



IHS Markit™

IHS ECONOMICS

Business Market Insights

A solid foundation for business planning across US regions, states, and counties

Business Market Insights gives corporations, financial institutions, and governments a detailed, reliable view of US market dynamics to make effective business, operating, and investment decisions.

BENEFITS

- Size and segment markets and measure market segment penetration
- Deploy sales and marketing resources across targeted segments and geographic areas
- Assess demand for raw materials, finished goods, or services
- Forecast sales nationally, regionally, and locally by market segment
- Improve sales, revenue, and profit performance
- Uncover new market opportunities and avoid potential risk

Business Market Insights is a robust database that provides market leading forecast views of business employment and output at the state, MSA, and county level. Using advanced modeling techniques and a rich dataset from the US Department of Census, our teams of economists and business specialists leverage the IHS internationally recognized US macroeconomic, industry, and regional forecasts to generate business activity indicators by county and detailed 4-digit NAICS code.

Private companies, financial institutions, and government agencies use this one-of-a-kind database to get a deep look at US markets. It enables users to estimate the size and growth potential of a specific industry in a particular geography even when regional data are limited. The database is designed to allow users to easily aggregate our historical data and forecasts by market area or industry.

Business problem	How Business Market Insights helps
Where should I invest sales and marketing resources?	More effectively allocate sales and marketing resources in your targeted segments and geographic areas with short- and long-term forecasts for business segments at the county level
Where is the greatest growth potential for my business or service?	Target new markets and those poised for the greatest growth potential by accessing detailed industry data down to the county level
How can I better manage my production levels and inventory?	Identify where and when your industry will grow or contract, so you more accurately plan for demand, manage production levels, and reduce costs associated with carrying too much inventory
How can I measure my market penetration?	Understand your market share by viewing detailed industry and geographical data alongside your own company data

DATABASE COVERAGE

- Employment
- Number of establishments
- Sales (output) in current and constant dollars
- 4-digit NAICS code
- US States, MSAs, counties, and census regions
- 25-year forecasts, 15+ years history, annual data

Detailed industry and geographical data

Business Market Insights offers a robust database of business activity indicators by county and detailed NAICS code, so you get the most granular forecast view of US business employment and output.

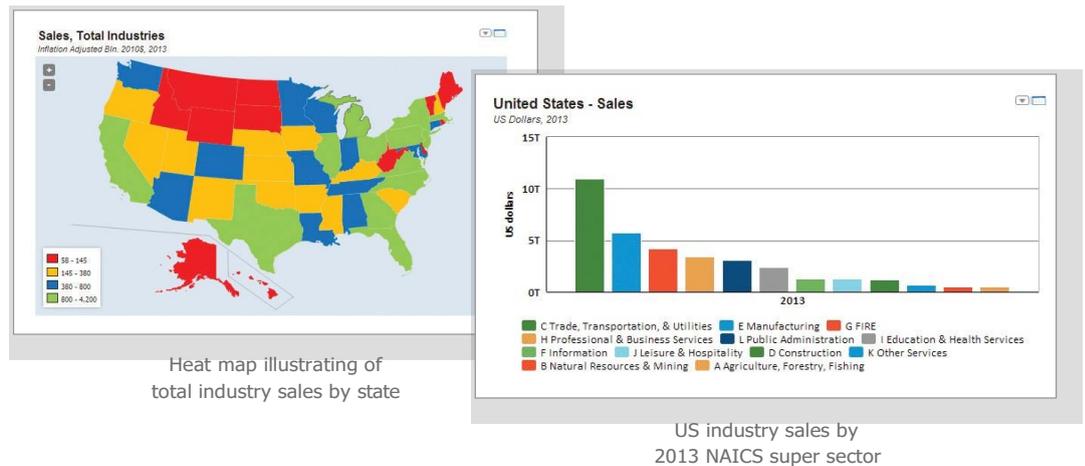
Database coverage includes:

- Number of business establishments
- Number of employees
- Sales (real and nominal)
- All concepts are developed for 4-digit-level NAICS code industries
- Historical-level data available from 1990 to present for employment and establishments and from 1997 to present for sales
- Forecast extends 25 years into the future
- Data available for US states, metros, and over 3,140 counties

Delivered in an intuitive online platform

Business Market Insights is accessible via an intuitive online interface that allows you to easily retrieve historical and forecast data. User-friendly tools help you quickly analyze and integrate information into your workflow.

- View data in tables and dynamic charts
- Download your data to Microsoft Excel or save it for future updates
- Create custom dashboards and graphs, and/or export into PowerPoint as native objects
- Visualize information with dynamic heat maps
- Perform calculations and easily create your own aggregations
- Upload your own data to the tool and evaluate market share and growth potential



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ABOUT IHS

IHS Markit is the leading source of information, insight, and analytics in critical areas that shape today's business landscape.

Businesses and governments in more than 165 countries around the globe rely on the comprehensive content, expert independent analysis, and flexible delivery methods of IHS Markit to make high-impact decisions and develop strategies with speed and confidence.

IHS has been in business since 1959 and became a publicly traded company on the New York Stock Exchange in 2005. Headquartered in Englewood, Colorado, USA, IHS employs more than 8,000 people in more than 30 countries around the world.