

Short Report Format (Feasibility)
Demographic Report
BWH 12th ed. pp. 187-190

Introduction

- *Purpose* – why you are writing the report (objectives, goals).
- *Background* – general context for the report's information. In this case, a brief history (1-2 paragraphs max) would be appropriate.
- *Scope* – what you chose to discuss and why; sometimes what you chose *not* to discuss as well.

Body

Multiple sections that provide evidence from your research. Questions you should be prepared to answer for the Demographic report:

- *Median age of the people in your city*
- *Average age of the people in your city*
- *Largest age group in your city*
- *Gender breakdown in your city*
- *Average household size in the city*
- *Common education level in the city (not just high and low)*
- *Median income in the city*
- *Average income in the city*
- *City website & attendant data*

Do not simply make a list of these items and write them down. Think about what this data means. For example, if the median age is 35 but the average age is 20, investigate why that is...perhaps it is a college town. That might also have an impact on educational level: if students are still attending college the education level might be low. This might suggest that you investigate how many colleges are in the city. This is just an example. Use deductive reasoning to analyze and evaluate the data you collect.

Conclusion

Identify the largest demographic group in your city based on the data you have evaluated. Be as specific as possible.

Recommendation

Consider what type of business or service would flourish given the major demographic group you have described. Give this some serious thought, and possibly additional research. You do not want to recommend a business or service that is already overrepresented in the area (how many coffee shops do college students really need, for example).