

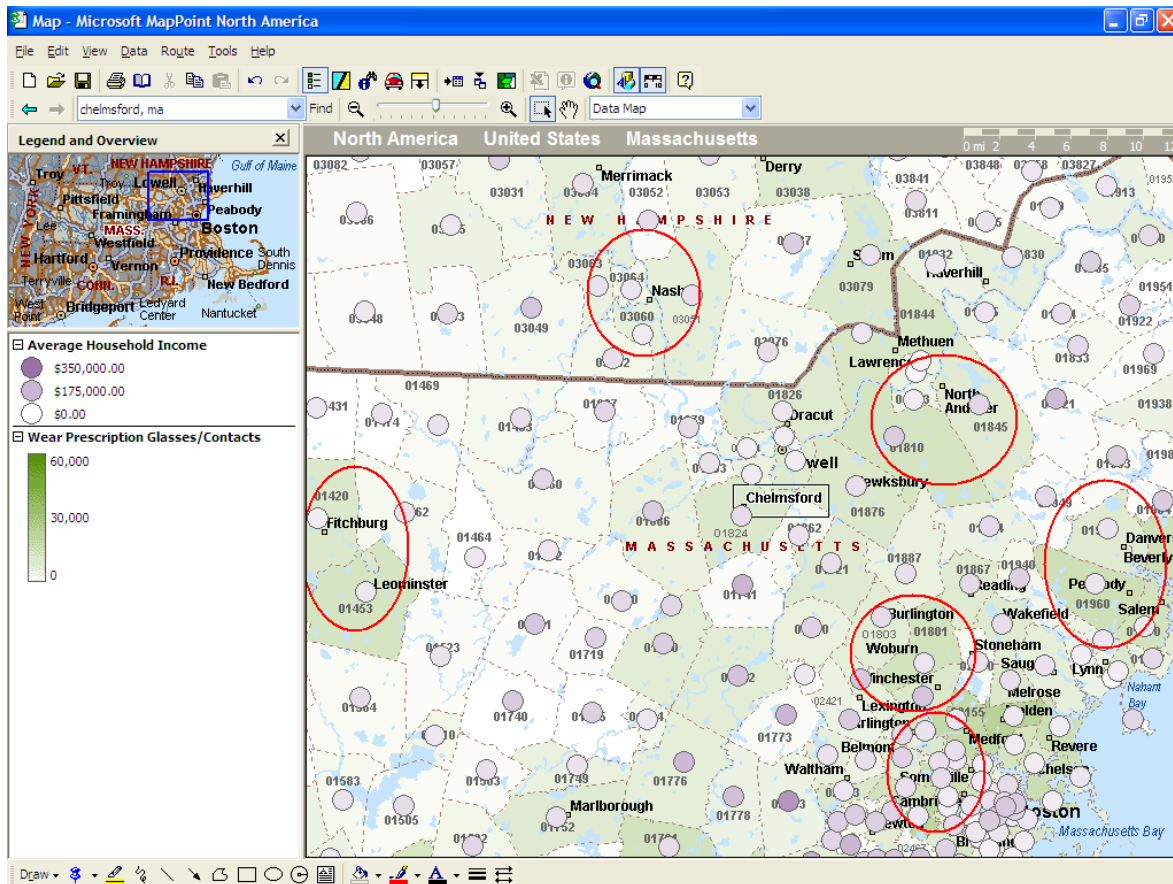
Step 2: Adding Additional Demographic Data

1. Now add Average Household Income to the map. Repeat steps 2 -5 from above with these changes:
 - a. Map type = shaded circle
 - b. Data field to map = Average Household Income (2002)
 - c. Legend title = 'Average Household Income'
2. MapPoint updates the map with the new data set. Again, click the blue back arrow to return to a view of the market area. Then click once on the Zoom In magnifying glass for a better view.
3. You can identify several areas where the average household income and the number of people who wear prescription lenses/contacts are high. Select the oval drawing tool to highlight these areas (see map below).
4. After drawing the first area, change the fill to 'no fill', the line color to 'red' and the line thickness to '2'. Then draw the other areas.
5. Click on 'Chelmsford' to highlight the location of the existing ophthalmology office. Now you have a good preliminary marketing analysis map for presentation purposes.

Explanation and Commentary

By looking at the first map you created, you can easily see the darker green areas where there are higher numbers of people who wear prescription lenses/contacts.

However, laser corrective surgery for vision is usually not covered by insurance, and therefore your target market tends to be in higher income brackets. You want to add an additional demographic variable -- average household income -- to your map.



Step 2: You add more demographic data to the map and highlight areas that look like good possibilities for the new site.