



# Research Wizard Business Intelligence Brief

"Finding Good Information and Making it Better"

## Maps to Your Market

Map your market and gain a new perspective. Discover the connections between what your customers are like and where they live, work or do business. Visual representations of your market area will help you make better marketing moves. You can quickly see concentrations, identify trends and pinpoint premium locations to target your products, locate a business, or focus your company's energies. Research Wizard can make maps tailored to profile your company's market. We offer three types of market maps.

**Overview maps** show the boundaries and locations of several geographic features of your market. An example would be a map of all the zip codes in the Tulsa Metropolitan Statistical Area.

**Thematic maps** are popular market tools that show the distribution of a single attribute or the relationship between several attributes. An example would be a map that correlates the number of households with median income by zip code. Thematic maps can display all types of demographic and business performance data.

**Point maps** display the locations of customers or businesses by placing points on a map based on their address or physical location.

Research Wizard custom maps come in a variety of sizes, from 8 1/2 by 11 inches to wall maps as large as 4' by 4'.

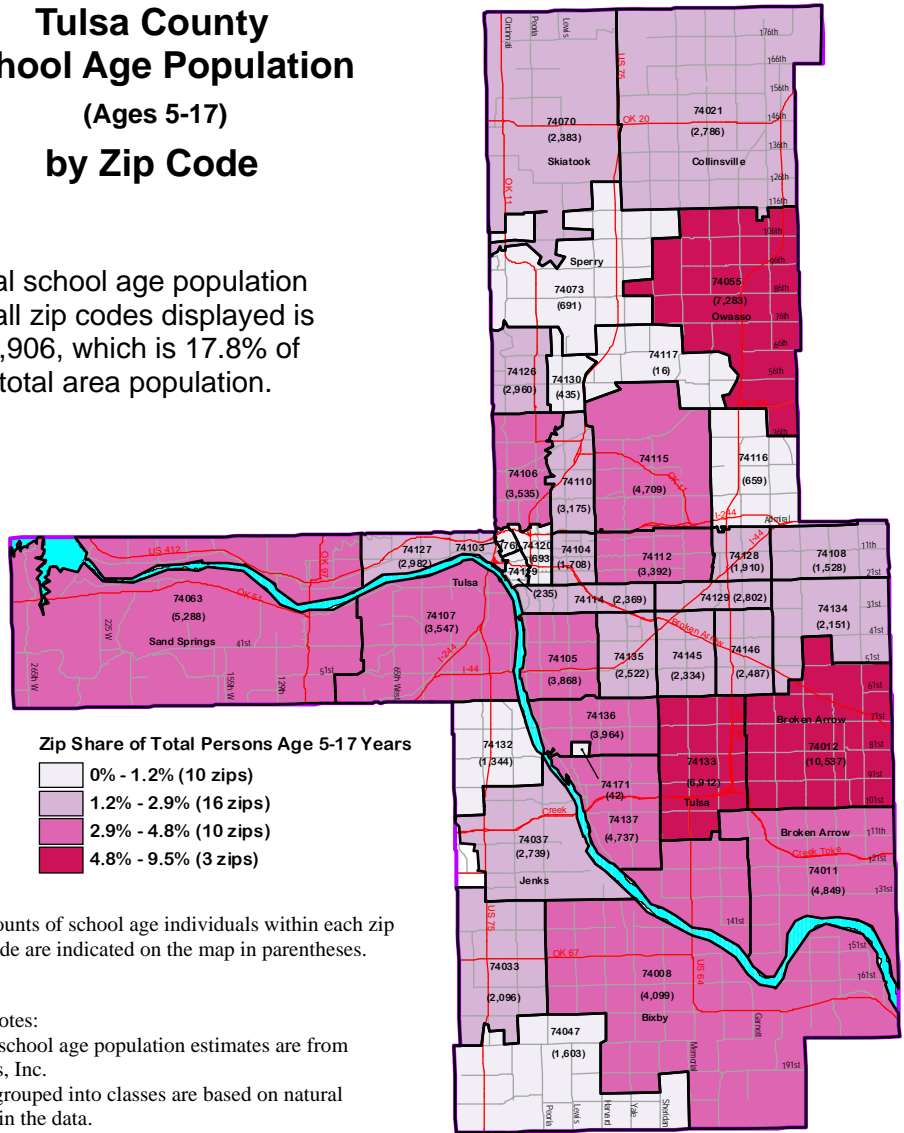
Maps are available in print or electronic formats including Adobe PDF, TIFF and JPEG. The cost to create your map will vary depending on the features and data to display. Contact us for an estimate.

The map to your right shows patterns of school age population by zip code in Tulsa County. Zips are ranked into groups from low to high concentrations of the target population. The color scheme uses light shades to show low values and darker shades for high values so they stand out.

Research Wizard collected the raw material and used ESRI ArcView GIS technology for this map. Possibilities are endless for business applications. We can map your company's own business information or we can help you find the right data to tell you what you need to know about your market.

### Tulsa County School Age Population (Ages 5-17) by Zip Code

Total school age population for all zip codes displayed is 110,906, which is 17.8% of the total area population.



Counts of school age individuals within each zip code are indicated on the map in parentheses.

- Data Notes:
- 2007 school age population estimates are from Claritas, Inc.
  - Zips grouped into classes are based on natural breaks in the data.
  - Zips displayed have Tulsa as their primary county or that intersect the county boundary.
  - Zips boundaries that extend outside Tulsa County are not shown.

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