

# Business Analyst Online Reports

This section provides an overview of the types of reports available to you and outlines how you might use these reports to understand trade areas, find new markets, evaluate sites, and more.

Click on the **Reports** tab to see a complete list of reports for each category and samples for each report. Some reports fall into multiple categories.

Visit the [Data](#) section to learn more about the data behind the reports.

## Business

These reports provide details about the businesses and employees in an area. You can also see daytime versus nighttime populations, existing major shopping areas, and vehicle traffic patterns around sites. You can create reports 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 location data from Dun & Bradstreet, business summary data from Infogroup and traffic data from Kalibrate.

## Consumer Spending

Reports in this category provide information about what consumers spend their money on (clothes, education, furnishings, and so on) by market.

### Reports include

- Automotive Aftermarket Expenditures
- Financial Expenditures
- House and Home Expenditures
- Household Budget Expenditures
- Medical Expenditures
- Retail Goods and Services Expenditures
- Recreation Expenditures

### 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 latest Consumer Expenditure Surveys, Bureau of Labor Statistics.

Updated annually, the data captures sales data for any census geography, ring or polygon.

**This category also includes the Retail MarketPlace Profile.**

Retail MarketPlace data accurately measures retail activity by trade areas by providing a direct comparison of retail sales to consumer spending by NAICS industry classification. These classifications include Food and Drink, Automotive, Electronics and Appliances, Health and Personal Care, and more.

**You can use the Retail MarketPlace Profile to**

- Capture sales data by geography, ring or polygon
- Attract consumers from other areas
- Reveal underserved markets
- Learn if your products meet consumer demand

The Retail MarketPlace data is updated annually and can be run for any census geography, ring or polygon.

## **Demographics**

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

- Market Profile
- Demographic and Income Profile
- Demographic and Income Comparison Profile
- Household Income Profile (A new report that includes information previously available in the Age by Income Profile and the Detailed Income Profile.)
- Age by Sex Profile
- Age by Sex by Race Profile
- Detailed Age Profile
- Executive Summary
- Graphic Profile
- Age 50+ Profile
- Housing Profile
- Net Worth Profile
- Disposable Income Profile

Use demographic reports to improve forecasting and business planning. Demographic reports are based on Esri's current-year estimates and five-year projections for demographic trends.

## Maps

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

Data for Traffic Counts is updated quarterly.

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

### Note:

You can also create and print a pdf of any color-coded map that you create using the [Create pdf or image](#) function on the [tool palette](#) or save it as a JPG image to add to a document or print at another time.

## Market Potential

Reports in the Market Potential category provide information on the products and services consumers want and the civic attitudes they have. Market Potential data contains more than 2,000 items from GfK MRI consumer survey grouped into 35 categories of goods.

### Reports include

- Electronics and Internet Marketing Potential
- Financial Investments Market Potential
- Health and Beauty Market Potential
- Pets and Products Market Potential
- Restaurant Market Potential
- Retail Market Potential
- Sports and Leisure Market Potential

### **You can use these reports to**

- Understand customer preferences
- Reach underserved consumers
- Identify the penetration of successful competitive products

Updated annually, the Market Potential data is available for any census geography, ring or polygon.

## **Tapestry Segmentation**

**Tapestry Segmentation** from Esri provides 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, like seeks like.

The 67 market segments are combined to identify

- 14 LifeMode summary groups with similar spending habits and demographic patterns
- 6 Urbanization summary groups with similar living conditions (for example, urban versus rural)

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

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

For more in depth information about the 67 2014 Tapestry Segments, please view the [Tapestry Segment Summaries](#).