



A Geo-Demographic Market Analysis

Produced by: Michael W Biehl

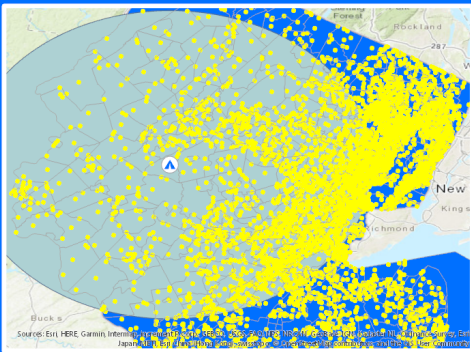
Data from: The U.S. Census Bureau

Map of Potential Campers

Total Potential Campers on Map

1 Dot = 200

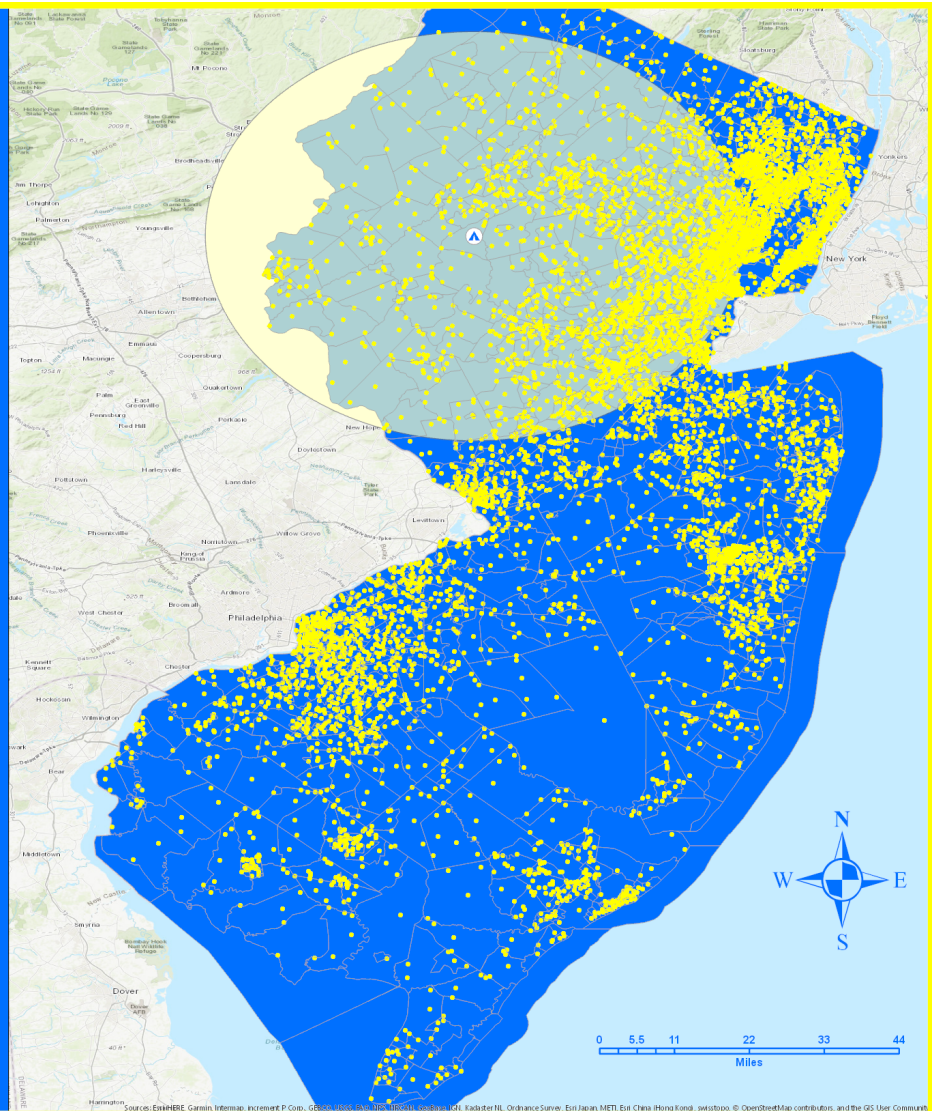
● 200 campers



This map displays the areas of New Jersey with the highest concentrations of children eligible to enroll at Meadowbrook as a camper. One dot on the map is equal to 200 children. The data displayed can allow for more effective and precise marketing campaigns and messaging for the coming year. The yellow circle represents a 30 mile radius from Meadowbrook, a reasonable distance for parents to travel and see the camp.

Geographic and demographic data are from the 2016 ACS and was obtained via the US Census Bureau.

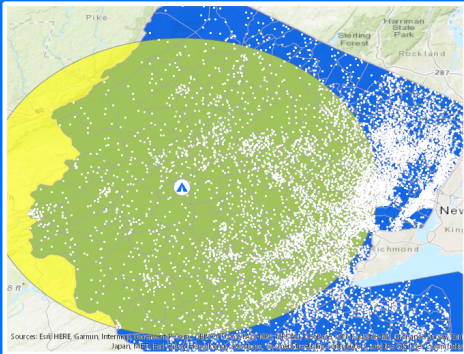
Cartographer: Michael W Biehl
Date Created: November 13th 2018



Source: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, AeroGRID, IGN, Swayze, Swire, Esri, Japan, METI, Esri, China (Hong Kong), Swire, Esri, DeLorme, NAVTEQ, and the USGS User Community.

Geographic Spread of New Jersey Households

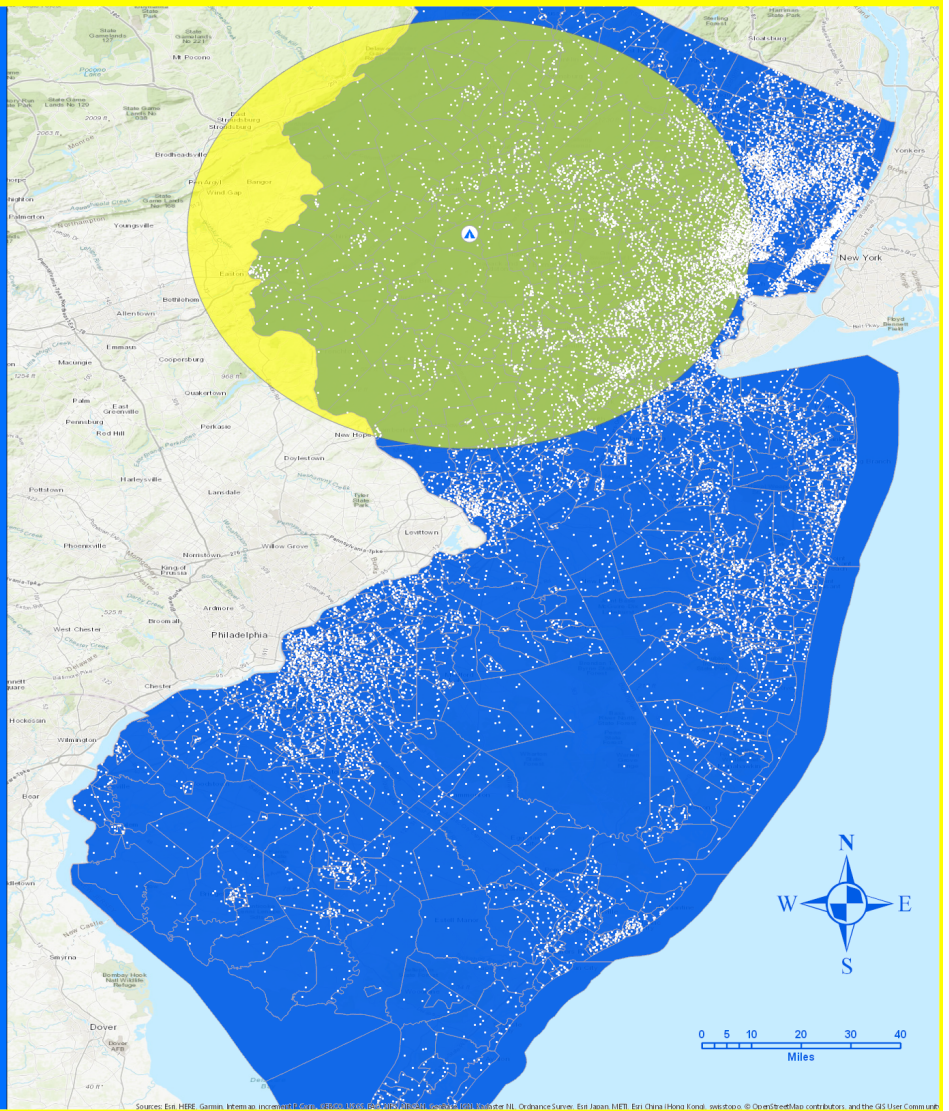
Total Households in NJ
1 Dot = 200 Households
● 200 Households



This map shows the geographic spread of households in New Jersey. This visualization is meant to be used as a foundation for the next map in the report, which is a map showing areas of the state with the highest rates of households with enough income to afford sending a child to Meadowbrook. Areas with both a high concentration of households and a high percentage of wealth should be of keen interest in regards to marketing strategy.

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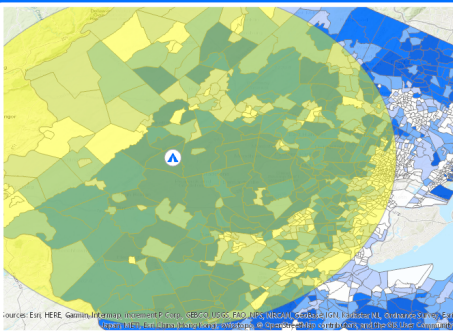
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Map of Relevant Household Incomes

Rate of Households with Target Market's Income

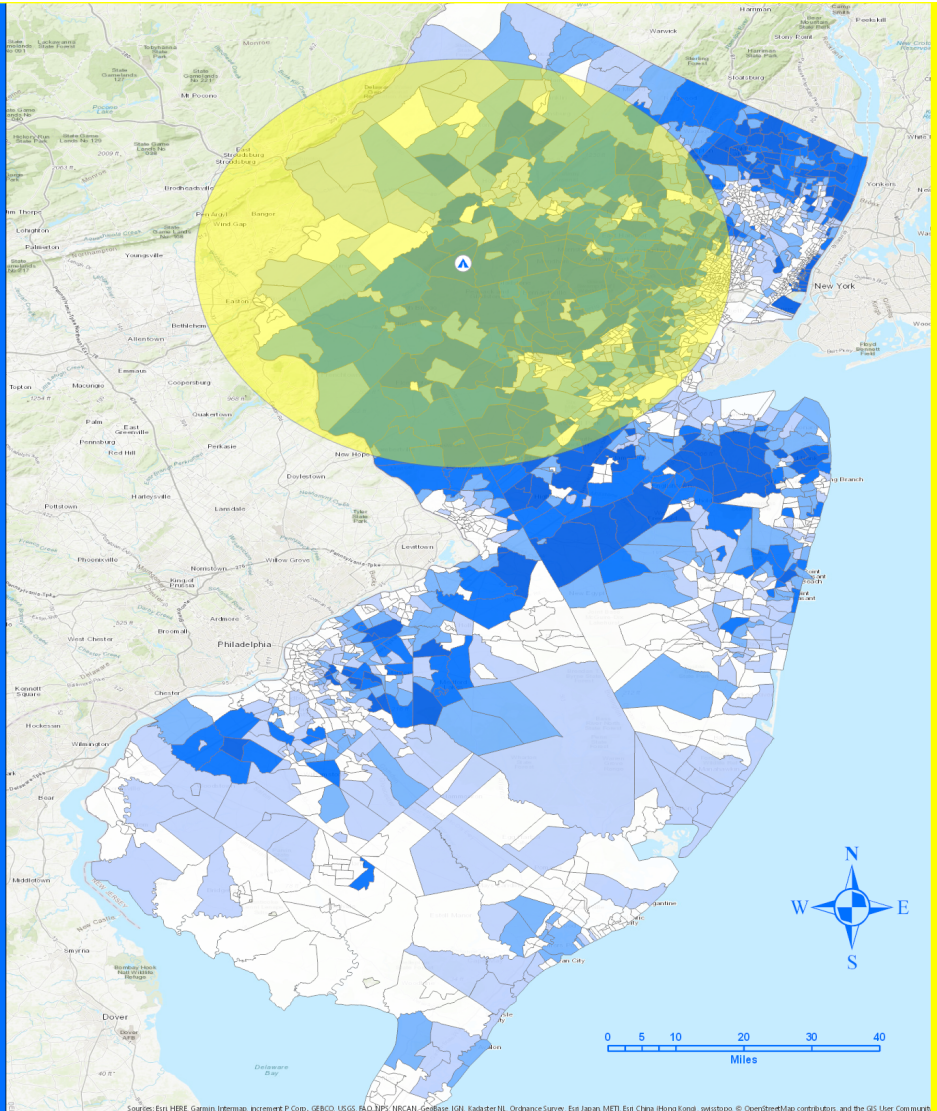
- 0% - 19%
- 20% - 29%
- 30% - 39%
- 40% - 49%
- 50% or higher



This map displays areas of New Jersey measured by the percentage of households that are realistically able to send their child to Meadowbrook for the entire 8 weeks of a summer session. The use of this map is to further the precision of the camp's advertising strategies and limit wasted time and resources. Used in cross-reference with the 2nd map in this report, areas with both high concentrations of households and highest rates of wealthy households indicate the the most fruitful populations for the camp to orient its marketing campaigns around.

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Meadowbrook Country Day Camp Geo-Demographic Study

Accompanying Info

As instructed from management, I have researched, organized and produced a series of GIS-assisted maps for the purpose of building a clearer view of where the camp's prime target consumers tend to live in North and Central Jersey. As this industry is in its maturity, the primary way of increasing market share is going to be via taking it away from competitors through either service differentiation or lower costs, both of which are rigorous endeavors to achieve. These maps are meant to limit wasted marketing expenses by allowing for a more precise advertising strategy in regards to the geographic distribution of efforts and resources. Ultimately, the visuals allow for management to create a potential ranking for areas most lucrative to target.

The first map I created for this project was a simple dot density map to visualize the geographic spread of the New Jersey population, specifically where children ages 3-14 are located. Each dot in the map represents about 200 children, as expected we can see larger concentrations of dots the further eastward toward New York one moves to. As you probably could have guessed, the center of the yellow circle is Meadowbrook; the circle itself is a 30 mile buffer radius meant to indicate a reasonable distance for parents and campers to travel from (this same buffer will be used for the following maps and will be unchanged). Using this map as a cross-reference for the next 2 maps helps us solidify our frame of reference, as well as avoid any costly errors like sending supplies to a county with a seemingly high rate of income, but may have a population so minimal that they don't need the vast resources it superficially implies on its own.

The second map in this series is also meant to be a foundational cross-reference map; this dot density map shows the geographic spread of all households in New Jersey. The purpose here is to give the third and final map regarding relative income levels some context. As we can see, the same clusters of populations exist the closer we move towards NYC. However, the map still does not do anything to tell us where actual target markets exist and where to focus resources, there may indeed be large concentrations in the east, however we know nothing about the lifestyles they live or if they fit into the camp's target demographics.

With the 2 dot maps as foundations, we can now move on to the 3rd and final map in the series; which is a choropleth map describing the relative income levels of New Jersey. The various shades of blue represent the portion of the county's households that have incomes in excess of at minimum \$125,000, an amount I chose to be reasonable enough to send a child to camp for the whole 8 week session. As we can see the most financially viable tracts exist in the areas south and east of camp, however the most notable trends to consider is the very steep drop-offs in income levels found near the eastern rim of the buffer, the area we previously discovered to have the highest concentrations of households. This is critical information to know when it comes to strategic ad placement and marketing, where only a few miles difference could mean a total waste of your budget.

With this information at your disposal, it is my hope it can be used strategically with the hopes of increasing market share and enrollment for the 2019 session and thereafter.