**Opportunities Map Process**

1. Generate a list of variable groups (~10) with an example of a variable type in each group.
2. Customer demographics (15 variables)

* 2024 Population Age 45-49 (and other age groups)
* 2024 Generation Alpha Population (Born 2017 or Later) (Esri)
* 2024 Generation Z Population (Born 1999 to 2016) (Esri)
* 2024 Millennial Population (Born 1981 to 1998) (Esri)
* 2024 Generation X Population (Born 1965 to 1980) (Esri)
* 2024 Baby Boomer Population (Born 1946 to 1964) (Esri)
* 2024 Silent & Greatest Generations Population (Born 1945/Earlier) (Esri)
* 2024 Child Population (Age <18) (Esri)
* 2024 Working-Age Population (Age 18-64) (Esri)
* 2024 Senior Population (Age 65+) (Esri)
* Similarly, White, Black, American Indian, Asian, Hispanic

1. Food consumption characteristics/demand

* 2024 HHs in Tapestry Seg 6A  - need all segments  
  (see list of segments at <https://doc.arcgis.com/en/esri-demographics/latest/regional-data/tapestry-segmentation.htm>)
* 2024 Dominant Tapestry Segment (Esri)
* 2024 HH Used Organic Fish or Seafood/6 Mo (and all others - the list is further down below)
* 2024 Meals at Restaurants/Other
* 2024 Food and Nonalcoholic Beverages at Fast Food
* 2024 Food and Nonalcoholic Beverages at Full Service Restaurants
* 2024 Food and Nonalcoholic Beverages at Vending Machines and Mobile Vendors
* 2024 Food and Nonalcoholic Beverages at Employer
* 2024 Bakery & Cereal Products
* 2024 Flour
* 2024 Prepared Flour Mixes

(it may be useful to identify areas where people are more likely to buy ingredients for cooking at home, as opposed to ready-to-consume foods)

* 2024 Fruit & Vegetables
* 2024 Fresh Fruit
* 2024 Apples
* 2024 Bananas
* 2024 Oranges
* 2024 Citrus Fruit Excluding Oranges
* 2024 Other Fresh Fruit
* 2024 Fresh Vegetables
* 2024 Potatoes
* 2024 Lettuce
* 2024 Tomatoes
* 2024 Other Fresh Vegetables
* 2024 Processed Fruit
* 2024 Frozen Fruit & Juice
* 2024 Frozen Orange Juice
* 2024 Frozen Fruit
* 2024 Frozen Fruit Juice
* 2024 Canned Fruit
* 2024 Dried Fruit
* 2024 Fresh Fruit Juice
* 2024 Canned/Bottled Fruit Juice
* 2024 Processed Vegetables
* 2024 Frozen Vegetables
* 2024 Vegetables Canned/Dried & Juice
* 2024 Canned Beans
* 2024 Canned Corn
* 2024 Miscellaneous Canned Vegetables
* 2024 Dried Beans & Peas
* 2024 Miscellaneous Dried Vegetables
* 2024 Vegetable Juice
* 2024 Meat/Poultry/Fish/Eggs
* 2024 Beef
* 2024 Ground Beef
* 2024 Chuck Roast
* 2024 Round Roast
* 2024 Other Roast
* 2024 Round Steak
* 2024 Sirloin Steak
* 2024 Other Steak
* 2024 Other Beef
* 2024 Pork
* 2024 Bacon
* 2024 Pork Chops
* 2024 Ham
* 2024 Sausage
* 2024 Other Pork
* 2024 Other Meat
* 2024 Frankfurters
* 2024 Bologna/Liverwurst/Salami
* 2024 Other Lunchmeat
* 2024 Lamb & Other Meat
* 2024 Poultry
* 2024 Whole Chickens
* 2024 Chicken Parts
* 2024 Other Poultry
* 2024 Seafood
* 2024 Canned Fish & Shellfish
* 2024 Fresh Fish & Shellfish
* 2024 Frozen Fish & Shellfish
* 2024 Eggs
* Also, **market potential**, such as  
    
  2024 HH Used Organic Food Last 6 Mo
* 2024 HH Used Organic Bread Last 6 Mo
* 2024 HH Used Organic Breakfast Cereals Last 6 Mo
* 2024 HH Used Organic Cheese Last 6 Mo
* 2024 HH Used Organic Chocolate Last 6 Mo
* 2024 HH Used Organic Coffee Last 6 Mo
* 2024 HH Used Organic Fish or Seafood Last 6 Mo
* 2024 HH Used Organic Fresh Fruit or Vegetables Last 6 Mo
* 2024 HH Used Organic Frozen Foods Last 6 Mo
* 2024 HH Used Organic Granola Last 6 Mo
* 2024 HH Used Organic Ice Cream Last 6 Mo
* 2024 HH Used Organic Juice Last 6 Mo
* 2024 HH Used Organic Meat Last 6 Mo
* 2024 HH Used Organic Pasta Last 6 Mo
* 2024 HH Used Organic Peanut Butter Last 6 Mo
* 2024 HH Used Organic Poultry Last 6 Mo
* 2024 HH Used Organic Soup Last 6 Mo
* 2024 HH Used Organic Pasta Sauce Last 6 Mo
* 2024 HH Used Organic Tea Last 6 Mo
* 2024 HH Used Soy/Other Plant/Nut Milk Last 6 Mo
* 2024 HH Used Bacon or Breakfast Strips Last 6 Mo
* 2024 HH Used Bagels Last 6 Mo
* 2024 HH Used Bread Last 6 Mo
* 2024 HH Used Cold Breakfast Cereal Last 6 Mo
* 2024 HH Used Hot Breakfast Cereal Last 6 Mo
* 2024 HH Used Breakfast or Cereal or Granola Bars Last 6 Mo
* 2024 HH Used Canned or Jarred Fruit Last 6 Mo
* 2024 HH Used Canned or Jarred Soup or Broth Last 6 Mo
* 2024 HH Used Canned or Jarred Vegetables Last 6 Mo
* 2024 HH Used Canned Tuna Last 6 Mo
* 2024 HH Used Cheese (Amer Pasteurized Processed) Last 6 Mo
* 2024 HH Used Cheese (Natural or Imported) Last 6 Mo
* 2024 HH Used Ground Coffee Last 6 Mo
* 2024 HH Used Flavored Ground Coffee Last 6 Mo
* 2024 HH Used Unflavored Ground Coffee Last 6 Mo
* 2024 HH Used Decaffeinated Ground Coffee Last 6 Mo
* 2024 HH Used Dunkin` Donuts Ground Coffee Last 6 Mo
* 2024 HH Used Folgers Breakfast Blend Ground Coffee Last 6 Mo
* 2024 HH Used Folgers Classic Roast Ground Coffee Last 6 Mo
* 2024 HH Used Folgers 100% Colombian Ground Coffee Last 6 Mo
* 2024 HH Used Folgers French Roast Ground Coffee Last 6 Mo
* 2024 HH Used Green Mountain Ground Coffee Last 6 Mo
* 2024 HH Used Maxwell House Colombian Ground Coffee Last 6 Mo
* 2024 HH Used Maxwell House Master Blend Ground Coffee Last 6 Mo
* 2024 HH Used Maxwell House Original Ground Coffee Last 6 Mo
* 2024 HH Used Starbucks Ground Coffee Last 6 Mo
* 2024 HH Used Single Serve Pod/K-Cup Ground Coffee Last 6 Mo
* 2024 HH Used Flavored Instant Coffee Last 6 Mo
* 2024 HH Used Instant or Freeze-Dried Coffee Last 6 Mo
* 2024 HH Used Whole Coffee Beans Last 6 Mo
* 2024 HH Used Starbucks Whole Coffee Beans Last 6 Mo
* 2024 HH Used Cold Cuts Last 6 Mo
* 2024 HH Used Cooked Ham Last 6 Mo
* 2024 HH Used Cookies (Ready-to-Eat) Last 6 Mo
* 2024 HH Used Corn/Tortilla/Other Chips/Cheese Snacks Last 6 Mo
* 2024 HH Used Cottage Cheese Last 6 Mo
* 2024 HH Used Crackers Last 6 Mo
* 2024 HH Used Donuts/Doughnuts (Ready-to-Eat) Last 6 Mo
* 2024 HH Used Muffins (Ready-to-Eat) Last 6 Mo
* 2024 HH Used Snack Cakes/Sweet Rolls/Pastries (Packaged) Last 6 Mo
* 2024 HH Used Dried Fruit Last 6 Mo
* 2024 HH Used Eggs Last 6 Mo
* 2024 HH Used English Muffins Last 6 Mo
* 2024 HH Used Beef (Fresh or Frozen) Last 6 Mo
* 2024 HH Used Chicken (Fresh or Frozen) Last 6 Mo
* 2024 HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo
* 2024 HH Used Pork (Fresh or Frozen) Last 6 Mo
* 2024 HH Used Turkey (Fresh or Frozen) Last 6 Mo
* 2024 HH Used Frankfurters or Hot Dogs Last 6 Mo
* 2024 HH Used Fresh Fruit or Vegetables Last 6 Mo
* 2024 HH Used Frozen Fruit or Vegetables Last 6 Mo
* 2024 HH Used Frozen Breakfast Last 6 Mo
* 2024 HH Used Frozen Complete Dinner Last 6 Mo
* 2024 HH Used Frozen or Refrigerated Dessert Last 6 Mo
* 2024 HH Used Frozen Hot Snack Last 6 Mo
* 2024 HH Used Frozen Main Course (Entree or Casserole) Last 6 Mo
* 2024 HH Used Frozen Pizza Last 6 Mo
* 2024 HH Used Frozen Snack (Not Yogurt or Ice Cream) Last 6 Mo
* 2024 HH Used Frozen Vegetables Last 6 Mo
* 2024 HH Used Frozen Vegetarian Burgers Last 6 Mo
* 2024 HH Used Frozen Waffles Last 6 Mo
* 2024 HH Used Frozen Yogurt Last 6 Mo
* 2024 HH Used Fruit Snacks Last 6 Mo
* 2024 HH Used Ice Cream Bars or Sandwiches or Bon-Bons Last 6 Mo
* 2024 HH Used Ice Cream or Gelato or Sherbet Last 6 Mo
* 2024 HH Used Fresh Milk Last 6 Mo
* 2024 HH Used Nutrition or Energy Bars Last 6 Mo
* 2024 HH Bought Nuts Last 6 Mo
* 2024 HH Used Peanut Butter or Other Nut Spread Last 6 Mo
* 2024 HH Used Popping Corn or Popcorn Snack Last 6 Mo
* 2024 HH Used Potato Chips Last 6 Mo
* 2024 HH Used Pretzels Last 6 Mo
* 2024 HH Used Rice Last 6 Mo
* 2024 HH Used Rice (Flavored or Seasoned) Last 6 Mo
* 2024 HH Used Packaged Fresh Salad Last 6 Mo
* 2024 HH Used Sausage Last 6 Mo
* 2024 HH Used Stuffing Mix or Product Last 6 Mo
* 2024 HH Used Regular Tea Last 6 Mo
* 2024 HH Used Yogurt Last 6 Mo
* 2024 Bought Candy Last 6 Mo
* 2024 Bought Packages of Miniature or Loose Candy Last 6 Mo
* 2024 Bought Regular Size Candy Last 6 Mo
* 2024 Bought King Size Candy Last 6 Mo
* 2024 Bought Hard Roll Candy Last 6 Mo
* 2024 Bought Boxed Chocolates Last 6 Mo
* 2024 Bought Boxed Chocolates as Gift Last 6 Mo
* 2024 Drank Bottled Water (Non-Carbonated) Last 6 Mo
* 2024 Drank Sparkling Water/Seltzer Last 6 Mo
* 2024 Drank Coffee (Ready-to-Drink) Last 6 Mo
* 2024 Drank Iced Tea (Ready-to-Drink) Last 6 Mo
* 2024 Drank Kombucha (Ready-to-Drink) Last 6 Mo
* 2024 Drank Diet Cola Last 6 Mo
* 2024 Drank Non-Diet (Regular) Cola Last 6 Mo
* 2024 Drank Diet Non-Cola Soft Drink Last 6 Mo
* 2024 Drank Non-Cola Soft Drink (Regular) Last 6 Mo
* 2024 Drank Energy Drink Last 6 Mo
* 2024 Drank 5-Hour Energy Drink Last 6 Mo
* 2024 Drank Monster Energy Drink Last 6 Mo
* 2024 Drank Red Bull Energy Drink Last 6 Mo
* 2024 Drank Rockstar Energy Drink Last 6 Mo
* 2024 Drank Sports Drink or Thirst Quencher Last 6 Mo
* 2024 HH Used Orange Juice Last 6 Mo
* 2024 HH Used Other Fruit Juice/Drink Last 6 Mo
* 2024 HH Used Tomato/Vegetable Juice Last 6 Mo
* 2024 HH Subscribes to HelloFresh Meal Kits
* 2024 Purchased Groceries Online: Home Delivery
* 2024 Purchased Groceries Online: Curbside Pickup
* 2024 Purchased Groceries Online: In-Store Pickup

The following can be a separate category: dieters

* 2024 Control Diet for Blood Sugar Level
* 2024 Control Diet for Cholesterol Level
* 2024 Control Diet for Food Allergies
* 2024 Control Diet to Maintain Weight
* 2024 Control Diet for Physical Fitness
* 2024 Control Diet for Salt Restriction
* 2024 Control Diet for Weight Loss
* 2024 Use Doctor`s Care or Diet for Diet Method
* 2024 Use Exercise Program for Diet Method
* 2024 Buy Foods Specifically Labeled as Fat-Free
* 2024 Buy Foods Specifically Labeled as Gluten-Free
* 2024 Buy Foods Specifically Labeled as High Fiber
* 2024 Buy Foods Specifically Labeled as High Protein
* 2024 Buy Foods Specifically Labeled as Hormone-Free
* 2024 Buy Foods Specifically Labeled as Lactose-Free
* 2024 Buy Foods Specifically Labeled as Low-Calorie
* 2024 Buy Foods Specifically Labeled as Low-Carb
* 2024 Buy Foods Specifically Labeled as Low-Cholesterol
* 2024 Buy Foods Specifically Labeled as Low-Fat
* 2024 Buy Foods Specifically Labeled as Low-Sodium
* 2024 Buy Foods Specifically Labeled as Natural/Organic
* 2024 Buy Foods Specifically Labeled as Probiotic
* 2024 Buy Foods Specifically Labeled as Sugar-Free
* 2024 Consider Self to Be Vegan
* 2024 Consider Self to Be Vegetarian
* 2024 Consider Self to Be Semi-Vegetarian
* Yet another category:   
  2024 Buy Many Units if Food Item on Sale: 1-Disagree Completely
* 2024 Buy Many Units if Food Item on Sale: 2-Disagree Somewhat
* 2024 Buy Many Units if Food Item on Sale: 3-Agree Somewhat
* 2024 Buy Many Units if Food Item on Sale: 4-Agree Completely
* 2024 Celebrity Chefs Inspire Me to Cook/Bake: 1-Disagree Completely
* 2024 Celebrity Chefs Inspire Me to Cook/Bake: 2-Disagree Somewhat
* 2024 Celebrity Chefs Inspire Me to Cook/Bake: 3-Agree Somewhat
* 2024 Celebrity Chefs Inspire Me to Cook/Bake: 4-Agree Completely
* 2024 Check Food Ingredients Before I Buy: 1-Disagree Completely
* 2024 Check Food Ingredients Before I Buy: 2-Disagree Somewhat
* 2024 Check Food Ingredients Before I Buy: 3-Agree Somewhat
* 2024 Check Food Ingredients Before I Buy: 4-Agree Completely
* 2024 Choose Foods Mostly for Nutritional Value: 1-Disagree Completely
* 2024 Choose Foods Mostly for Nutritional Value: 2-Disagree Somewhat
* 2024 Choose Foods Mostly for Nutritional Value: 3-Agree Somewhat
* 2024 Choose Foods Mostly for Nutritional Value: 4-Agree Completely
* 2024 Cook Meals Frequently Each Week: 1-Disagree Completely
* 2024 Cook Meals Frequently Each Week: 2-Disagree Somewhat
* 2024 Cook Meals Frequently Each Week: 3-Agree Somewhat
* 2024 Cook Meals Frequently Each Week: 4-Agree Completely
* 2024 Prefer to Cook w/Fresh Food vs Canned/Frozen: 1-Disagree Completely
* 2024 Prefer to Cook w/Fresh Food vs Canned/Frozen: 2-Disagree Somewhat
* 2024 Prefer to Cook w/Fresh Food vs Canned/Frozen: 3-Agree Somewhat
* 2024 Prefer to Cook w/Fresh Food vs Canned/Frozen: 4-Agree Completely
* 2024 Count Calories of Foods I Eat: 1-Disagree Completely
* 2024 Count Calories of Foods I Eat: 2-Disagree Somewhat
* 2024 Count Calories of Foods I Eat: 3-Agree Somewhat
* 2024 Count Calories of Foods I Eat: 4-Agree Completely
* 2024 Dinners in My Home Are Planned: 1-Disagree Completely
* 2024 Dinners in My Home Are Planned: 2-Disagree Somewhat
* 2024 Dinners in My Home Are Planned: 3-Agree Somewhat
* 2024 Dinners in My Home Are Planned: 4-Agree Completely
* 2024 Like Eating Foods from Different Cultures: 1-Disagree Completely
* 2024 Like Eating Foods from Different Cultures: 2-Disagree Somewhat
* 2024 Like Eating Foods from Different Cultures: 3-Agree Somewhat
* 2024 Like Eating Foods from Different Cultures: 4-Agree Completely
* 2024 Eat Foods I Like Regardless of Calories: 1-Disagree Completely
* 2024 Eat Foods I Like Regardless of Calories: 2-Disagree Somewhat
* 2024 Eat Foods I Like Regardless of Calories: 3-Agree Somewhat
* 2024 Eat Foods I Like Regardless of Calories: 4-Agree Completely
* 2024 Eat Gourmet Food Whenever Possible: 1-Disagree Completely
* 2024 Eat Gourmet Food Whenever Possible: 2-Disagree Somewhat
* 2024 Eat Gourmet Food Whenever Possible: 3-Agree Somewhat
* 2024 Eat Gourmet Food Whenever Possible: 4-Agree Completely
* 2024 Eat Many Small Meals Throughout the Day: 1-Disagree Completely
* 2024 Eat Many Small Meals Throughout the Day: 2-Disagree Somewhat
* 2024 Eat Many Small Meals Throughout the Day: 3-Agree Somewhat
* 2024 Eat Many Small Meals Throughout the Day: 4-Agree Completely
* 2024 Eat to Be Healthy vs to Lose Weight: 1-Disagree Completely
* 2024 Eat to Be Healthy vs to Lose Weight: 2-Disagree Somewhat
* 2024 Eat to Be Healthy vs to Lose Weight: 3-Agree Somewhat
* 2024 Eat to Be Healthy vs to Lose Weight: 4-Agree Completely
* 2024 Eating at Fast Food Restaurants Is Fun: 1-Disagree Completely
* 2024 Eating at Fast Food Restaurants Is Fun: 2-Disagree Somewhat
* 2024 Eating at Fast Food Restaurants Is Fun: 3-Agree Somewhat
* 2024 Eating at Fast Food Restaurants Is Fun: 4-Agree Completely
* 2024 Eating Out Is All About the Experience: 1-Disagree Completely
* 2024 Eating Out Is All About the Experience: 2-Disagree Somewhat
* 2024 Eating Out Is All About the Experience: 3-Agree Somewhat
* 2024 Eating Out Is All About the Experience: 4-Agree Completely
* 2024 Evaluate Nutrition of Restaurant Menu Items: 1-Disagree Completely
* 2024 Evaluate Nutrition of Restaurant Menu Items: 2-Disagree Somewhat
* 2024 Evaluate Nutrition of Restaurant Menu Items: 3-Agree Somewhat
* 2024 Evaluate Nutrition of Restaurant Menu Items: 4-Agree Completely
* 2024 Fast Food Fits My Busy Lifestyle: 1-Disagree Completely
* 2024 Fast Food Fits My Busy Lifestyle: 2-Disagree Somewhat
* 2024 Fast Food Fits My Busy Lifestyle: 3-Agree Somewhat
* 2024 Fast Food Fits My Busy Lifestyle: 4-Agree Completely
* 2024 Fast Food Helps Stay Within My Budget: 1-Disagree Completely
* 2024 Fast Food Helps Stay Within My Budget: 2-Disagree Somewhat
* 2024 Fast Food Helps Stay Within My Budget: 3-Agree Somewhat
* 2024 Fast Food Helps Stay Within My Budget: 4-Agree Completely
* 2024 Fast Food Is Junk Food: 1-Disagree Completely
* 2024 Fast Food Is Junk Food: 2-Disagree Somewhat
* 2024 Fast Food Is Junk Food: 3-Agree Somewhat
* 2024 Fast Food Is Junk Food: 4-Agree Completely
* 2024 Feel Guilty Eating Fattening Foods : 1-Disagree Completely
* 2024 Feel Guilty Eating Fattening Foods : 2-Disagree Somewhat
* 2024 Feel Guilty Eating Fattening Foods : 3-Agree Somewhat
* 2024 Feel Guilty Eating Fattening Foods : 4-Agree Completely
* 2024 Frequently Eat Sweets: 1-Disagree Completely
* 2024 Frequently Eat Sweets: 2-Disagree Somewhat
* 2024 Frequently Eat Sweets: 3-Agree Somewhat
* 2024 Frequently Eat Sweets: 4-Agree Completely
* 2024 Health Food Trends Affect Purchases: 1-Disagree Completely
* 2024 Health Food Trends Affect Purchases: 2-Disagree Somewhat
* 2024 Health Food Trends Affect Purchases: 3-Agree Somewhat
* 2024 Health Food Trends Affect Purchases: 4-Agree Completely
* 2024 Healthy Lifestyle Better Than Dieting: 1-Disagree Completely
* 2024 Healthy Lifestyle Better Than Dieting: 2-Disagree Somewhat
* 2024 Healthy Lifestyle Better Than Dieting: 3-Agree Somewhat
* 2024 Healthy Lifestyle Better Than Dieting: 4-Agree Completely
* 2024 Indulge Cravings for Foods I Like: 1-Disagree Completely
* 2024 Indulge Cravings for Foods I Like: 2-Disagree Somewhat
* 2024 Indulge Cravings for Foods I Like: 3-Agree Somewhat
* 2024 Indulge Cravings for Foods I Like: 4-Agree Completely
* 2024 Kitchen Is Most Important Room in Home: 1-Disagree Completely
* 2024 Kitchen Is Most Important Room in Home: 2-Disagree Somewhat
* 2024 Kitchen Is Most Important Room in Home: 3-Agree Somewhat
* 2024 Kitchen Is Most Important Room in Home: 4-Agree Completely
* 2024 Let My Kids Order at Restaurants: 1-Disagree Completely
* 2024 Let My Kids Order at Restaurants: 2-Disagree Somewhat
* 2024 Let My Kids Order at Restaurants: 3-Agree Somewhat
* 2024 Let My Kids Order at Restaurants: 4-Agree Completely
* 2024 Like Healthier Options at Fast Food: 1-Disagree Completely
* 2024 Like Healthier Options at Fast Food: 2-Disagree Somewhat
* 2024 Like Healthier Options at Fast Food: 3-Agree Somewhat
* 2024 Like Healthier Options at Fast Food: 4-Agree Completely
* 2024 Like to Celebrate at Restaurants: 1-Disagree Completely
* 2024 Like to Celebrate at Restaurants: 2-Disagree Somewhat
* 2024 Like to Celebrate at Restaurants: 3-Agree Somewhat
* 2024 Like to Celebrate at Restaurants: 4-Agree Completely
* 2024 Look for Quick and Easy to Prepare Meals: 1-Disagree Completely
* 2024 Look for Quick and Easy to Prepare Meals: 2-Disagree Somewhat
* 2024 Look for Quick and Easy to Prepare Meals: 3-Agree Somewhat
* 2024 Look for Quick and Easy to Prepare Meals: 4-Agree Completely
* 2024 Loyal to Food Brands and Stick with Them: 1-Disagree Completely
* 2024 Loyal to Food Brands and Stick with Them: 2-Disagree Somewhat
* 2024 Loyal to Food Brands and Stick with Them: 3-Agree Somewhat
* 2024 Loyal to Food Brands and Stick with Them: 4-Agree Completely
* 2024 Mostly Try to Lose Weight by Dieting: 1-Disagree Completely
* 2024 Mostly Try to Lose Weight by Dieting: 2-Disagree Somewhat
* 2024 Mostly Try to Lose Weight by Dieting: 3-Agree Somewhat
* 2024 Mostly Try to Lose Weight by Dieting: 4-Agree Completely
* 2024 Often Eat Pre-Cooked Meals from Store: 1-Disagree Completely
* 2024 Often Eat Pre-Cooked Meals from Store: 2-Disagree Somewhat
* 2024 Often Eat Pre-Cooked Meals from Store: 3-Agree Somewhat
* 2024 Often Eat Pre-Cooked Meals from Store: 4-Agree Completely
* 2024 Often Read Recipes on Products I Buy: 1-Disagree Completely
* 2024 Often Read Recipes on Products I Buy: 2-Disagree Somewhat
* 2024 Often Read Recipes on Products I Buy: 3-Agree Somewhat
* 2024 Often Read Recipes on Products I Buy: 4-Agree Completely
* 2024 Often Eat Frozen Dinners: 1-Disagree Completely
* 2024 Often Eat Frozen Dinners: 2-Disagree Somewhat
* 2024 Often Eat Frozen Dinners: 3-Agree Somewhat
* 2024 Often Eat Frozen Dinners: 4-Agree Completely
* 2024 Often Eat Meals on the Run: 1-Disagree Completely
* 2024 Often Eat Meals on the Run: 2-Disagree Somewhat
* 2024 Often Eat Meals on the Run: 3-Agree Somewhat
* 2024 Often Eat Meals on the Run: 4-Agree Completely
* 2024 Only Buy Name Brand Foods: 1-Disagree Completely
* 2024 Only Buy Name Brand Foods: 2-Disagree Somewhat
* 2024 Only Buy Name Brand Foods: 3-Agree Somewhat
* 2024 Only Buy Name Brand Foods: 4-Agree Completely
* 2024 Only Eat Fast Food When Rushed: 1-Disagree Completely
* 2024 Only Eat Fast Food When Rushed: 2-Disagree Somewhat
* 2024 Only Eat Fast Food When Rushed: 3-Agree Somewhat
* 2024 Only Eat Fast Food When Rushed: 4-Agree Completely
* 2024 Only Snack on Healthy Foods: 1-Disagree Completely
* 2024 Only Snack on Healthy Foods: 2-Disagree Somewhat
* 2024 Only Snack on Healthy Foods: 3-Agree Somewhat
* 2024 Only Snack on Healthy Foods: 4-Agree Completely
* 2024 Pay More for Food if Animals Treated Humanely: 1-Disagree Completely
* 2024 Pay More for Food if Animals Treated Humanely: 2-Disagree Somewhat
* 2024 Pay More for Food if Animals Treated Humanely: 3-Agree Somewhat
* 2024 Pay More for Food if Animals Treated Humanely: 4-Agree Completely
* 2024 Prefer Foods with Bold Flavors: 1-Disagree Completely
* 2024 Prefer Foods with Bold Flavors: 2-Disagree Somewhat
* 2024 Prefer Foods with Bold Flavors: 3-Agree Somewhat
* 2024 Prefer Foods with Bold Flavors: 4-Agree Completely
* 2024 Prefer Foods Without Artificial Ingredients: 1-Disagree Completely
* 2024 Prefer Foods Without Artificial Ingredients: 2-Disagree Somewhat
* 2024 Prefer Foods Without Artificial Ingredients: 3-Agree Somewhat
* 2024 Prefer Foods Without Artificial Ingredients: 4-Agree Completely
* 2024 Prefer Picking Up Meals to Cooking: 1-Disagree Completely
* 2024 Prefer Picking Up Meals to Cooking: 2-Disagree Somewhat
* 2024 Prefer Picking Up Meals to Cooking: 3-Agree Somewhat
* 2024 Prefer Picking Up Meals to Cooking: 4-Agree Completely
* 2024 Rather Cook Than Eat Out: 1-Disagree Completely
* 2024 Rather Cook Than Eat Out: 2-Disagree Somewhat
* 2024 Rather Cook Than Eat Out: 3-Agree Somewhat
* 2024 Rather Cook Than Eat Out: 4-Agree Completely
* 2024 Really Enjoy Cooking: 1-Disagree Completely
* 2024 Really Enjoy Cooking: 2-Disagree Somewhat
* 2024 Really Enjoy Cooking: 3-Agree Somewhat
* 2024 Really Enjoy Cooking: 4-Agree Completely
* 2024 Regularly Eat Organic Foods: 1-Disagree Completely
* 2024 Regularly Eat Organic Foods: 2-Disagree Somewhat
* 2024 Regularly Eat Organic Foods: 3-Agree Somewhat
* 2024 Regularly Eat Organic Foods: 4-Agree Completely
* 2024 Salty Snacks Are My Favorite: 1-Disagree Completely
* 2024 Salty Snacks Are My Favorite: 2-Disagree Somewhat
* 2024 Salty Snacks Are My Favorite: 3-Agree Somewhat
* 2024 Salty Snacks Are My Favorite: 4-Agree Completely
* 2024 Actively Seek Info on Nutrition/Healthy Diet: 1-Disagree Completely
* 2024 Actively Seek Info on Nutrition/Healthy Diet: 2-Disagree Somewhat
* 2024 Actively Seek Info on Nutrition/Healthy Diet: 3-Agree Somewhat
* 2024 Actively Seek Info on Nutrition/Healthy Diet: 4-Agree Completely
* 2024 Switch Name Brand for Generic if on Sale: 1-Disagree Completely
* 2024 Switch Name Brand for Generic if on Sale: 2-Disagree Somewhat
* 2024 Switch Name Brand for Generic if on Sale: 3-Agree Somewhat
* 2024 Switch Name Brand for Generic if on Sale: 4-Agree Completely
* 2024 Often Try New Food Prods Because of Coupons: 1-Disagree Completely
* 2024 Often Try New Food Prods Because of Coupons: 2-Disagree Somewhat
* 2024 Often Try New Food Prods Because of Coupons: 3-Agree Somewhat
* 2024 Often Try New Food Prods Because of Coupons: 4-Agree Completely
* 2024 Try to Buy Locally Sourced Foods: 1-Disagree Completely
* 2024 Try to Buy Locally Sourced Foods: 2-Disagree Somewhat
* 2024 Try to Buy Locally Sourced Foods: 3-Agree Somewhat
* 2024 Try to Buy Locally Sourced Foods: 4-Agree Completely
* 2024 Try to Eat Healthy Breakfast Daily: 1-Disagree Completely
* 2024 Try to Eat Healthy Breakfast Daily: 2-Disagree Somewhat
* 2024 Try to Eat Healthy Breakfast Daily: 3-Agree Somewhat
* 2024 Try to Eat Healthy Breakfast Daily: 4-Agree Completely
* 2024 Usually Try New Foods First Before Friends: 1-Disagree Completely
* 2024 Usually Try New Foods First Before Friends: 2-Disagree Somewhat
* 2024 Usually Try New Foods First Before Friends: 3-Agree Somewhat
* 2024 Usually Try New Foods First Before Friends: 4-Agree Completely
* 2024 When I Eat Out I Eat Unhealthy Foods: 1-Disagree Completely
* 2024 When I Eat Out I Eat Unhealthy Foods: 2-Disagree Somewhat
* 2024 When I Eat Out I Eat Unhealthy Foods: 3-Agree Somewhat
* 2024 When I Eat Out I Eat Unhealthy Foods: 4-Agree Completely
* 2024 When I Eat Out I Expect Leftovers: 1-Disagree Completely
* 2024 When I Eat Out I Expect Leftovers: 2-Disagree Somewhat
* 2024 When I Eat Out I Expect Leftovers: 3-Agree Somewhat
* 2024 When I Eat Out I Expect Leftovers: 4-Agree Completely
* 2024 Will Try Any New Diet: 1-Disagree Completely
* 2024 Will Try Any New Diet: 2-Disagree Somewhat
* 2024 Will Try Any New Diet: 3-Agree Somewhat
* 2024 Will Try Any New Diet: 4-Agree Completely
* 2024 Went to Family Restaurant/Steak House Last 6 Mo
* 2024 Went to Family Restaurant/Steak House 4+ Times Last 30 Days
* 2024 Bought Bread at Convenience Store Last 30 Days
* 2024 Bought Breakfast Sandwich at Convenience Store Last 30 Days
* 2024 Bought Candy at Convenience Store Last 30 Days
* 2024 Bought Ice Cream at Convenience Store Last 30 Days
* 2024 Bought Juice Drink at Convenience Store Last 30 Days
* 2024 Bought Lunch Sandwich at Convenience Store Last 30 Days
* 2024 Bought Milk at Convenience Store Last 30 Days
* 2024 Bought Snack Food at Convenience Store Last 30 Days
* 2024 Bought Soft Drink (Bottle/Can) at Convenience Store Last 30 Days
* 2024 Bought Soft Drink (Fountain) at Convenience Store Last 30 Days
* Competition  
    
  2024 Food Stores (SIC54) Businesses
* 2024 Food Stores (SIC54) Sales
* 2024 Food Stores (SIC54) Employees  
  2024 Eating & Drinking (SIC58) Businesses
* 2024 Eating & Drinking (SIC58) Sales
* 2024 Eating & Drinking (SIC58) Employees
* 2024 Food & Beverage Retailers (NAICS445) Businesses
* 2024 Food & Beverage Retailers (NAICS445) Sales
* 2024 Food & Beverage Retailers (NAICS445) Employees
* 2024 Food Srv & Drinking Places (NAICS722) Businesses
* 2024 Food Srv & Drinking Places (NAICS722) Sales
* 2024 Food Srv & Drinking Places (NAICS722) Employees
* Location wrt traffic  
    
  2022 Workers 16+ Drove Alone to Work (ACS 5-Yr)
* 2022 Workers 16+ Carpooled (ACS 5-Yr)
* 2022 Workers 16+ Took Public Transportation (ACS 5-Yr)
* 2022 Workers 16+ Took a Bus or Trolley Bus (ACS 5-Yr)
* 2022 Workers 16+ Took Light Rail, Streetcar or Trolley (ACS 5-Yr)
* 2022 Workers 16+ Took a Subway or Elevated (ACS 5-Yr)
* 2022 Workers 16+ Took a Long-distance Train or Commuter Rail (ACS 5-Yr)
* 2022 Workers 16+ Took a Ferryboat (ACS 5-Yr)
* 2022 Workers 16+ Took a Taxicab (ACS 5-Yr)
* 2022 Workers 16+ Motorcycled (ACS 5-Yr)
* 2022 Workers 16+ Bicycled (ACS 5-Yr)
* 2022 Workers 16+ Walked (ACS 5-Yr)
* 2022 Workers 16+ Took Other Means of Transportation (ACS 5-Yr)
* 2022 Workers 16+ Worked at Home (ACS 5-Yr)

(locating near public transportation stops could be a factor where many take public transport)

* 2022 Owner Households with No Vehicles (ACS 5-Yr)
* 2022 Renter Households with No Vehicles (ACS 5-Yr)

But ideally, should be based on a traffic map)

* Average income and employment rates, avg housing prices
* 2024 Median Home Value (Esri)
* 2022 Median Home Value (ACS 5-Yr)
* 2024 Owner Occupied Housing Units (Esri)
* 2024 Renter Occupied Housing Units (Esri)
* 2024 Percent of Income for Mortgage (Esri)
* 2024 Socioeconomic Status Index (Esri)
* 2024 Median Disposable Income (Esri)
* 2024 Unemployment Rate (Esri)
* 2024 Median Net Worth (Esri)
* 2022 Population <19: No Health Insurance Coverage (ACS 5-Yr)
* 2022 Population 19-34: No Health Insurance Coverage (ACS 5-Yr)
* 2022 Population 35-64: No Health Insurance Coverage (ACS 5-Yr)
* 2022 Population 65+: No Health Insurance Coverage (ACS 5-Yr)
* 2022 Pop <18 in HHs: have No Computer (ACS 5-Yr)
* 2022 Pop 18-64 in HHs: have No Computer (ACS 5-Yr)
* 2022 Pop 65+ in HHs: have No Computer (ACS 5-Yr)
* 2022 HHs Below Poverty that Received Food Stamps/SNAP (ACS Tracts 5-Yr)
* 2022 HHs at/Above Poverty that Received Food Stamps/SNAP (ACS Tracts 5-Yr)

1. Costs of doing business (e.g. property values)
2. perhaps 2024 Median Home Value (Esri), as above but there should be other factors
3. Zoning laws and other regulations

* zoning map from SANDAG

1. Access to suppliers

* proximity to highways and distribution centers (in urban areas); proximity to farms (in rural areas) - need to find relevant layers

1. Availability of infrastructure (water, electricity, internet, etc.) including maps of utilities
2. Trends in food consumption (comparisons of 2024 and 2029)

* Cultural norms, crime
* 2024 Diversity Index (Esri)
* 2022 Pop 18-64 Speak only English (ACS 5-Yr)
* 2022 Pop 5-17 Speak only English (ACS 5-Yr)
* 2022 Pop 65+ Speak only English (ACS 5-Yr)
* 2022 Population in Nonfamily Households (ACS 5-Yr)
* 2022 Foreign-born Population (ACS Tracts 5-Yr)
* 2022 Foreign-born Pop: Naturalized U.S. Citizen (ACS Tracts 5-Yr)
* 2022 Foreign-born Pop: Not a U.S. Citizen (ACS Tracts 5-Yr)
* 2024 Total Crime Index (AGS)
* 2024 Personal Crime Index (AGS)
* 2024 Property Crime Index (AGS)

Ethnic composition may be much more detailed, of course