

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	