



Specific Site

DEMOGRAPHIC REPORT

FIND YOUR SLICE OF THE PIE

Dr. Seymore Success

585 Eden Cir
Bear, DE 19701

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We strongly encourage the client to independently verify the number of dentists in the area before committing to any specific location. This is a summary report and its conclusions should not be taken as a professional recommendation for future practice site location. The client is solely responsible for using the information provided for continuing their location search in a systematic manner.

Note: The information contained the Specific Site Demographic Report is pulled from information generated by a third party. Practice Cafe, LLC is not responsible for discrepancies in the data shown. Practice Cafe recommends the client does additional research through search engines and uses firsthand knowledge to understand the primary competition.

Stats for 3-mile radius	585 Eden Cir, Bear, DE 19701			
	2019	State Average	National Average	5-Year Projection (2024)
Median Age	36	40	37	37
Leading Age Groups	25-34 - 16.8% 35-44 - 14.5%			
Homes with a Presence of Children	14%	12%	12%	13%
Ethnicity Breakdown	White - 46%	White - 66%	White - 72%	White - 45%
	Black - 37%	Black - 23%	Black - 12%	Black - 37%
	Asian - 8%	Asian - 4%	Asian - 5%	Asian - 9%
	Hispanic - 11%	Hispanic - 9%	Hispanic - 13%	Hispanic - 11%
	Pacific Islander - 0% Indian - 0%	Pacific Islander - 0%	Pacific Islander - 0%	Pacific Islander - 0%
Education Level (Associate's degree +)	27%	28%	27%	27%
Type of Household (Family vs. Non-Family)	Family - 63%			
Average Household Size	2.64	2.00	2.00	3.00
Median Household	\$75,672	\$70,478	\$63,622	\$86,103
Median Home Value	\$223,970			
Homes Occupied by	67%	72%	66%	67%
Population Density	3,963	2,279	2,776	3,991
Annual Health Care Spending	\$5,503			

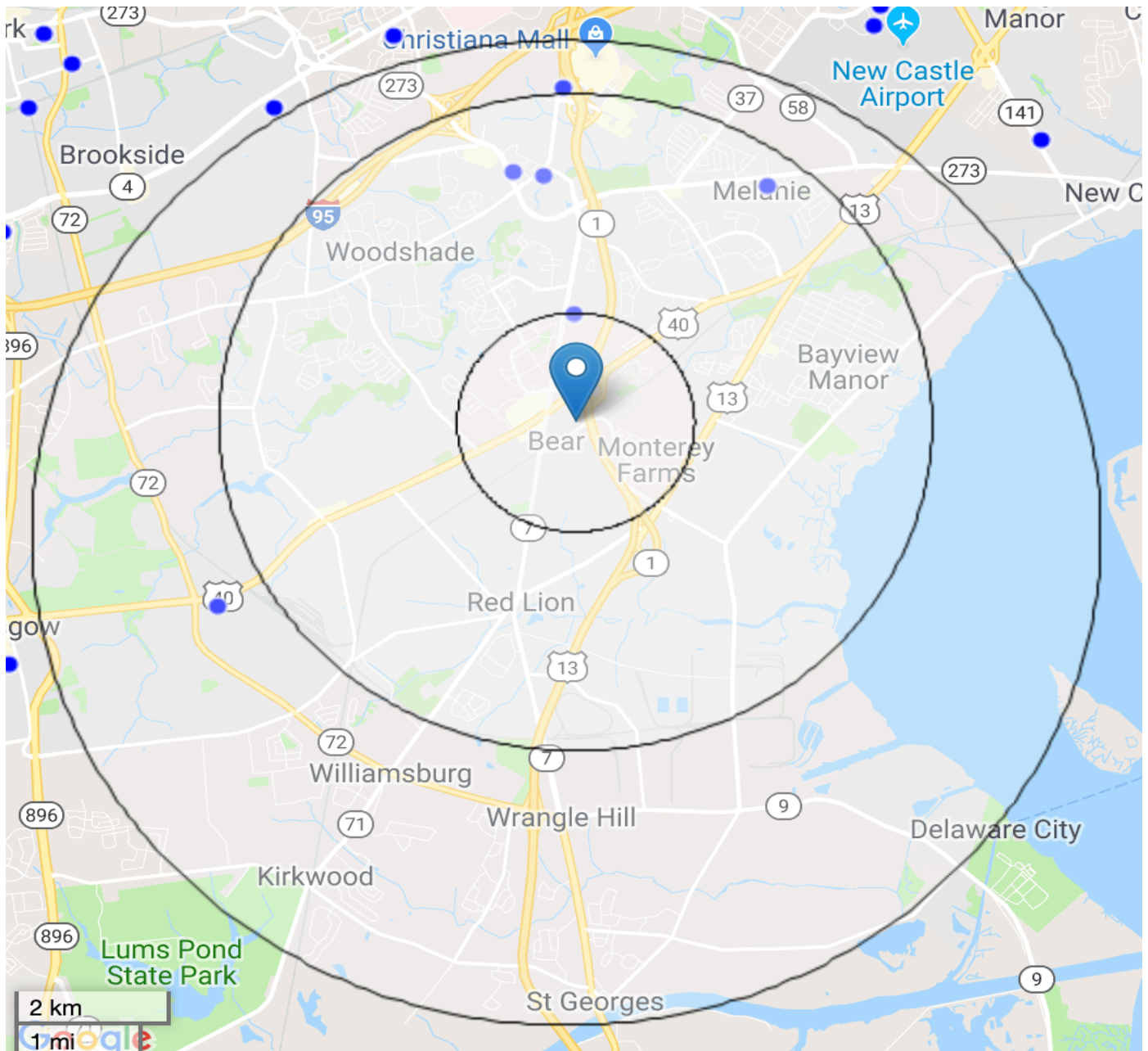
585 Eden Cir	1-Mile	3-Mile	Shifted 4.5-Mile
General Dentists*	0	4	8
Average Household Size	2.56	2.64	2.63
Total Population	9,591	71,945	104,791
Dentist-to-Total Population Ratio (1 :)	9,591	17,986	13,099
Target Households (Households with an Estimated Income of \$75K+)	1,796	9,950	15,982
Dentist-to-Target Population Ratio (1 :)	4,598	6,567	5,254

* The number of dentists shown is pulled from software that reports registered dental licenses, not practices. Therefore, despite its frequent updates, the software cannot produce 100 percent accurate counts of active dentists in a given area. Dentists registering their licenses to locations other than their practice (eg: home address) can effect the accuracy of the number.

Competition: General Dentists

These are dental practices that likely fit your same practice model. These practices are your primary competition as they generally offer similar services to a similar target patient base.

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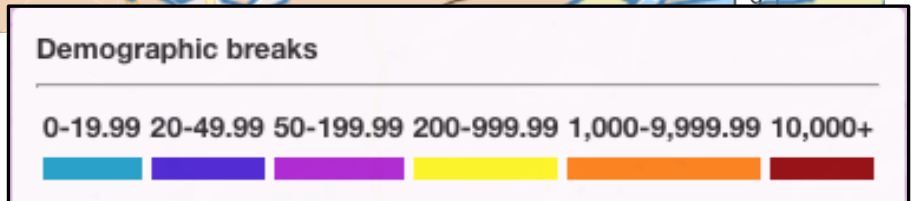
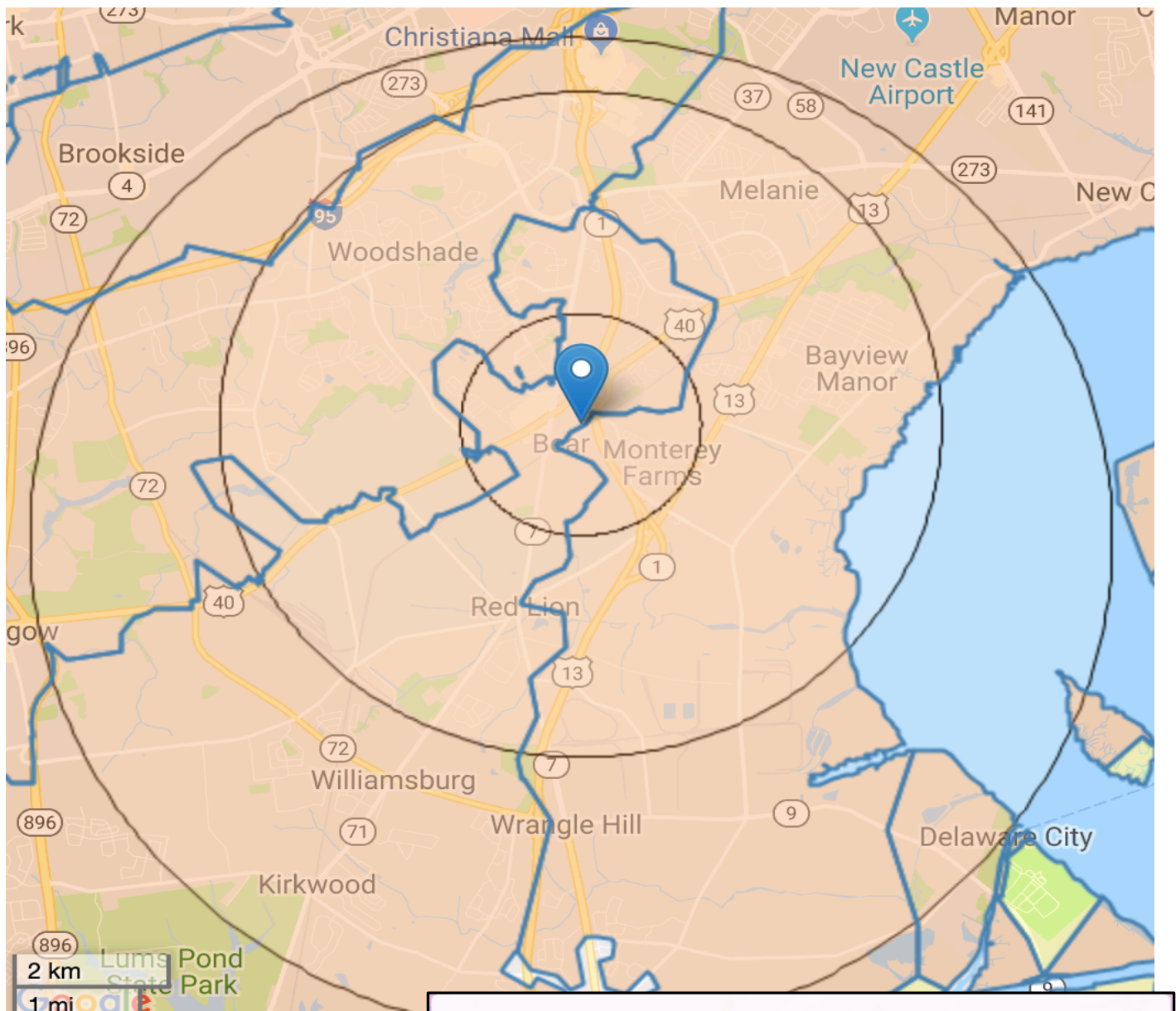
Clinic/Hospital/Company Name	Address	City	State	ZIP Code	Phone Number	URL
WALKER KELLY DDS	1991 PULASKI HWY	BEAR	DE	19701-1708	(302) 832-2200	
MARK WIECZOREK DMD PC	494 BEAR CHRISTIANA RD	BEAR	DE	19701-1039	(302) 838-3384	GSDENTISTRY.COM
GISPERT IGNACIO S DMD	189 CHRISTIANA RD	NEW CASTLE	DE	19720-3039	(302) 322-2303	
COOK'S DENTAL ASSOC	16 PEDDLERS ROW	NEWARK	DE	19702-1525	(302) 453-8700	
CHRISTIANA PLEASANT DENTAL	100 CHRISTIANA VLG PROF CTR	NEWARK	DE	19702-1510	(302) 738-3666	CHRISTIANAPLEASANTDENTAL.COM
CHRISTIANA PLEASANT DENTAL	100 CHRISTIANA VLG PROF CTR	NEWARK	DE	19702-1510	(302) 738-3666	
JAY J HARRIS PC	34 W MAIN ST # 400	NEWARK	DE	19702	(302) 453-1400	WILDSMILES4KIDS.COM
HARRIS CATHRYNE L DDS	220 CHRISTIANA MEDICAL CTR	NEWARK	DE	19702-1652	(302) 453-1400	WILDSMILES4KIDS.COM
CHRISTIANA DENTAL CTR	330 CHRISTIANA MEDICAL CTR	NEWARK	DE	19702-1653	(302) 369-3200	CHRISTIANASMILES.COM
CHRISTIANA DENTAL CTR	330 CHRISTIANA MEDICAL CTR	NEWARK	DE	19702-1653	(302) 369-3200	CHRISTIANASMILES.COM

Population Density

It's important to know where the majority of the population is located when considering where to put a practice, as this is likely where the majority of your new patient base will be.

Understanding the framework of an area's population density is also important. Multi-family dwellings (ie-apartments, condos and townhomes), or the homes located on smaller land lots can contribute to a higher population density, while underdevelopment (with potential future growth), rural development and larger land lots can decrease an area's population density.

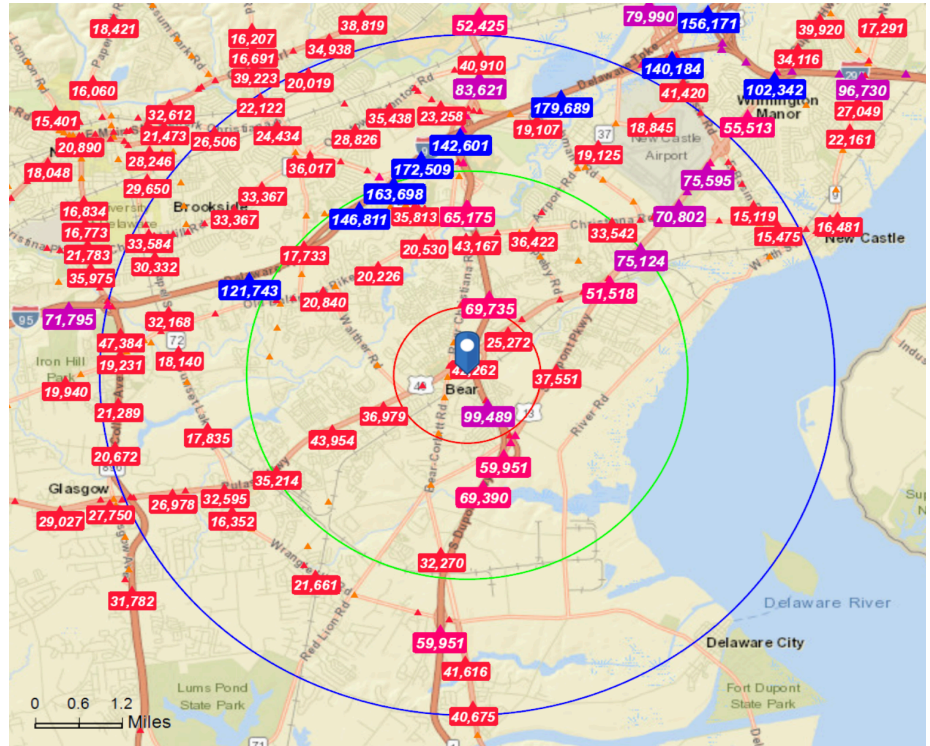
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Traffic Count

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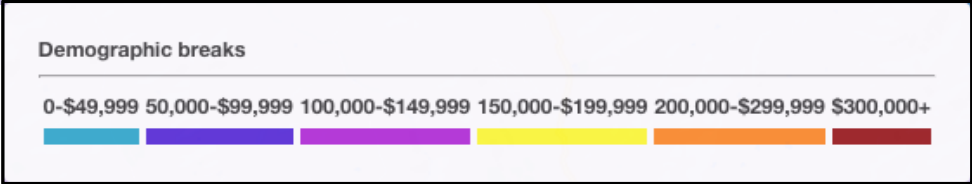
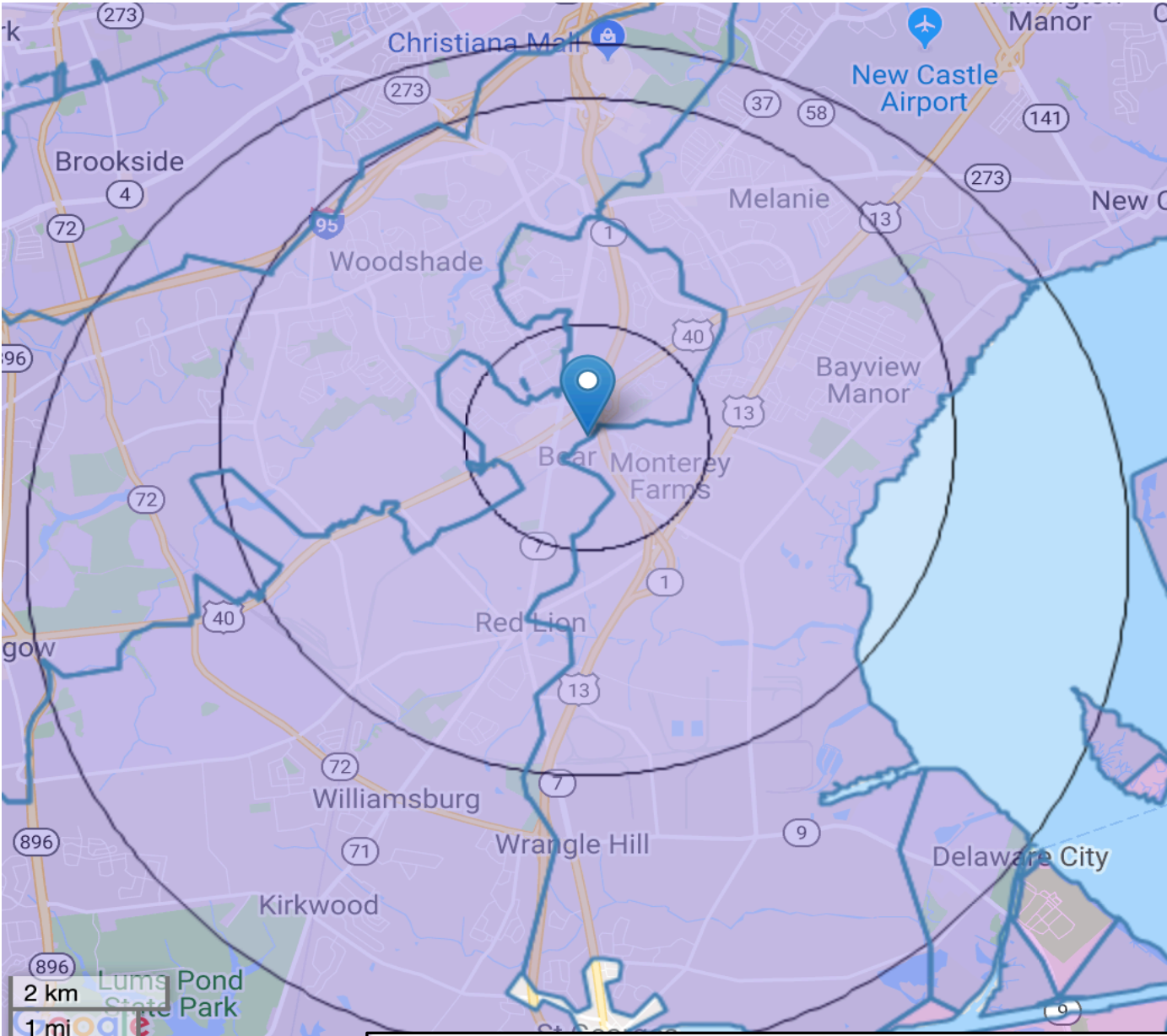
Average Daily Traffic Volume
▲ Up to 6,000 vehicles per day
▲ 6,001 - 15,000
▲ 15,001 - 30,000
▲ 30,001 - 50,000
▲ 50,001 - 100,000
▲ More than 100,000 per day



Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.07	Bear Tybouts Rd	State Rd 1 (0.11 miles NE)	2014	4,916
0.21	Pulaski Hwy	Eden Cir (0.03 miles SW)	2010	26,026
0.27	Bear Corbitt Rd	Wellspring Dr (0.18000001 miles S)	2014	14,788
0.27	Old Hamburg Rd	Glendale Pz W (0.05 miles NW)	2014	129
0.27	State Rd 1	Pulaski Hwy (0.07 miles N)	2003	42,262
0.28	E Main St	Pulaski Hwy (0.05 miles S)	2010	21,323
0.28	Bear Rd	Pigeon Run Dr (0.14 miles SE)	2014	3,552
0.35	Bear Tybouts Rd	Bear Corbitt Rd (0.08 miles SW)	2014	4,916
0.44	State Rd 1	Bear Tybouts Rd (0.38999999 miles NW)	2010	40,736
0.44	Bear Corbitt Rd	Bear Tybouts Rd (0.02 miles N)	2014	10,265
0.49	State Rd 1	Bear Tybouts Rd (0.43000001 miles NW)	2014	99,489
0.52	E Main St	Freedom Rd (0.27000001 miles N)	2014	14,167
0.62	Pulaski Hwy	Service (0.02 miles NE)	2014	43,954
0.78	Springfields Blvd	Bear Rd (0.07 miles SE)	2014	4,916
0.82	Smalleys Dam Rd	Freedom Rd (0.01 miles NW)	2014	2,512
0.83	Reybold Dr	Warfel Dr (4.46999979 miles SE)	2003	5,229
0.87	Pulaski Hwy	Robin Dr (0.04 miles NE)	2014	25,272
0.94	Bear Corbitt Rd	Corbitt Cir (0.06 miles S)	2014	10,265
0.97	Newtown Rd	E Main St (0.2 miles E)	2014	5,054
1.04	E Main St	Newtown Rd (0.08 miles S)	2014	17,668
1.05	State Rd 1	S Dupont Hwy (0.06 miles SE)	1997	35,671
1.09	S Dupont Hwy	State Rd 1 (0.06 miles SW)	2003	58,338
1.11	Pulaski Hwy	Shorewind Rd (0.06 miles NE)	1996	25,737
1.12	Hamburg Rd	S Dupont Hwy (0.07 miles NW)	2003	664
1.14	S Dupont Pkwy	Red Lion Rd (0.02 miles SW)	2003	58,338
1.21	S Dupont Hwy	Service (0.06 miles SW)	2014	37,551
1.21	Pulaski Hwy	David Pl (0.20999999 miles NE)	1999	36,979
1.23	State Rd 1	Christiana Meadows (0.05 miles N)	2014	69,735
1.23	Red Lion Rd	Plantation Ave (0.13 miles SW)	2014	4,259
1.23	Walther Rd	Pierce Run (0.12 miles NW)	2014	12,321

Median Household Income

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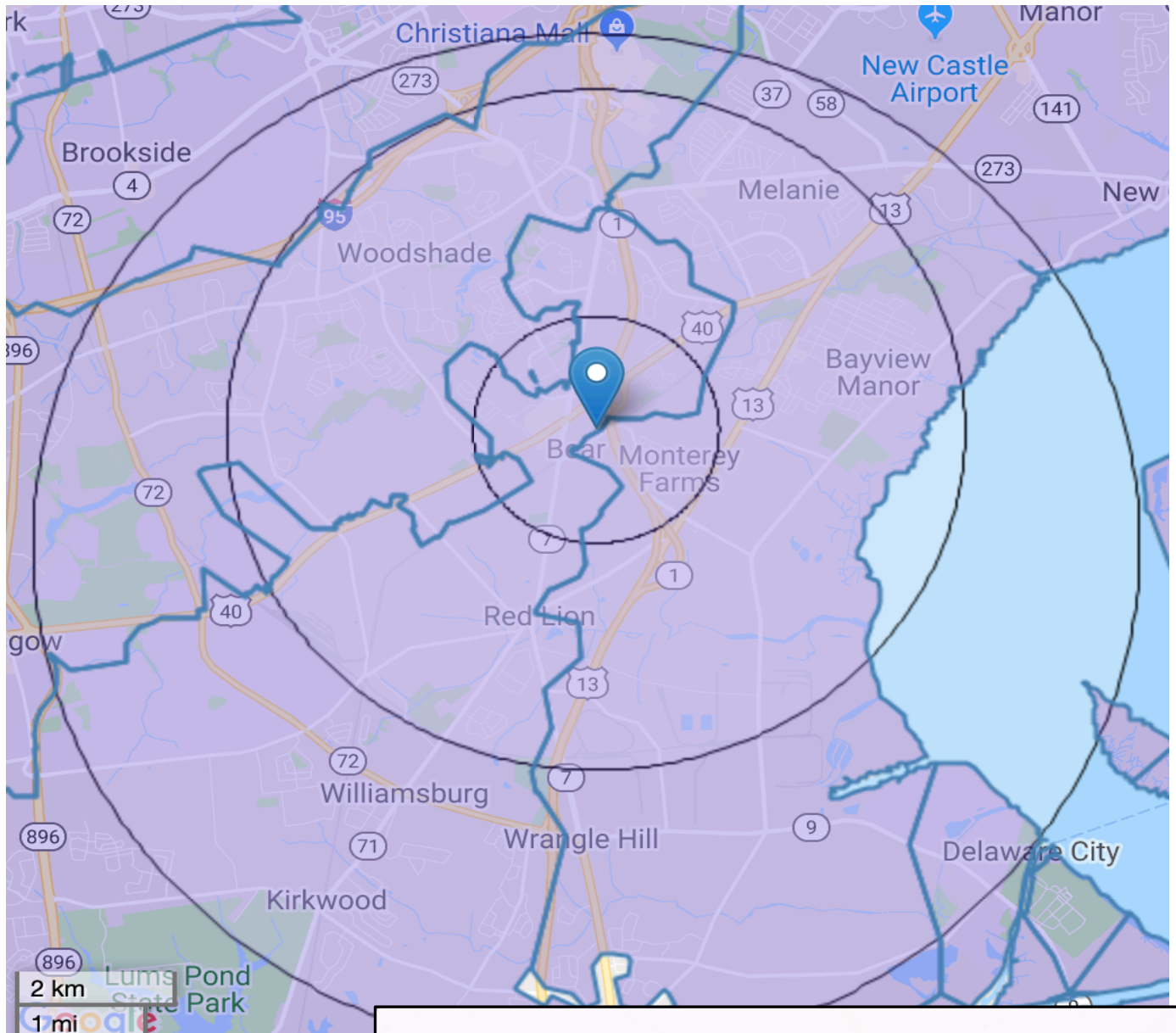


Median Home Value

When considering median household income and home value, it's important to consider the relationship between the two. When deciding who your marketing target is, here are a few general rules:

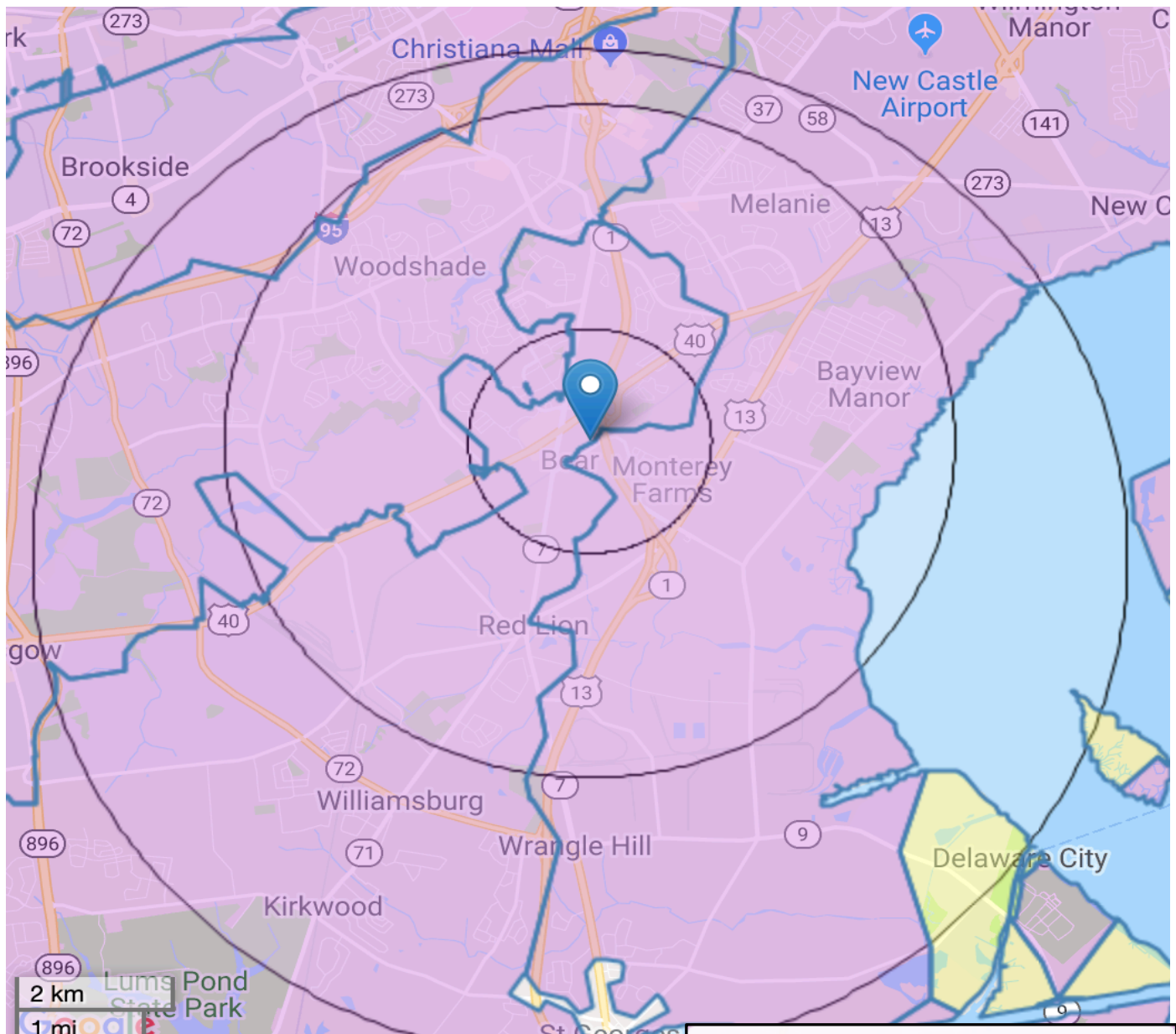
- If an area has high-home values but low- to moderate-income levels, this is a red flag.
- If an area has moderate-home values and moderate-income levels, homeowners may still be cautious with their money but generally more able to afford conservative treatment plans.
- If an area has low-home values but high-income levels, homeowners are more likely to have discretionary income to spend on more involved treatment plans and elective services.

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Median Age

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Demographic breaks

0-19 20-29 30-39 40-49 50-59 60+



Owner Occupied Households

Understanding the percentage of Owner Occupied Households is important because it shows the concentration of the residents that are likely going to be in the area for a longer period (rather than homes being rented or vacant).

It is important for the client to target homes that are occupied by the owner, as renters tend to move around more frequently, thus forming less of a loyal and permanent relationship with the client and his dental practice. It's important to target patients who are ideal for the practice, not only for the purpose of gaining the best new patient as possible initially, but also for the possible referrals that will come from each patient.

As mentioned above, homeowners stay in their homes for an average of 7 years as opposed to 1- to 2-year stays for renters. Targeting patients with a tendency toward stability and longevity increases the potential return from marketing dollars spent to attract new patients.

