment Profile



Consumer Demand & Market
Profile (GAP Analysis)



Trade Area Map

Additional benefits that create *real value* for your community:

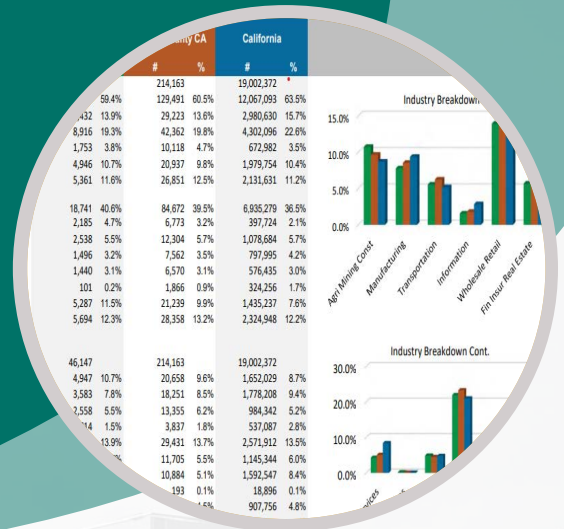
- Business Retention, Expansion and Attraction Programs
- Easy to find and up-to-date data available on the city's webpage and other social media platforms
- Handouts for Developers, Property Owners, Site Selectors, and Real Estate Professionals
- Community/Business Outreach
- Credible Data
- Understanding of your Consumers

*All reports are generated initially and updated every six months as new data becomes available.

An example report is available at hdlcompanies.com.

INSIGHT MARKET ANALYTICS

Learn more about our INSIGHT Marketing Analytics report offerings and their descriptions below.



Consumer Demographic Profile

The ECONsolutions Consumer Demographic Profile uses the STI: PopStats database with over 1,200 variables with a bottom-up methodology to deliver the highest accuracy level and dependable demographic data. The side-by-side comparison helps users visualize consumer changes as the market size differs.

Household Segmentation Profile

The ECONsolutions Household Segmentation Profile provides a deep understanding of consumer preferences, behaviors, and habits. Utilizing the AGS Panorama Lifestage database, the report segments 68 household clusters into one of 18 Lifestage Groups and ranks the top 10 individual clusters allowing the user to identify the most concentrated groups with ease. The document includes links to the AGS Panorama Online Guide that provides clients with an in-depth summary of each group and cluster.

Employment Profile

The ECONsolutions Employment Profile provides insight on the employment market located within a specific trade area. The Employment Profile breaks down Industry Groups as well as Occupational Sectors to allow an accurate evaluation of the daytime population and workforce for the defined region. Understanding the types of businesses and the types of workers that are positioned near key areas of interest can greatly influence decisions.

Consumer Demand & Market Profile (GAP Analysis)

The ECONsolutions Consumer Demand & Market Profile (GAP Analysis) examines opportunity/surplus gaps across 31 retail segments and 40 major product and service lines to provide insight on potential opportunities within a defined market. The assessment evaluates the overall trade area, not just an agency's boundaries, making it a useful tool to assist in development planning, recruitment strategies, and overall market analysis.

Trade Area Map

INSIGHT Market Analytics includes a cohesive set of the Profile Reports including a city-wide profile and up to four specific trade areas targeted to your specific agency.

Development **DRIVEN BY DATA.**