**The following appeared in a letter from a firm providing investment advice to a client.**

**"Homes in the northeastern United States, where winters are typically cold, have traditionally used oil as their major fuel for heating. Last year that region experienced twenty days with below-average temperatures, and local weather forecasters throughout the region predict that this weather pattern will continue for several more years. Furthermore, many new homes have been built in this region during the past year. Because of these developments, we predict an increased demand for heating oil and recommend investment in Consolidated Industries, one of whose major business operations is the retail sale of home heating oil."**

**Write a response in which you discuss what specific evidence is needed to evaluate the argument and explain how the evidence would weaken or strengthen the argument.**

Essay Response:

* Conclusion: prediction of more demand for oil, recommend investment
* Premise: low temperatures, major business operations

Holes in argument:

* Are homes still using heating oil?
* How reliable is the forecast? Is 20 days significant, and were those low temperatures in winter/summer?
* Does building of new homes mean more heating oil use?
* Does heating oil generate a large portion of the company’s revenue?