

THE MARKET SCORECARD™



1	2	3	4	Score
POPULATION				
= $\frac{(\text{Current population} - \text{previous population})}{\text{Previous population}} \times 100$				
No to very little population increase in the last 5 years	Increased 1% to 3% in the last 5 years	Increased 4% to 6% in the last 5 years	Increased over 6% in the last 5 years	
TRANSPORTATION				
No public transit systems operating	Limited public transportation	Access to public transportation but limited to core area	Easily accessible public transportation	
LOCATION				
International airport located more than a 2-hour drive away	International airport located within a 1-2 hour drive	International airport located less than an hour away by drive	International airport located within the market	
POST-SECONDARY EDUCATION				
No post-secondary schools or at least 1 school more than a 30-minute drive away	At least 1 post-secondary school in the market or at least 1 school less than a 30-minute drive away	At least 3 post-secondary school	More than 5 post-secondary schools	
EMPLOYMENT				
Maximum of 1 main type of industry (e.g., manufacturing)	A few different industries that make up a high percentage of employment	Several industries and employers in the market	An abundance of industries and employers in the market	
Businesses moving out of the area	Some industry turnover	More businesses moving into the area	Diversified businesses and growth	
Higher unemployment rate in comparison to the national average	Slightly higher than average unemployment rate	Average unemployment rate	Low to average unemployment rate in comparison to the national average	

Name:

Date:

