

BUSINESS DECISION: WHERE TO BUILD?

Businesses, nonprofit groups, government planners, and community planners use census data to help them make decisions. Your company is a company that specializes in the design and manufacturing of diagnostic machines used in hospitals around the world. Your company is so successful that it has outgrown its current facility and has decided to build a second plant. The company needs to decide where to build the new plant. Many cities want the company, because wherever it goes it will create lots of new highly paid jobs. However, the company can not go just anywhere; its employees must be well educated. Your company's research department decided to use census data to identify cities that could be the best fit for the company. To select the new location, your company's research department has narrowed their search to the 10 cities below.

Using data from the U.S. Census Bureau's American Community Survey you will narrow your search to the location for the manufacturing plant. Use the table to answer the questions below and as a guide in your research for a city for the new manufacturing plant. Consider the geographic location and the other industries that might be in the area. You may also want to consult maps to help with you decide.

	Total Population	Population 18 Years and Over	Median Household Income	Total Housing Units	Percent of Population 25 Years and Over with a Bachelor's Degree or Higher
Washington, DC	588,373	475,427	\$56,428	284,164	47.2%
Los Angeles, CA	3,749,058	2,818,645	\$48,610	1,361,786	29.2%
Houston, TX	2,024,379	1,483,329	\$42,624	870,308	27.6%
Chicago , IL	2,725,206	2,065,028	\$46,767	1,182,326	30.2%
Boston, MA	613,086	497,092	\$51,849	255,082	41.3%
Detroit, MI	808,398	578,347	\$29,423	367,789	11.3%
Denver, CO	584,563	442,182	\$45,002	274,215	38.0%
Salt Lake City, UT	184,881	140,959	\$44,552	80,040	38.9%
Phoenix, AZ	1,468,633	1,042,498	\$49,933	554,468	23.7%
Miami, FL	349,856	279,762	\$29,151	163,123	22.6%

1. Why is the percent of population 25 years and over with a bachelor's degree or higher useful to know?

3. Why is the population 18 years and over useful to know?

2. Why is the median household income useful to know?

1-B

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4. Based on the data, which do you think are the top three cities for the manufacturing plant?

City-A:

Why?

City-B:

Why?

City-C:

Why?

5. What are the pros and cons of your top three cities?

City-A:

Pros:

Cons:

City-B:

Pros:

Cons:

City-C:

Pros:

Cons:

6. Is there anything else you think you should consider before making your final decision? If so, what and why?

7. If you've visited the cities in person, is there anything that influences your decision? If so, what?

8. Which site is your final choice?

Why?

8. Did you see any relationship between the percent of people over 25 with a bachelor's degree and median income? If so, what?
