

# Teaching Business Demographics



**Ken Mayer**

University of Nebraska at Omaha  
College of Business Administration



# Background

- Created by Lou Pol in the mid 80's
- “Demographics Goes to Business School”  
American Demographics, August 1986
- Designed to add a "demographic perspective" to the student's repertoire.



# Philosophy

- Motivation through Student Involvement
- Individual Effort
- Reflective Practice
- Demographic Perspective
- Collaboration



# Goals

## Students learn to:

- Understand population change & composition
- Utilize geographic and spatial concepts
- Gain knowledge of data sources
- Analyze demographic impacts on business environment
- Practice decision making in economics, finance, management, real estate and marketing.
- Build Creative Confidence





# Assets

- Demography for Business Decision Making by Louis G. Pol and Richard K. Thomas
- Demographics by Steven H. Murdock, et al
- A Technique for Producing Ideas by James Webb Young
- Brainstorming Software
- Guest Lecturers
  - Lou Pol, Dean, UNO CBA
  - David Drozd, Research Coordinator, UNO Center for Public Affairs Research
- PowerPoint presentations with embedded hot links
- BlackBoard



# Assignments

- Environmental Scanning
  - Links via email
  - Discussed in class
- 3 Business or Economic Opportunity Analyses
  - Migration, Fertility, Mortality/Morbidity
  - Student chooses subject
  - Quantify situation, analyze implications, make recommendations
- Semester Project & Presentation
  - Trends, threats and other impacts
  - Estimates, projections, size, composition, and distribution
  - Tabulations of micro data or use of small area geographies
  - Five minute presentation to class

Footnotes and Bibliographies are not allowed – hotlinks to sources only



# Grading

- Data source quality and objectivity
- Analysis rigor
- Recommendation justification
- Rhetoric
- Writing
- Visual display of quantitative information



# Brainstorming Method

- 1. What business or economic opportunities, challenges and issues arise from current and anticipated migration?**
  1. lets make popcorn
  2. what demographic likes popcorn
  3. Language Barriers
  4. Income barriers
  5. changes in demand and supply of housing
  6. Cultural clashes
  7. Educational districts and political district distortions
  8. Desired jobs and/or education levels
  9. gaps in job pool (e.g., a lack of younger workers in Arizona)
  10. Migration is greater towards emerging economies rather than developed countries
  11. potential lack of job potential in small/dying areas
  12. Salaries
  13. Shantytown emergence
  14. religious beliefs and ethics
  15. greater diversity
  16. Population boom greater than infrastructure can accommodate for
  17. Hispanic business in Omaha

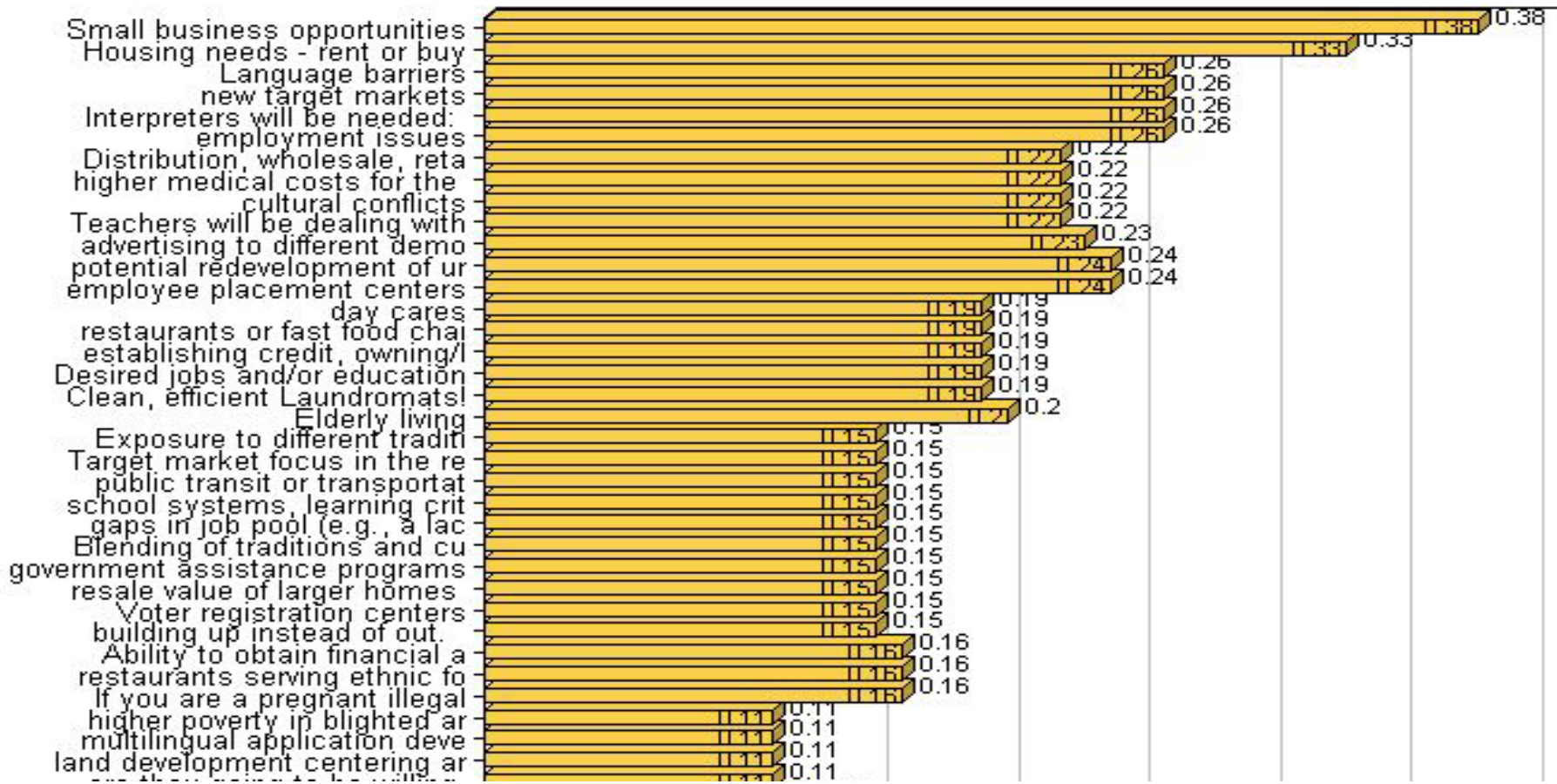




# Brainstorming Ranking

## New Multi-Criteria Voting Totals

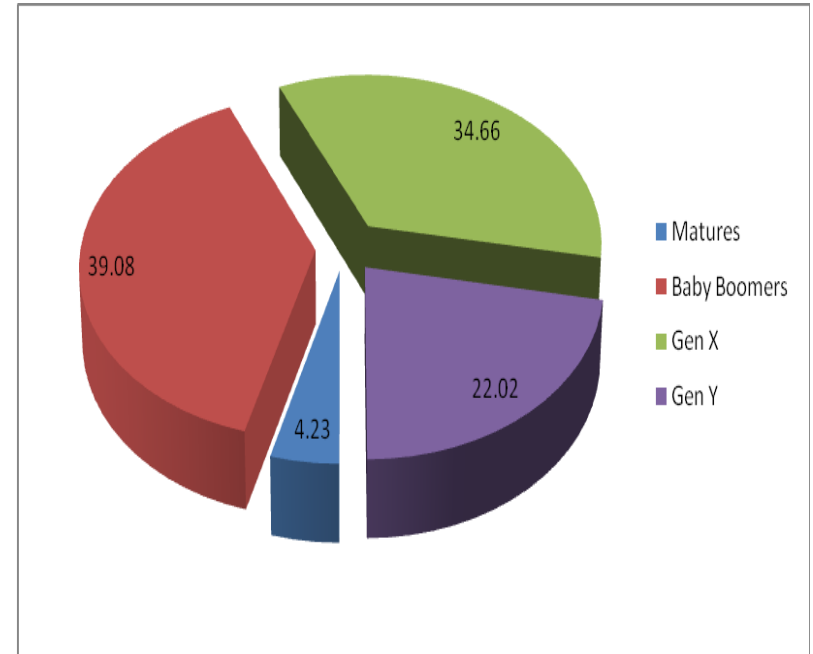
Average Weighted Totals





# Student Projects

- Generation Gaps in the Workplace
- Life expectancy
- Workforce participation
- Geographic distribution
- Generational / Cohort Differences
- Challenges and Opportunities
- Recommendations for Managers

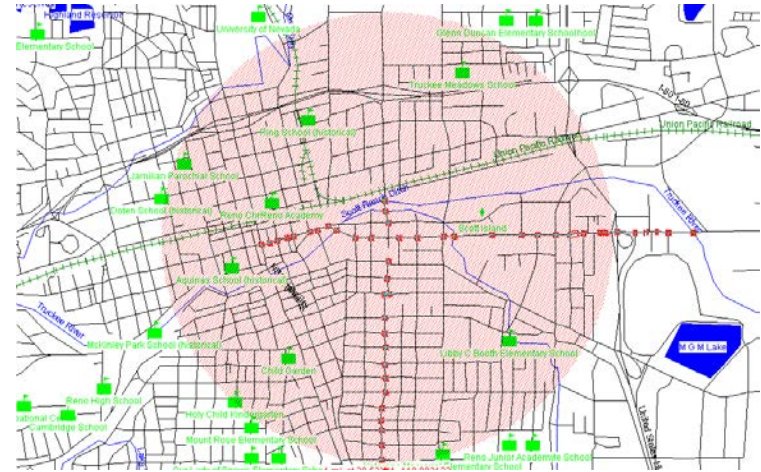


Urban Institute, Bureau of Economic Analysis, Bureau of Labor Statistics, Census Data plus work of generational theorists.



# Student Projects

- British retailer's U.S. Expansion
- Analysis of first sites
  - Population & Density
  - Earnings
  - Race/Ethnicity
  - Income Sources
- Expansion Recommendations
  - Two specific cities
  - Intersection selections



Land View 6 for radius data , ACS, 2000 Census, company data and published reports.

# Student Projects

- “Hip” Apparel for Baby Boomers

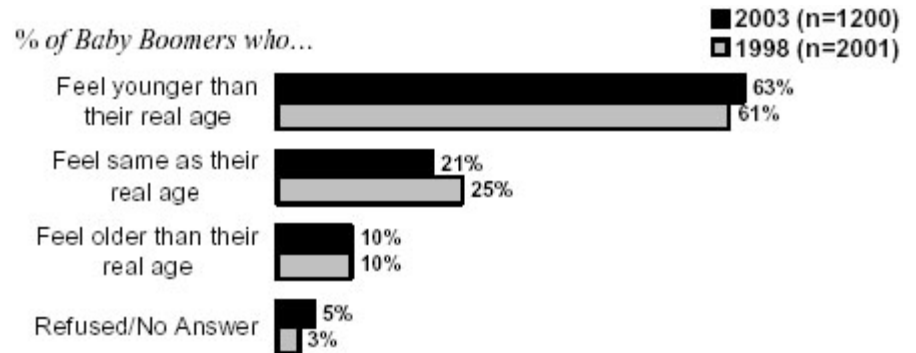
- Analysis:

- Spending Patterns
- Attitudes
- Life Styles
- Values

- Youth Orientation

- Propensity to spend on appearance

- Recommendations for clothing line



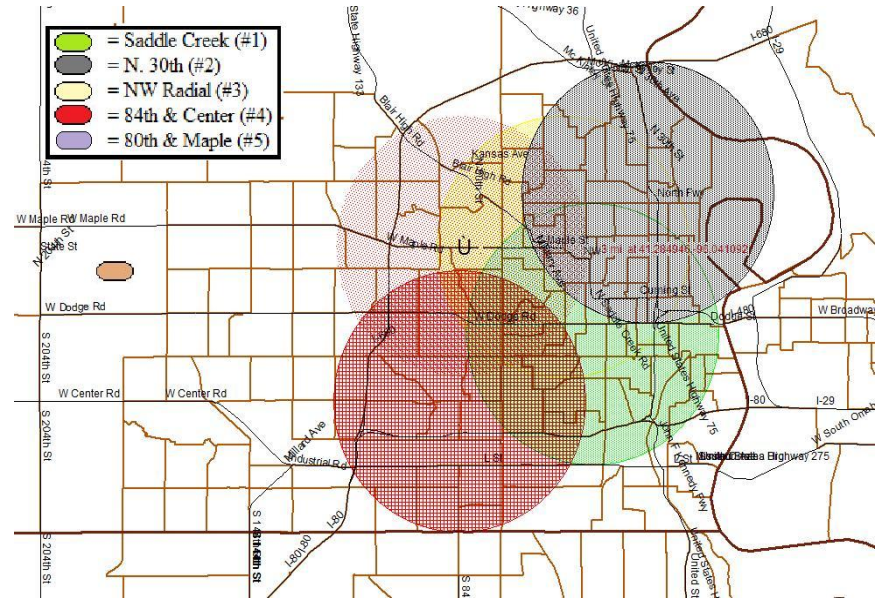
<u>Actual Mean Age of Boomers</u>	<u>Mean Age Boomers Feel</u>	<u>Diff.</u>
2003: 47	2003: 40	-7 years
1998: 42	1998: 35	-7 years

Metlife Mature Market Institute, Bureau of Labor Statistics Consumer Expenditure Survey, Roper AARP Survey, American Society of Plastic Surgeons, Food Marketing Institute, Census.



# Student Projects

- New Omaha Carwash Business
- Characteristics of car washers
  - Age
  - Income
  - Household Size
  - Marital Status
- 12 potential sites analyzed
  - Characteristics in each radii
  - Aggregate Rating & Ranking
- Competitor Locations identified



International Car Wash Association data, City of Omaha Metro Traffic Flow data, Land View 6 and InfoGroup counts.



# Logistics & Feedback

- Assignments submitted via email in MS Word
- Grade is assigned
- Individual feedback is recorded using Audacity
- MP3 is saved then embedded in each paper
- Assignment is returned via email





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**Nebraska**  
Omaha

Questions?