

## Census Data and Luxury Lane

### LEARNING OBJECTIVES:

#### *Skill*

- You will learn that the U.S. Census is a good source of information about characteristics of people living in the U.S. in general, or states/cities in the U.S. in particular.
- You will become familiar with describing and analyzing simple descriptive statistical information.

#### *Substances*

- You will learn that there are practical uses for the information about the characteristics of the population of a given region.

### THE PROBLEM:

Organizations/businesses often make decisions about where to locate their facilities based on the characteristics of the people living in the area where they are considering locating.

For this assignment, you are a social researcher hired by the developers of Luxury Lane, a high end shopping plaza featuring gourmet cuisine, custom furniture, designer clothing, and expensive artwork. The developers of Luxury Lane have hired you to help them determine (1) if they should consider placing their shopping area in Ohio or another state, and (2) if they choose Ohio, whether they should choose Cleveland or another city.

Luxury Lane is interested in locating in an area where they can market their products/services to people with high incomes and high education levels because these people are most likely to shop in their establishment. You will use U.S. Census data to compare income and education levels of the population of Ohio and another state of your choice. Then you will compare income/education levels for Cleveland and another Ohio city of your choice.

Based on your analysis, you will make recommendations to the developers of Luxury Lane about whether they should locate their business in Ohio or another state/Cleveland or another Ohio city. This 1-2 page report (plus analysis tables) must be submitted no later than March 4<sup>th</sup>.

### GATHERING DATA:

1. Go to [www.censuscope.org](http://www.censusscope.org) This is a website that contains information from the U.S. census that can be analyzed at the State or City level.
2. At the top of the CensusScope page, you will see several tabs. Click on "Charts and Trends."

### INCOME ANALYSIS

3. Under "Census Trend Charts" on the upper-left side of the page, click on "Income."

[FOR OHIO INCOME ANALYSIS]

4. Under “Change Location” on the lower-left side of the page, in the “Choose State” menu, select Ohio. Click on “View Chart.”
5. Click on “Printer Friendly Version” at the top right side of the page, then print the page.

[FOR COMPARISON STATE INCOME ANALYSIS]

6. Navigate back to the Charts and Trends page, and click on Zoom Out. Choose any other state (EXCEPT New Jersey), and click on “View Chart.” Print chart. (see step 5 above).

[FOR CLEVELAND INCOME ANALYSIS]

7. Navigate back to the Charts and Trends page, and click on Zoom Out. Choose Ohio, and click on “View Chart.” This time DO NOT print the chart. Instead, select Cleveland-Lorain-Ely from the “Choose Metro” menu. Click on “View Chart.” Now print the chart (see step 5 above).

[FOR OTHER OHIO METRO AREA INCOME ANALYSIS]

8. Navigate back to the Charts and Trends page, and click on Zoom Out. Select any other city from the “Choose Metro” menu. Click on “View Chart.” Print the chart (see step 5 above).

**\*\*\*Once you have completed the income analysis you will repeat the Steps 3 through 8 using the “Educational Attainment” data instead of Income.\*\*\***

## **ANALYZING WHAT YOU FOUND AND PRESENTING RESULTS**

In order to compare your state and city data, you will create two tables that summarize the information. You may simply type the information into the tables provided below (see page 4). You will refer to information in these tables in your recommendations, and will submit your tables with your report. Make sure your percents total to 100%. If not, you have made an error somewhere in your calculation. After completing the two tables, you will write a short (1-2 page typed, double-spaced) report that provides recommendations for Luxury Lane. Keep in mind that the developer of Luxury Lane is targeting high income households (i.e. earn \$75,000 or more), and individuals with high education (i.e. at least a college degree). Consider the following:

Question 1: Should Luxury Lane be built in Ohio or in the other state you chose?

- a. Compare the distribution of income in Ohio to the other state you chose. Does Ohio have a large concentration of upper income households compared to that state? (Note: you can think about both the actual number of high income households AND the percentage of households that have high income).
- b. Repeat the analysis for education. How does Ohio compare to the other state you chose?
- c. Based on these analyses, should Luxury Lane be built in Ohio or the other state you chose?

Question 2: Should Luxury Lane be built in Cleveland or the other Ohio city you chose?

- a. Assume that the developers have decided to locate in Ohio (even if this goes against your recommendation from Question 1). Does Cleveland have a large concentration of high-income households compared to the other city you chose?
- b. Repeat the analysis for education. How does Cleveland compare to the other Ohio city you chose?
- c. Based on these analyses, should Luxury Lane be built in Cleveland or the other Ohio city you chose?

### **WRITING YOUR RECOMMENDATION**

Write a 1 to 2 page recommendation to Luxury Lane based on what you found. Be sure to do the following:

- a. Indicate whether you think Luxury Lane would be better advised to locate their development in Ohio or the other state you analyzed. Indicate whether it should locate in Cleveland or the other Ohio city you analyzed.
- b. Using the data you obtained from CensusScope, explain why you are making these recommendations. Using the data means making specific reference to the statistical information (from the tables you created) that you think justifies your recommendation. (HINT- You are not being asked whether Ohio or Cleveland is the absolute best place to locate Luxury Lane; just whether it would be a good place compared to the other state and city you considered).
- c. Proof-read and edit your paper before submitting. I will evaluate your paper based on content, organization, and following instructions.

**Table 1: Comparison of State Data**

	Ohio		[TYPE STATE NAME HERE]	
INCOME	Number	Percent	Number	Percent
\$14,999 or less				
15,000-24,999				
25,000-34,999				
35,000-49,999				
50,000-74,999				
\$75,000 or more				
EDUCATIONAL ATTAINMENT				
Less than High School				
High School				
Some College				
Associates Degree				
Bachelor's Degree				
Graduate/Professional Degree				

**Table 2: Comparison of City Data**

	Cleveland		[TYPE CITY NAME HERE]	
INCOME	Number	Percent	Number	Percent
\$14,999 or less				
15,000-24,999				
25,000-34,999				
35,000-49,999				
50,000-74,999				
\$75,000 or more				
EDUCATIONAL ATTAINMENT				
Less than High School				
High School				
Some College				
Associates Degree				
Bachelor's Degree				
Graduate/Professional Degree				