

Company Name

# Demographic Comparison Work Sheet

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

Population	Market A	Market B	Market C
Within 1 mile of your business			
Within 5 miles of your business			
Within 25 miles of your business			

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

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

Density	Market A	Market B	Market C
Homeowners			
Renters			
Urban			