



# Preservation Matters

## **Market/Survey Report**

Guadalupe-Blanco River Trust

Plum Creek Wetlands Preserve Project

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Texas State University

## **Brief:**

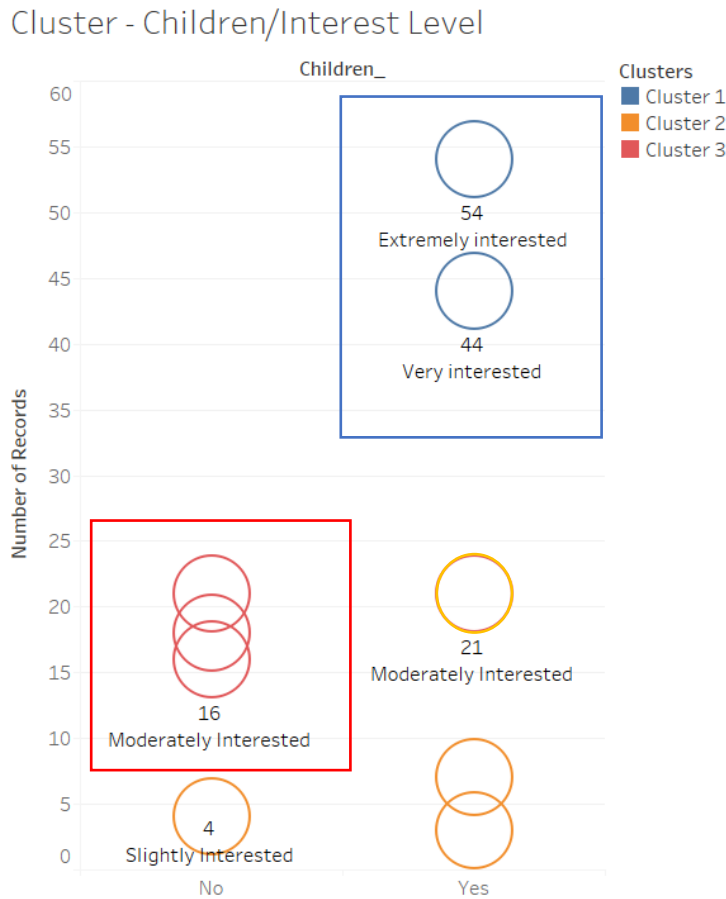
To better understand the market surrounding natural preserves and conservation areas, a survey was deployed among local correspondents and peers. Throughout the survey, a wide range of questions were asked to better understand the potential target market and each surveyor's applicable interests. While these questions highlight demographic information, they also focus on the interest level and importance of various features relating to nature preserve sites that GBRT can use to further develop the Plum Creek Wetlands Preserve (PCWP) and tailor it towards market interests. This report will highlight general data insights, as well as additional details for an improved marketing effort.

## **General Data Insights:**

- 188 responses received
- Gender Representation:
  - Male – 38.8%
  - Female – 60.6%
- Respondents with Children:
  - Yes – 68.8%
  - No – 31.3%
- Largest Age Groups Represented:
  - 25 to 34 – 31.4%
  - 35 to 44 – 25.0%

## Cluster Analysis – Identifying Target Markets:

Upon completion of the survey, the data was compiled, cleaned, and put into Tableau for data analysis. Tableau is a useful tool to develop both data insights, segmentation categories, and general visuals. By utilizing the “Cluster” tool in Tableau, two immediate clusters were identified – non-parents and parents. In the following pages, data will be highlighted for each of these two clusters. To add another dimension to the data and clarify targeting efforts further, surveyor’s interest level in visiting natural areas and parks was considered. Ultimately, strategies that are chosen should target these segments as they represent individuals who are most likely to visit the PCWP and show strong interest in nature preserves.

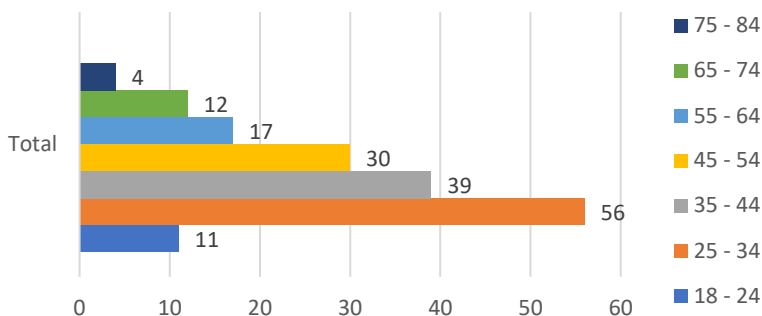


Sum of Number of Records for each Children\_. Color shows details about Clusters. The marks are labeled by sum of Number of Records and Interest.

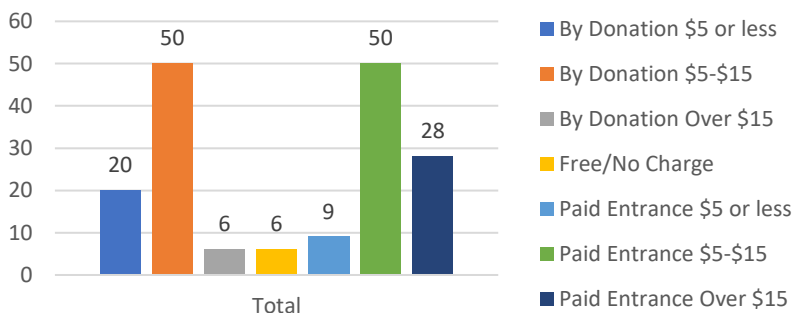
### Market Pool 1 – Nonparents:

Nonparents make up nearly 32% of the survey respondents. Of these respondents, the primary age range is 25-34 years. In the pages below, various graphics as well as key take-aways will be presented.

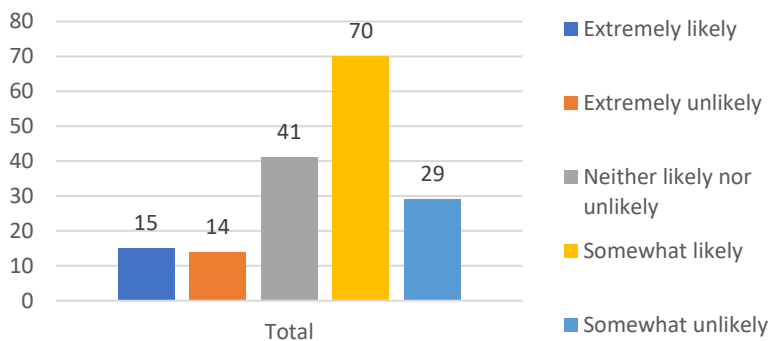
Age by Nonparents



Entry Fee Preference



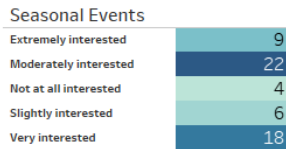
Willingness to Donate



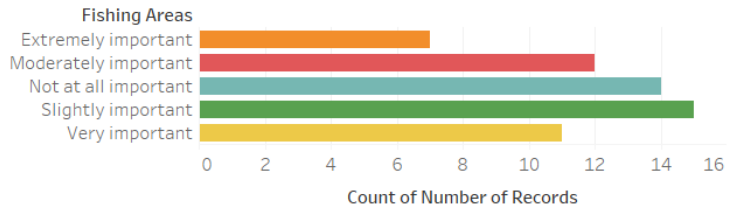
**Market Pool 1 – Interest Levels and Travel Tendencies:**

Tabulated graphics were formed for various potential amenities for the Plum Creek Wetlands preserve site. For each individual graphic, each count is represented by one survey respondent.

Events Interest



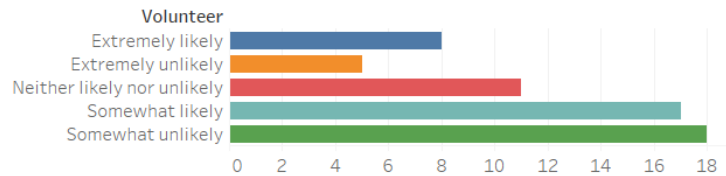
Fishing Area Interest



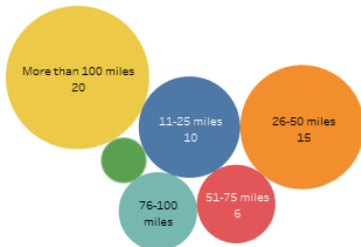
Birdwatching Interest



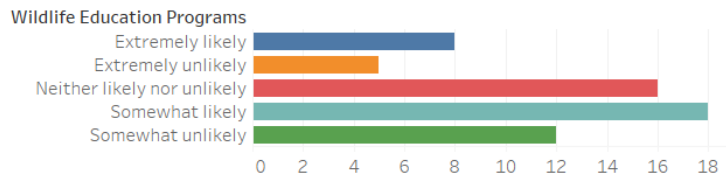
Volunteering Interest



Travel Tendency



Educational Interest



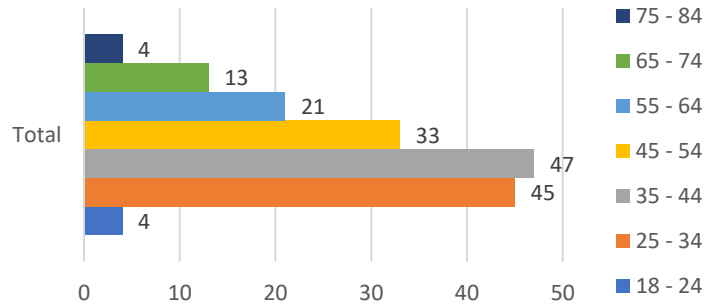
**Market Pool 1 – Key Takeaways:**

- 1) Market pool 1 focuses heavily on the **25 to 44-year age demographic**
- 2) **87.5%** are extremely, very, or moderately interested in participating in land conservation
- 3) **50%** are likely to donate money or land to a wildlife conservation
- 4) Surveyors in this market segment are willing to **pay or donate** between \$5-15 to enter the PCWP site.
- 5) Donations beyond the park entry fee **may be challenging** to achieve within this segment

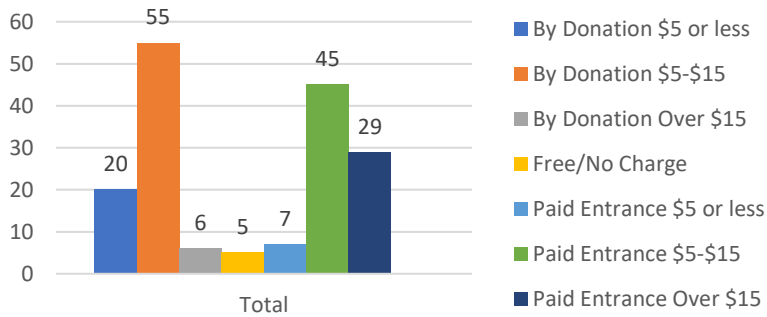
**Market Pool 2 – Parents:**

Parents make up nearly 69% of the survey respondents. Of these respondents, the primary age range is 25-54 years. In the pages below, various graphics as well as key take-aways will be presented.

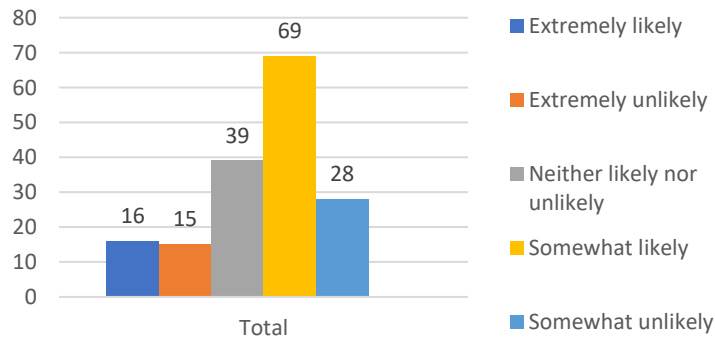
Age by Parents



Entry Fee Preference



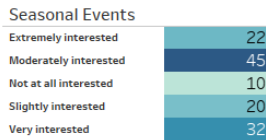
Willingness to Donate



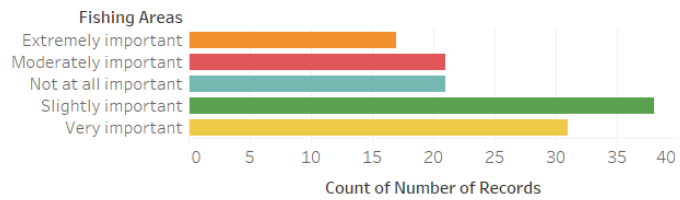
**Market Pool 2 – Interest Levels and Travel Tendencies:**

Tabulated graphics were formed for various potential amenities for the Plum Creek Wetlands preserve site. For each individual graphic, each count is represented by one survey respondent.

Seasonal Events Interest



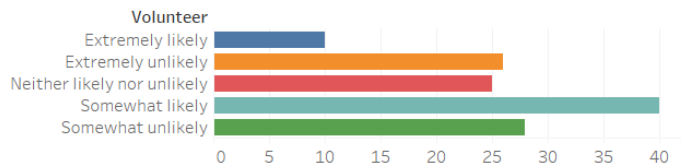
Fishing Area Interest



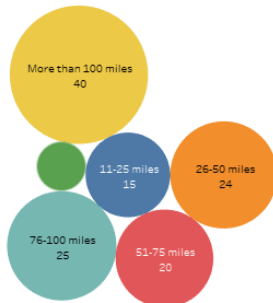
Birdwatching Interest



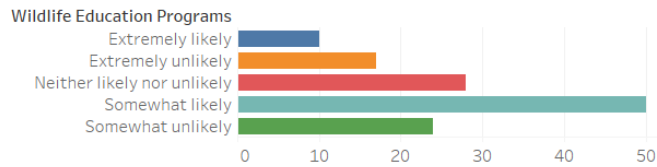
Volunteering Interest



Travel Tendency



Educational Interest



**Market Pool 2 – Key Takeaways:**

- 1) Market pool 1 focuses heavily on the **25 to 54-year age demographic**
- 2) **100%** are extremely, moderately, or very interested in participating in land conservation
- 3) **53%** are likely to donate money or land to wildlife conservation
- 4) Like market pool 1, surveyors are willing to **pay or donate** between \$5-15 to enter the PCWP site.
- 5) Receiving donations beyond the entry fee is more likely within this market segment.

### **Summary:**

The market research identified in this report can provide GBRT with a framework to better understand their potential visitors and what they would like to see from the PCWP site or a natural area. In uncovering this detail, key market pools were identified that represent frequent visitors and their key interests. By aligning a marketing strategy to target these individuals and molding the Plum Creek Wetlands Preserve site to offer the amenities seen to have heavy interest, GBRT can increase exposure and foot traffic and better prepare for a successful opening of the PCWP site.