

## Demographic Analysis for Market Research

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This guide will explain how to perform population analysis for market research using free government websites. Specifically, this guide is geared towards the type of population analysis required for Scott Lee's HFT 4759: Prod. Dev. in Theme Parks/Attractions; it may or may not be applicable to other courses or projects. For more help, visit our website below, call us at 407-903-8100, or come see us in person.

### Basic Demographic Information

American FactFinder is run by the U.S. Census Bureau and is the official online source for U.S. population, housing, economic, and geographic data. To access it, go to <http://factfinder.census.gov/>

- There are two basic ways to obtain demographic information about a place:
  1. Retrieve a *Fact Sheet* for the place by entering the city/town/county/zip code in the box on the FactFinder homepage. Community Fact Sheets contain enough information for most purposes.

OR

2. Customize your data by clicking on the *Data Sets* button on the left side of the page and clicking through the many options on the subsequent screens. You may want to start with a simple search (e.g. Census 2000 Summary File 1 -- Detailed Tables -- Address Search -- Block -- P1. Total Population) and then experiment with adding additional variables, etc.

### Circular Demographic Analysis

Sometimes market researchers are interested in performing a **circular demographic analysis** (i.e., population about a radius) in order to determine the size of a market within a certain distance (often, within an easily-drivable distance). However, demographic information is not typically collected in circles but rather (in the United States, at least) by more or less linear boundaries—blocks, census tracts, city and county lines, etc. Therefore, performing a circular demographic analysis requires special tools.

Performing a circular demographic analysis using freely available resources is a two-step\* process:

**Step 1:** For best results, determine the **latitude** and **longitude** of the point about which you want a circular demographic analysis, either by:

- A. Using a mapping tool or satellite imagery website. For example, the following directions are for a site called [teraserver.com](http://www.teraserver.com):
  - Go to <http://www.teraserver.com>
  - Click on *Image Search* and search by desired method (e.g. Street Address, Zip Code, etc.)
  - Choose a satellite image to use (generally, the more recent, the better)
  - Once the image loads, scroll your mouse over different points; the latitude and longitude of each point should display in the boxes on the left side of the screen. Record the latitude and longitude to two decimal points (e.g., +28.44 and -81.46)

## **Step 1** (cont.)

**OR**

**B.** Using the *Data Sets* feature of American FactFinder:

- Go to American FactFinder: <http://factfinder.census.gov>
- Click the *Data Sets* button on the left menu
- Select *Census 2000 Summary File 1* on the left side and click *Detailed Tables* on the right
- Select the geographic place for which you wish to see latitude and longitude (Hint: if you want to search for an address, select the address search tab near the top of the screen, enter your address, click *Go*, select the smallest geographic area available—usually the Block level—and then click *Add* and then *Next*)
- Select *P1. Total Population*, click *Add*, and then *Show Result*
- Highlight the Options tab near the top of the screen and select *Show Geographic Identifiers*
- Scrolling down, under Area Characteristics, you should see *Internal Point (Latitude)* and *Internal Point (Longitude)*. Record the latitude as follows: +xx.xx (for example, +28427134 becomes +28.42). Record the longitude as follows: -xxx.xx (for example, -081465581 becomes -081.46). For places within the continental United States, your latitude value should be between +25 and +50; your longitude value should be between -65 and -125

\* **Note:** You may choose to skip Step 1 and proceed directly to Step 2, using the center of a zip code as the point about which you will perform a circular demographic analysis. Doing so, however, may produce a significant margin of error, especially in smaller radii.

**Step 2:** Use the Missouri State Data Center's Circular Area Profiles (CAPS) tool to perform the circular demographic analysis:

- Go to the CAPS website: <http://mcdc2.missouri.edu/websas/caps.html>
- Enter your latitude (in the form +xx.xx) and longitude (in the form -xxx.xx) in the appropriate boxes (or, if you skipped Step 1, enter a five digit zip code in the latitude box)
- Enter up to five radius values in the appropriate box (e.g., 10, 20, 30, 40, 50)
- Select the tables you want to display, or just select *All Tables* (the more tables you choose to display, the longer the resulting file will be)
- Click *Generate Report*
- If the resulting file is large, you may wish to save it as an html file: click on File -- Save As -- name the file, etc. (to open this file later, open Internet Explorer, click on File -- Open -- Browse -- find the file -- double click -- OK)