

Name _____

The Magic of Numbers: How Population and Demographics Shape Supply and Demand

Open-Ended Response Answer Key

1. As the owner of a small business, I would adapt my products or services to cater to the needs of young families. This might include offering family-friendly discounts, expanding my product range to include child-friendly items, and creating a welcoming atmosphere for parents with young children. Additionally, I would consider organizing events or activities that appeal to families, such as kid-friendly workshops or play areas.
2. One real-life example of changing demographics affecting businesses is the rise of online shopping. As more people started shopping online, traditional brick-and-mortar retail stores faced challenges and had to adapt or close down. This shift in demographics, with more consumers preferring the convenience of online shopping, led to the success of e-commerce giants like Amazon.
3. It's essential for businesses to understand the age, income, and lifestyle preferences of their target customers because it helps them tailor their products and services to meet specific needs. By doing so, businesses can attract and retain customers more effectively, create marketing campaigns that resonate with their audience, and make informed decisions about product development and pricing strategies. Understanding demographics allows businesses to stay relevant and competitive in the market.

