**Community Analysis**

Describe or define the community that your social business will serve and gain support from. It may have several parameters, for example:

* Geographical
* Age
* Gender
* Ethnic origin
* Income bracket
* Educational level
* Employment status

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Are there socio-economic dimensions that define this community, for example is it rural or urban? Is social exclusion a factor? Be as specific as possible.

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Estimate the size of the community in terms of population, geographical area and so on.

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Describe how the unmet need(s) being addressed impact(s) this community. Does it affect, for example individuals, families, schools, the local economy? What is the scale of the problem within the community?

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If you have drawn on research to do this exercise, cite your sources:

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