**Marketing Strategy**

**Directions:** Go to[www.census.gov.](http://www.census.gov/) **Scroll** down to the bottom and click on the AmericanFactFinder link. Then, type the name of your city in the box under Community Facts. Once you’ve found your city study the data and locate the following information:

1. Total population for the most recent year or 2013
2. Number of people age 10-14 years old
3. Number of people age 15-19 years old
4. Percentage of 18-24 year olds with a high school diploma
5. Percentage of 18-24 year olds with some college on associate’s degree
6. Percentage of 18-24 year olds with a bachelor’s degree or higher

**Essay Question:** How might an organization, company or business use the information aboveto market to that community? What kind of decisions could a company make based on the findings above?

**FINDINGS**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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**ESSAY ANSWER**: