

# Demographic Evaluation Checklist

## Defined Market Data

Number of Households \_\_\_\_\_  
 Average Household Income \_\_\_\_\_  
 Daily Foot Traffic \_\_\_\_\_  
 Small Businesses \_\_\_\_\_  
 Estimated Population \_\_\_\_\_  
 Average Age Range \_\_\_\_\_  
 Traffic Counts \_\_\_\_\_

## Competition

Total Restaurants in Market \_\_\_\_\_  
 Number Serving Your Meal Segment(s) \_\_\_\_\_  
     Chains \_\_\_\_\_  
     Independents \_\_\_\_\_  
 Number with Similar Concepts \_\_\_\_\_  
 Similar Concept Per Person Check      High \_\_\_\_\_      Low \_\_\_\_\_  
 Similar Concept Food Quality      Good \_\_\_\_\_      Average \_\_\_\_\_      Poor \_\_\_\_\_  
 Similar Concept Service      Good \_\_\_\_\_      Average \_\_\_\_\_      Poor \_\_\_\_\_  
 Similar Concept Presentation      Good \_\_\_\_\_      Average \_\_\_\_\_      Poor \_\_\_\_\_  
 Facility - Attractiveness - Ambiance      Good \_\_\_\_\_      Average \_\_\_\_\_      Poor \_\_\_\_\_

## Your Location Comparative Evaluation

Parking      Good \_\_\_\_\_      Average \_\_\_\_\_      Poor \_\_\_\_\_  
 Traffic Pattern      Good \_\_\_\_\_      Average \_\_\_\_\_      Poor \_\_\_\_\_  
 Signage      Good \_\_\_\_\_      Average \_\_\_\_\_      Poor \_\_\_\_\_  
 Proximity to Market Density      Good \_\_\_\_\_      Average \_\_\_\_\_      Poor \_\_\_\_\_  
 Attractiveness/Ambiance      Good \_\_\_\_\_      Average \_\_\_\_\_      Poor \_\_\_\_\_  
 Security/Lighting/Safety      Good \_\_\_\_\_      Average \_\_\_\_\_      Poor \_\_\_\_\_  
 Curb Appeal      Good \_\_\_\_\_      Average \_\_\_\_\_      Poor \_\_\_\_\_

## Comparative Strength Scale

Theme/Concept      Good \_\_\_\_\_      Average \_\_\_\_\_      Poor \_\_\_\_\_  
     Menu      Good \_\_\_\_\_      Average \_\_\_\_\_      Poor \_\_\_\_\_  
 Cleanliness/Facility      Good \_\_\_\_\_      Average \_\_\_\_\_      Poor \_\_\_\_\_  
     Food Quality      Good \_\_\_\_\_      Average \_\_\_\_\_      Poor \_\_\_\_\_  
     Pricing      Good \_\_\_\_\_      Average \_\_\_\_\_      Poor \_\_\_\_\_  
 Hours of Operation      Good \_\_\_\_\_      Average \_\_\_\_\_      Poor \_\_\_\_\_  
     Service/Staff      Good \_\_\_\_\_      Average \_\_\_\_\_      Poor \_\_\_\_\_  
 Entertainment Factor      Good \_\_\_\_\_      Average \_\_\_\_\_      Poor \_\_\_\_\_  
     Visibility      Good \_\_\_\_\_      Average \_\_\_\_\_      Poor \_\_\_\_\_  
 Atmosphere/Décor      Good \_\_\_\_\_      Average \_\_\_\_\_      Poor \_\_\_\_\_