CHAPTER **9** Site Selection and Layout Planning

SOFTWARE ACTIVITY	*Spreadsheet Application*

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

Practice Situation

You are getting ready to open a new toy store. You have narrowed your selection to three cities (Central City, Smallville, and Gotham) and have begun to collect demographic data about the locations. In the printout below you will find some of this information.

Before using the data for planning purposes, you will need to calculate the totals of the rows and columns on the printout below.

Demographic Characteristic	Central City	Smallville	Gotham	TOTALS
Gender				
Male	22,567	8,944	11,032	
Female	27,583	10,933	18,941	
Totals				
Age				
Under 14	8,950	6,100	4,950	
15–19	4,900	887	3,100	
20–34	12,250	5,870	6,337	
35–64	17,700	5,990	10,726	
Over 65	6,350	1,030	4,860	
Totals				
Households	18,925	7,587	11,060	
Average Household Size	2.65	2.62	2.71	

▦ Spreadsheet Directions

1. Start your spreadsheet software program.

2. Recreate the table from the previous page using your spreadsheet program.

3. Input a formula to calculate the following:
    - total number of males
    - total number of females
    - total number of people in each age category
    - total number of households
    - total number of people in each city

4. Perform the calculations, then save your work.

5. Print out a copy of your work if your teacher has instructed you to do so.

6. Answer the following questions.

Interpreting Results

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

    _____

    _____

    _____

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

    _____

    _____

Drawing Conclusions

3. Some friends have told you that you should locate your toy store in the city with the largest population. Do you agree or disagree with this statement? Explain.

    _____

    _____

    _____

    _____

4. Based on the data presented, in which city would you choose to open your toy store?

    _____

    _____

    _____

    _____