

## DEMOGRAPHIC COMPARISON WORKSHEET

Use the data provided below, including other population data, to compare the demographics of your business to the demographics of the three markets.

Population	Market A	Market B	Market C
Within 5 miles of your business			
Within 5 miles of your business			
Other markets of your business			

Income	Market A	Market B	Market C
Under \$10,000			
\$10,000-\$19,999			
\$20,000-\$29,999			
\$30,000-\$39,999			
\$40,000-\$49,999			
\$50,000+			

Age	Market A	Market B	Market C
18-24			
25-34			
35-44			
45-54			
55-64			
65-74			
75+			

Marital	Market A	Market B	Market C
Married			
Single			
Other			