

Clayton Pinkins, III

Market Research: Flag Football

Phoenix, AZ metropolitan area

Currently, I am working with a San Diego area flag football league expanding into Phoenix, AZ in 2015. We need additional data to present to our current sponsors in order to show the feasibility of the venture. It is possible that this data may also be presented to future investors.

Required information:

- Regional median income levels
- Target demographic: males ages 20 - 44
- Regional crime data
- Highway accessibility
- Potential host facilities
- Current competitors

Based on these characteristics, potential prime locations can be found and targeted.

My plan is to:

- Create maps showing median household income, target demographic, highway accessibility, and crime potential
- Create map overlays showing potential locations, competitors, fitness-related areas and heavy commercial areas.
- Create a buffer zone showing freeway accessibility and facilities within the desired proximity
- Create a cross section of median income and target demographic

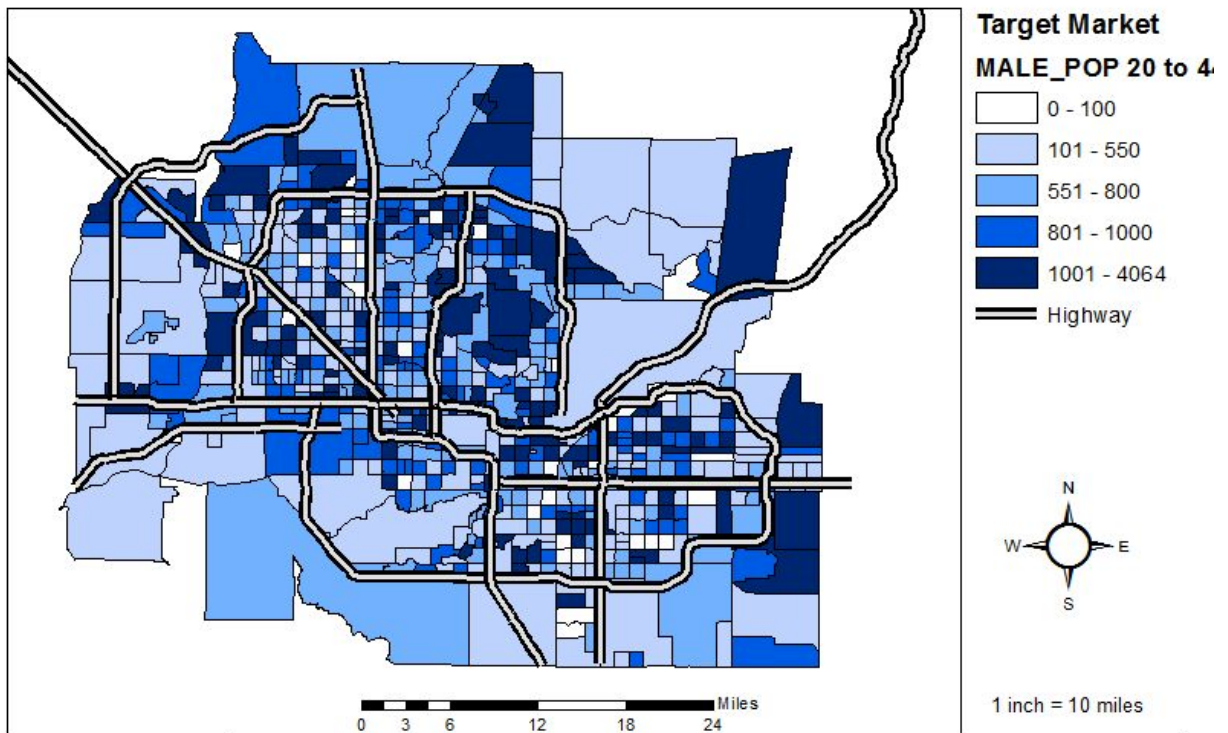
Using this criteria, I plan to research favorable locations and eventually determine the most cost-effective options. In order to improve overall focus and quality, I decided not to show fitness-related and commercial areas. Those are promotional concerns unnecessary for the scope of this project.

I utilized data and information from the USGS database, Data.gov, Maricopa county GIS home, Maricopa County Assessor's Office, ESRI, National Atlas Data, U.S. Census Bureau, NHGIS among others. I visited all of these sites along with sites based with Arizona State University, the University of Arizona, the U.S. Dept. of Transportation, The City of Phoenix, Google Maps, and various school districts and community colleges throughout metro Phoenix.

My biggest problem came with locating free GIS crime data. Quite a few sites I visited required sign-up and/or paid registration to access their data. I understand this is necessary, but it was an unfortunate situation for me. I decided to use information I already had to create a similar observation set. Instead of crime data, I was able to determine a poverty ratio by dividing households below \$27,000 by total households in the area. This was able to be done on a census block level with information I already retrieved while searching for median income data. My theory is that areas that have a high ratio of households in poverty (over 50%) are parallel to areas where crime is more prone to occur.

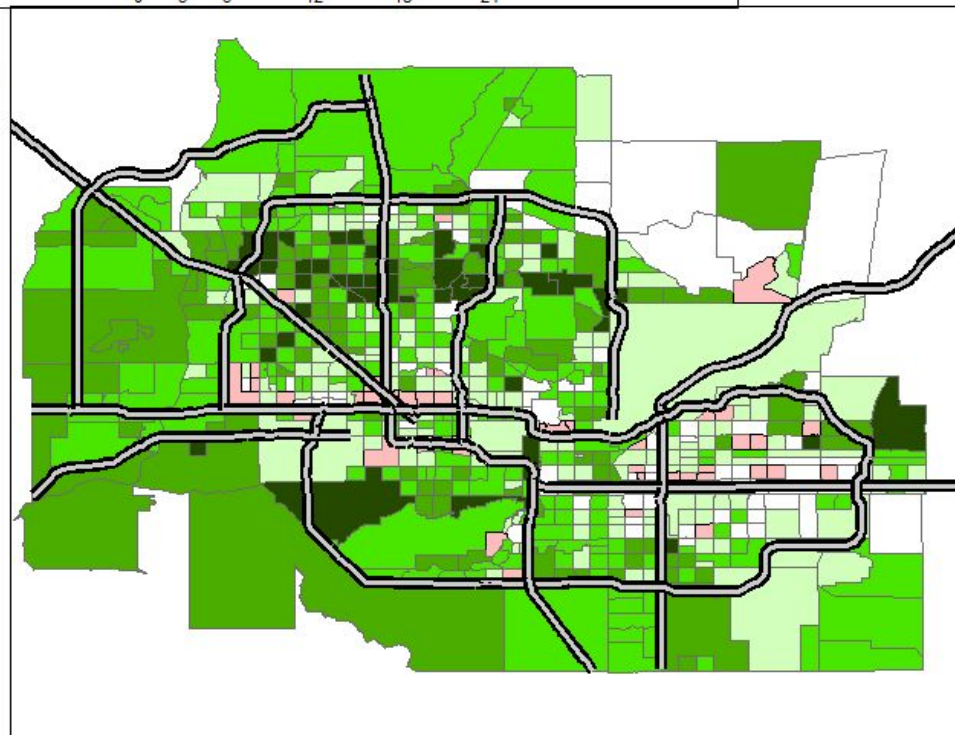
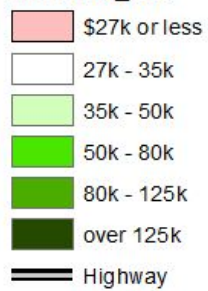
The following maps are the results of my research and analysis.

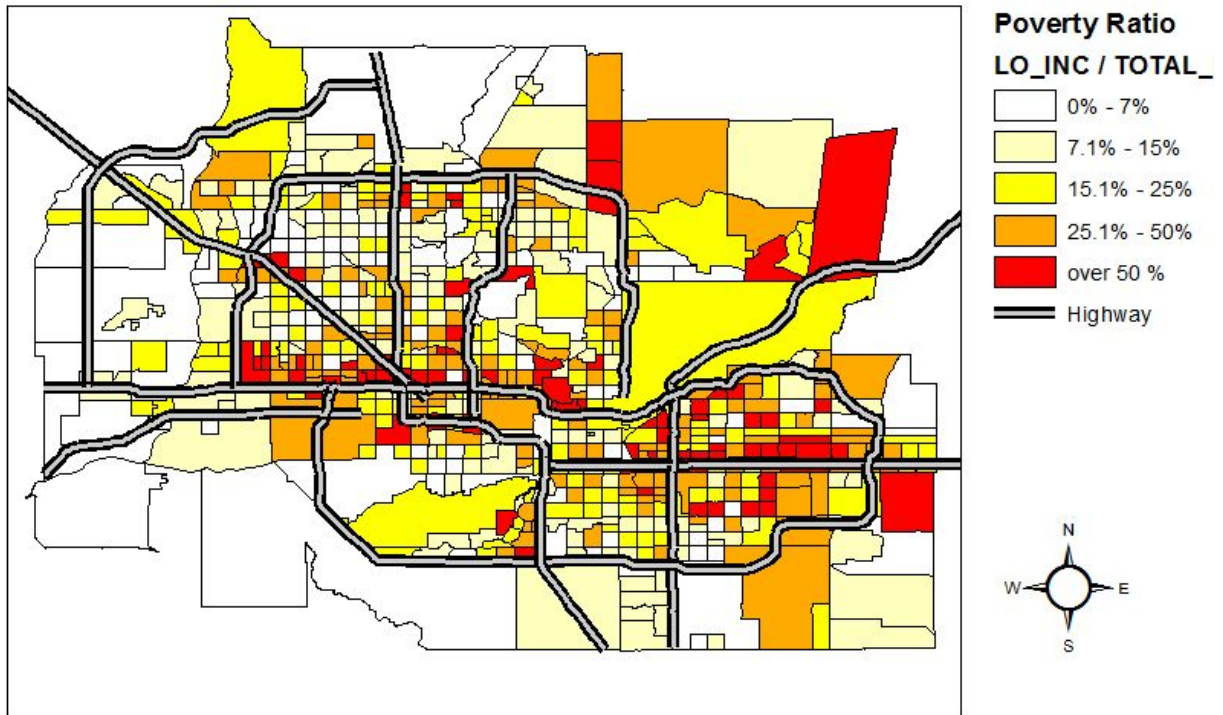
- Clayton Pinkins, III



Median Income

MEDIAN_INC





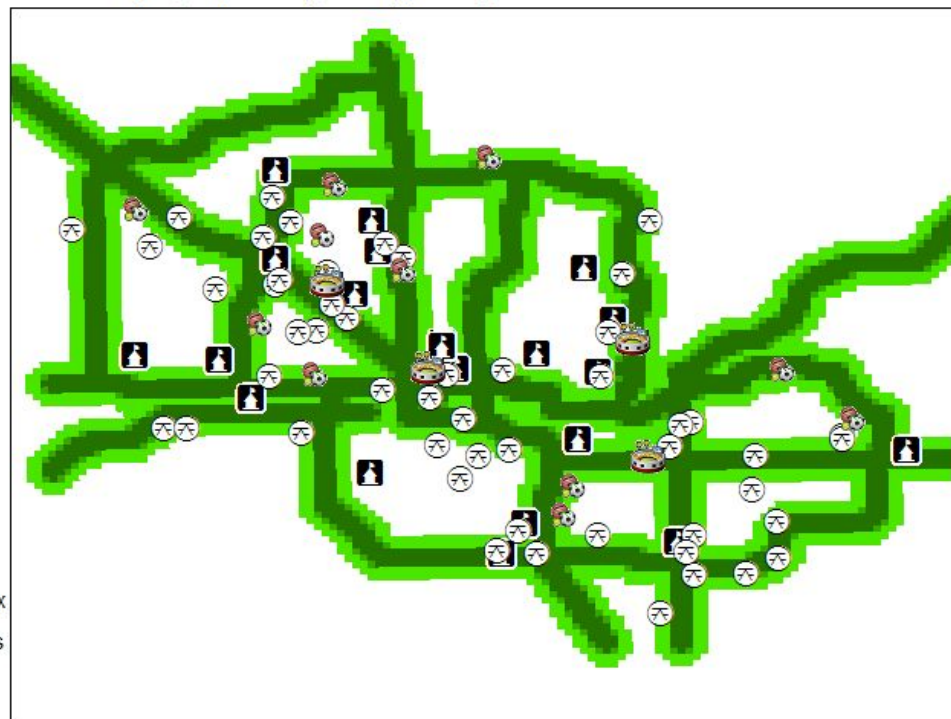
0 3 6 12 18 24 Miles

1 inch = 10 miles

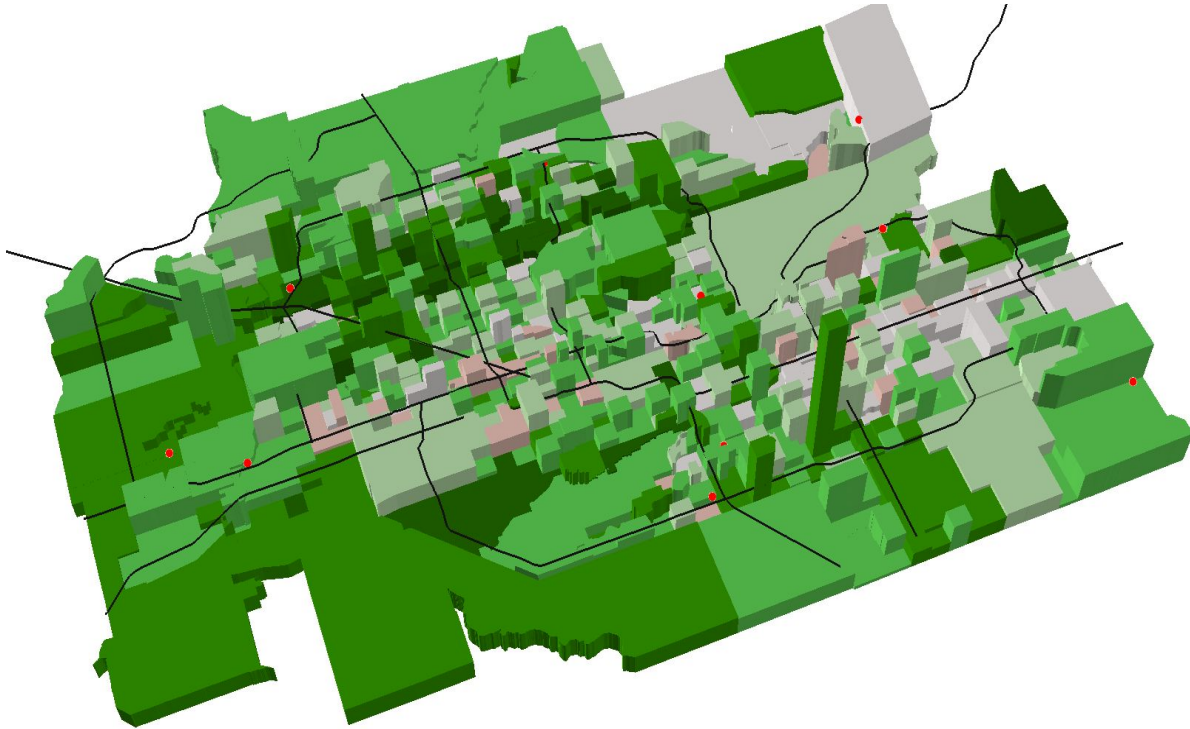
Dist. from Hwy
<VALUE>

- within 1 mi.
- 1 - 2 mi.
- 2 - 4 mi.
- over 4 mi.

- C. College
- Sport Complex
- Parks & Fields
- H.S. Field



Median income x Target Market



This 3D map show the Median income data cross referenced with target market population. Height of the cubes show higher population of the target market while color richness designates the median income. Other data included on the map: the freeways (black lines) and existing flag football leagues currently playing (red spheres).