

University of Washington
Geography 350
Spring 2010
Review for first test

Be able to define:

1. analog technique (or analog approach)
2. convenience goods
3. customer spotting
4. discriminant analysis
5. ecological fallacy
6. fordism (sometimes spelled with an upper-case “F”)
7. geodemographic data
8. geolifestyles data
9. Huff model
10. marketing
11. opportunity cost
12. primary market area
13. product differentiation
14. range
15. regression analysis
16. Reilly’s law
17. retailing
18. saturation index
19. shopping goods
20. Theissen polygons
21. threshold

Use Wrigley & Lowe’s Chapter 9 to think about and illustrate some ways in which one interior retail space and one exterior retail space (e.g. the design of a shopping center or retail district outside of any individual store) encourages you to behave in a particular way. (By “behave,” I mean to linger or not, to buy more or more expensively, to dress in a particular way, or even to stay away!)

Understand the 10 “methods” from the syllabus and the class handout

- If I provide a list of the 9 analytic and 1 non-analytic methods for market-area analysis (with the number and 2-5-word name), you should be able to explain the purposes and nature of each, or to explain under what circumstances you’d use one versus another.
- For example, note that some of the method are ways of defining or delimiting market areas (or primary market areas, under the assumption of market interpenetration), while others are ways of selecting appropriate or even optimal market areas.
- Make use of the examples provided by Jones & Simmons, Thrall et al., Levy & Weitz, and the Stevens Point study.

- No need to memorize our simple formulas: if I want you to use or refer to a formula, I'll provide it.
- However, if I were to provide a set of formulas, you should be able to match a formula to the relevant method.

Minor notes:

- By now, I hope that you've recognized that "L&W" and "W&L" refer to different readings: Levy & Weitz versus Wrigley & Lowe.
- A number of people referred to "discriminate analysis" – I can't recall whether one of the readings uses that phrase. The more common name for that statistical method is "discriminant analysis" – I'd prefer that you use that term.
- Reilly's Law can be used to estimate the breakpoint between market areas of shopping centers or retail stores, as well as the breakpoint between the hinterlands of urban centers. In the former cases, attraction is measured using square footage or perhaps number of stores (in a shopping center), as opposed to population, which is the typical measure of attraction to an urban center.
- By "methods" I'm referring to the market-area analysis methods enumerated in the syllabus – not the "seven strategic steps" in the series of short articles by Grant Thrall et al. However, it would be a useful exercise for you to identify which methods are used in which strategic steps. (I won't ask that as a test question, but it would help pin down your ability to use the various methods).
- There's no need to bring an examination book (Do students still call them "blue books"?) to the test; there'll be sufficient space on the test paper.