

# 1. Assumptions

Assuming the age of sophomore college students at Chico are between 18-24

Assuming 3 in 5 people care about world problems

Assuming the people we are surveying have money to donate to these problems

# 2. Estimation Process

First we decided that we wanted our demographic range to be confined to Chico. Secondly, we decided that we wanted to narrow down our demographic range to just students at Chico State.

# 3 & 5. Audience Size Estimate & Reference Data Sources

Population in Chico // 91,567

<https://www.census.gov/search-results.html?q=population+of+Chico+ca&search.x=0&search.y=0&search=submit&page=1&stateGeo=none&searchtype=web&cssp=SERP>

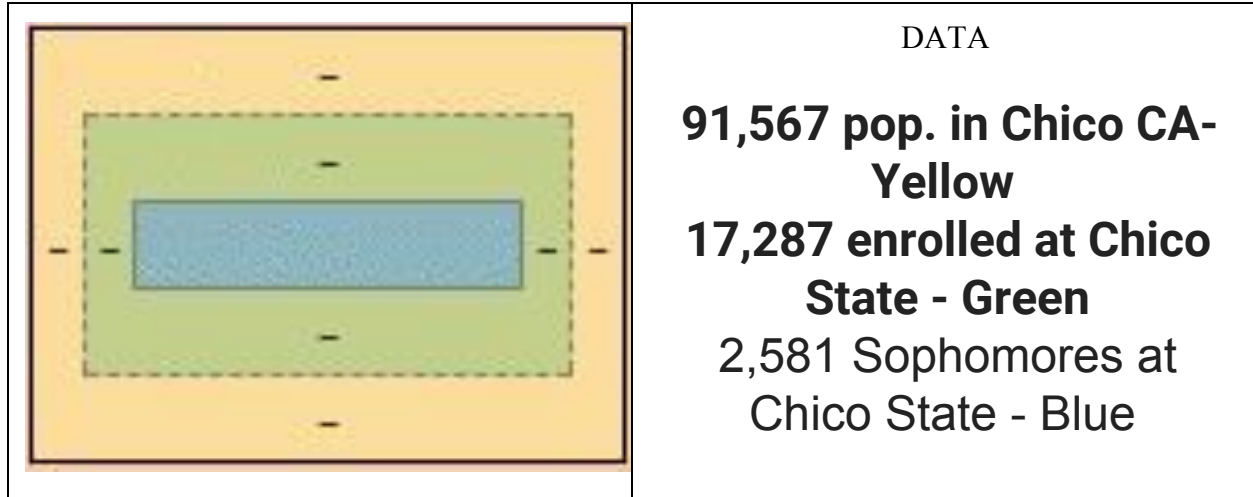
Attend Chico State // 17,557 students

<http://www.csuchico.edu>

Sophomores at Chico State // 2,581 students

[www.csuchico.edu/about/chico-facts.shtml](http://www.csuchico.edu/about/chico-facts.shtml)

#### 4. Graphical Representation



**6. Further Research:** List data sources that you could develop or investigate that would improve the accuracy of your estimate

Further research could include a random sample of 100 students at Chico State. We would ask whether or not they care about world conflicts and what year are in college. This would validate our assumption that sophomores care about world problems.

[library.csuchico.edu/](http://library.csuchico.edu/)

<https://www.census.gov/search-results.html?q=population+of+Chico+ca&search.x=0&search.y=0&search=submit&page=1&stateGeo=none&searchtype=web&cssp=SERP>