

# Demographic Analysis and mapping for Universities and Colleges



Whether you are the Marketing Director, Dean, Faculty Business Manager, Head of Admissions, CFO or CEO, understanding the demographics of your students, (current and future) is extremely important. Future enrolments are critical to your institution's long term plans, and many decisions will be instrumental to your long term direction.

Many multi-million dollar decisions are made by the Senior Executive of the University or College, whether they relate to capital or operating expenses. They would expect good due diligence and that these future decisions are based on facts, data and educational statistics.



## Factually based decisions for Universities and Colleges



At Spectrum Analysis we use data and research to shine a light onto your University or College student recruitment areas. Instead of guesswork, you can have the exact information on:

- Where your current students live
- Levels of student penetration by area
- Demographics of your students (i.e. Age, Income, Ethnicity, Religion, etc)
- The demographics around your University or College
- Future growth predictions by age groups
- Mapping of other Universities, Colleges or TAFEs nearby
- Mapping Public Transport routes for students
- Providing maps of where your students live

Maps (Thematic layer)



Bus Routes



Competition



This information allows you to identify the best potential areas, discover under represented zones and target your promotions to specific demographics. You can reach **more potential students for less marketing spend**

With this information it can help you to:

- To find more potential undergraduate and postgraduate students
- Find where you are under-penetrated with student enrolments
- Identify areas of similar demographics
- See what demographics are around your University or College

## **Alumni**

We also offer analysis of your graduates so you can:

- Map where your alumni members live and work
- Identify where your alumni return business is coming from
- Use this in your engagement and marketing activities planning to maximise alumni participation



## **Fundraising**

We also provide research into where to best find and engage fundraising prospects so you can:

- Map where supporters that donate to your University live and work
- Create penetrations of your alumni who donate to the University
- Understand where your current and lapsed donors live and what demographics they represent

## Who Are Spectrum Analysis?

Spectrum Analysis is the market leader in the development of mapping & demographic analysis. Our range of products are all geo-demographically based and use a combination of data sources and mapping to look at the spatial relationships of students and the data that helps us understand performance and representation.

Spectrum's statisticians are experienced in using available data sources to generate the best analytical results, as well as supplying the best marketing solutions available.

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