



Area Analysis

DEMOGRAPHIC REPORT

FIND YOUR SLICE OF THE PIE

Dr. Seymore Success

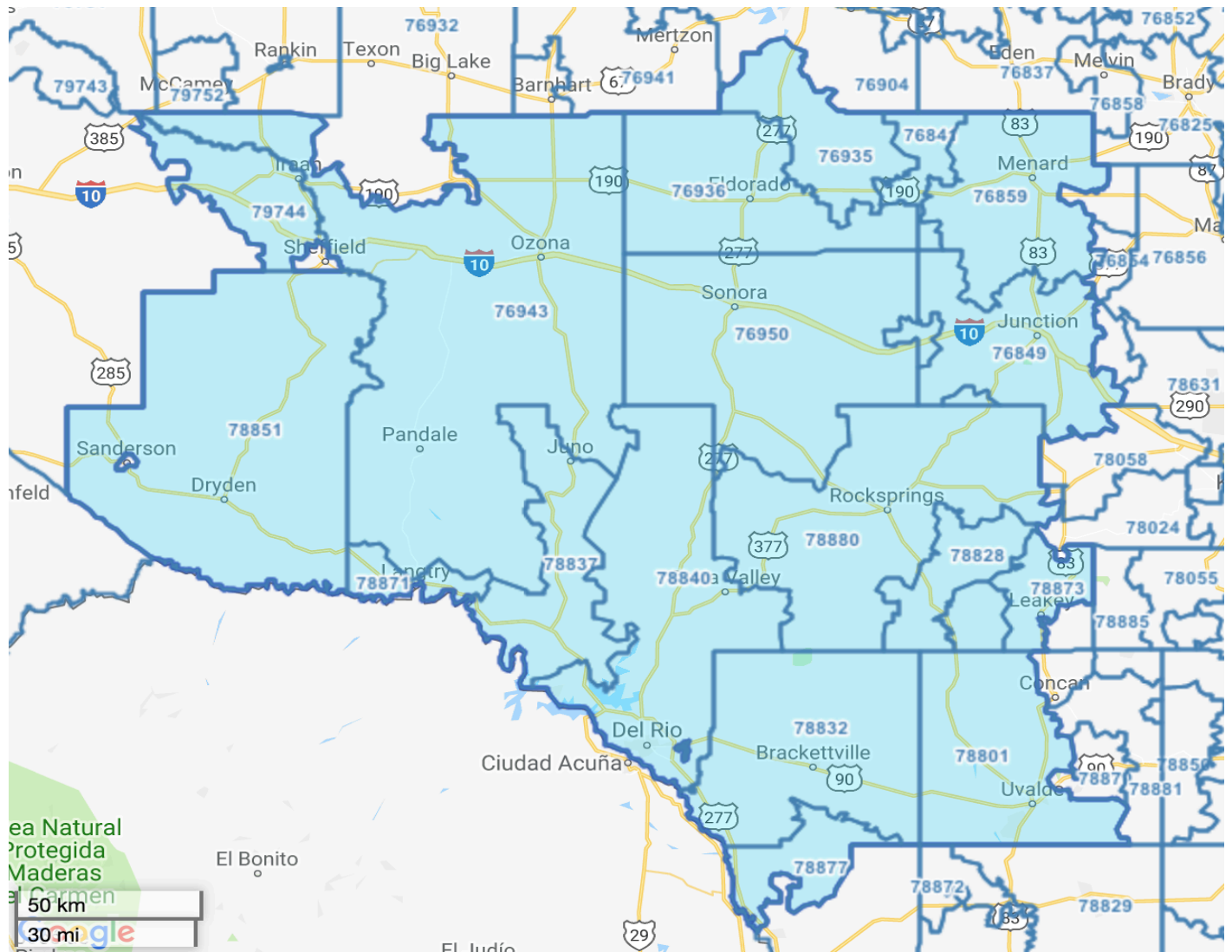
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Researched Area

23 Zip Codes were researched per request.

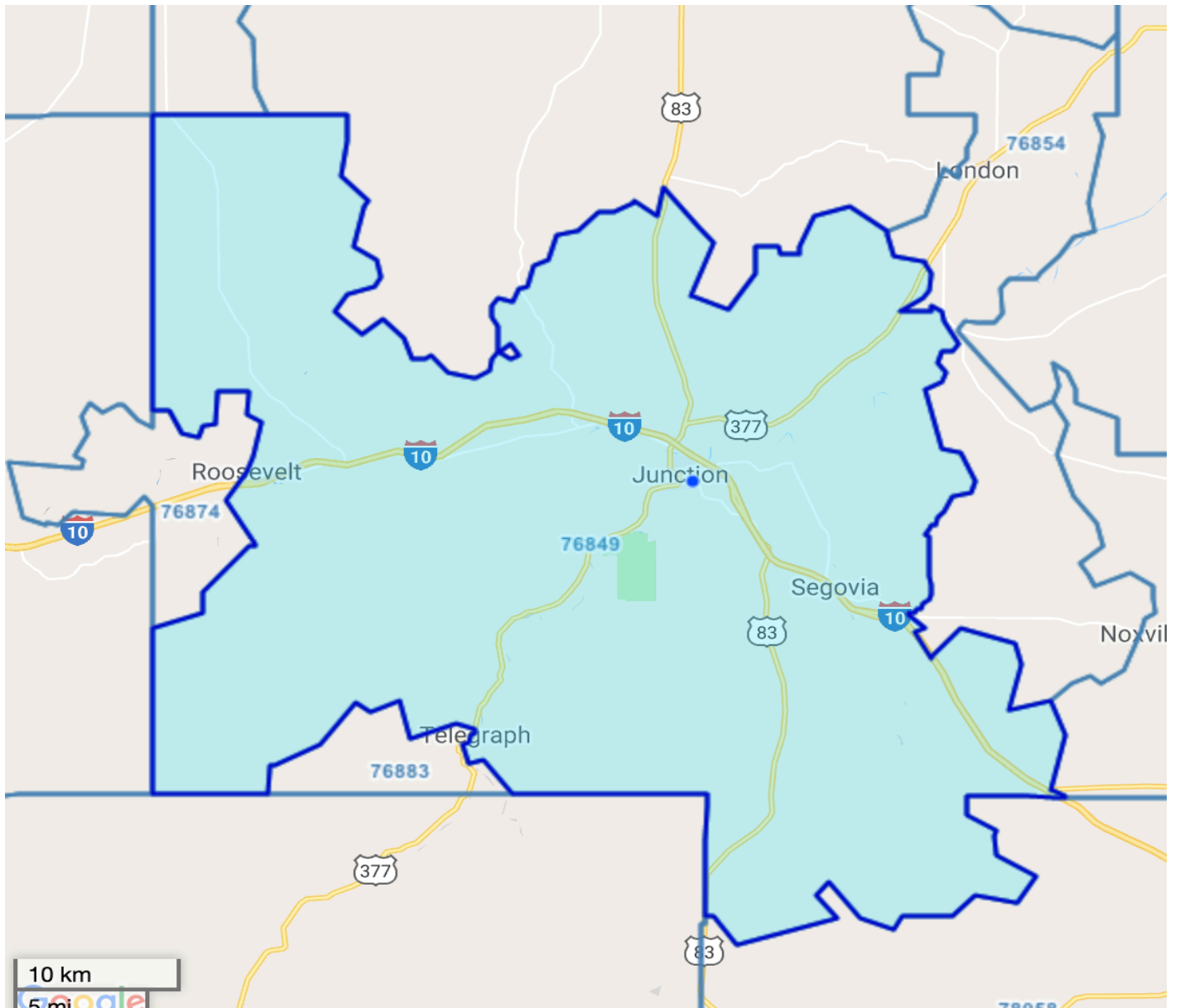


Requested Zip Codes

	General Dentists	Total Population	Dentist-to-Population Ratio (1 :)	Target Households (\$50K+)	Avg Household Size	Dentist-to-Target Population Ratio (1 :)	Median Household Income	Median Household Value	Median Age
76841	0	107	107	27	2.14	58	\$39,617	\$126,586	53
76849	1	3,472	3,472	545	2.16	1,177	\$42,714	\$89,925	47
76859	0	2,008	2,008	176	2.05	361	\$43,391	\$77,424	52
76874	0	51	51	15	2.08	31	\$59,483	\$105,969	52
76883	0	12	12	1	2.03	2	\$59,588	\$179,463	57
76935	0	1,671	1,671	404	2.52	1,018	\$81,435	\$125,123	42
76936	0	2,757	2,757	320	2.49	797	\$65,311	\$75,348	37
76943	0	3,560	3,560	400	2.45	980	\$55,199	\$74,700	38
76950	2	3,717	1,859	775	2.36	915	\$64,736	\$84,679	39
78801	8	22,847	2,856	2,177	2.83	770	\$45,435	\$75,086	32
78828	0	399	399	35	2.07	72	\$52,704	\$84,510	54
78832	0	3,696	3,696	273	2.39	652	\$38,957	\$57,872	41
78833	0	1,124	1,124	134	2.29	307	\$36,233	\$58,599	48
78837	0	353	353	41	2.2	90	\$53,683	\$95,262	51

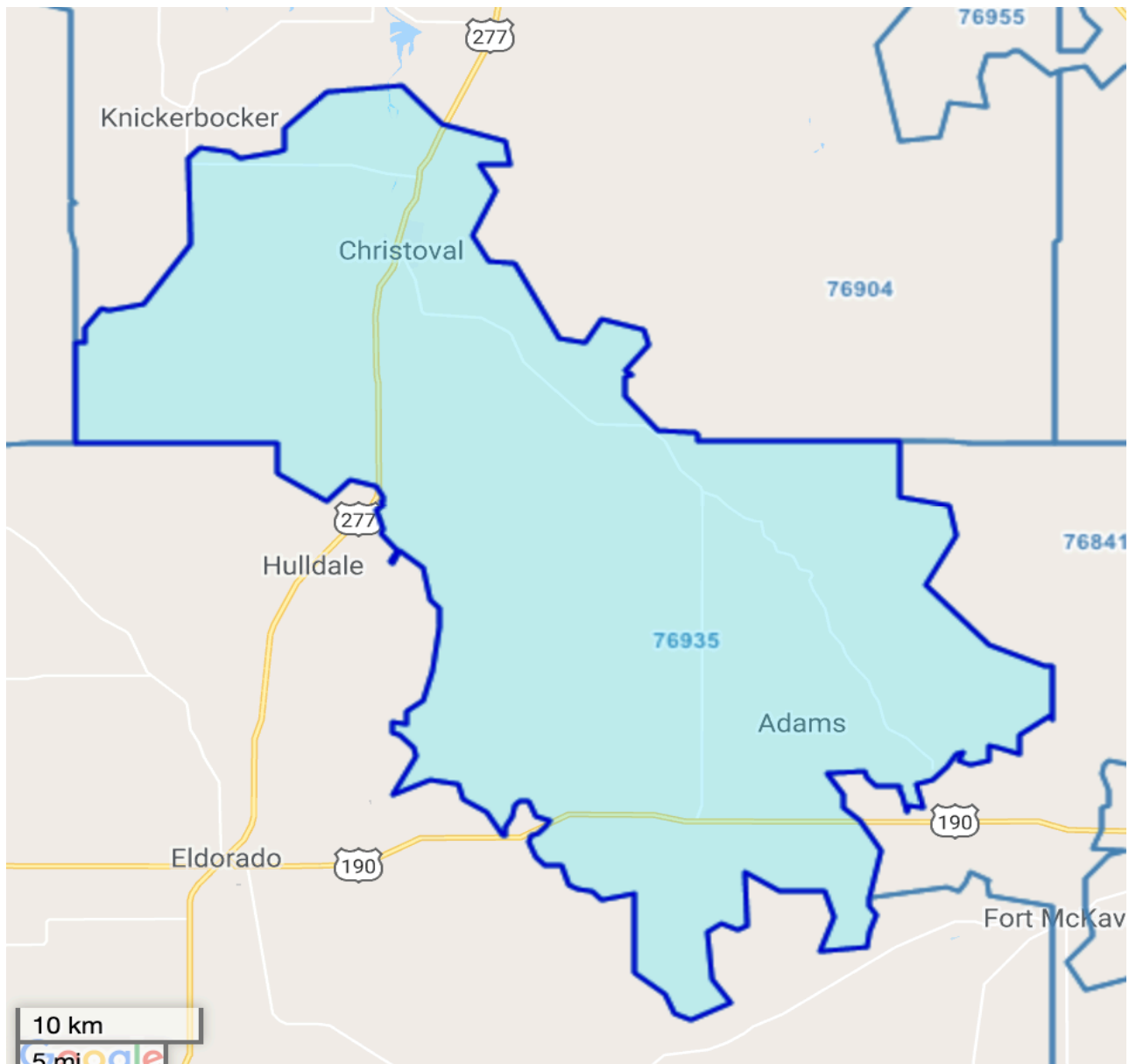
78840	8	48,500	6,063	5,257	2.89	1,899	\$47,869	\$87,601	31
78851	0	169	169	279	2.02	564	\$27,666	\$53,124	45
78873	1	1,660	1,660	50	2.18	109	\$41,120	\$103,419	52
78877	0	1,117	1,117	137	2.98	408	\$46,342	\$74,354	29
78880	0	1,627	1,627	169	2.34	395	\$47,188	\$66,648	44
79744	0	1,375	1,375	0	2.59	0	\$64,160	\$59,618	34

76849



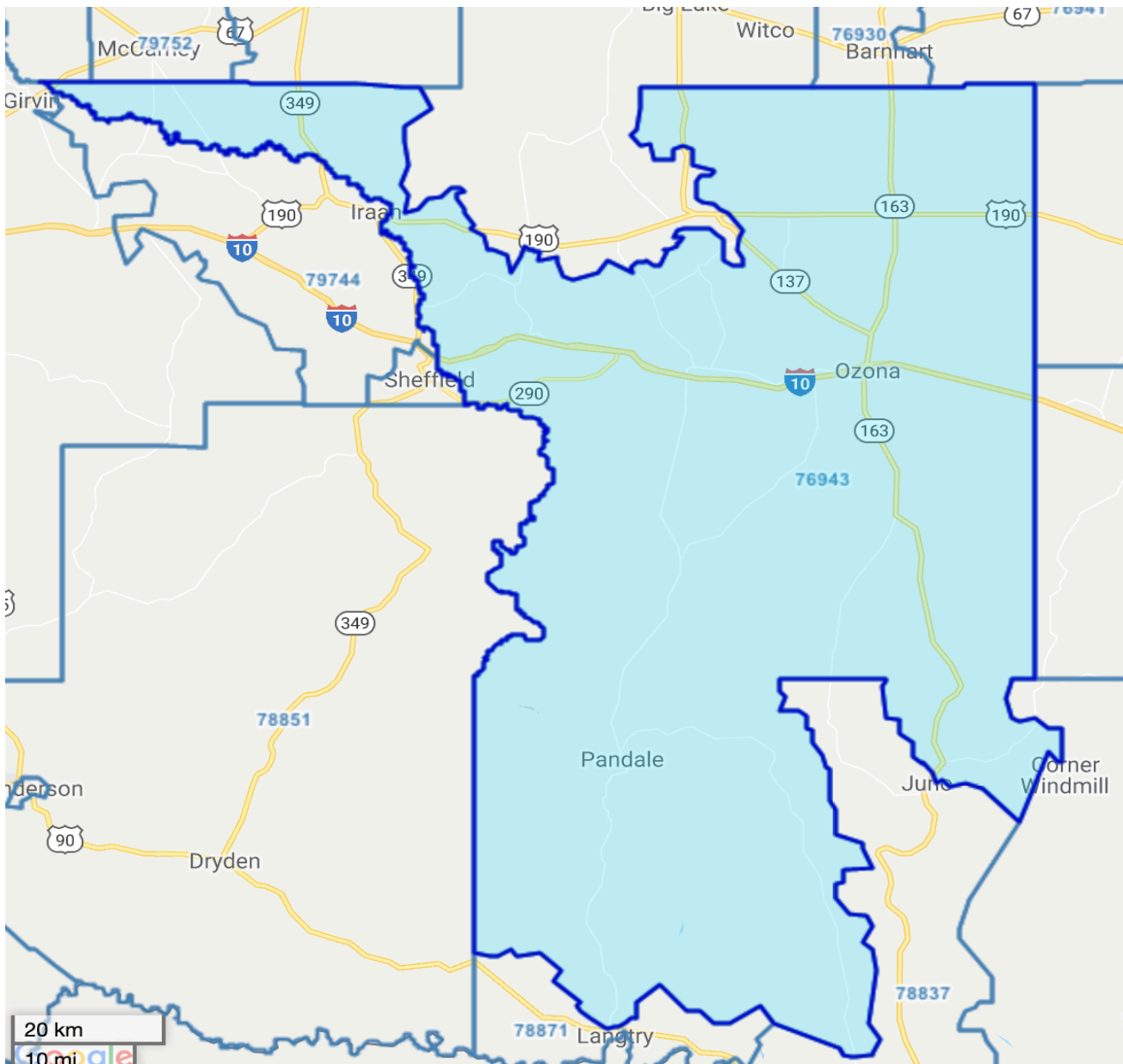
General dentist practices (blue pinpoints on map above):	1
Households with an estimated income of \$50K+:	545
Average household size:	2.16
Dentist-to-target population ratio (1 :):	1,177

76935



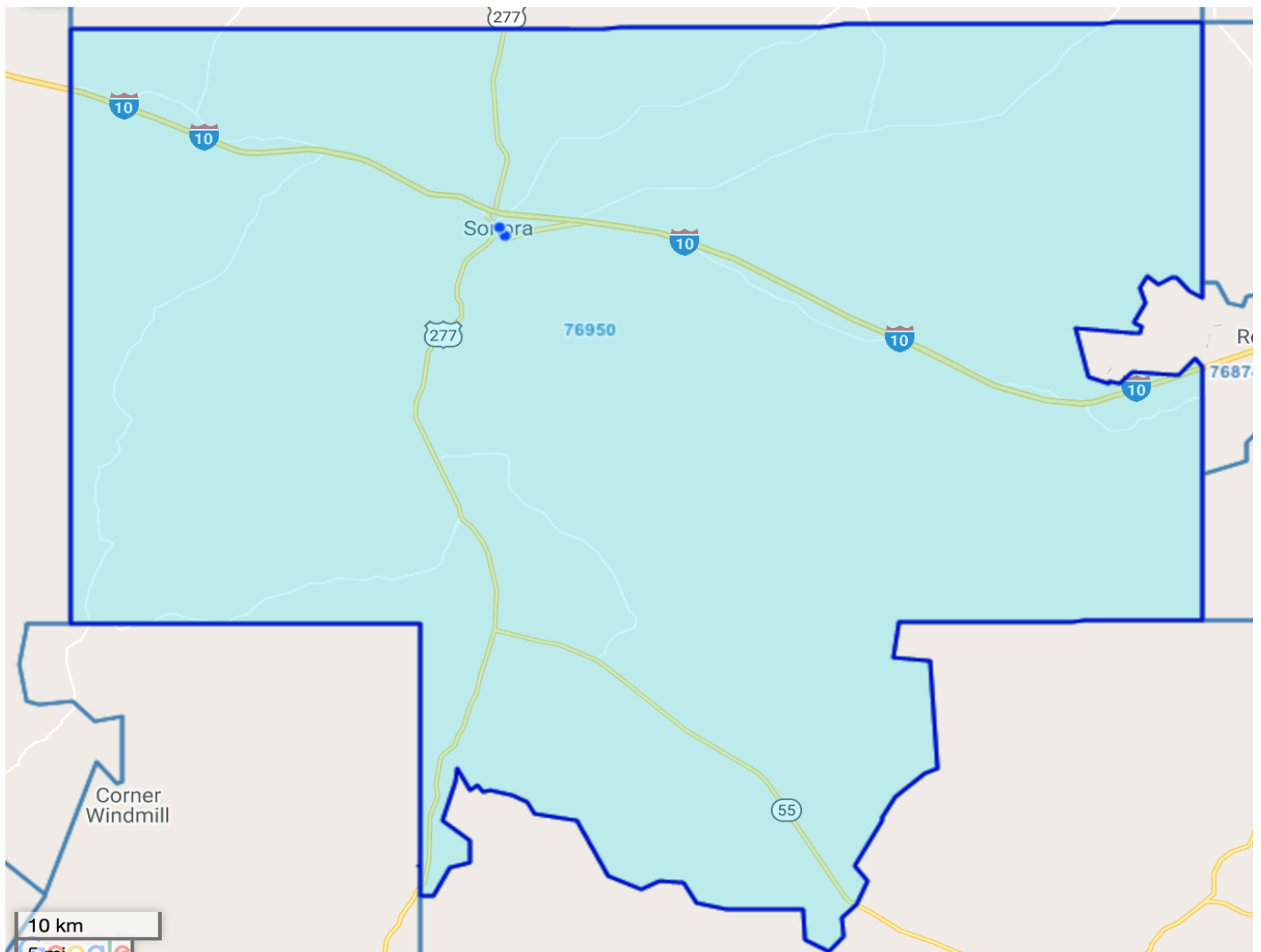
General dentist practices (blue pinpoints on map above):	0
Households with an estimated income of \$50K+:	404
Average household size:	2.52
Dentist-to-target population ratio (1 :):	1,018

76943



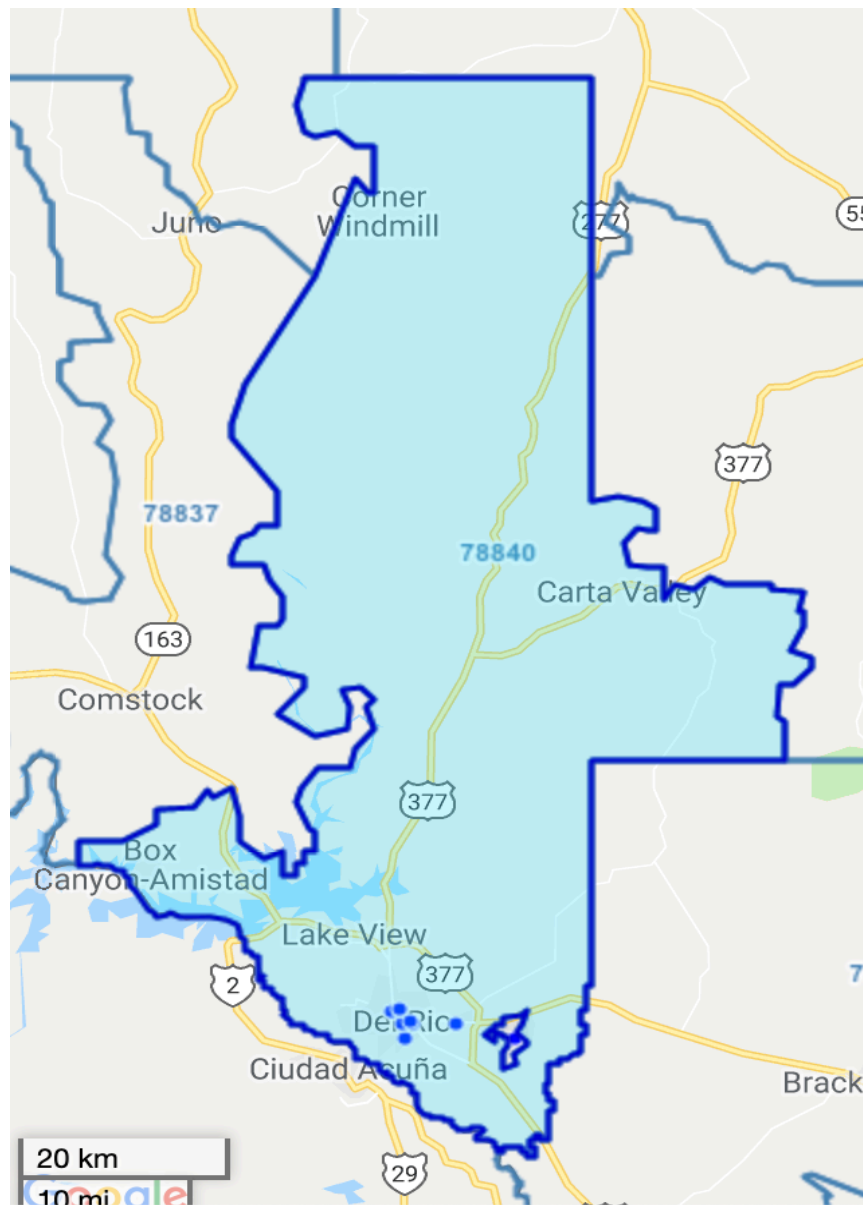
General dentist practices (blue pinpoints on map above):	0
Households with an estimated income of \$50K+:	400
Average household size:	2.45
Dentist-to-target population ratio (1 :):	980

76950



General dentist practices (blue pinpoints on map above):	2
Households with an estimated income of \$50K+:	775
Average household size:	2.36
Dentist-to-target population ratio (1 :):	915

78840



General dentist practices (blue pinpoints on map above):	8
Households with an estimated income of \$50K+:	5,257
Average household size:	2.89
Dentist-to-target population ratio (1 :):	1,899

Top Zip Code Analysis

	Dentist-to-Target Population Ratio	Median Household Income	Median Home Value	Income-to-Home Value Percentage	Population Density (Per Sq Mile)	Owner-Occupied Homes	Comparative Index
76849	1,177	\$42,714	\$89,925	47%	5	73%	28
	4	1		5	3	4	
76935	1,018	\$81,435	\$125,123	65%	5	88%	30
	3	5		3	4	5	
76943	980	\$55,199	\$74,700	74%	1	70%	15
	2	3		2	1	2	
76950	915	\$64,736	\$84,679	76%	2	73%	15
	1	4		1	2	3	
78840	1,899	\$47,869	\$87,601	55%	29	66%	32
	5	2		4	5	1	

In the chart above, the Comparative Index total is derived from weighted relative values for each of the following indicators (5 = most favorable, 1 = least favorable):

- **Dentist-to-Target Population Ratio:** This is calculated by using the client's target market (the "ideal patient" based on services the client wants to offer and type of practice the client wants to have, coupled with the demographics of the area) and direct competition (the same type of dentist as the client) within an area rather than using all dentists and the total population. This gives the client a much clearer and more accurate idea as to how well a potential practice will do at this specific location.
- **Median Household Income:** Higher incomes suggest a greater probability households will have sufficient income to spend on dentistry. Also higher income households generally have acquired more education, and more educated people are more likely to understand the importance of proper dental care.
- **Income-to-Home Value Percentage:** This percentage can tell more about what the patient can afford than what the household income alone indicates. All else being equal, a higher percentage of income spent on house payments suggests less discretionary income to spend on dentistry.
- **Population Density:** The surrounding population density is an important factor in business and marketing planning. A practice location that is seen by and accessible to a greater number of people has more opportunities to attract new patients. Population density is also an indication of how far a dentist would have to reach to establish a patient base.
- **Owner-Occupied Homes:** Homeowners tend to stay in their homes for an average of 7 years. Renters tend to stay in their homes for an average of 1-2 years. Because people tend to choose dental practices that are within close proximity of their homes, work, or children's school, homeowners tend to be longer-term patients for dentists. Targeting longer-term patients maximize marketing dollars by minimizing patient attrition.