





Trade Area Mapping Service





Examples of Projects Completed


-  **Mapped customer data base and primary competitors of health club along with average income & gender demographics of market area.** Client was able to determine precisely where his customers were coming from as well as where they were not! The client was also able to clearly identify where pockets of “best” customers reside and could, therefore, base marketing strategies around targeting these pockets.

-  **Mapped competitors, client’s company locations and key demographics for an international company looking to locate a new distribution center somewhere in the United States.** Based on the map, the client was able to clearly identify three best locations. Further research resulted in a final location.

-  **Provided location analysis for elder care facility identifying concentration of elderly populations, potential feeder institutions, competitor sites and projected population trends for marketplace.** Included market research and key factors affecting the industry.

-  **Provided statewide maps of several industries by NAICS code definitions for use by companies in determining sales potential and sales territories.** Studies are completed for the food, lumber, petroleum-related industries.

-  **Plotted attendees for several state and Midwest regional meetings and special events.** The studies include location analysis of best potential site based on past attendees and potential group memberships as well as drive time analysis. The studies are used to maximize attendance and increase organizational participation.

-  **Painting a picture of the gender, age, education, nationality and other demographics of a region can be helpful for marketing in many businesses and organizations.** Past maps have shown concentrations of Spanish-speaking persons, college-educated persons and other special demographics. If census collects and reports the data, it can be mapped.