**DEMOGRAPHICS COMPARISON**

A demographics comparison is useful to find out if the community you are looking to target has a population with the demographic traits you need to support your business. Below is a form to complete.

|  |  |  |  |
| --- | --- | --- | --- |
| Population | Market A | Market B | Market C |
| Within 1 kilometre from your business |  |  |  |
| Within 5 kilometres of your business |  |  |  |
| Within 25 kilometres of your business |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Income [IN CURRENCY] | 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 |  |  |  |