



DIY Market Analysis

Wednesday, June 28th 12:45pm-2:15pm

8th Annual Native CDFI Capital Access Convening

Turning the Tide

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Session Description

- A market analysis is a quantitative and qualitative assessment of a market; it looks at the demographics, the current gaps within the community, and what services would best meet the needs of the community. In this session, participants will learn how to effectively conduct an economic market analysis on their community, complete with tools, templates for gathering primary and secondary data sets, and a step-by-step guide to constructing a working document to serve as a resource for many years.



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Session Objectives

- Master the process to collect primary and secondary data and put it into action
- Learn how to use the data in the market analysis for loan product development and grant writing



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Welcome

- Land Acknowledgement
- Native-land.ca (interactive map)



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Session Facilitator- Stephanie Cote



- 2023 National Endowment of Financial Education Visiting Scholar
- Conducting Market Analysis since 2016



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Primary Data

- Target Market Survey
- Lender Survey
- Key Leader Interviews



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What is Qualitative vs. Quantitative?



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Identifying Your Key Leaders-Activity

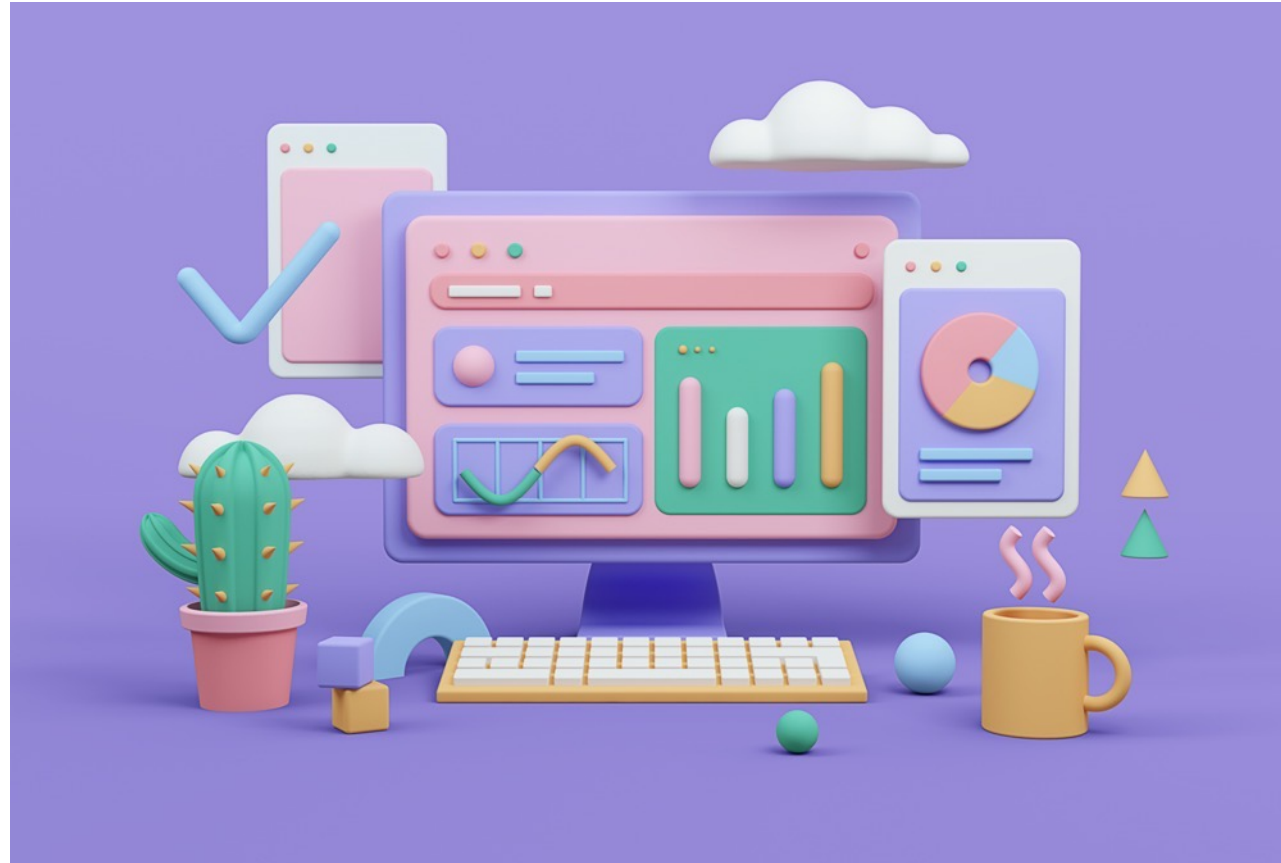
- Who has a pulse of the economic landscape?
- Who is a representative of the target market?



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Secondary Data Collection



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Putting it All Together!

- Key Findings
- Recommendations
- Loan Demand
- Demographic Data
- Demand for Development Services
- Housing Analysis
- Business and Industry
- Key Leader Interviews
- Financial Institutions
- Mortgage Details



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