

# Demographic Comparison Worksheet

*To see if the community you are considering locating your business in offers a population with the demographic traits you need to support your business, fill out the following form.*

<b>Population</b>	<b>Market A</b>	<b>Market B</b>	<b>Market C</b>
Within 1 mile of your business			
Within 5 miles of your business			
Within 25 miles of your business			

<b>Income</b>	<b>Market A</b>	<b>Market B</b>	<b>Market C</b>
Under \$15,000			
\$15,000-\$25,000			
\$25,000-\$35,000			
\$35,000-\$50,000			
\$50,000-\$100,000			
\$100,000+			

<b>Age</b>	<b>Market A</b>	<b>Market B</b>	<b>Market C</b>
Preteen			
Teens			
20-29			
30-39			
40-49			
50-59			
60-69			
70 +			

<b>Density</b>	<b>Market A</b>	<b>Market B</b>	<b>Market C</b>
<b>Homeowners</b>			
Renters			
Urban			