

AG 346 Demographics and Consumption Worksheet**Due February 24, 2006**

I used the Agricultural Marketing Service at www.ams.usda.gov site to download demographic and consumption profiles for Grand Junction and Boulder/Longmont area. These files can be accessed from the Class Web site in .pdf format or downloaded directly from the State Marketing Profiles section of the AMS website.

References to the data provided can be numerically or in graph form. **Please attach answers on a separate sheet.**

1. Using and referencing the statistics provided,
 - a. Describe how the people from Grand Junction and Boulder are different.

 - b. Describe how they are similar.

2. Using and referencing the statistics provided,
 - a. Describe how the consumption patterns of people from Grand Junction and Boulder are different.

 - b. Describe how they are similar.

3. Given the data provided, what types of Agricultural products would each community be most likely to consume? Please provide supporting data.

4. Which community would be a better market for your marketing project? Please provide supporting data.