

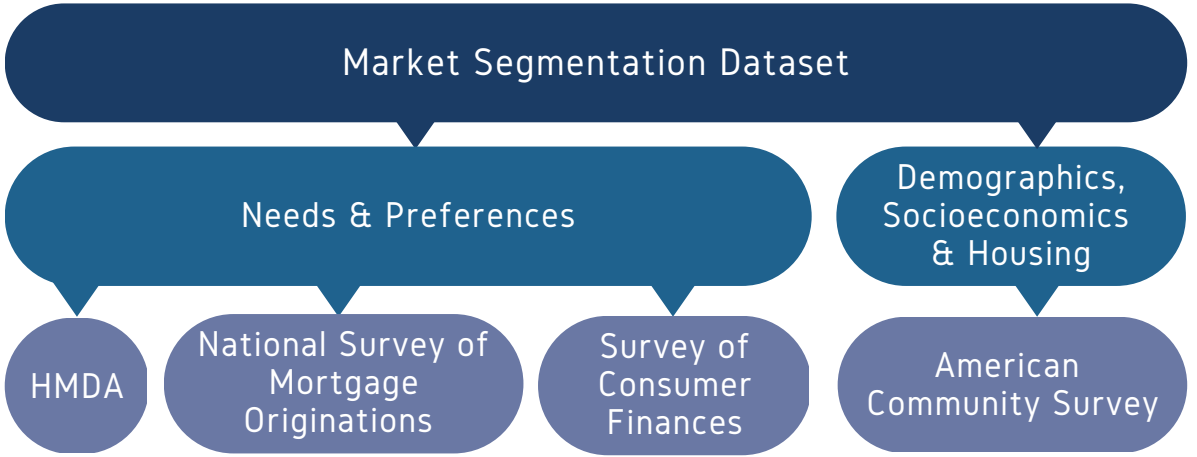
ADI COMMUNITY CREDIT NEEDS ASSESSMENTS



A Five-Step Plan

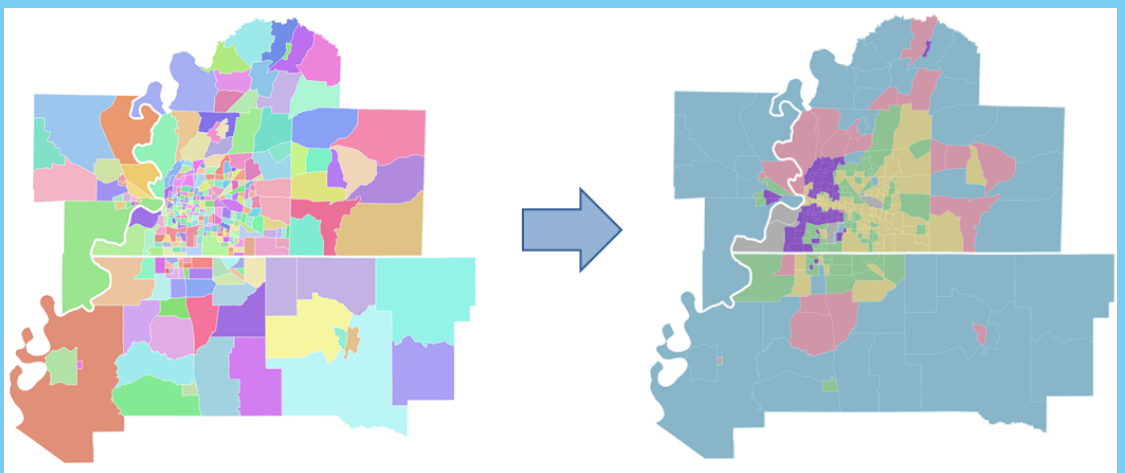
1 ORGANIZE TRACT-LEVEL MARKET SEGMENTATION DATA

1



2 IDENTIFY DISTINCTIVE SEGMENTS OF CENSUS TRACTS

2



Sample segment

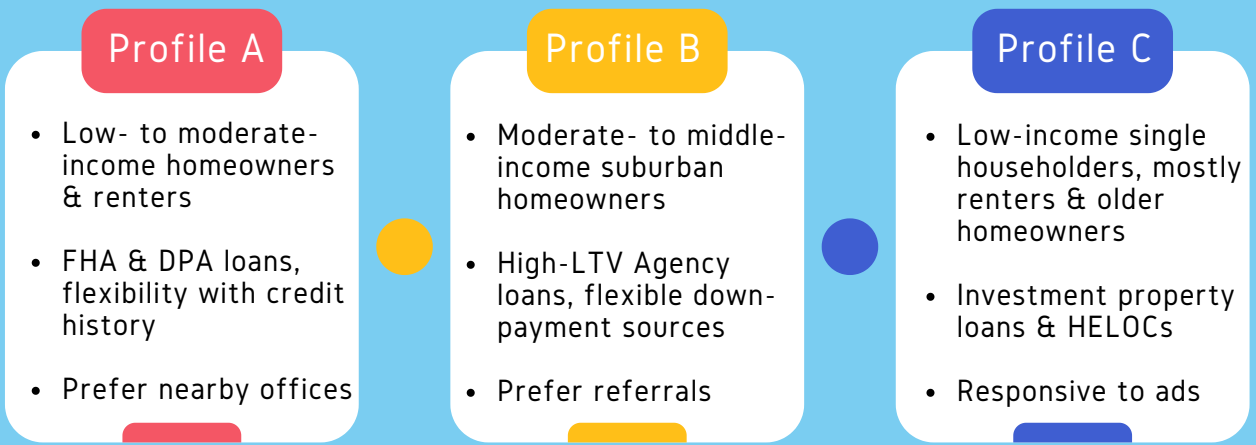
3 AUGMENT QUANTITATIVE DATA WITH QUALITATIVE DATA

3



4 DEVELOP COMMUNITY PROFILES FOR EACH SEGMENT

4



Sample profiles

5 DRAFT AND DELIVER FINAL REPORT

5



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