

Sociology 101

Assignment 3 - Using Census Data

To: Research Department
From: Vice President, Health Services Administration
Date: 09/13/17
Re: Need Census and travel data for retail location analysis

Our agency has been approached to recommend locations in the Bucksport area of Hancock County for construction of a new nursing home. In order to complete this task you have been asked to focus your attention on just one town (see below).

You will need to present data on a few key indicators that will help us determine whether your assigned town will provide adequate demand to make this venture sustainable. Demand will be estimated by Census of the resident population and by the volume of traffic that passes by the propose nursing home. The gold standard is a population greater than 2,000 and/or more than 4,000 AADT. Smaller populations and traffic counts may also be considered.

Key indicators for resident population are available in summary form online at: www.hcpcme.org/pubadmin/census.html or if you want to dig deeper, visit www.census.gov. Some variables of interest are: total population, population 60+ years of age, total households, median household income.

Traffic volumes are published in a summary document at: <http://www.maine.gov/mdot/traffic/ytcl>

AADT is an estimate of the number of vehicles that pass a specific point every day over the course of one year (Average Annual Daily Trips). Nursing homes have been more successful in visible locations with significant drive-by traffic (high AADT.)

Deliverable before 9/20/17: A Brief memo with

- a) What you are going to present and why
- b) The town that you investigated
- c) Key demographic data about the town (bonus for graphs)
- d) A small map of the town center(s) or proposed location (Google maps is fine)
- e) Traffic Data for the highest volume roads (usually one or two roads)
- f) Your recommendations - build, don't build, best locations

Bucksport Barnes, Aimee Lynn Rte 15 Larry, Daniel Rte 46	Castine Rte 166 Beal, Lauriann	Dedham Rte 46 Hopkins, Alicia	Orland Rte 1 Jones, Tori
Penobscot Rte 199 Mootrey I, Erin M	Verona Island Rte 1 Scully, Hope R		