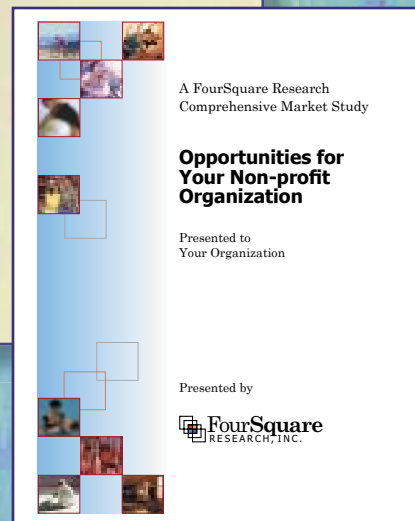


# What is a FourSquare Market Study?

**W**hen you're facing critical decisions about important issues like expansion, new facilities, membership retention, and new programs, you need accurate, comprehensive data.

A FourSquare Market Study provides the information you need to plan for your organization's success.





# A FourSquare Market Study

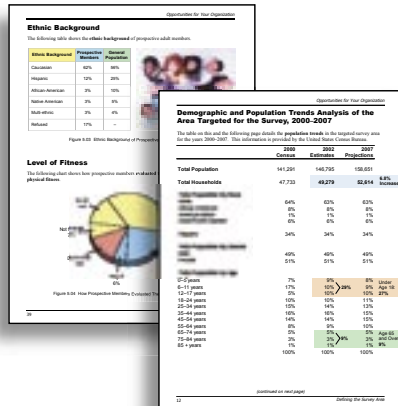
Regardless of whether you deal with customers, patients, patrons, clients, members, or students, a FourSquare Market Study will provide accurate forecasts for various facility and program options to help you position your organization within your own unique community. The study gives you a clear picture of the population you are serving, along with an accurate account of existing providers. Plus, you get hard data showing how much interest there is for your services.

For your convenience, we'll refer to *users* throughout this description of a FourSquare Market Study. The pages pictured here are samples based on a variety of projects from parks and recreation facilities, to preschools, to JCCs, to a new planetarium. For every project we answer six critical questions:

- Who are your users?
- What services do they want?
- Why will they use your organization?
- What is the best location for your services?
- How many users will come?
- How much are they willing to pay?

## We help you understand who wants your services

With a clear understanding of who is looking for your organization's services, you don't have to take a shotgun approach to finding users.



### Age

The following table shows the age of adult prospective members, while the graph compares the age of prospective members to the age of the general population.

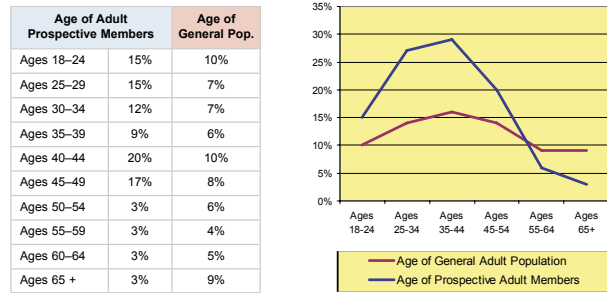


Figure 5.01 Age of Prospective Adult Members and Comparison to the Age of the General Population

### Membership Category

The following chart shows the membership categories preferred by prospective members.

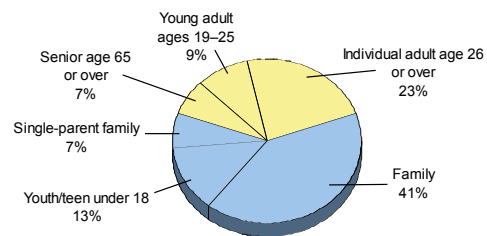


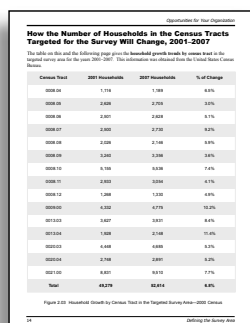
Figure 5.02 Membership Categories Preferred by Prospective Members

Profile of Prospective Members

38

## ...and where they live

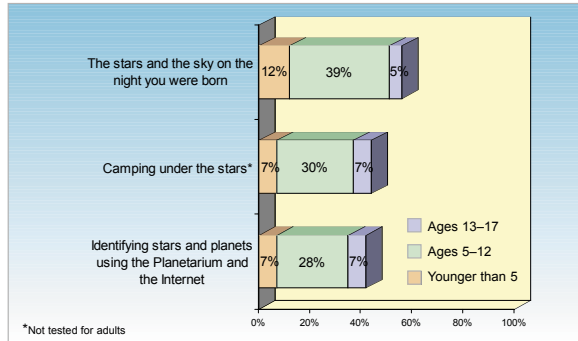
So that you can use promotional dollars more efficiently, a FourSquare Market Study provides comprehensive demographics, and using census tracts, shows you where prospective users live.



## Programs with Highest Interest Level

The following graphs compare the interest in the programs and activities that had the highest interest levels among children and adults.

### Children and Teens



### Adults

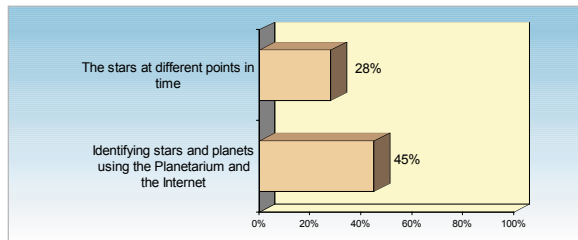


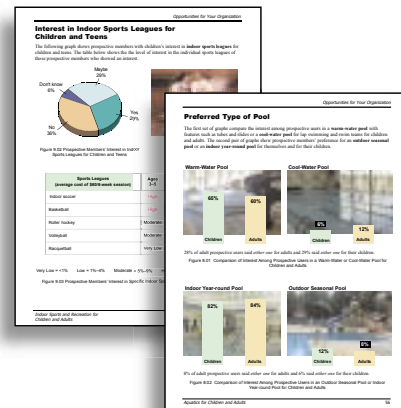
Figure 5.02 Educational/Instructional Programs with Highest Interest among Children and Adults

Interest in Things You Can See with the Naked Eye

29

## What specific groups want

A FourSquare Market Study shows you how to serve various groups like families with children, adults, students, or seniors. For example, what kind of programs do people want in a new Hall of Space and Planetarium in Nashville and what are they willing to pay.



## Interest in Fitness and Recreation Activities for Older Children and Teens from a JCC

The following table shows Jewish and non-Jewish prospective members' interest in fitness and recreation activities for older children and teens.

Fitness and Recreation Activities	Ages 10-13	Ages 14-17
<b>Social activities such as:</b>		
• a teen lounge with TV and pool tables	Moderate	Moderate
• a teen lounge with computers and pool tables	Moderate	Low
• teen nights with movies, food, and dancing	Moderate	Low
• teen nights with movies, food, and dancing	High	Low
<b>Recreational activities such as:</b>		
• Creative classes like hip hop, break dancing, and dee-jaying	Moderate	Low
• Creative classes like hip hop, break dancing, and dee-jaying	Low	Low
<b>Fitness activities such as:</b>		
• yoga and kickboxing	Low	Moderate
• yoga and kickboxing	Low	Moderate

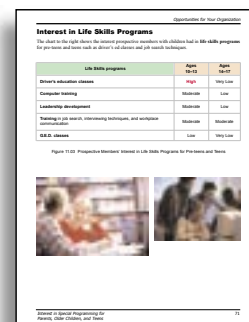
Very Low = <1% Low = 1%-4% Moderate = 5%-9% High = 10%-14% Very High = 15%+

Denotes Jewish prospective members Denotes non-Jewish prospective members

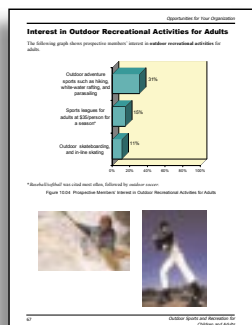
Figure 11.01 Jewish and Non-Jewish Prospective Members' Interest in Fitness and Recreation Activities for Older Children and Teens

Interest in Special Programming for Older Children, and Teens

79

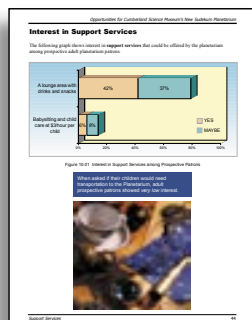


In addition to showing the differences in program interests and service preferences, a FourSquare Market Study can answer specific questions such as parents' interest in participation in activities with their children, or the different ways in which they are willing to support your organization.



## Why they will come

A FourSquare Market Study can show you what programs and services your users want as well as what aspects of your services they feel are most important. This knowledge enables you to focus your offerings and set your organization apart from those offering similar services.



## Interest Among Parents

The graph below left shows the interest of parents of current students in contributing to the school's annual building fund and annual financial campaign. The graph below right shows the level of interest in continuing education programs for parents among parents of students who will inquire.

**Interest in Contributing to School's Annual Fund-Raising Campaign**

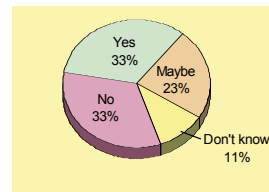


Figure 3.07: Interest in Contributing to School

**Interest in Continuing Education for Parents of Students**

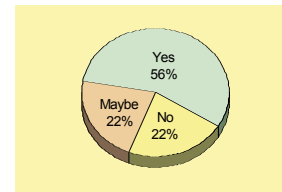


Figure 3.08: Interest in Continuing Education Programs for Adults

## Effect of School Growth on Interest

The graph below shows the effect of a new high school's growth each year by one grade level on the interest of prospective inquirers.

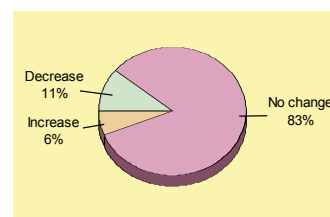


Figure 3.09: Effect of School Growth on Interest



## Importance of Having Certain Experiences

The following graph illustrates how parents ranked the level of importance they assign to their teen having certain experiences in high school using a scale of 0 to 4 where 0 means not important at all and 4 means very important.

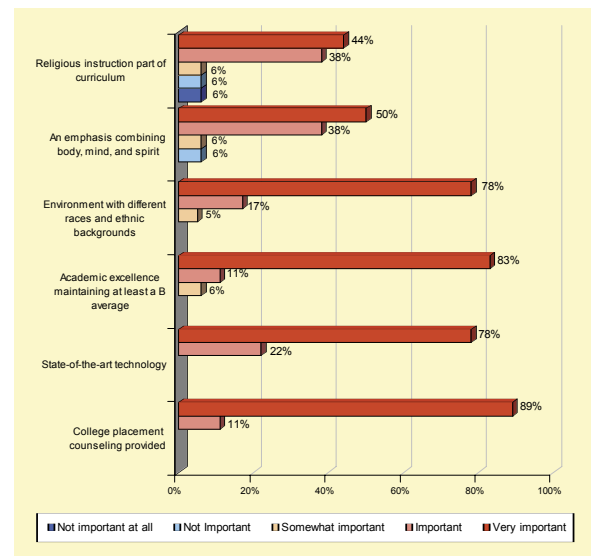


Figure 3.02: How Parents Ranked the Importance of Having Certain High School Experiences

## Location Preference

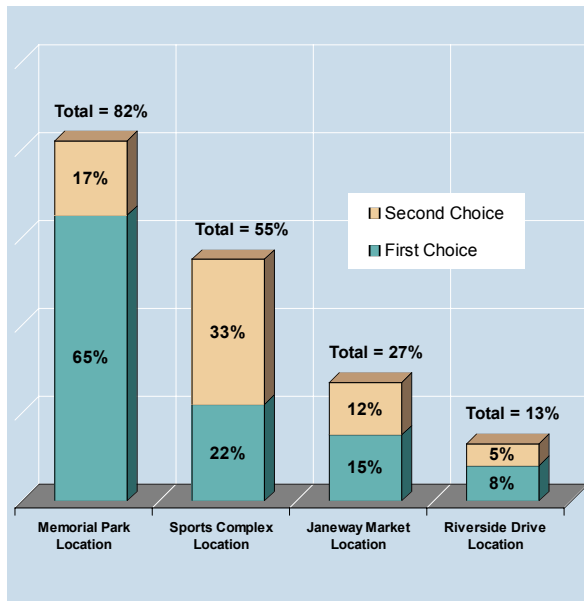
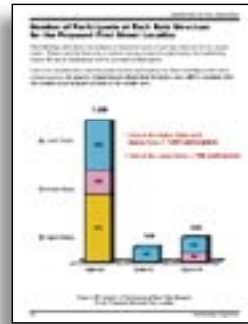


Figure 4.06 Location Preference Among Prospective Members

## Site selection

All locations are not equal. Once a FourSquare Market Study evaluates all the possibilities, you get an adjusted forecast for each location.



## Penetration among Affiliated Jewish Households

The following graph illustrates the percentage of affiliated Jewish households with at least a lot of interest in joining a Jewish Community Center regardless of location.

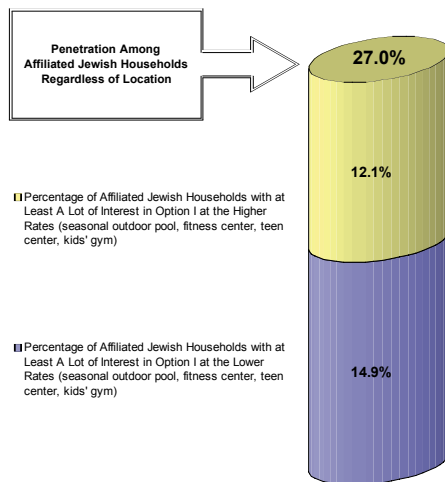
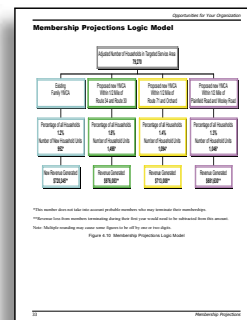


Figure 4.03 Penetration among Affiliated Jewish Households

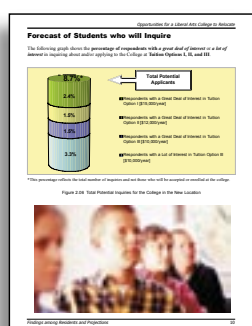
## Membership projections

A FourSquare Market Study can project user participation and compare a variety of optional offerings to show which will result in the greatest return on your investment.



## Revenue forecasts

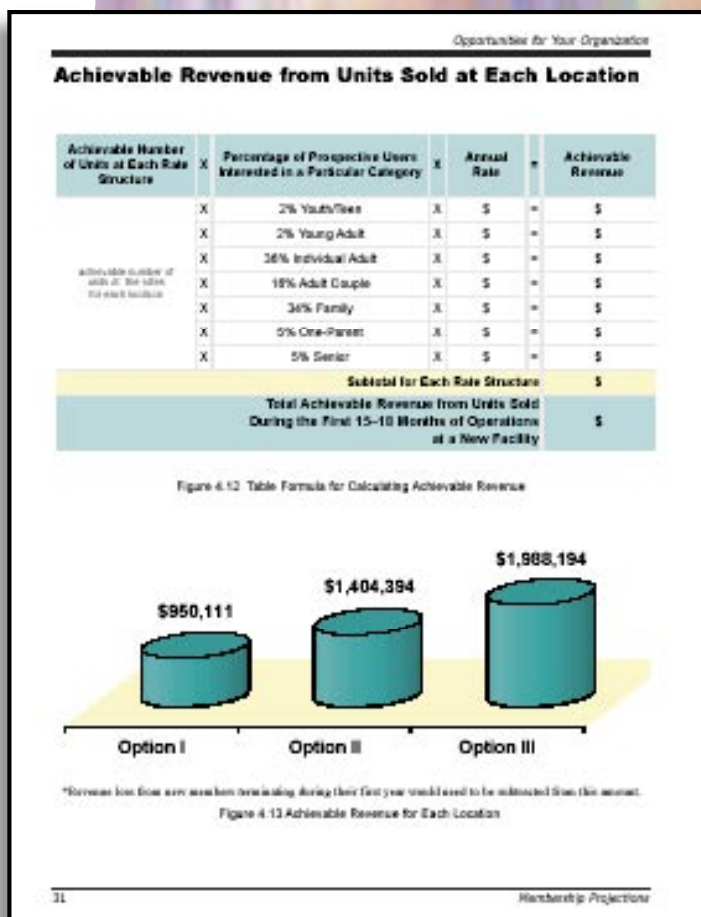
A FourSquare Market Study provides forecasts of the revenue for your organization. This means that if you build a new facility you can be confident that people will come, providing sufficient operating revenue.

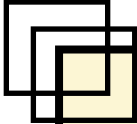


## Recommendations

A FourSquare Market Study can provide guidelines for designing your facility, as well as developing new programs, promotions, or strategic plans.

The FourSquare Research staff's 20+ years of experience with a variety of not-for-profit organizations and local governments coupled with the findings of your FourSquare Market Study will guide you in building your organization for the future.

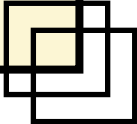




*FourSquare \ adj. \ marked by  
boldness and conviction: forthright:  
free from ambiguity and evasiveness:  
straight to the point*

*Every FourSquare Market Study is  
rich in valuable data.*

*Scientific research plus clear  
analysis equals recommendations  
that work.*



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