Name: _____ Date: _____

Tech Lab: Choosing a Location



Objective: Select a community in which to locate a business.

Situation

You are getting ready to open a video arcade. You have chosen 3 cities (Paramus, Oradell, and Westwood) and you started collecting some demographics data on those cities. On the chart below you have displayed this information.

Demographic Characteristics	Paramus	Oradell	Westwood	Totals
Gender				
Male	22,569	8,943	11,030	formula
Female	27,585	10,931	18,942	formula
Totals	formula	formula	formula	formula
Age				
Under 14	8,900	6,120	4,900	formula
15 – 19	4,900	887	3,100	formula
20 – 34	12,250	5,870	6,337	formula
35 – 64	17,705	5,991	10,728	formula
Over 65	6,350	1,030	4,860	formula
Totals	formula	formula	formula	formula
Households	18,926	7,588	11,062	formula
Average Household Size	2.70	2.50	2.75	Formula

Directions

1. Open up an Excel spreadsheet and recreate the chart above.
2. Input formulas to calculate all of the totals.
3. Answer the questions on the following page.

Questions

1. How many people live in each of the three cities?

2. Based on all the data, which is the largest age category?

3. People say you should locate your video arcade in the city with the largest population. Do you agree or disagree with this statement? Explain.

4. Based on the data, which city would you choose to open your video arcade?

5. What age would you expect to draw most of your customers?