IMPLAN Citation Guidelines

This document is designed as an aid to you as you prepare reports and analyses for publication—simply cut and paste what you need directly into your document. As always, please contact us if you have any questions at Support@IMPLAN.com or call (704) 288-3942.

If you use data from any of the IMPLAN results tables, underlying regional data, or multipliers, IMPLAN should be cited as your source.

All output from the IMPLAN System, including, without limitation, IMPLAN Models, is subject to copyright held by IMPLAN. Subject to the prohibition on Client publication of Multipliers at Section 3.1 of the IMPLAN User Agreement, Client may use, display, reproduce and publish such output in analyses, reports, presentations, and publications; provided that Client includes a notation in such output, as prescribed in Section 3 below.

Provided further, that such publications may contain summary information, each data point in any such publication may be included for no more than ten (10) industries, and general summary data (e.g., S-W index and GDP) in each such publication may be included for no more than ten (10) geographies.

There are generally three ways to cite IMPLAN:

1. Written as Part of the Text

- When referencing the application or data, spell "IMPLAN" in all caps.
- Similarly, when referencing the company, use "IMPLAN Group, LLC."

EXAMPLES:

- "Our study used IMPLAN 2017 Data to examine regional purchase coefficients for the study area."

- "We used the IMPLAN calculation process to estimate the economic impact of [event(s) being inputted in IMPLAN]. The following estimations and assumptions were made outside of IMPLAN to evaluate the initial or direct effect of [event(s) being inputted in IMPLAN]:"
- "We love IMPLAN Group. LLC so very, very much."

2. In-text Citations

These include footnotes and captions for tables and charts. When citing IMPLAN as a data source, it is recommended that you include the data year and region of your study.

EXAMPLES:

Footnote: "[1]For more information on the IMPLAN modeling process, visit IMPLAN.com."

Footnote: "[2]Taxes on production and income net of subsidies consist primarily of excise and sales taxes paid by individuals to businesses. These taxes occur during the normal operation of these businesses but do not include taxes on profit and income (IMPLAN Manual, 1996)."

Caption: "Source: IMPLAN 2017 Data for model region including Oregon's Yamhill, Marion, Polk, Clackamas, and Multnomah counties."

Parenthetical Citation: "The RPC for Oilseeds for Washington County is .75 (IMPLAN 2017 Data)."

3. In the Reference Section

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4. Inserting the IMPLAN Disclaimer

The following is optional but recommended text to include in your published studies:

IMPLAN is a regional economic analysis software application that is designed to estimate the impact or ripple effect (specifically backward linkages) of a given economic activity within a specific geographic area through the implementation of its Input-Output model. Studies, results, and reports that rely on IMPLAN data or applications are limited by the researcher's assumptions concerning the subject or event being modeled. Studies such as this one are in no way endorsed or verified by IMPLAN Group, LLC unless otherwise stated by a representative of IMPLAN.

IMPLAN provides the estimated Indirect and Induced Effects of the given economic activity as defined by the user's inputs. Some Direct Effects may be estimated by IMPLAN when such information is not specified by the user. While IMPLAN is an excellent tool for its designed purposes, it is the responsibility of analysts using IMPLAN to be sure inputs are defined appropriately and to be aware of the following assumptions within any I-O Model:
· Constant returns to scale
· No supply constraints
· Fixed input structure
· Industry technology assumption
· Backward-linked model
· Constant byproducts coefficients
· The model is static

By design, the following key limitations apply to Input-Output Models such as IMPLAN and should be considered by analysts using the tool:

· **Feasibility:** The assumption that there are no supply constraints and there is fixed input structure means that even if input resources required are scarce, IMPLAN will assume it will still only require the same portion of production value to acquire that input, unless otherwise specified by the user. The assumption of no supply constraints also applies to human resources, so there is assumed to be no constraint on the talent pool from which a business or organization can draw. Analysts should evaluate the logistical feasibility of a business outside of IMPLAN. Similarly, IMPLAN cannot determine whether a given business venture being analyzed will be financially successful.

· **Backward-linked and Static model:** I-O models do not account for forward linkages, nor do I-O models account for offsetting effects such as cannibalization of other existing businesses, diverting funds used for the project from other potential or existing projects, etc. It falls upon the analyst to take such possible countervailing or offsetting effects into account or to note the omission of such possible effects from the analysis.

· **Like the model, prices are also static:** Price changes cannot be modeled in IMPLAN directly; instead, the final demand effects of a price change must be estimated by the analyst before modeling them in IMPLAN to estimate the additional economic impacts of such changes.