Dental Practice Demographic Research

for

JANE DOE

July 9, 2022

The DENALI GROUP®

Dental Practice Demographic Research
for
5 Area Sample with two states
July 9, 2022

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Appendix—contains explanations of some terms used in this study and the client selected dental competition details.

- Explanation for real estate search
- Explanation of Terms
- Client selected dental competition details

July 9, 2022

Jane Doe
123 Main St.
Anywhere, IL 60137

RE: Dental Practice Demographic Research

Jane Doe -

We are excited you chose The Denali Group, Inc. for your Demographic Study. While no company can guarantee individual results, we hope that you find this thorough Demographic Study resource informative and easy to understand.

We believe that you will find our approach methodical and detail oriented. Many people would like the results in a simple, short, easy-to-digest format. We chose to start the study by defining a few terms and then presenting the conclusion. This provides you with the results at the beginning without having to dig for further information. We then present the tables which are for you to review in more detail or glance through for the highlights (literally in green highlighting). If you want all the details about the location(s), we have provided a detailed narrative that includes general state and county(s) data followed by the color-coded maps and finally the appendix. The appendix contains your selected dental competition details which can be used to further evaluate a possible final selection and as a marketing insight tool if that area is chosen. Because people absorb and retain information differently, we have provided the data through the conclusion summary, tables, detailed written narrative, and color-coded maps.

We also have additional resources available to help you achieve your goals though our On Call Expert service. On Call Expert is your one stop resource for dental practice success. Save time and money and eliminate the stress and headaches with our unbiased expert advice, guidance, and support. Click here for additional information about this service: https://thedenaligroup.net/on-call-experts/.

We are pleased to present this study to you and hope it makes clear the best options you now have before you to meet your future professional and personal location desires.

Sincerely yours,

THE DENALI GROUP

*Please note that this study is solely for your use and sharing or reselling of this information is a violation of copyright laws.

Key Term Definitions

Before we summarize the five areas, we believe that it would be beneficial to look at a few terms. These terms are less common than the usual demographic terms, and the definitions below provide maximum understanding of the study.

MPI

MPI stands for "Market Potential Index." The MPI is a figure that measures the relative likelihood of the population in a specified trade area to exhibit certain conscious behaviors or purchasing patterns compared to those of the U.S. population. This MPI data is a nationally representative survey of U.S. households and is based upon national tracking of population propensities to use various products or services applied to local demographic conditions. Usage data are collected by the firm, ESRI. An MPI of 100 is the "baseline" and it represents the U.S. average propensity to exhibit a particular behavior or purchasing pattern. **Thus any MPI figure below 100 indicates that the specified population under consideration is LESS LIKELY to exhibit this behavior or buying pattern than that of the rest of the U.S. population; while an MPI above 100 shows that that population is MORE LIKELY to display that behavior or buying pattern. Note: these MPI numbers come from household surveys.** The indexes exclude insurance reimbursements for medical and dental services. More detail on various important spending demographics are listed in Table 4 for the final study areas.

DVR

"Denali Viability Ranking" (DVR) - takes into consideration the current dental ratios, population, private dental spending, education level, and projected growth rates as compared to U.S. averages. We consider the minimum viability to be the US average DVR which is 5.0. Further explanation of this term can be found in the appendix of the Detailed Research and Findings.

TAPESTRY PROFILES

Tapestry Group segmentation of populations is a psychographic methodology that separates the U.S. Population differently than traditional demographics have in the past. This method instead divides populations into social groups based on **such criteria as their spending habits, educational level, interests, job types, travel experience, etc.** A big part of this categorization method is the similar psychology of people grouped into each segmented Tapestry Group. **They tend to live in similar places, spend their money similarly, and make crucial life decisions alike.** For this reason, it can be a very informative way to help a dentist choose a location for a new or relocating practice. Locations are categorized by the dominant Tapestry Group. This is NOT saying they are the ONLY group within a geographic area, but rather that their Tapestry characteristics tend to be dominant in that geographic area. Other Tapestry Groups often will be well represented in that same area so the entire population of an area will not always act in unison to the dominant Tapestry categorization.

ADJUSTED DENTIST-TO-POPULATION RATIO

This ratio considers dental spending in addition to the number of dentists. The higher the spending the better the ratio. A more detailed explanation of this term can be found in the appendix of the Detailed Research and Findings.

🔺 Radius Explanation

The following five areas were chosen for further research.

- Austin (West Slaughter Lane)
- Austin (MoPac Expressway)
- Glencoe
- Winnetka
- Glenview

Because these locations range in size, we picked radii that would be more consistent with what residents would be willing to travel. We also considered the number of households for the minimum radius. For consistency purposes, Tables 2 and 3 have the same radius for each of the locations. Austin (West Slaughter Lane) , Austin (MoPac Expressway) , Winnetka, and Glenview have a radius of 2 miles. Glencoe has a radius of 3 miles.

It is also crucial to consider marketing areas when looking at demographics to determine the type of target market and messaging necessary to acquire a particular market segment. Tables 2A & 3A have considered the marketing perspective by adjusting the radii of the areas based on the marketable area best suited for the type of practice to be opened. To get the best suited marketable area for a location, there are a few factors that are considered. For example, a general practice looking to open in a suburban area should to take into consideration the closest 10,000 households that have an income of $50,000 and above. By comparing each area this way, it's easier to see how big the marketing area would have to be to reach the ideal type of patient. In these tables, the radius for Winnetka is expanded to reach enough households. For the marketing tables, 2A and 3A, Austin (West Slaughter Lane) , Austin (MoPac Expressway) , and Glenview have a radius of 2 miles. Glencoe and Winnetka have a radius of 3 miles.

Please note that Table 4 also contains detailed demographic data for a larger radius of each area in addition to the radius from Tables 2 and 3. We will refer to these as smaller radius (orange circle) or larger radius (blue circle) throughout the study.
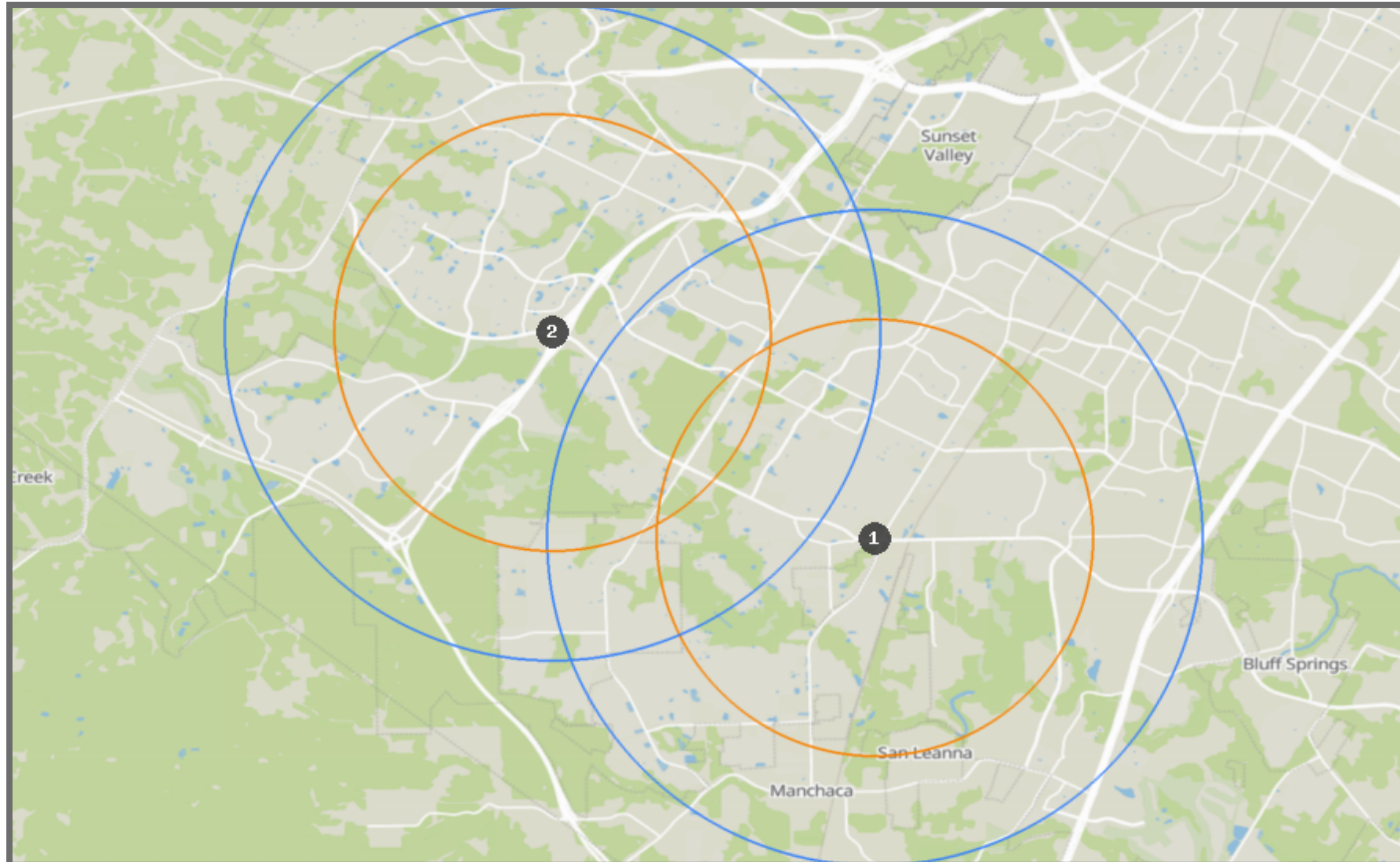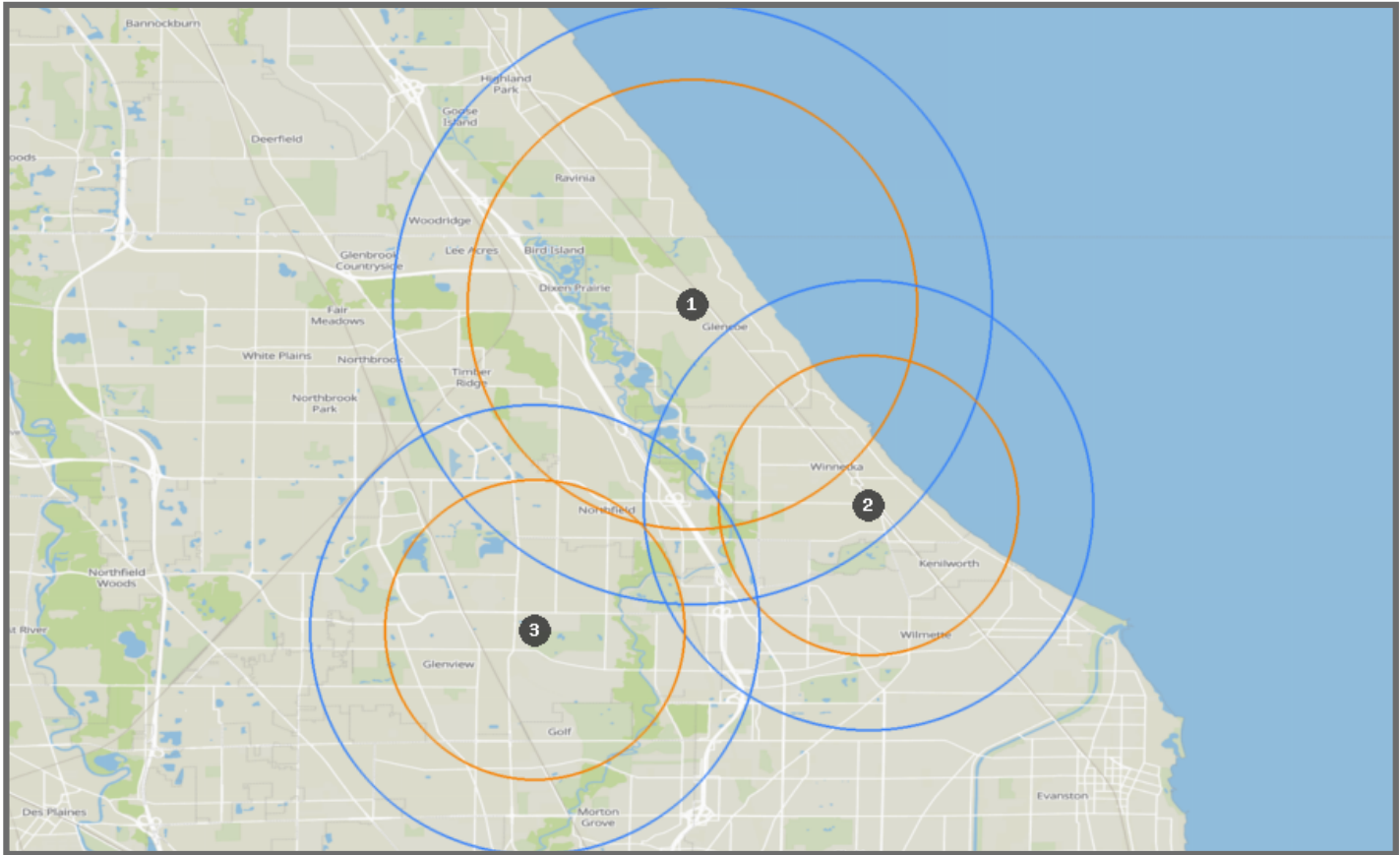
1. Austin (West Slaughter Lane) - Orange circle is 2 miles and Blue circle is 3 miles. Marketing radius is 2 miles.
2. Austin (MoPac Expressway) - Orange circle is 2 miles and Blue circle is 3 miles. Marketing radius is 2 miles.

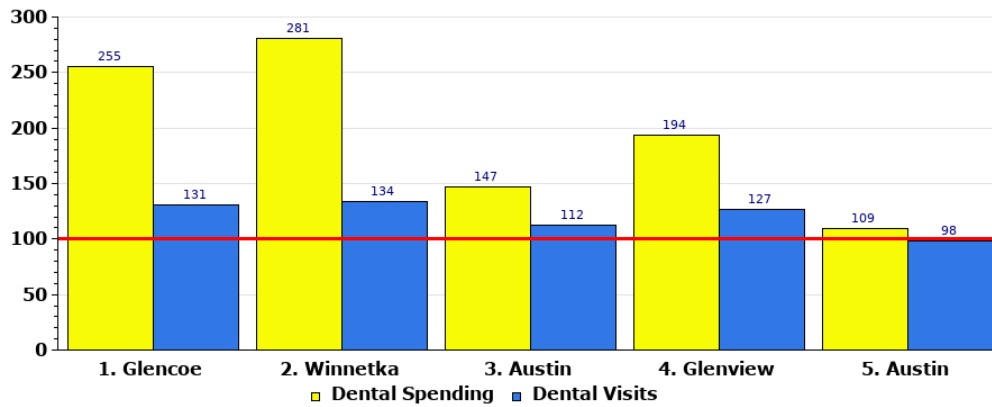*Demographic Research For Jane Doe*

Locations

1. Glencoe - Orange circle is 3 miles and Blue circle is 4 miles. Marketing radius is 3 miles.
2. Winnetka - Orange circle is 2 miles and Blue circle is 3 miles. Marketing radius is 3 miles.
3. Glenview - Orange circle is 2 miles and Blue circle is 3 miles. Marketing radius is 2 miles.
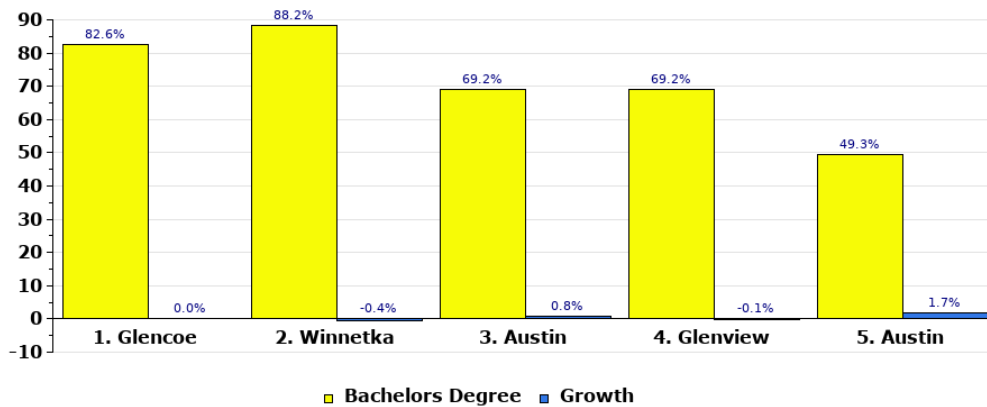
Demographic Research For Jane Doe

⛰ Conclusion

In summary, all five areas are viable for a family practice. Final Five Area Rankings: five of the preferred areas selected and researched for this study appear to have favorable demographics and solid projected growth rates as well as solid general demographics.

Dental Spending and Dental Visits (MPI)

Area	Dental Spending	Dental Visits
1. Glencoe	255	131
2. Winnetka	281	134
3. Austin	147	112
4. Glenview	194	127
5. Austin	109	98

Bachelors Degree and Population Growth Rate (%)

Area	Bachelors Degree	Growth
1. Glencoe	82.6%	0.0%
2. Winnetka	88.2%	-0.4%
3. Austin	69.2%	0.8%
4. Glenview	69.2%	-0.1%
5. Austin	49.3%	1.7%

1. Glencoe

This area contains the best potential market for a new family practice for Jane Doe.

- The second highest median home value at $763,099

- The second highest percentage of home ownership 80.4%
- The second lowest (best) average housing cost as a percent of income 21.4%
- The second highest percentage of the population with a bachelor's degree at 82.6%
- The second highest per capita income, second highest median income, and second highest average household income
- The third highest number of new residents projected in the next 5 years at -79
- The highest number of daytime employees at 30,120
- The third highest number of daytime residents at 20,620
- The second highest dental spending at $1,027 (MPI 255)
- The second best adjusted dentist-to-population ratio at 1 to 4,503
- The second highest percentage of the population visiting a dentist at 49.9% (MPI 131)
- The second highest DVR at 22.5

2. Winnetka

This area contains the second-best potential market for a new family practice.

- The highest median home value at $910,430
- The highest percentage of home ownership 81.5%
- The lowest (best) average housing cost as a percent of income 21.3%
- The highest percentage of the population with a bachelor's degree at 88.2%
- The highest per capita income, highest median income, and highest average household income
- The highest dental spending at $1,131 (MPI 281)
- The highest percentage of the population visiting a dentist at 50.6% (MPI 134)
- DVR at 16.5

3. Austin (MoPac Expressway)

This area contains the third-best potential market for a new family practice.

- The second highest percentage of growth between 2010-2020 at 8.1%
- The second highest projected population growth, 2021 to 2026, at 4.1%
- Home ownership rate of 72.5%
- The third highest (tied) percentage of the population with a bachelor's degree at 69.2%
- The second highest number of new residents projected in the next 5 years at 1,656

- The second best dentist-to-population ratio at 1 to 3,132
- The best adjusted dentist-to-population ratio at 1 to 4,604
- The highest DVR at 23.6

4. Glenview

This area contains a good potential market for a new family practice.

- The third highest percentage of growth between 2010-2020 at 2.9%
- The third highest median home value at $531,460
- The third highest percentage of home ownership 78.8%
- The third highest (tied) percentage of the population with a bachelor's degree at 69.2%
- The third highest per capita income, third highest median income, and third highest average household income
- The second highest number of daytime employees at 21,342
- The second highest number of daytime residents at 21,422
- The third highest dental spending at $780 (MPI 194)
- The third best dentist-to-population ratio at 1 to 2,163
- The third highest percentage of the population visiting a dentist at 48.0% (MPI 127)
- DVR at 16.6

5. Austin (West Slaughter Lane)

This area contains a good potential market for a new family practice.

- The highest percentage of growth between 2010-2020 at 21.5%
- The highest projected population growth, 2021 to 2026, at 8.7%
- The highest number of new residents projected in the next 5 years at 4,750
- The highest number of daytime residents at 23,375
- The best dentist-to-population ratio at 1 to 3,913
- The third best adjusted dentist-to-population ratio at 1 to 4,265
- The third highest DVR at 17.9

Based on the questionnaire completed at the start of this study, Jane Doe indicated they will be opening a startup that will be a family practice. Based on their preferences in the questionnaire and the type of

practice, our recommendation considers the following factors: educated population, family households with children, future growth, dental spending, dental visits, number of dentists in the area, and average household income. Our recommendation takes all this information into consideration.

Glencoe is our top choice. Compared to the other locations, Glencoe ranks the second best in family households with children, educated population, and average household income. The DVR for this area is second highest at 22.5 and is much better than the U.S. average of 5. Percentage of population with a bachelor's degree is second highest at 82.6% and is higher than the US at 30.9%. Projected annual population growth rate is at -0.04% and is lower than the US at 0.70%. Dental spending is second highest at $1027 (MPI 255) and is higher than the US average. Dental visits is second highest at 49.9% (MPI 131) and is higher than the US average. Dentist-to-population ratio is second worst at 1:1,766 and is worse than the US at 2,032. Adjusted dentist-to-population ratio is second best at 1:4,503. Family households with children is second highest at 77.0% and is higher than the US at 65.5%. There is also a significant employee population to consider which increases the potential of this area. This area has solid promise for a startup Family Practice.

Winnetka is our second choice. Compared to the other locations, Winnetka ranks the best in family households with children, educated population, and average household income. The DVR for this area is at 16.5 and is better than the U.S. average of 5. Percentage of population with a bachelor's degree is highest at 88.2% and is higher than the US at 30.9%. Projected annual population growth rate is at -0.40% and is lower than the US at 0.70%. Dental spending is highest at $1131 (MPI 281) and is higher than the US average. Dental visits is highest at 50.6% (MPI 134) and is higher than the US average. Dentist-to-population ratio is worst at 1:1,315 and is worse than the US at 2,032. Adjusted dentist-to-population ratio is worst at 1:3,696. Family households with children is highest at 78.2% and is higher than the US at 65.5%. Because the marketing DVR is even higher, the potential increases even more with a targeted marketing campaign. This area has solid promise for a startup Family Practice.

Austin (MoPac Expressway) is our third choice. The DVR for this area is highest at 23.6 and is much better than the U.S. average of 5. Percentage of population with a bachelor's degree is third highest (tied) at 69.2% and is higher than the US at 30.9%. Projected annual population growth rate is second highest at 0.80% and is higher than the US at 0.70%. Dental spending is at $590 (MPI 147) and is higher than the US average. Dental visits is at 42.5% (MPI 112) and is higher than the US average. Dentist-to-population ratio is second best at 1:3,132 and is better than the US at 2,032. Adjusted dentist-to-population ratio is best at 1:4,604. Family households with children is at 66.4% and is higher than the US at 65.5%. This area has solid promise for a startup Family Practice.

Glenview is a viable location. The DVR for this area is at 16.6 and is better than the U.S. average of 5. Percentage of population with a bachelor's degree is third highest (tied) at 69.2% and is higher than the US at 30.9%. Projected annual population growth rate is at -0.09% and is lower than the US at 0.70%. Dental spending is third highest at $780 (MPI 194) and is higher than the US average. Dental visits is third highest at 48% (MPI 127) and is higher than the US average. Dentist-to-population ratio is third best at 1:2,163 and is better than the US at 2,032. Adjusted dentist-to-population ratio is second worst at

1:4,196. Family households with children is third highest at 72.1% and is higher than the US at 65.5%. There is also a significant employee population to consider which increases the potential of this area. This area has solid promise for a startup Family Practice.

Austin (West Slaughter Lane) is a viable location. The DVR for this area is third highest at 17.9 and is better than the U.S. average of 5. Percentage of population with a bachelor's degree is at 49.3% and is higher than the US at 30.9%. Projected annual population growth rate is highest at 1.68% and is higher than the US at 0.70%. Dental spending is at $438 (MPI 109) and is higher than the US average. Dental visits is at 37.2% (MPI 98) and is lower than the US average. Dentist-to-population ratio is best at 1:3,913 and is better than the US at 2,032. Adjusted dentist-to-population ratio is third best at 1:4,265. Family households with children is at 59.6% and is lower than the US at 65.5%. There is also a significant employee population to consider which increases the potential of this area. This area has solid promise for a startup Family Practice.

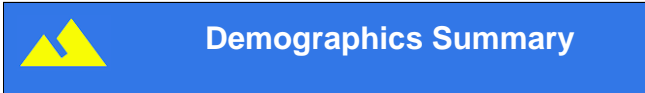Denali Viability Ranking (DVR) and Denali Viability Ranking +2 (DVR+2)
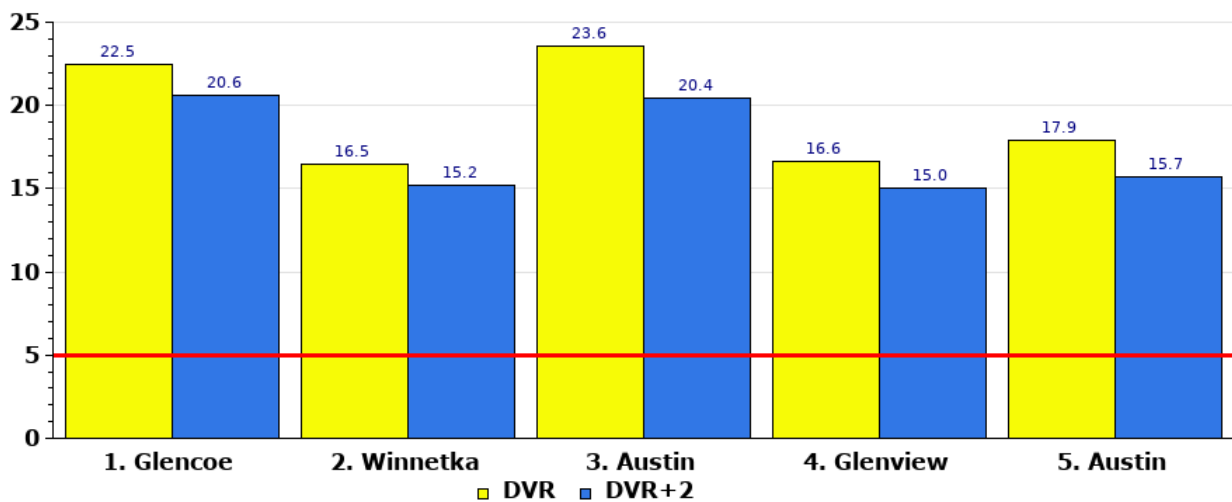
⛰ Additional Considerations

In addition to the demographics, there are other factors to consider. The biggest factor is any and all non-compete agreements. The penalties associated with violating a non-compete can be severe. Consideration should also be given to any geographical barriers such as a river, lake, ocean, national forest area, mountain, etc. Geographical barriers can change people's ability and willingness to travel. Sometimes these barriers can be psychological as well like not crossing a major highway. Destination centers such as malls, grocery shopping centers, Target and Wal-Mart stores, etc. should also be considered. These destination centers attract people and bring people in from different areas which could increase target markets. Available real estate is also a big consideration. Where real estate is available or where practices are located to purchase determine the final location. The key decision to be made at this time is the selection of the top two or three areas to focus the search in.

Please refer to the following sections for the data tables, detailed narrative of each area, and color-coded maps detailing our demographic research and analysis of all locations studied. A thorough review of these is an integral part of understanding the research and findings contained in this study. The Demographic Summary Table summarizes what Denali believes are the key demographic metrics to assist the client in deciding on the best area(s) for a startup of a family practice.

Demographics Summary

Demographic Characteristic	West Slaughter Lane	MoPac Expressway	Dundee Road	Willow Road	Sanford Court	Preferred Area Average
	Austin Texas	Austin Texas	Glencoe Illinois	Winnetka Illinois	Glenview Illinois	
Radius Distances	2 miles	2 miles	3 miles	2 miles	2 miles	Small Radius
INCOME						
Per capita income	$41,067	$54,650	$91,218	$96,176	$69,061	$70,434
Median household income	$85,640	$115,058	$180,404	$200,001	$128,308	$141,882
Average household income	$101,076	$138,912	$245,566	$273,983	$183,723	$188,652
POPULATION						
Population 2021	54,777	40,720	37,081	30,250	38,929	40,351
Households	22,062	16,087	13,753	10,669	14,751	15,464
Population >= 18 Years old	77.8%	75.0%	76.1%	72.5%	77.3%	75.7%
Population < 18 Years old	22.2%	25.0%	23.9%	27.5%	22.7%	24.3%
Population, Projected 2026	59,527	42,376	37,002	29,657	38,752	41,463
Projected Annual Population Growth Rate, (2021 - 2026)	1.7%	0.8%	0.0%	-0.4%	-0.1%	0.4%
New Projected Residents Added (2021-2026)	4,750	1,656	-79	-593	-177	1,111
New Households Added (2021-2026)	1,997	670	38	-197	-55	491
Total Daytime Employees	20,212	17,715	30,120	14,459	21,342	20,770
Total Daytime Residents 2021	23,375	18,102	20,620	17,648	21,422	20,233
Percentage of Daytime Employees to Total Residents	36.9%	43.5%	81.2%	47.8%	54.8%	52.8%
INDEXES 2021						
Dental $ Index/HH	109	147	255	281	194	197
All Health Care $ Index/HH	107	142	244	269	184	189
Health Ins $ Index/HH	107	142	246	271	185	190
Percent Visiting Dentist	37.2%	42.5%	49.9%	50.6%	48.0%	45.6%
Percent Visiting Dentist Index	98	112	131	134	127	120
DENTIST RATIOS 2021						
Total GP Dentists	14	13	21	23	18	18
Dentist to Population Ratio	3,913	3,132	1,766	1,315	2,163	2,458
"Adjusted Dentist to Population Ratio"	4,265	4,604	4,503	3,696	4,196	4,253
Denali Viability Ranking (DVR)	17.9	23.6	22.5	16.5	16.6	19.4
Denali Viability Ranking (DVR) +2	15.7	20.4	20.6	15.2	15.0	17.4

NOTE: All percentages are rounded. ESRI data pulled as of July 9, 2022. Data showing future dates are projections.

Table #2 Significant Demographic Characteristics

Demographic Analysis for Jane Doe

Demographic Characteristic Latitude / Longitude: Radius	West Slaughter Lane Austin Texas 30.1738, -97.82417 2 miles	MoPac Expressway Austin Texas 30.20112, -97.86705 2 miles	Dundee Road Glencoe Illinois 42.13926, -87.76392 3 miles	Willow Road Winnetka Illinois 42.1004, -87.72984 2 miles	Sanford Court Glenview Illinois 42.07625, -87.79444 2 miles	Area Average
POPULATION						
Population 2021	54,777	40,720	37,081	30,250	38,929	40,351
2010 Total Population	45,102	37,679	37,605	31,274	38,046	37,941
2020 Total Population	54,808	40,735	37,329	30,489	39,145	40,501
Projected Total Population 2026	59,527	42,376	37,002	29,657	38,752	41,463
Population Change, 2010 - 2020	21.5%	8.1%	-0.7%	-2.5%	2.9%	5.9%
Annual Population Change Rate, 2021 - 2026	1.7%	0.8%	0.0%	-0.4%	-0.1%	0.4%
POPULATION AGE BREAKDOWN						
Median Age	35.7	38.2	48.8	46.6	47.5	43.4
Under 4 years old	6.3%	6.4%	4.5%	5.0%	4.9%	5.4%
5 - 9 years old	6.3%	7.3%	6.3%	7.2%	6.5%	6.7%
10 - 14 years old	6.4%	7.5%	7.9%	9.4%	7.2%	7.7%
15 - 24 years old	11.6%	10.4%	11.7%	12.7%	10.4%	11.4%
25 - 44 years old	35.4%	29.9%	14.9%	13.7%	18.1%	22.4%
Number of Adults 25-44	19,391	12,195	5,540	4,151	7,065	9,668
45 - 64 years old	23.0%	27.5%	30.1%	30.7%	28.1%	27.9%
Number of Adults 45-64	12,617	11,217	11,143	9,279	10,943	11,040
65 years and over	11.0%	10.9%	24.6%	21.4%	24.9%	18.6%
Number of Adults 65 years and older	6,021	4,449	9,121	6,483	9,675	7,150
0 - 14 years old	19.0%	21.2%	18.8%	21.5%	18.5%	19.8%
Number of Children 0-14 years old	10,382	8,641	6,957	6,492	7,195	7,933

NOTE: All percentages are rounded. ESRI data pulled as of July 9, 2022. Data showing future dates are projections.

Highlighted fields signify favorable characteristics on a comparison basis with the other locations listed and/or national averages

Table #2 Significant Demographic Characteristics - Page 2

Demographic Analysis for Jane Doe

Demographic Characteristic Latitude / Longitude: Radius	West Slaughter Lane Austin Texas 30.1738, -97.82417 2 miles	MoPac Expressway Austin Texas 30.20112, -97.86705 2 miles	Dundee Road Glencoe Illinois 42.13926, -87.76392 3 miles	Willow Road Winnetka Illinois 42.1004, -87.72984 2 miles	Sanford Court Glenview Illinois 42.07625, -87.79444 2 miles	Area Average
HOUSING						
Housing units	22,742	16,375	14,968	11,696	15,554	16,267
Median home value	$282,968	$381,915	$763,099	$910,430	$531,460	$573,974
Home ownership rate	61.5%	72.5%	80.4%	81.5%	78.8%	74.9%
Renter-occupied housing	35.5%	25.7%	11.5%	9.7%	16.0%	19.7%
Vacant housing units	3.0%	1.8%	8.1%	8.8%	5.2%	5.4%
Average Cost of Housing	$22,185	$29,871	$52,671	$58,486	$40,049	$40,652
Average Housing Cost as a Percent of Income	21.9%	21.5%	21.4%	21.3%	21.8%	21.6%
HOUSEHOLDS						
Households	22,062	16,087	13,753	10,669	14,751	15,464
Average household size	2.47	2.52	2.67	2.83	2.62	2.62
Family households	59.6%	66.4%	77.0%	78.2%	72.1%	70.7%
Household with children	32.8%	38.3%	38.2%	43.1%	34.4%	37.4%
High school graduate or higher	94.3%	97.6%	99.1%	99.1%	96.8%	97.4%
Bachelor degree or higher	49.3%	69.2%	82.6%	88.2%	69.2%	71.7%
RACE & ETHNICITY						
White	74.4%	79.6%	89.9%	89.5%	80.3%	82.7%
Black	5.1%	2.9%	0.9%	0.4%	1.0%	2.1%
Native American	0.7%	0.5%	0.1%	0.1%	0.1%	0.3%
Asian	4.9%	9.2%	6.6%	7.5%	14.8%	8.6%
Pacific Islanders	0.1%	0.1%	0.0%	0.0%	0.1%	0.1%
Other Race	10.5%	4.1%	0.8%	0.5%	1.6%	3.5%
Hispanic or Latino of any race	36.2%	19.2%	3.9%	3.0%	6.5%	13.8%

Table #2 Significant Demographic Characteristics - Page 3

Demographic Analysis for Jane Doe

Demographic Characteristic Latitude / Longitude: Radius	West Slaughter Lane Austin Texas 30.1738, -97.82417 2 miles	MoPac Expressway Austin Texas 30.20112, -97.86705 2 miles	Dundee Road Glencoe Illinois 42.13926, -87.76392 3 miles	Willow Road Winnetka Illinois 42.1004, -87.72984 2 miles	Sanford Court Glenview Illinois 42.07625, -87.79444 2 miles	Area Average
INCOME						
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Median household income	$85,640	$115,058	$180,404	$200,001	$128,308	$141,882
Average household income	$101,076	$138,912	$245,566	$273,983	$183,723	$188,652
HOUSEHOLD INCOME BREAKDOWN						
Less than $25,000	9.3%	5.4%	7.2%	5.3%	8.9%	7.2%
$25,000 - $34,999	5.3%	2.5%	3.1%	2.3%	3.7%	3.4%
$35,000 - $49,999	11.6%	7.4%	4.5%	3.8%	4.9%	6.4%
$50,000 - $74,999	15.6%	11.1%	7.5%	6.6%	10.6%	10.3%
$75,000 - $99,999	16.4%	13.0%	5.5%	6.3%	11.1%	10.5%
$100,000 - $149,999	23.8%	25.7%	14.3%	12.7%	16.6%	18.6%
$150,000 - $199,999	10.9%	17.7%	11.9%	10.5%	12.6%	12.7%
$200,000 or more	7.2%	17.1%	46.0%	52.5%	31.6%	30.9%
$50,000 - $99,999	32.0%	24.0%	13.0%	12.9%	21.7%	20.7%
Number of Households $50,000 - $99,999	7,052	3,867	1,782	1,376	3,198	3,455
$35,000 - $149,999	67.3%	57.2%	31.7%	29.3%	43.3%	45.8%
Number of Households $35,000 - $149,999	14,854	9,195	4,362	3,129	6,382	7,584
EMPLOYMENT STATUS						
Persons employed in labor force	31,617	22,735	16,506	12,620	17,601	20,216
Unemployed civilians	3.6%	4.2%	3.1%	3.6%	4.3%	3.8%
Workers By Occupation:						
Management Occupations	21.1%	28.5%	38.5%	41.2%	29.6%	31.8%
Professional Occupations	30.5%	39.9%	36.5%	35.4%	35.2%	35.5%
Sales Occupations	10.7%	9.7%	10.3%	11.3%	11.2%	10.6%
Admin Occupations	12.4%	8.1%	5.9%	4.5%	8.1%	7.8%
Services	12.7%	7.7%	4.9%	3.7%	7.0%	7.2%
All Other Occupations/Blue Collar	12.6%	6.2%	4.0%	3.9%	8.9%	7.1%

Table #2a - Marketing Radius
Significant Demographic Characteristics

Demographic Analysis for Jane Doe

Demographic Characteristic Latitude / Longitude: Radius	West Slaughter Lane Austin Texas 30.1738, -97.82417 2 miles	MoPac Expressway Austin Texas 30.20112, -97.86705 2 miles	Dundee Road Glencoe Illinois 42.13926, -87.76392 3 miles	Willow Road Winnetka Illinois 42.1004, -87.72984 3 miles	Sanford Court Glenview Illinois 42.07625, -87.79444 2 miles	Area Average
POPULATION						
Population 2021	54,777	40,720	37,081	64,309	38,929	47,163
2010 Total Population	45,102	37,679	37,605	65,729	38,046	44,832
2020 Total Population	54,808	40,735	37,329	64,636	39,145	47,331
Projected Total Population 2026	59,527	42,376	37,002	63,352	38,752	48,202
Population Change, 2010 - 2020	21.5%	8.1%	-0.7%	-1.7%	2.9%	6.0%
Annual Population Change Rate, 2021 - 2026	1.7%	0.8%	0.0%	-0.3%	-0.1%	0.4%
POPULATION AGE BREAKDOWN						
Median Age	35.7	38.2	48.8	47.2	47.5	43.5
Under 4 years old	6.3%	6.4%	4.5%	4.9%	4.9%	5.4%
5 - 9 years old	6.3%	7.3%	6.3%	6.7%	6.5%	6.6%
10 - 14 years old	6.4%	7.5%	7.9%	8.5%	7.2%	7.5%
15 - 24 years old	11.6%	10.4%	11.7%	12.0%	10.4%	11.2%
25 - 44 years old	35.4%	29.9%	14.9%	15.1%	18.1%	22.7%
Number of Adults 25-44	19,391	12,195	5,540	9,726	7,065	10,783
45 - 64 years old	23.0%	27.5%	30.1%	30.2%	28.1%	27.8%
Number of Adults 45-64	12,617	11,217	11,143	19,409	10,943	13,066
65 years and over	11.0%	10.9%	24.6%	22.6%	24.9%	18.8%
Number of Adults 65 years and older	6,021	4,449	9,121	14,508	9,675	8,755
0 - 14 years old	19.0%	21.2%	18.8%	20.1%	18.5%	19.5%
Number of Children 0-14 years old	10,382	8,641	6,957	12,941	7,195	9,223

NOTE: All percentages are rounded. ESRI data pulled as of July 9, 2022. Data showing future dates are projections.

Highlighted fields signify favorable characteristics on a comparison basis with the other locations listed and/or national averages

Table #2a - Marketing Radius - Page 2
Significant Demographic Characteristics

Demographic Analysis for Jane Doe

Demographic Characteristic Latitude / Longitude: Radius	West Slaughter Lane Austin Texas 30.1738, -97.82417 2 miles	MoPac Expressway Austin Texas 30.20112, -97.86705 2 miles	Dundee Road Glencoe Illinois 42.13926, -87.76392 3 miles	Willow Road Winnetka Illinois 42.1004, -87.72984 3 miles	Sanford Court Glenview Illinois 42.07625, -87.79444 2 miles	Area Average
HOUSING						
Housing units	22,742	16,375	14,968	25,525	15,554	19,033
Median home value	$282,968	$381,915	$763,099	$745,665	$531,460	$541,021
Home ownership rate	61.5%	72.5%	80.4%	78.7%	78.8%	74.4%
Renter-occupied housing	35.5%	25.7%	11.5%	13.2%	16.0%	20.4%
Vacant housing units	3.0%	1.8%	8.1%	8.1%	5.2%	5.2%
Average Cost of Housing	$22,185	$29,871	$52,671	$52,294	$40,049	$39,414
Average Housing Cost as a Percent of Income	21.9%	21.5%	21.4%	21.6%	21.8%	21.6%
HOUSEHOLDS						
Households	22,062	16,087	13,753	23,453	14,751	18,021
Average household size	2.47	2.52	2.67	2.72	2.62	2.60
Family households	59.6%	66.4%	77.0%	75.4%	72.1%	70.1%
Household with children	32.8%	38.3%	38.2%	39.9%	34.4%	36.7%
High school graduate or higher	94.3%	97.6%	99.1%	98.6%	96.8%	97.3%
Bachelor degree or higher	49.3%	69.2%	82.6%	84.1%	69.2%	70.9%
RACE & ETHNICITY						
White	74.4%	79.6%	89.9%	85.1%	80.3%	81.9%
Black	5.1%	2.9%	0.9%	1.0%	1.0%	2.2%
Native American	0.7%	0.5%	0.1%	0.1%	0.1%	0.3%
Asian	4.9%	9.2%	6.6%	10.6%	14.8%	9.2%
Pacific Islanders	0.1%	0.1%	0.0%	0.0%	0.1%	0.1%
Other Race	10.5%	4.1%	0.8%	0.8%	1.6%	3.6%
Hispanic or Latino of any race	36.2%	19.2%	3.9%	3.8%	6.5%	13.9%

Table #2a - Marketing Radius - Page 3
Significant Demographic Characteristics

Demographic Analysis for Jane Doe

Demographic Characteristic Latitude / Longitude: Radius	West Slaughter Lane Austin Texas 30.1738, -97.82417 2 miles	MoPac Expressway Austin Texas 30.20112, -97.86705 2 miles	Dundee Road Glencoe Illinois 42.13926, -87.76392 3 miles	Willow Road Winnetka Illinois 42.1004, -87.72984 3 miles	Sanford Court Glenview Illinois 42.07625, -87.79444 2 miles	Area Average
INCOME						
Per capita income	$41,067	$54,650	$91,218	$88,208	$69,061	$68,841
Median household income	$85,640	$115,058	$180,404	$175,707	$128,308	$137,023
Average household income	$101,076	$138,912	$245,566	$241,869	$183,723	$182,229
HOUSEHOLD INCOME BREAKDOWN						
Less than $25,000	9.3%	5.4%	7.2%	6.8%	8.9%	7.5%
$25,000 - $34,999	5.3%	2.5%	3.1%	3.0%	3.7%	3.5%
$35,000 - $49,999	11.6%	7.4%	4.5%	4.2%	4.9%	6.5%
$50,000 - $74,999	15.6%	11.1%	7.5%	8.0%	10.6%	10.6%
$75,000 - $99,999	16.4%	13.0%	5.5%	7.5%	11.1%	10.7%
$100,000 - $149,999	23.8%	25.7%	14.3%	13.7%	16.6%	18.8%
$150,000 - $199,999	10.9%	17.7%	11.9%	11.6%	12.6%	12.9%
$200,000 or more	7.2%	17.1%	46.0%	45.1%	31.6%	29.4%
$50,000 - $99,999	32.0%	24.0%	13.0%	15.6%	21.7%	21.3%
Number of Households $50,000 - $99,999	7,052	3,867	1,782	3,652	3,198	3,910
$35,000 - $149,999	67.3%	57.2%	31.7%	33.5%	43.3%	46.6%
Number of Households $35,000 - $149,999	14,854	9,195	4,362	7,863	6,382	8,531
EMPLOYMENT STATUS						
Persons employed in labor force	31,617	22,735	16,506	28,288	17,601	23,349
Unemployed civilians	3.6%	4.2%	3.1%	4.4%	4.3%	3.9%
Workers By Occupation:						
Management Occupations	21.1%	28.5%	38.5%	35.0%	29.6%	30.5%
Professional Occupations	30.5%	39.9%	36.5%	40.5%	35.2%	36.5%
Sales Occupations	10.7%	9.7%	10.3%	10.4%	11.2%	10.5%
Admin Occupations	12.4%	8.1%	5.9%	5.4%	8.1%	8.0%
Services	12.7%	7.7%	4.9%	4.3%	7.0%	7.3%
All Other Occupations/Blue Collar	12.6%	6.2%	4.0%	4.3%	8.9%	7.2%

Table #3 Dental Saturation and Denali Viability Ranking

Demographic Analysis for Jane Doe

Demographic Characteristic Latitude / Longitude Radius	West Slaughter Lane Austin Texas 30.1738, -97.82417 2 miles	MoPac Expressway Austin Texas 30.20112, -97.86705 2 miles	Dundee Road Glencoe Illinois 42.13926, -87.76392 3 miles	Willow Road Winnetka Illinois 42.1004, -87.72984 2 miles	Sanford Court Glenview Illinois 42.07625, -87.79444 2 miles	Preferred Area Average
Population, 2021	54,777	40,720	37,081	30,250	38,929	40,351
Projected Annual Population Growth Rate, 2021 - 2026	1.7%	0.8%	0.0%	-0.4%	-0.1%	0.4%
Projected Total Population Growth Rate, 2021 - 2026	8.7%	4.1%	-0.2%	-2.0%	-0.5%	2.0%
New Projected Residents To Be Added in Next 5 Years (2021-2026)	4,750	1,656	-79	-593	-177	1,111
Households To Be Added in Next 5 Years (2021-2026)	1,997	670	38	-197	-55	491
Total GP Dentists	14	13	21	23	18	18
Dentist to Population Ratio	3,913	3,132	1,766	1,315	2,163	2,458
Adjusted Dentist to Population Ratio (see narrative for details)	4,265	4,604	4,503	3,696	4,196	4,253
Dental Spending per HH	$438	$590	$1,027	$1,131	$780	$793
Dental Spending per HH Index	109	147	255	281	194	197
Percentage of Population Visiting a Dentist	37.2%	42.5%	49.9%	50.6%	48.0%	45.6%
Percentage of Population Visiting Dentist Index	98	112	131	134	127	120
Denali Viability Ranking (see narrative for explanation)	17.9	23.6	22.5	16.5	16.6	19.4
DVR plus 2 Dentists	15.7	20.4	20.6	15.2	15.0	17.4

NOTE: All percentages are rounded. ESRI data pulled as of July 9, 2022. Data showing future dates are projections.

Highlighted fields signify favorable characteristics on a comparison basis with the other locations listed and/or national averages

Table #3a - Marketing Radius
Dental Saturation and Denali Viability Ranking

Demographic Analysis for Jane Doe

Demographic Characteristic Latitude / Longitude Radius	West Slaughter Lane Austin Texas 30.1738, -97.82417 2 miles	MoPac Expressway Austin Texas 30.20112, -97.86705 2 miles	Dundee Road Glencoe Illinois 42.13926, -87.76392 3 miles	Willow Road Winnetka Illinois 42.1004, -87.72984 3 miles	Sanford Court Glenview Illinois 42.07625, -87.79444 2 miles	Preferred Area Average
Population, 2021	54,777	40,720	37,081	64,309	38,929	47,163
Projected Annual Population Growth Rate, 2021 - 2026	1.7%	0.8%	0.0%	-0.3%	-0.1%	0.4%
Projected Total Population Growth Rate, 2021 - 2026	8.7%	4.1%	-0.2%	-1.5%	-0.5%	2.1%
New Projected Residents To Be Added in Next 5 Years (2021-2026)	4,750	1,656	-79	-957	-177	1,039
Households To Be Added in Next 5 Years (2021-2026)	1,997	670	38	-320	-55	466
Total GP Dentists	14	13	21	40	18	21
Dentist to Population Ratio	3,913	3,132	1,766	1,608	2,163	2,516
Adjusted Dentist to Population Ratio (see narrative for details)	4,265	4,604	4,503	4,003	4,196	4,314
Dental Spending per HH	$438	$590	$1,027	$1,002	$780	$767
Dental Spending per HH Index	109	147	255	249	194	191
Percentage of Population Visiting a Dentist	37.2%	42.5%	49.9%	49.4%	48.0%	45.4%
Percentage of Population Visiting Dentist Index	98	112	131	130	127	120
Denali Viability Ranking (see narrative for explanation)	17.9	23.6	22.5	17.6	16.6	19.6
DVR plus 2 Dentists	15.7	20.4	20.6	16.7	15.0	17.7

NOTE: All percentages are rounded. ESRI data pulled as of July 9, 2022. Data showing future dates are projections.

Highlighted fields signify favorable characteristics on a comparison basis with the other locations listed and/or national averages

Table #4 Dental Market Characteristics and Potential Patient Behavior Research

Demographic Analysis for Jane Doe

Demographic Characteristics	West Slaughter Lane Austin Texas		MoPac Expressway Austin Texas		Dundee Road Glencoe Illinois		Willow Road Winnetka Illinois		Sanford Court Glenview Illinois		Area Average	
Radius Distances:	2 miles	3 miles	2 miles	3 miles	3 miles	4 miles	2 miles	3 miles	2 miles	3 miles	Smaller Radius	Larger Radius
POPULATION												
Population, 2021	54,777	114,635	40,720	81,138	37,081	67,094	30,250	64,309	38,929	94,911	40,351	84,417
Population >= 18 Years old	77.8%	78.5%	75.0%	76.3%	76.1%	76.5%	72.5%	74.5%	77.3%	80.1%	75.7%	77.2%
Population < 18 Years old	22.2%	21.5%	25.0%	23.7%	23.9%	23.5%	27.5%	25.5%	22.7%	19.9%	24.3%	22.8%
Projected Population, 2026	59,527	125,381	42,376	85,937	37,002	66,948	29,657	63,352	38,752	94,036	41,463	87,131
Projected Population Change, 2021 to 2026 (Next 5 Years)	8.7%	9.4%	4.1%	5.9%	-0.2%	-0.2%	-2.0%	-1.5%	-0.5%	-0.9%	2.0%	2.5%
Projected Annual Household Growth, 2021 to 2026 (Each of Next 5 Years)	1.7%	1.8%	0.8%	1.2%	0.0%	0.0%	-0.4%	-0.3%	-0.1%	-0.2%	0.4%	0.5%
New Projected Residents Added in the Next 5 Years (2021-2026)	4,750	10,746	1,656	4,799	-79	-146	-593	-957	-177	-875	1,111	2,713
Total Households, 2021	22,062	47,623	16,087	32,703	13,753	25,305	10,669	23,453	14,751	35,930	15,464	33,003
Total Households, Projected 2026	24,059	52,243	16,757	34,685	13,791	25,379	10,472	23,133	14,696	35,644	15,955	34,217
Projected Household Change, 2021 to 2026 (Next 5 Years)	9.1%	9.7%	4.2%	6.1%	0.3%	0.3%	-1.8%	-1.4%	-0.4%	-0.8%	2.3%	2.8%
Projected Annual Household Growth, 2021 to 2026 (Each of Next 5 Years)	1.8%	1.9%	0.8%	1.2%	0.1%	0.1%	-0.4%	-0.3%	-0.1%	-0.2%	0.4%	0.5%
New Projected Households Added in the Next 5 Years (2021-2026)	1,997	4,620	670	1,982	38	74	-197	-320	-55	-286	491	1,214

NOTE: All percentages are rounded. ESRI data pulled as of July 9, 2022. Data showing future dates are projections.

Highlighted fields signify favorable characteristics on a comparison basis with the other locations listed and/or national averages

Table #4 Dental Market Characteristics and Potential Patient Behavior Research - Page 2

Demographic Analysis for Jane Doe

Demographic Characteristics	West Slaughter Lane Austin Texas		MoPac Expressway Austin Texas		Dundee Road Glencoe Illinois		Willow Road Winnetka Illinois		Sanford Court Glenview Illinois		Area Average	
Radius Distances:	2 miles	3 miles	2 miles	3 miles	3 miles	4 miles	2 miles	3 miles	2 miles	3 miles	Smaller Radius	Larger Radius
EMPLOYMENT VS. RESIDENTIAL POPULATION												
Total Daytime Employees	20,212	45,895	17,715	38,819	30,120	53,697	14,459	38,535	21,342	64,770	20,770	48,343
Total Residents	54,777	114,635	40,720	81,138	37,081	67,094	30,250	64,309	38,929	94,911	40,351	84,417
Ratio of Daytime Employees to Residents	36.9%	40.0%	43.5%	47.8%	81.2%	80.0%	47.8%	59.9%	54.8%	68.2%	52.8%	59.2%
Total Daytime Residents	23,375	48,817	18,102	35,997	20,620	37,410	17,648	36,077	21,422	51,690	20,233	41,998
Ratio of Daytime Employees to Daytime Residents	86.5%	94.0%	97.9%	107.8%	146.1%	143.5%	81.9%	106.8%	99.6%	125.3%	102.4%	115.5%
Total Daytime Population	43,587	94,712	35,817	74,816	50,740	91,107	32,107	74,612	42,764	116,460	41,003	90,341
Ratio of Daytime Total Population to Total Resident Population	79.6%	82.6%	88.0%	92.2%	136.8%	135.8%	106.1%	116.0%	109.9%	122.7%	104.1%	109.9%
EMPLOYMENT												
Employed Population (Civilian)	96.4%	96.1%	95.8%	96.0%	96.9%	96.2%	96.4%	95.6%	95.7%	95.1%	96.2%	95.8%
Unemployed Population (Civilian)	3.6%	3.9%	4.2%	4.0%	3.1%	3.8%	3.6%	4.4%	4.3%	4.9%	3.8%	4.2%
Employment By Occupation:												
White Collar Employment	74.8%	74.0%	86.2%	84.6%	91.1%	89.0%	92.5%	91.3%	84.1%	78.8%	85.7%	83.5%
Service Occupations	12.7%	12.8%	7.7%	8.2%	4.9%	5.9%	3.7%	4.3%	7.0%	9.1%	7.2%	8.1%
Blue Collar	12.6%	13.2%	6.2%	7.2%	4.0%	5.1%	3.9%	4.3%	8.9%	12.1%	7.1%	8.4%

Table #4 Dental Market Characteristics and Potential Patient Behavior Research - Page 3

Demographic Analysis for Jane Doe

Demographic Characteristics	West Slaughter Lane Austin Texas		MoPac Expressway Austin Texas		Dundee Road Glencoe Illinois		Willow Road Winnetka Illinois		Sanford Court Glenview Illinois		Area Average	
Radius Distances:	2 miles	3 miles	2 miles	3 miles	3 miles	4 miles	2 miles	3 miles	2 miles	3 miles	Smaller Radius	Larger Radius
MEDICAL / DENTAL MARKET POTENTIAL:												
All Health Care Expenditures per HH (Includng Insurances):	$6,681	$6,555	$8,869	$8,379	$15,245	$14,289	$16,783	$14,805	$11,476	$9,831	$11,811	$10,772
Index	107	105	142	134	244	229	269	237	184	158	189	173
% of Total HHExpenditures	7.7%	7.6%	7.6%	7.6%	7.6%	7.6%	7.5%	7.5%	7.6%	7.5%	7.6%	7.6%
Health Insurance Expenditures per HH:	$4,404	$4,327	$5,857	$5,536	$10,145	$9,499	$11,178	$9,860	$7,631	$6,540	$7,843	$7,152
Index:	107	105	142	134	246	230	271	239	185	158	190	173
Health Insurance Expenditures per Capita:	$1,774	$1,797	$2,314	$2,231	$3,763	$3,583	$3,942	$3,596	$2,891	$2,476	$2,937	$2,737
Medical Expenditures per HH:	$2,277	$2,228	$3,013	$2,844	$5,100	$4,790	$5,605	$4,945	$3,845	$3,291	$3,968	$3,620
Index	108	106	143	135	242	228	266	235	183	156	188	172
% of Total HHExpenditures	2.6%	2.6%	2.6%	2.6%	2.5%	2.6%	2.5%	2.5%	2.5%	2.5%	2.5%	2.6%
Dental Services Expenditures per HH:	$438	$429	$590	$552	$1,027	$963	$1,131	$1,002	$780	$668	$793	$723
Index	109	107	147	137	255	239	281	249	194	166	197	180
% of Total HHExpenditures	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
Dental Expenditures per Capita:	$176	$178	$233	$223	$381	$363	$399	$365	$296	$253	$297	$276
Dental Expenditures per Total Existing Potential Patients (i.e., Who Visited Dentist in Last 12 Months):	$474	$470	$549	$538	$764	$740	$788	$739	$616	$544	$638	$606
Above Dental Expenditures per Potential Patients for HH (i.e., above figure for # in HH):	$1,177	$1,131	$1,389	$1,335	$2,061	$1,963	$2,234	$2,027	$1,626	$1,438	$1,697	$1,579

Table #4 Dental Market Characteristics and Potential Patient Behavior Research - Page 4

Demographic Analysis for Jane Doe

Demographic Characteristics	West Slaughter Lane Austin Texas		MoPac Expressway Austin Texas		Dundee Road Glencoe Illinois		Willow Road Winnetka Illinois		Sanford Court Glenview Illinois		Area Average	
Radius Distances:	2 miles	3 miles	2 miles	3 miles	3 miles	4 miles	2 miles	3 miles	2 miles	3 miles	Smaller Radius	Larger Radius
DENTAL MARKET BEHAVIOR:												
Percent of Adults Visiting Dental Office in Last 12 Months:	37.2%	37.9%	42.5%	41.4%	49.9%	49.1%	50.6%	49.4%	48.0%	46.4%	45.6%	44.8%
Index:	98	100	112	109	131	129	134	130	127	122	120	118
Percent of Adults Using Mouthwash in the Last 6 Months:	63.4%	63.0%	62.5%	62.3%	62.4%	62.8%	61.8%	62.6%	63.5%	64.6%	62.7%	63.1%
Index:	97	97	96	96	96	96	95	96	97	99	96	97
Percent of Adults Using Mouthwash 8+ times in the Last 7 Days:	16.2%	16.1%	15.2%	15.3%	14.3%	14.2%	14.4%	14.4%	14.6%	14.8%	14.9%	15.0%
Index:	96	96	90	91	85	85	86	86	87	88	89	89
Percent of Adults Using Tooth Whitener (Non-Toothpaste) in the Last 6 Months:	10.1%	10.4%	10.5%	10.3%	11.0%	11.0%	11.1%	11.1%	10.8%	10.8%	10.7%	10.7%
Index:	97	100	101	99	106	106	107	107	104	104	103	103
Percent of Adults Using Denture Cleaner in the Last 6 Months:	7.8%	7.6%	5.5%	6.2%	5.3%	5.8%	4.6%	5.2%	5.9%	6.7%	5.8%	6.3%
Index:	78	77	55	63	53	59	46	53	59	68	58	64
HOUSEHOLD BUDGET EXPENDITUTES - LIFESTYLE BEHAVIORS:												
Average HH Income:	$101,076	$100,124	$138,912	$130,445	$245,566	$227,962	$273,983	$241,869	$183,723	$157,208	$188,652	$171,522
Total Average HH Expenditures:	$86,925	$85,926	$116,731	$110,375	$200,642	$187,042	$222,574	$197,446	$151,331	$130,284	$155,641	$142,215
Total Average HH Expenditures Index:	110	109	148	140	254	237	282	250	192	165	197	180
Housing Expenditures:	$27,657	$27,491	$36,871	$35,082	$64,223	$59,982	$71,192	$63,580	$48,820	$42,459	$49,752	$45,719
Index	110	109	147	140	256	239	283	253	194	169	198	182
Housing as Percent of Total Expenditures	31.8%	32.0%	31.6%	31.8%	32.0%	32.1%	32.0%	32.2%	32.3%	32.6%	31.9%	32.1%
Total Expenditures Remaining After Housing Costs	$59,269	$58,435	$79,861	$75,292	$136,419	$127,060	$151,382	$133,866	$102,511	$87,825	$105,888	$96,496
Percentage of Total Expenditures Remaining	68.2%	68.0%	68.4%	68.2%	68.0%	67.9%	68.0%	67.8%	67.7%	67.4%	68.1%	67.9%

Table #4 Dental Market Characteristics and Potential Patient Behavior Research - Page 5

Demographic Analysis for Jane Doe

Demographic Characteristics	West Slaughter Lane Austin Texas		MoPac Expressway Austin Texas		Dundee Road Glencoe Illinois		Willow Road Winnetka Illinois		Sanford Court Glenview Illinois		Area Average	
Radius Distances:	2 miles	3 miles	2 miles	3 miles	3 miles	4 miles	2 miles	3 miles	2 miles	3 miles	Smaller Radius	Larger Radius
Other HH Disposable Expenditures												
Food Away From Home	$4,279	$4,226	$5,656	$5,385	$9,201	$8,622	$10,146	$9,082	$7,019	$6,098	$7,260	$6,683
Index	113	111	149	142	242	227	267	239	185	161	191	176
Entertainment/Recreation	$3,485	$3,448	$4,737	$4,461	$8,211	$7,644	$9,117	$8,061	$6,170	$5,288	$6,344	$5,781
Index	108	107	147	138	254	237	282	250	191	164	196	179
Travel	$2,761	$2,736	$3,939	$3,648	$7,237	$6,686	$8,120	$7,137	$5,388	$4,565	$5,489	$4,954
Index	109	108	156	144	286	264	321	282	213	181	217	196
Personal Care Products and Services	$1,001	$988	$1,335	$1,267	$2,271	$2,126	$2,509	$2,224	$1,711	$1,477	$1,765	$1,616
Index	112	110	149	141	253	237	280	248	191	165	197	180
Life/Other Insurance (Not including Health Insurance)	$619	$611	$899	$824	$1,709	$1,571	$1,923	$1,660	$1,243	$1,039	$1,279	$1,141
Index	103	101	149	137	283	260	319	275	206	172	212	189
Exercise at Home >2 Times per Week	28.8%	29.6%	33.4%	32.3%	41.1%	40.4%	41.8%	40.4%	38.2%	36.2%	36.7%	35.8%
Index	96	99	112	108	137	135	140	135	127	121	122	120
Exercise Elsewhere >2 Times per Week	24.5%	25.3%	29.1%	27.9%	34.9%	34.0%	36.3%	34.8%	32.7%	30.9%	31.5%	30.6%
Index	114	115	136	130	163	159	171	164	153	144	147	142
Total Percent of Population Exercising >2 Times per Week	53.3%	54.9%	62.6%	60.2%	75.9%	74.4%	78.1%	75.2%	70.9%	67.0%	68.2%	66.3%
Buy Foods specifically Labeled as Natural/Organic	16.3%	16.8%	19.2%	18.1%	22.6%	22.2%	23.4%	23.1%	22.0%	21.1%	20.7%	20.3%
Index	108	111	127	120	149	147	155	153	145	140	137	134
Spent>$100 at Beauty Salon in Last 6 Months	15.5%	15.9%	21.0%	19.5%	27.9%	27.5%	28.5%	27.6%	26.1%	24.0%	23.8%	22.9%
Index	93	96	127	118	168	166	172	167	158	145	144	138

Table #4 Dental Market Characteristics and Potential Patient Behavior Research - Page 7

Demographic Analysis for Jane Doe

Demographic Characteristics	West Slaughter Lane Austin Texas		MoPac Expressway Austin Texas		Dundee Road Glencoe Illinois		Willow Road Winnetka Illinois		Sanford Court Glenview Illinois	
Radius Distances:	2 miles	3 miles	2 miles	3 miles	3 miles	4 miles	2 miles	3 miles	2 miles	3 miles
PSYCHOGRAPHIC CHARACTERIZATIONS:										
Demographic Characteristics	Austin		Austin		Glencoe		Winnetka		Glenview	
Dominant HH Tapestry Groups	38.0%	31.5%	28.4%	23.8%	65.0%	53.3%	86.4%	64.2%	27.7%	19.7%
	Bright Young Professionals	Bright Young Professionals	Boomburbs	Bright Young Professionals	Top Tier	Top Tier	Top Tier	Top Tier	Exurbanites	Exurbanites
	14.2%	10.7%	18.8%	19.8%	12.7%	16.6%	10.6%	11.0%	23.8%	19.3%
	Home Improvement	Home Improvement	Bright Young Professionals	Boomburbs	Exurbanites	Exurbanites	Exurbanites	Exurbanites	Top Tier	Top Tier
	12.2%	8.1%	14.6%	10.2%	8.9%	13.0%	1.9%	10.8%	13.2%	12.0%
	Up and Coming Families	In Style	Professional Pride	Home Improvement	Golden Years	Golden Years	Golden Years	Urban Chic	Urban Chic	Pacific Heights
	10.9%	8.1%	11.8%	8.4%	7.5%	5.3%	0.9%	4.0%	9.3%	8.9%
	Young and Restless	Young and Restless	Home Improvement	Soccer Moms	Savvy Suburbanites	Professional Pride	Savvy Suburbanites	Golden Years	Pleasantville	Savvy Suburbanites
	6.0%	7.5%	9.9%	8.2%	3.0%	5.2%		4.0%	8.6%	7.8%
	In Style	Up and Coming Families	Soccer Moms	Professional Pride	Professional Pride	Urban Chic		Savvy Suburbanites	Savvy Suburbanites	Pleasantville
Total HH % Accounted For in Tapestry Groups Listed:	81.3%	65.9%	83.5%	70.5%	97.1%	93.3%	100.0%	94.0%	82.7%	67.6%

Narrative of Research and Findings

INTRODUCTION

Demographic research is a complex subject. Depending on the source of the data followed by how the data is categorized and often re-mixed and re-categorized, the results can often differ over a short period of time.

The contents of this study are considered to be from reliable internal and third-party sources. These include the U.S. Census Bureau as well as ©ESRI. All applicable materials in this study are protected by copyright and no contents can be copied or reproduced without the explicit written permission of the appropriate company.

All of the following demographic findings are also summarized in the six tables (tables 2, 2A, 3, 3A, 4, and a summary of key demographics) included in this study. An in-depth review of these tables is an integral part of fully understanding the findings of this extensive demographic research.

It should be noted that this study is prepared for the express use of The Denali Group client. Use by anyone other than the client or publication of the information in this study is a violation of copyright laws of the United States of America. The information, conclusions, and analysis contained within this study are based upon the best information possible at the time of research; however, more variables than simply the location will affect the eventual success of a dental office. As such, it is expressly understood that The Denali Group cannot be held responsible for the success of any client's startup.

PURPOSE

The purpose of this study was to identify specific areas of greatest interest and potential opportunity for the success of a startup for a family practice dentist.

▲ METHODOLOGY

The study started by examining ten areas selected by the client. These ten areas were narrowed down to a final round of five locations.

The research conducted within this study looked at each location for its favorable "demographic viability"—and then they were compared to each other to rank them. Of particular note for the client are some of the following statistics which together combine to help determine potentially favorable conditions for a family practice dental office.

- Population growth trends (past and future)
- Income of both individuals and households
- A series of "Health & Dental Indicators"
- Age breakdown of residents
- Level of populous' education attainment
- Home ownership rates
- Dollar value of owner-occupied housing
- Housing vacancy rates
- Poverty levels
- Insurance coverage levels

Demographic Overview of Texas and Illinois and the United States

Texas had an estimated population of 29,145,505 and grew an estimated 1.3% from April 1, 2020 to July 1, 2021, (V2021). Texas's overall growth rate of 1.3% was 21% of the 6.3% overall U.S. growth rate during this same nine years. Texas's growth has been dramatically lower than the U.S. as a whole.

Illinois had an estimated population of 12,812,508 and shrunk an estimated 1.1% from April 1, 2020 to July 1, 2021, (V2021). Illinois's growth has been dramatically lower than the U.S. as a whole.

The table below summarizes some key demographic data comparing the United States and Texas and Illinois.

| Demographics Characteristics: U.S. Census, State Level Estimates	Texas	Illinois	United States
Population, Census, April 1, 2020	29,145,505	12,812,508	331,449,281
Population, Census, April 1, 2010	25,145,561	12,830,632	308,745,538
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)	1.3%	-1.1%	0.1%
Persons under 18 years, percent	25.5%	22.2%	22.3%
Persons 65 years and over, percent	12.9%	16.1%	16.5%
Median household income (in 2020 dollars), 2016-2020	$63,826	$68,428	$64,994
Per capita income in past 12 months (in 2020 dollars), 2016-2020	$32,177	$37,306	$35,384
Persons in poverty, percent	13.4%	11.0%	11.4%
Owner-occupied housing unit rate, 2016-2020	62.3%	66.3%	64.4%
Median value of owner-occupied housing units, 2016-2020	$187,200	$202,100	$229,800
Median Home Value as % of Median Income	293.3%	295.3%	353.6%
Persons per household, 2016-2020	2.83	2.54	2.60
Living in same house 1 year ago, percent of persons age 1 year+, 2016-2020	84.8%	87.5%	86.2%
High school graduate or higher, percent of persons age 25 years+, 2016-2020	84.4%	89.7%	88.5%
Bachelor's degree or higher, percent of persons age 25 years+, 2016-2020	30.7%	35.5%	32.9%
With a disability, under age 65 years, percent, 2016-2020	7.9%	7.3%	8.7%
Persons without health insurance, under age 65 years, percent	20.8%	8.6%	10.2%
ADA Dentists to Population ratio 1 to:	1,885	1,483	2,032

Listed below are comparisons of key demographics:

In comparison to the United States, Texas has several key demographic differences:

- Exponentially higher growth rate
- Higher percentage of children under 18
- Significantly lower percentage of persons over 65
- Lower median household income
- Significantly lower median home value
- Lower per capita income
- Better percentage of median home value as percent of median income
- Worse dentist-to-population ratio
- Lower percentage of people with a bachelor's degree
- Lower percentage of people with a disability

In comparison to the United States, Illinois has several key demographic differences:

- Dramatically lower growth rate
- Similar percentage of children under 18
- Lower percentage of persons over 65
- Higher median household income
- Lower median home value
- Higher per capita income
- Better percentage of median home value as percent of median income
- Worse dentist-to-population ratio
- Higher percentage of people with a bachelor's degree
- Significantly lower percentage of people with a disability

Texas and Illinois: Income and Home Values ($1,000)
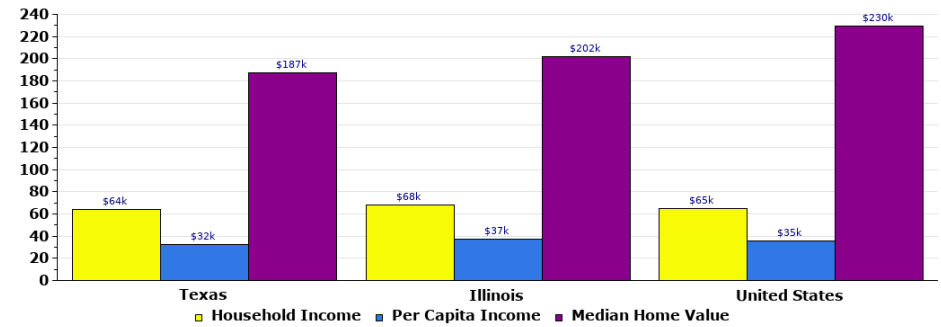
Texas and Illinois: Population Characteristics (%)

Travis and Cook Counties
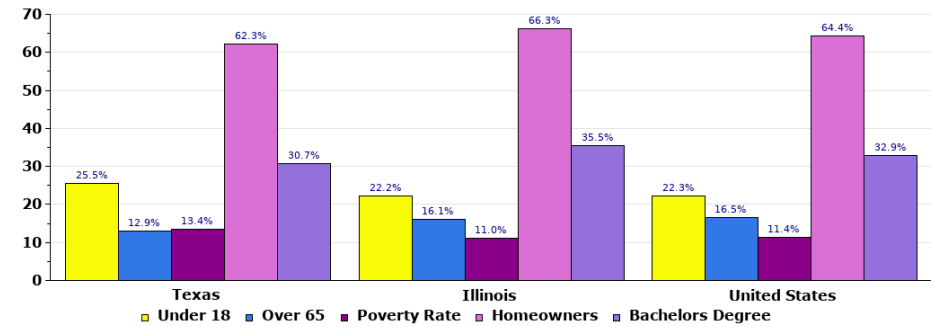
The following table summarizes key U.S. Census data for Travis and Cook Counties. Further comparison of each county with its respective state follows this summary. This summary shows how each county regardless of the state compares with each other and the U.S.

| Demographics Characteristics: U.S. Census, County Level Estimates	Travis County, Texas	Cook County, Illinois	United States
Population, Census, April 1, 2020	1,290,188	5,275,541	331,449,281
Population, Census, April 1, 2010	1,024,266	5,194,675	308,745,538
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)	1.2%	-1.9%	0.1%
Persons under 18 years, percent	20.7%	21.6%	22.3%
Persons 65 years and over, percent	10.6%	15.1%	16.5%
Median household income (in 2020 dollars), 2016-2020	$80,668	$67,886	$64,994
Per capita income in past 12 months (in 2020 dollars), 2016-2020	$45,453	$39,239	$35,384
Persons in poverty, percent	10.2%	12.9%	11.4%
Owner-occupied housing unit rate, 2016-2020	53.0%	57.2%	64.4%
Median value of owner-occupied housing units, 2016-2020	$347,700	$255,500	$229,800
Median Home Value as % of Median Income	431%	376.4%	353.6%
Persons per household, 2016-2020	2.49	2.55	2.60
Living in same house 1 year ago, percent of persons age 1 year+, 2016-2020	80.8%	87.5%	86.2%
High school graduate or higher, percent of persons age 25 years+, 2016-2020	90.3%	87.7%	88.5%
Bachelor's degree or higher, percent of persons age 25 years+, 2016-2020	51.5%	40.0%	32.9%
With a disability, under age 65 years, percent, 2016-2020	6.2%	6.6%	8.7%
Persons without health insurance, under age 65 years, percent	16.5%	10.9%	10.2%

Listed below are comparisons of key demographics:

- Median Household Income: Travis County ($80,668) is higher than the U.S. Cook County ($67,886) is slightly higher than the U.S.
- Poverty Level: Travis County (10.2%) is lower than the U.S. Cook County (12.9%) is higher than the U.S.
- Population percentage change: Travis County (1.2%) is exponentially higher than the U.S. Cook County (-1.9%) is dramatically lower than the U.S.
- Percentage under 18 years old: Travis County (20.7%) and Cook County (21.6%) are lower than the U.S.
- Home ownership rate: Travis County (53.0%) is significantly lower than the U.S. Cook County (57.2%) is lower than the U.S.
- Bachelors degree or higher: Travis County (51.5%) and Cook County (40.0%) are higher than the U.S.
- Percentage without health insurance: Travis County (16.5%) and Cook County (10.9%) are higher than the U.S.

Travis and Cook Counties: Income and Home Values ($1,000)
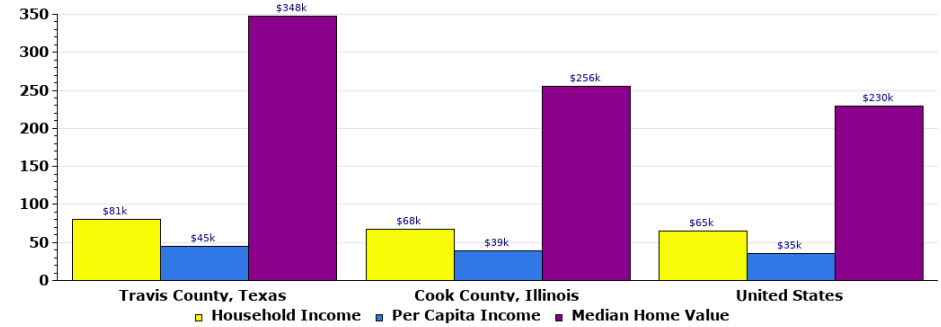
Travis and Cook Counties: Population Characteristics (%)

Travis County in Texas
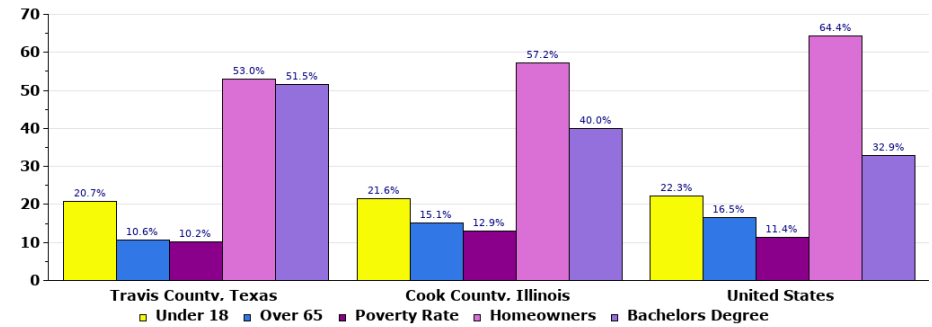
The following table summarizes key U.S. Census data for Travis County as well as the state of Texas and the United States for a quick comparison. Austin (West Slaughter Lane) and Austin (MoPac Expressway) are in Travis County. This U.S. Census county level data encompasses the geographic territory of this county. This county level data will vary from the smaller geographical areas that are reported on later in this study. Regardless, this data provides some key insights regarding the general area where the preferred areas are located.

Demographics Characteristics: U.S. Census, County Level Estimates	Travis County, Texas	Texas	United States
Population, Census, April 1, 2020	1,290,188	29,145,505	331,449,281
Population, Census, April 1, 2010	1,024,266	25,145,561	308,745,538
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)	1.2%	1.3%	0.1%
Persons under 18 years, percent	20.7%	25.5%	22.3%
Persons 65 years and over, percent	10.6%	12.9%	16.5%
Median household income (in 2020 dollars), 2016-2020	$80,668	$63,826	$64,994
Per capita income in past 12 months (in 2020 dollars), 2016-2020	$45,453	$32,177	$35,384
Persons in poverty, percent	10.2%	13.4%	11.4%
Owner-occupied housing unit rate, 2016-2020	53.0%	62.3%	64.4%
Median value of owner-occupied housing units, 2016-2020	$347,700	$187,200	$229,800
Median Home Value as % of Median Income	431%	293.3%	353.6%
Persons per household, 2016-2020	2.49	2.83	2.60
Living in same house 1 year ago, percent of persons age 1 year+, 2016-2020	80.8%	84.8%	86.2%
High school graduate or higher, percent of persons age 25 years+, 2016-2020	90.3%	84.4%	88.5%
Bachelor's degree or higher, percent of persons age 25 years+, 2016-2020	51.5%	30.7%	32.9%
With a disability, under age 65 years, percent, 2016-2020	6.2%	7.9%	8.7%
Persons without health insurance, under age 65 years, percent	16.5%	20.8%	10.2%

Listed below are comparisons of key demographics:

- Median Household Income: The median income for Texas is $63,826, which is lower than the U.S. median income ($1,168 lower). Travis County ($80,668) is higher than the state and the U.S.
- Poverty Level: The poverty level for Texas is 13.4%, which is higher than the U.S. poverty level (2.0 percentage points higher). Travis County (10.2%) is significantly lower than the state and lower than the U.S.
- Population percentage change: The population growth rate for Texas is 1.3%, which is exponentially higher than the U.S. population growth rate (1.2 percentage points higher). Travis County (1.2%) is lower than the state and exponentially higher than the U.S.
- Percentage under 18 years old: The percentage of children under 18 for Texas is 25.5%, which is higher than the U.S. percentage of children under 18 (3.2 percentage points higher). Travis County (20.7%) is significantly lower than the state and lower than the U.S.
- Home ownership rate: The home ownership rate for Texas is 62.3%, which is lower than the U.S. home ownership rate (2.1 percentage points lower). Travis County (53.0%) is lower than the state and significantly lower than the U.S.
- Bachelors degree or higher: The population holding a bachelor's degree or higher for Texas is 30.7%, which is lower than the U.S. population holding a bachelor's degree or higher (2.2 percentage points lower). Travis County (51.5%) is higher than the state and the U.S.
- Percentage without health insurance: The percentage of population not covered by health insurance for Texas is 20.8%, which is significantly higher than the U.S. percentage of population not covered by health insurance (10.6 percentage points higher). Travis County (16.5%) is significantly lower than the state and higher than the U.S.

Travis County in Texas: Income and Home Values ($1,000)
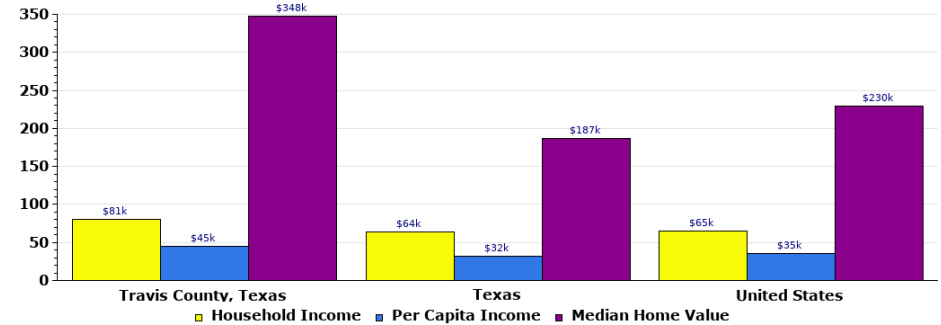
Travis County in Texas: Population Characteristics (%)
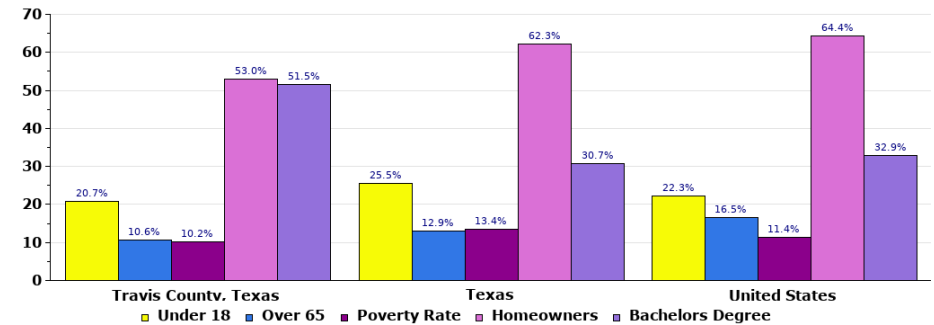
Cook County in Illinois

The following table summarizes key U.S. Census data for Cook County as well as the state of Illinois and the United States for a quick comparison. Glencoe, Winnetka, and Glenview are all in Cook County. This U.S. Census county level data encompasses the geographic territory of this county. This county level data will vary from the smaller geographical areas that are reported on later in this study. Regardless, this data provides some key insights regarding the general area where the preferred areas are located.

Demographics Characteristics: U.S. Census, County Level Estimates	Cook County, Illinois	Illinois	United States
Population, Census, April 1, 2020	5,275,541	12,812,508	331,449,281
Population, Census, April 1, 2010	5,194,675	12,830,632	308,745,538
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)	-1.9%	-1.1%	0.1%
Persons under 18 years, percent	21.6%	22.2%	22.3%
Persons 65 years and over, percent	15.1%	16.1%	16.5%
Median household income (in 2020 dollars), 2016-2020	$67,886	$68,428	$64,994
Per capita income in past 12 months (in 2020 dollars), 2016-2020	$39,239	$37,306	$35,384
Persons in poverty, percent	12.9%	11.0%	11.4%
Owner-occupied housing unit rate, 2016-2020	57.2%	66.3%	64.4%
Median value of owner-occupied housing units, 2016-2020	$255,500	$202,100	$229,800
Median Home Value as % of Median Income	376.4%	295.3%	353.6%
Persons per household, 2016-2020	2.55	2.54	2.60
Living in same house 1 year ago, percent of persons age 1 year+, 2016-2020	87.5%	87.5%	86.2%
High school graduate or higher, percent of persons age 25 years+, 2016-2020	87.7%	89.7%	88.5%
Bachelor's degree or higher, percent of persons age 25 years+, 2016-2020	40.0%	35.5%	32.9%
With a disability, under age 65 years, percent, 2016-2020	6.6%	7.3%	8.7%
Persons without health insurance, under age 65 years, percent	10.9%	8.6%	10.2%

Listed below are comparisons of key demographics:

- Median Household Income: The median income for Illinois is $68,428, which is higher than the U.S. median income ($3,434 higher). Cook County ($67,886) is similar to the state and slightly higher than the U.S.
- Poverty Level: The poverty level for Illinois is 11.0%, which is lower than the U.S. poverty level (0.4 percentage points lower). Cook County (12.9%) is higher than the state and the U.S.
- Population percentage change: The population growth rate for Illinois is -1.1%, which is dramatically lower than the U.S. population growth rate (1.2 percentage points lower). Cook County (-1.9%) is significantly lower than the state and dramatically lower than the U.S.
- Percentage under 18 years old: The percentage of children under 18 for Illinois is 22.2%, which is similar to the U.S. percentage of children under 18 (0.1 percentage points lower). Cook County (21.6%) is lower than the state and the U.S.
- Home ownership rate: The home ownership rate for Illinois is 66.3%, which is slightly higher than the U.S. home ownership rate (1.9 percentage points higher). Cook County (57.2%) is lower than the state and the U.S.
- Bachelors degree or higher: The population holding a bachelor's degree or higher for Illinois is 35.5%, which is higher than the U.S. population holding a bachelor's degree or higher (2.6 percentage points higher). Cook County (40.0%) is higher than the state and the U.S.
- Percentage without health insurance: The percentage of population not covered by health insurance for Illinois is 8.6%, which is significantly lower than the U.S. percentage of population not covered by health insurance (1.6 percentage points lower). Cook County (10.9%) is higher than the state and the U.S.

Cook County in Illinois: Income and Home Values ($1,000)
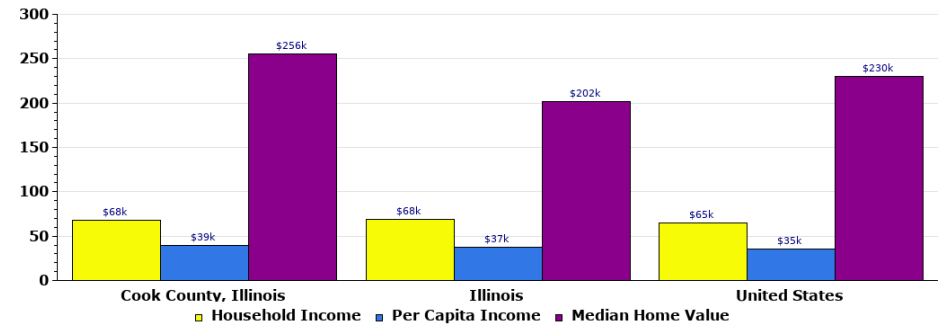
Cook County in Illinois: Population Characteristics (%)
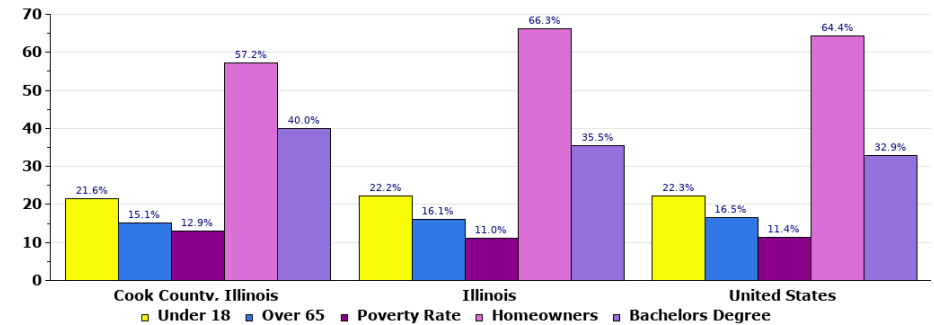
Final Five Preferred Locations:

The following demographic narrative on the final five preferred areas is presented in the order they are on the tables.

▲ Austin (West Slaughter Lane)

Overall the Austin (West Slaughter Lane) area contains a good combined set of demographics.

- The highest percentage of growth between 2010-2020 at 21.5%
- The highest projected population growth, 2021 to 2026, at 8.7%
- The highest number of new residents projected in the next 5 years at 4,750
- The highest number of daytime residents at 23,375
- The best dentist-to-population ratio at 1 to 3,913
- The third best adjusted dentist-to-population ratio at 1 to 4,265
- The third highest DVR at 17.9

Population	Austin (West Slaughter Lane)	Preferred Area Average
Population, 2021	54,777	40,351
Population >= 18 Years old	77.8%	75.7%
Population < 18 Years old	22.2%	24.3%
Projected Population, 2026	59,527	41,463
Median Age	35.7	43.4
Projected population growth, 2021 to 2026	8.7%	2.0%
New Projected Residents Added in the Next 5 Years (2021-2026)	4,750	1,111
New Projected Households Added in the Next 5 Years (2021-2026)	1,997	491

▲ Population

Austin (West Slaughter Lane) 's population is over the average of the preferred areas with a current population of 54,777 people and 22,062 households within this smaller 2 mile radius. This area experienced positive population growth of 21.5% from 2010-2020. This area is projected to grow another 8.7% over the next five years versus the preferred area average of 2.0%. This is higher than the average and higher than the national average. Austin (West Slaughter Lane) is projected to grow by the highest percentage and projected to add the highest number of residents over the next five years.

The median age of the population in this area is 35.7 which is below the area average of 43.4 years old and also the youngest of these

final 5 areas. This area has an average household size of 2.47 persons which is below the preferred areas' average of 2.62. This area is not very family centric with 59.6% of the households being family households and with 32.8% having children in the home and 19.0% of the population being under 15 and an additional 11.6% being under 24. Another 35.4% of this area's population is between 25 and 44 years of age and 23.0% between 45-64 years old leaving 11.0% of the population over 65 years old. This area has the highest percentage of people 25-44 years of age compared to the final areas.

Austin (West Slaughter Lane)
Population By Age
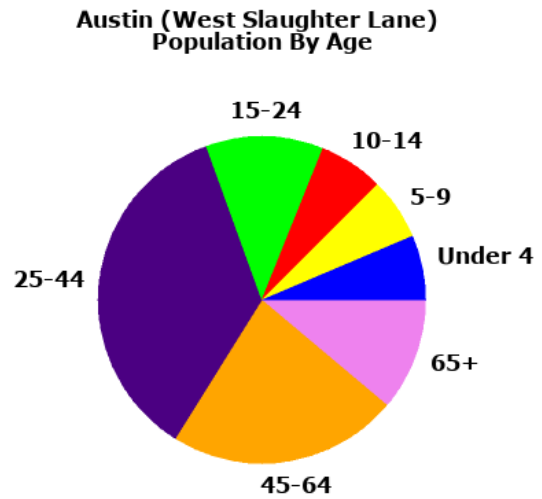
Austin (West Slaughter Lane) has a daytime employee population of 20,212 versus a permanent population of 54,777 meaning the daytime employee population is 36.9% of the permanent population living in the area and 46.0% of the total daytime population. Because the daytime employee population is a lower percentage of the daytime population, the employee population does not have as much influence on the overall residential population. A practice in this 2 mile radius could greatly benefit with early or late hours and weekend times. Total daytime population is the second highest in this study.

In this area, 49.3% of the population either holds a bachelor's degree or higher educational degree and is well below the preferred area average of 71.7%. Austin (West Slaughter Lane) has the lowest percentage of people with a bachelor's degree or higher. All the areas in this study have a higher percentage of the population that holds a bachelor's degree or higher compared to the U.S. average.

The dominant racial and ethnic groups of the population in the Austin (West Slaughter Lane) area are White 74.4%, Black 5.1%, Asian 4.9%, 10.5% other races and 36.2% Hispanic or Latino of any race. This area has the largest percentage of Black and Hispanic or Latino ethnicity people of the areas in this study.

Overall these population demographics are favorable indicators for a family practice dental office.

Income

Median household income is $85,640 and per capita income is $41,067 in Austin (West Slaughter Lane) . Median income is well below the average of the preferred areas. However, it is well above the U.S. median income. Average household income is $101,076 per year. Average income in Austin (West Slaughter Lane) is well below the average of the preferred areas. Austin (West Slaughter Lane) 's per capita income is below the average of the preferred

areas and is the lowest of this study. Austin (West Slaughter Lane) 's per capita is, however, higher than Texas and national per capita incomes. The percentage of households with an average income between $50,000-$99,999 is 32.0%. Additionally, 18.0% of the population earns over $150,000. The percentage of the population at poverty level (below $25,000) is 9.3%, the highest of this study and above the preferred area average of 7.2%. All areas have a lower percentage of the population below poverty level compared to the national average. The unemployment rate is low overall at 3.6% and slightly below the preferred area average of 3.8%. White-collar professions account for 74.8% of employment. Service occupations comprise 12.7% of the employment base, the highest in this study, while blue-collar occupations make up 12.6% of the base, the highest in this study.

Austin (West Slaughter Lane)
Household Income in $1,000s (% of total population)
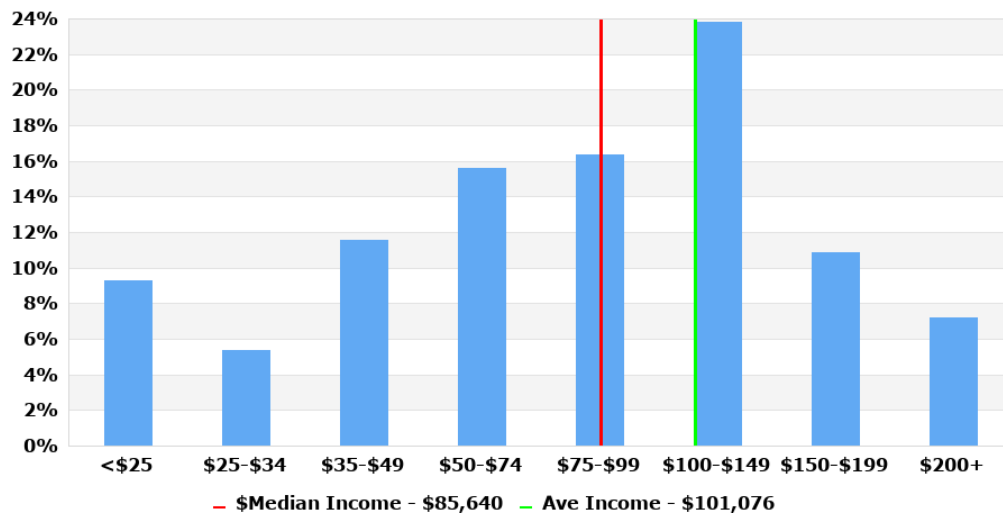
Housing

This 2 mile radius contains 22,742 housing units and a low vacancy rate of 3.0%. This area has a 61.5% home ownership rate and 35.5% of the population are renters. The ownership occupancy levels are below the preferred area average of 74.9% and the lowest in this study. Although the home ownership is below the national average, it is comparable for an urban area.

Home values have two implications—they can signal the relative affluence of an area and thus the ability of its population to spend more on dental care, but they can also show the relative unaffordability of an area and its possibility not to grow as fast as other more affordable locations. The median home ownership value in this area is $282,968, the lowest of the preferred locations. The median

home ownership value for the United States is $204,900. This area averages spending 31.8% of their income on total housing which is higher than the 30% figure that is considered a healthy housing spending percentage. Total housing expenditure includes the cost of shelter as well as utilities, fuel, and public services like water and sewer. This means that housing expenditures use a greater amount of the household budget on a national basis than it should by large amount. Disposable income in this area averages 68.2%, the second best in this study. The average housing cost of just shelter as a percent of income in this area at 21.9%. The area is affordable for those living here. In general, all these housing factors are average indicators of desirability of an area and its economic growth potential.

Austin (West Slaughter Lane) Housing (% of Total Population)
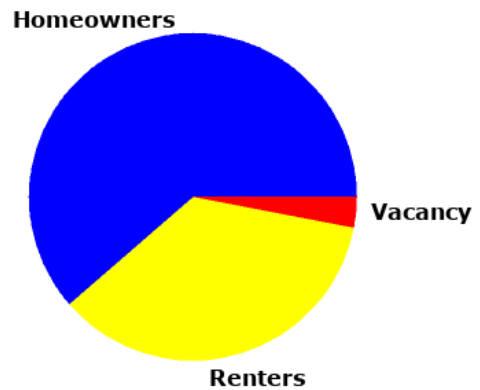
More detailed income and housing data is found in Table 2.

Expenditures

The analysis that was conducted for this study also looked at some specific demographic Health & Dental Indicators—specifically the following five that are good indicators of how the population views their health in general as well as dental care and the importance of dental visits in particular:

Austin (West Slaughter Lane) Indexes:	Preferred Market Averages
Dental $ Index/HH @ 109	197
All Health Care $ Index/HH @ 107	189
Health Ins $ Index/HH @ 107	190
Percent Visiting Dentist @ 37.2%	45.6%
Percent Visiting Dentist Index @ 98	120

Austin (West Slaughter Lane)
Medical Spending (Index)

Four of the above indicators noted here are using MPI figures—which stand for "Market Potential Index." The MPI, using data from ESRI, is a figure that measures the relative likelihood of the population in a specified trade area to exhibit certain conscious behaviors or purchasing patterns compared to those of the U.S. population. **An MPI of 100 is the "baseline". Thus any MPI figure below 100 indicates that the specified population under consideration is LESS LIKELY to exhibit this behavior or buying pattern than that of the rest of the U.S. population; while an MPI above 100 shows that the population is MORE LIKELY to display that behavior or buying pattern.**

The household population within this area on average spends $6,681 a year on all healthcare expenditures, an MPI of 107. The preferred areas have an average healthcare MPI of 189 and average spending of $11,811. Austin (West Slaughter Lane) 's health spending is well below the preferred area average but above the national average MPI of 100. Their propensity to spend on healthcare is higher than the propensity of Americans as a whole to spend on healthcare. The preferred area dental service average MPI is 197 and $793/HH. This area's MPI for dental services specifically stands at 109 and $438/HH—which means the populous is more apt to spend money on dental care than the average American. The dental spending per potential patient (those who have visited a dentist in the last 12 months) is the lowest in this study.

The percentage of the population that visited a dentist within the last year is 37.2% (MPI of 98). This is below the 120 preferred area average index in this study. (Note: other national studies figure dental visits differently than ESRI, and therefore may identify different percentages—what is most important, however, is that a single data source be used consistently to compare different locations.) In the last six months, 16.2% (96 MPI) of the populous used mouthwash more than 8 times per week. In the same last six months, 10.1% (97 MPI) used a non-toothpaste whitener.

Denali Viability Rating "DVR"

The preferred area average dentist-to-population ratio of 1:2,458 is better than the industry minimum standard of 1:2,032. Austin (West Slaughter Lane) has a dentist-to-population ratio of 1:3,913 which is much better than the area average and the best of the preferred areas. The adjusted dentist-to-population ratio takes into account dental spending. The higher the spending the better the ratio gets. The explanation of terms in the appendix gives more detail on this calculation. The average adjusted dentist-to-population ratio in this study is 1:4,253. Austin (West Slaughter Lane) 's adjusted dentist-to-population ratio of 1:4,265 is much better than the U.S. average and slightly better than the study's average but the same as the median for final areas. Austin (West Slaughter Lane) has a DVR ranking of 17.9. The preferred areas have an average DVR ranking of 19.4.

Austin (West Slaughter Lane)
Dentist To Population Ratio

The proprietary Denali Viability Ranking takes into consideration the current dental ratios, population, private dental spending, education level, and projected growth rates as compared to U.S. averages. The U.S. average for the DVR ranking is around 5 and all these markets are above or equal to the U. S. average.

The addition of dentists into a market area, which are unknown at this time, can have a significant impact on dentist-to-population and the DVR ratios. Therefore, we have done some sensitivity analysis to model this and added the effect of two more dentists opening a practice in each of these areas. These DVR sensitivity rankings are shown below:

• "DVR" with Current conditions is 17.9.
• "DVR" with addition of Jane Doe and one other dentist is 15.7.

Austin - Denali Viability Ranking (DVR) and Denali Viability Ranking +2 (DVR+2)
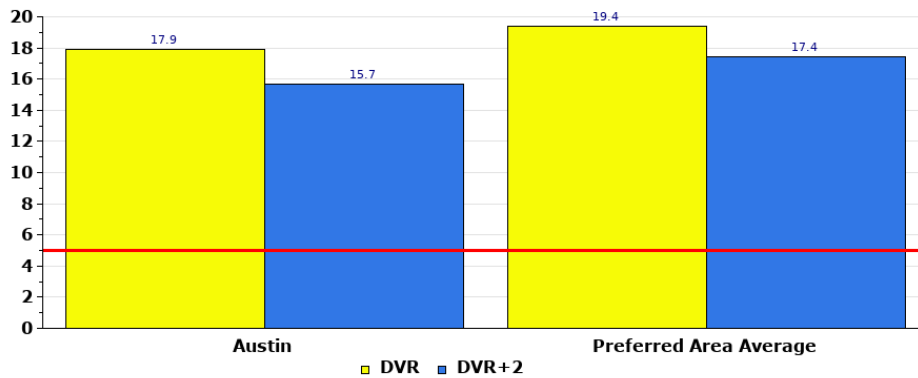
Austin (West Slaughter Lane) 's DVR at 17.9 is positively influenced by the lower number of dentists in the area, higher dental spending, higher education levels, and higher growth. The lower percentage of population visiting a dentist has a negative effect on this number. Austin (West Slaughter Lane) 's daytime employment base of 20,212 has a significant, positive impact on the overall numbers and has a favorable impact on this area's DVR. This area has the second highest total daytime population at 43,587. The employment base presents both an opportunity and a marketing challenge for a dental practice. The DVR and dentist-to-population ratios do not include an area's daytime employment population since we cannot be sure of the daytime employees' general demographics, economic data, tapestry profiles, or their spending habits.

Tapestry Demographics

As mentioned earlier, Tapestry Groups is a psychographic way to group populations based on spending habits, job types, travel experience, backgrounds, entertainment preferences as well as common demographics. People of a particular Tapestry Group tend to live in similar areas, spend money similarly, and make critical decisions alike. By learning the Tapestry Groups in the area, a dentist will be able to learn more about how to market to potential patients, what is important to them, and what values drive decisions. For example, if a Tapestry Group researches and makes most of their decisions through online resources, marketing online in that area will likely need to be a key part of an overall marketing program. If local events and activities are of interest to a group, being involved and present in the local market can be key. Even knowing possible interests of a Tapestry Group can be a conversation starter.

**Austin (West Slaughter Lane)
Tapestry Demographics (% of total population)**
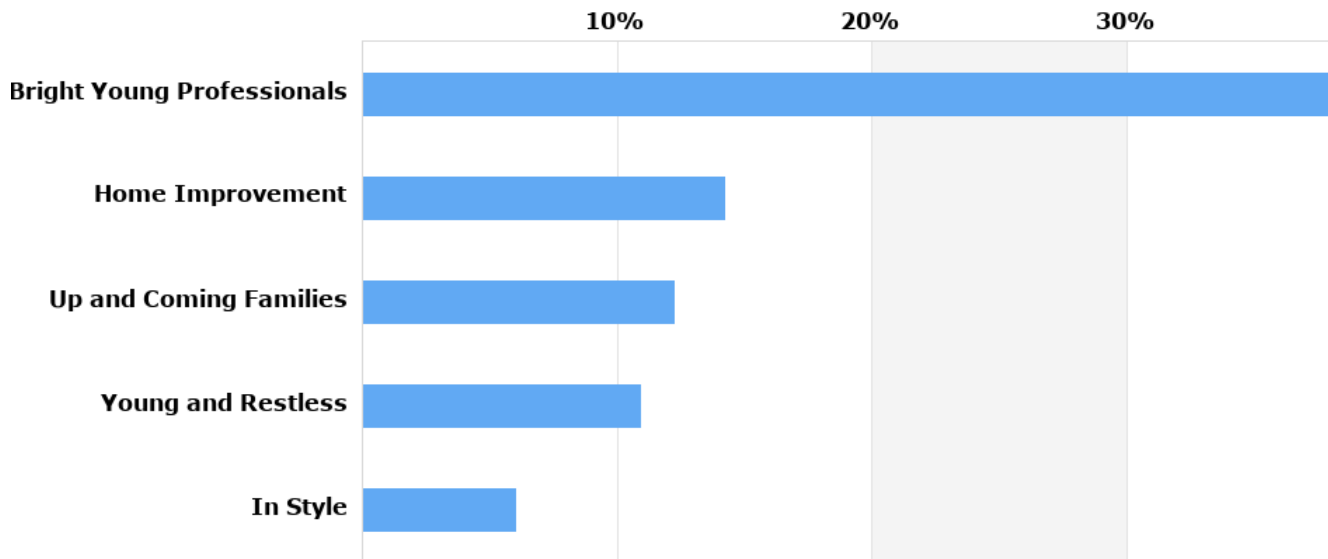
The dominant psychographics or Tapestry Groups are somewhat diverse. The dominant groups of the population in this area are:

Bright Young Professionals 38.0%

Bright Young Professionals is a large market primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. More than one out of three householders is under the age of 35. Slightly more diverse couples dominate this market with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

Bright Young Professionals have retirement savings and student loans. They own newer computers (desktop, laptop, or both), iPods, and 2+ TVs and go online and use mobile devices for banking, access YouTube or Facebook, visit blogs, download movies, and play games. They use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information. Bright Young Professionals find leisure going to bars and clubs, attending concerts, going to the beach, and renting DVDs from Redbox or Netflix. They enjoy a variety of sports including backpacking, rock climbing, football, Pilates, running, and yoga. They eat out often at fast-food and family restaurants.

Home Improvement 14.2%

Married-couple families occupy well over half of these suburban households. Most Home Improvement residences are single-family homes that are owner occupied, with only one-fifth

of the households occupied by renters. Education and diversity levels are similar to the US as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects.

Home Improvement households enjoy working on home improvement projects and watching DIY networks. They make frequent trips to warehouse, club and home improvement stores in their minivan or SUV. They own a giant screen TV with fiber-optic connection and premium cable and rent DVDs from Redbox or Netflix.com. They are very comfortable with new technology and embrace the convenience of completing tasks on a mobile device. They enjoy dining at Chili's, Chick-fil-A, and KFC and frequently buy children's clothes and toys.

Up and Coming Families 12.2%

Up and Coming Families is a market in transition. Residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

Up and Coming Families rely on the internet for entertainment, information, shopping, and banking. They prefer imported SUVs or compact cars, late models. They carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions. Up and Coming Families are busy with work and family; they use home and landscaping services to save time. They find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports from golfing and weightlifting, to taking a jog or run.

Young and Restless 10.9%

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional and technical occupations as well as sales, office, and administrative support roles. These residents are not established yet but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost 1 in 5 residents move each year. More than half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US Smartphones are a way of life, and they use the internet extensively. Young and Restless consumers are diverse, favoring densely populated neighborhoods in large metropolitan areas; over 50% are located in the South (almost a fifth in Texas), with the rest chiefly in the West and Midwest.

The Young and Restless prefer a cell phone only. They use their cell phone to text, listen to music, pay bills, redeem coupons, look up directions, and access financial information. Online activities include banking (with paperless statements), purchasing items on eBay, accessing Twitter and Facebook, and watching movies and TV shows. Young and Restless enjoy dancing, playing pool, watching VH1 and Comedy Central programs, and playing basketball and ping pong. They listen to contemporary hits, jazz, rap, hip hop, and dance music. They also purchase natural and organic food, but frequent fast-food restaurants. Residents like to

read magazines, especially digital, covering topics ranging from news and fashion to music.

In Style 6.0%

In Style residents embrace a refined lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

In style residents are partial to late model SUVs; compact SUVs are gaining popularity. Their homes are an integral part of their style; they invest in home remodeling/maintenance, DIY or contractors and housekeeping is hired. In style residents prefer organic foods including growing their own vegetables. They are financially active, own a variety of investments often managed by a financial planner, are meticulous planners, and are both well insured and well invested in retirement savings. In style residents are generous with support of various charities and causes and actively support the arts, theater, concerts, and museums.

For further information regarding these tapestries, visit https://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm

🔺 Austin (MoPac Expressway)

Overall the Austin (MoPac Expressway) area contains a good combined set of demographics.

- The second highest percentage of growth between 2010-2020 at 8.1%
- The second highest projected population growth, 2021 to 2026, at 4.1%
- Home ownership rate of 72.5%
- The third highest (tied) percentage of the population with a bachelor's degree at 69.2%
- The second highest number of new residents projected in the next 5 years at 1,656
- The second best dentist-to-population ratio at 1 to 3,132
- The best adjusted dentist-to-population ratio at 1 to 4,604
- The highest DVR at 23.6

Population	Austin (MoPac Expressway)	Preferred Area Average
Population, 2021	40,720	40,351
Population >= 18 Years old	75.0%	75.7%
Population < 18 Years old	25.0%	24.3%
Projected Population, 2026	42,376	41,463
Median Age	38.2	43.4
Projected population growth, 2021 to 2026	4.1%	2.0%
New Projected Residents Added in the Next 5 Years (2021-2026)	1,656	1,111
New Projected Households Added in the Next 5 Years (2021-2026)	670	491

🔺 Population

Austin (MoPac Expressway) 's population is over the average of the preferred areas with a current population of 40,720 people and 16,087 households within this smaller 2 mile radius. This area experienced positive population growth of 8.1% from 2010-2020. This area is projected to grow another 4.1% over the next five years versus the preferred area average of 2.0%. This is higher than the average and higher than the national average. Austin (MoPac Expressway) is projected to grow by the second highest percentage and projected to add the second highest number of residents over the next five years.

The median age of the population in this area is 38.2 which is below the area average of 43.4 years old and also the second youngest of these final 5 areas. This area has an average household size of 2.52 persons which is slightly below the preferred areas'

average of 2.62. This area is family centric with 66.4% of the households being family households and with 38.3% having children in the home and 21.2% of the population being under 15 and an additional 10.4% being under 24. Another 29.9% of this area's population is between 25 and 44 years of age and 27.5% between 45-64 years old leaving 10.9% of the population over 65 years old.

Austin (MoPac Expressway) Population By Age
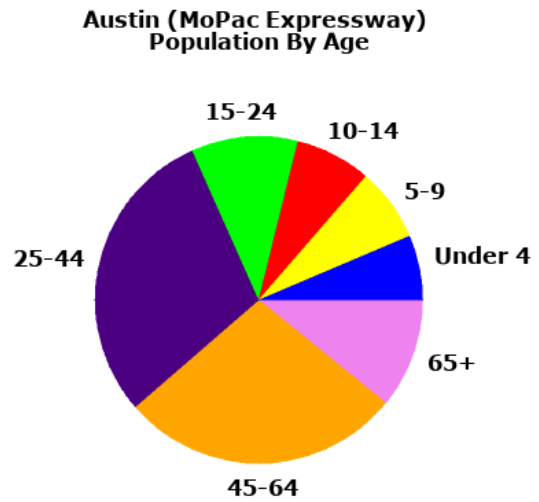
Austin (MoPac Expressway) has a daytime employee population of 17,715 versus a permanent population of 40,720 meaning the daytime employee population is 43.5% of the permanent population living in the area and 49.0% of the total daytime population. This is not a significant daytime employee population. A practice in this 2 mile radius could greatly benefit with early or late hours and weekend times. Total daytime population is the second lowest in this study.

In this area, 69.2% of the population either holds a bachelor's degree or higher educational degree and is slightly below the preferred area average of 71.7%. Austin (MoPac Expressway) has the third highest (tied) percentage of people with a bachelor's degree or higher. All the areas in this study have a higher percentage of the population that holds a bachelor's degree or higher compared to the U.S. average.

The dominant racial and ethnic groups of the population in the Austin (MoPac Expressway) area are White 79.6%, Black 2.9%, Asian 9.2%, 4.1% other races and 19.2% Hispanic or Latino of any race.

Overall these population demographics are favorable indicators for a family practice dental office.

⛰ Income

Median household income is $115,058 and per capita income is $54,650 in Austin (MoPac Expressway) . Median income is below the average of the preferred areas. However, it is well above the U.S. median income. Average household income is $138,912 per year. Average income in Austin (MoPac Expressway) is well below the average of the preferred areas. Austin (MoPac Expressway) 's per capita income is below the average of the preferred areas and is the second lowest of this study. Austin (MoPac Expressway) 's per capita is, however, higher than Texas and national per capita incomes. The percentage of households with an average

income between $50,000-$99,999 is 24.0%. Additionally, 34.8% of the population earns over $150,000. This area may be an ultra-rich area. A close review of the tapestry profiles for this area will give insight into general spending and behavior patterns of this population. The percentage of the population at poverty level (below $25,000) is 5.4% and well below the preferred area average of 7.2%. All areas have a lower percentage of the population below poverty level compared to the national average. The unemployment rate is low overall at 4.2% but above the preferred area average of 3.8%. White-collar professions account for 86.2% of employment, the third highest in this study. Service occupations comprise 7.7% of the employment base while blue-collar occupations make up 6.2% of the base.

Austin (MoPac Expressway)
Household Income in $1,000s (% of total population)

— $Median Income - $115,058   — Ave Income - $138,912
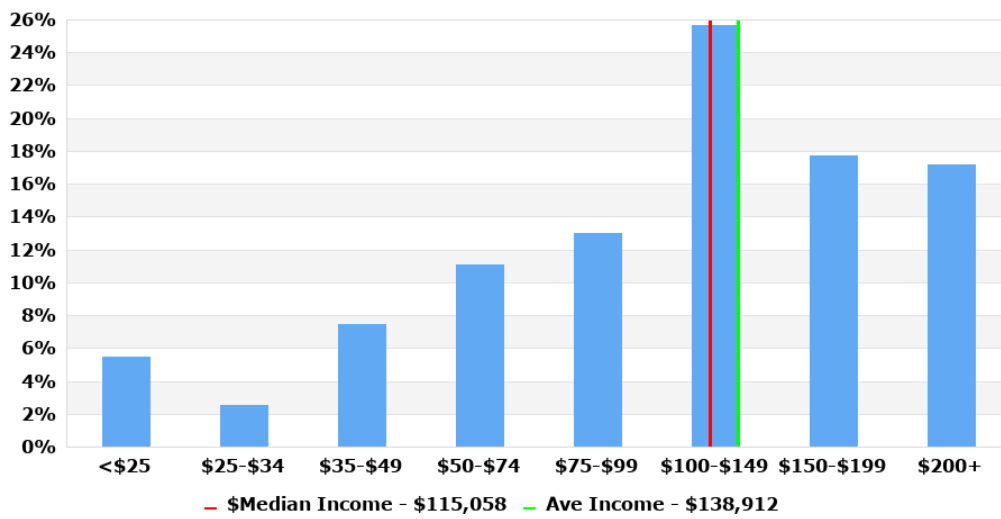
Housing

This 2 mile radius contains 16,375 housing units and a low vacancy rate of 1.8%. This area has a 72.5% home ownership rate and 25.7% of the population are renters. The ownership occupancy levels are slightly below the preferred area average of 74.9%. The low vacancy rate could limit the growth in this area in the immediate future since there is a lack of housing available.

Home values have two implications—they can signal the relative affluence of an area and thus the ability of its population to spend more on dental care, but they can also show the relative unaffordability of an area and its possibility not to grow as fast as other more affordable locations. The median home ownership value in this area is $381,915, the second lowest of the preferred locations. This area averages spending 31.6% of their

income on total housing which is higher than the 30% figure that is considered a healthy housing spending percentage. Total housing expenditure includes the cost of shelter as well as utilities, fuel, and public services like water and sewer. This means that housing expenditures use a greater amount of the household budget on a national basis than it should by large amount. Disposable income in this area averages 68.4%, the best in this study. The average housing cost of just shelter as a percent of income in this area at 21.5%. The area is affordable for those living here. In general, all these housing factors are average indicators of desirability of an area and its economic growth potential.

Austin (MoPac Expressway) Housing (% of Total Population)
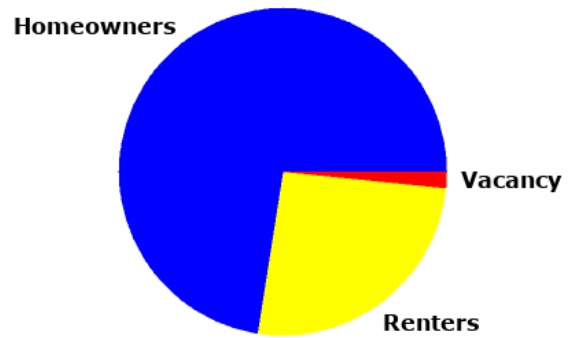
More detailed income and housing data is found in Table 2.

Expenditures

The analysis that was conducted for this study also looked at some specific demographic Health & Dental Indicators—specifically the following five that are good indicators of how the population views their health in general as well as dental care and the importance of dental visits in particular:

Austin (MoPac Expressway) Indexes:	Preferred Market Averages
Dental $ Index/HH @ 147	197
All Health Care $ Index/HH @ 142	189
Health Ins $ Index/HH @ 142	190
Percent Visiting Dentist @ 42.5%	45.6%
Percent Visiting Dentist Index @ 112	120

Austin (MoPac Expressway)
Medical Spending (Index)

Four of the above indicators noted here are using MPI figures—which stand for "Market Potential Index." The MPI, using data from ESRI, is a figure that measures the relative likelihood of the population in a specified trade area to exhibit certain conscious behaviors or purchasing patterns compared to those of the U.S. population. **An MPI of 100 is the "baseline". Thus any MPI figure below 100 indicates that the specified population under consideration is LESS LIKELY to exhibit this behavior or buying pattern than that of the rest of the U.S. population; while an MPI above 100 shows that the population is MORE LIKELY to display that behavior or buying pattern.**

The household population within this area on average spends $8,869 a year on all healthcare expenditures, an MPI of 142. The preferred areas have an average healthcare MPI of 189 and average spending of $11,811. Austin (MoPac Expressway) 's health spending is well below the preferred area average but well above the national average MPI of 100. Their propensity to spend on healthcare is higher than the propensity of Americans as a whole to spend on healthcare. The preferred area dental service average MPI is 197 and $793/HH. This area's MPI for dental services specifically stands at 147 and $590/HH—which means the populous is more apt to spend money on dental care than the average American. The dental spending per potential patient (those who have visited a dentist in the last 12 months) is the second lowest in this study.

The percentage of the population that visited a dentist within the last year is 42.5% (MPI of 112). This is below the 120 preferred area average index in this study. (Note: other national studies figure dental visits differently than ESRI, and therefore may identify different percentages—what is most important, however, is that a single data source be used consistently to compare different locations.) In the last six months, 15.2% (90 MPI) of the populous used mouthwash more than 8 times per week. In the same last six months, 10.5% (101 MPI) used a non-toothpaste whitener.

Denali Viability Rating "DVR"

The preferred area average dentist-to-population ratio of 1:2,458 is better than the industry minimum standard of 1:2,032. Austin (MoPac Expressway) has a dentist-to-population ratio of 1:3,132 which is better than the area average and the second best of the preferred areas. The adjusted dentist-to-population ratio takes into account dental spending. The higher the spending the better the ratio gets. The explanation of terms in the appendix gives more detail on this calculation. The average adjusted dentist-to-population ratio in this study is 1:4,253. Austin (MoPac Expressway) 's adjusted dentist-to-population ratio of 1:4,604 is much better than the U.S. average and better than the study's average and better than the median for final areas. Austin (MoPac Expressway) has the highest DVR with a ranking of 23.6. The preferred areas have an average DVR ranking of 19.4.

Austin (MoPac Expressway) Dentist To Population Ratio

Legend: — United States Dentist Ratio - 1:2,032   — Average Adjusted Dentist Ratio 1:4,253

The proprietary Denali Viability Ranking takes into consideration the current dental ratios, population, private dental spending, education level, and projected growth rates as compared to U.S. averages. The U.S. average for the DVR ranking is around 5 and all these markets are above or equal to the U. S. average.

The addition of dentists into a market area, which are unknown at this time, can have a significant impact on dentist-to-population and the DVR ratios. Therefore, we have done some sensitivity analysis to model this and added the effect of two more dentists opening a practice in each of these areas. These DVR sensitivity rankings are shown below:

• "DVR" with Current conditions is 23.6.
• "DVR" with addition of Jane Doe and one other dentist is 20.4.

Austin - Denali Viability Ranking (DVR) and Denali Viability Ranking +2 (DVR+2)
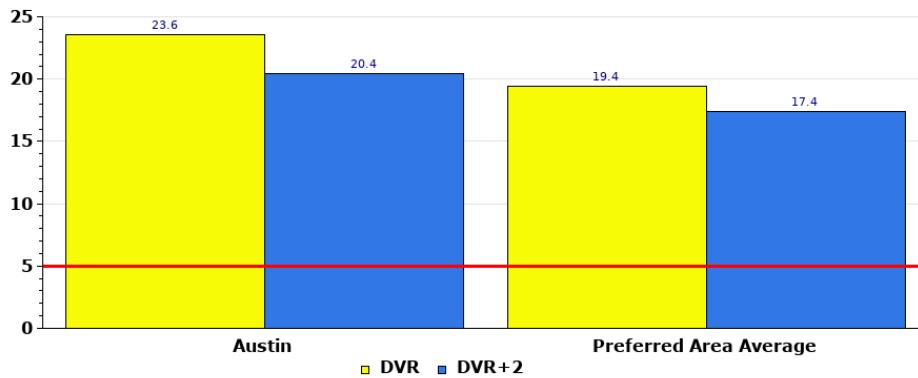
Austin (MoPac Expressway) 's DVR at 23.6 is positively influenced by the lower number of dentists in the area, higher dental spending, higher education levels, higher growth, and higher percentage of population visiting a dentist. The DVR at 23.6 is very solid with all market factors being above national average including significantly lower number of competing dentists in the area and significantly higher education levels compared to the nation and state. Austin (MoPac Expressway) 's daytime employment base of 17,715 has an insignificant impact on the overall numbers. This area has the second lowest total daytime population at 35,817.

Tapestry Demographics

As mentioned earlier, Tapestry Groups is a psychographic way to group populations based on spending habits, job types, travel experience, backgrounds, entertainment preferences as well as common demographics. People of a particular Tapestry Group tend to live in similar areas, spend money similarly, and make critical decisions alike. By learning the Tapestry Groups in the area, a dentist will be able to learn more about how to market to potential patients, what is important to them, and what values drive decisions. For example, if a Tapestry Group researches and makes most of their decisions through online resources, marketing online in that area will likely need to be a key part of an overall marketing program. If local events and activities are of interest to a group, being involved and present in the local market can be key. Even knowing possible interests of a Tapestry Group can be a conversation starter.

Austin (MoPac Expressway)
Tapestry Demographics (% of total population)
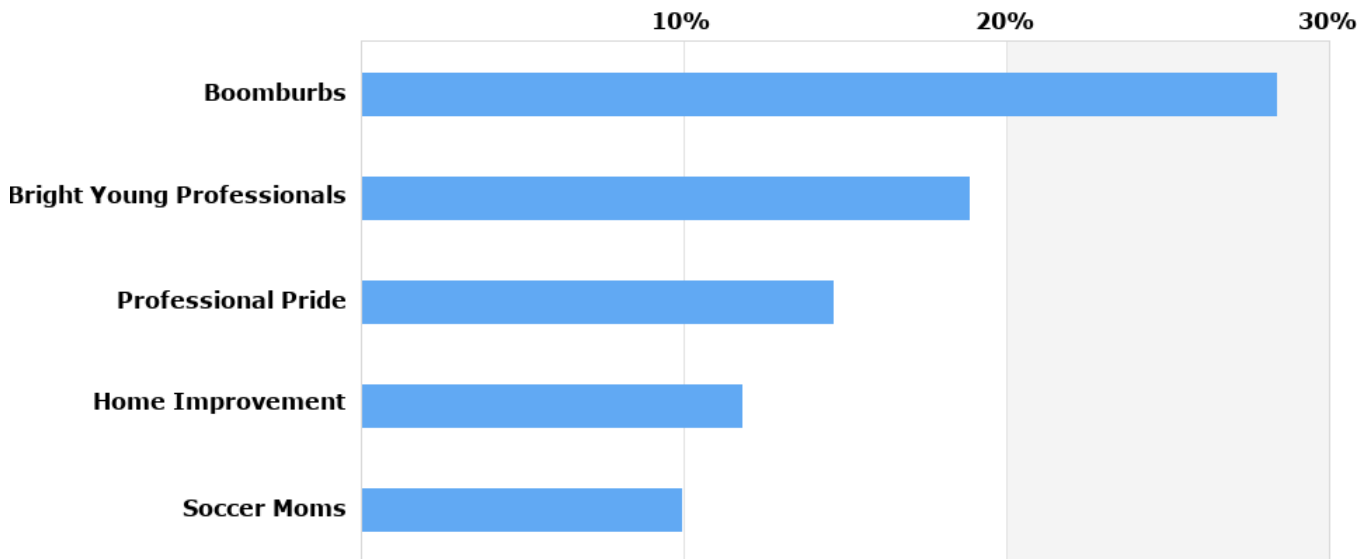
The dominant psychographics or Tapestry Groups are somewhat diverse. The dominant groups of the population in this area are:

Boomburbs 28.4%

This is the new growth market, with a profile similar to the original: young professionals with families that have opted to trade up to the newest housing in the suburbs. The original Boomburbs neighborhoods began growing in the 1990s and continued through the peak of the housing boom. Most of those neighborhoods are fully developed now. This is an affluent market but with a higher proportion of mortgages. Rapid growth still distinguishes the Boomburbs neighborhoods, although the boom is more subdued now than it was 10 years ago. So is the housing market. Residents are well-educated professionals with a running start on prosperity.

Boomburbs residents prefer late model imports, primarily SUVs, and also luxury cars and minivans. This is one of the top markets for the latest in technology, from smartphones to tablets to internet connectable televisions. Style matters in the Boomburbs, from personal appearance to their homes. These consumers are still furnishing their new homes and already remodeling. They like to garden but more often contract for home services. Physical fitness is a priority, including club memberships and home equipment. Leisure includes a range of activities from sports (hiking, bicycling, swimming, golf) to visits to theme parks or water parks. Residents are generous supporters of charitable organizations.

Bright Young Professionals 18.8%

Bright Young Professionals is a large market primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. More than one out of three householders is under the age of 35. Slightly more diverse couples

dominate this market with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

Bright Young Professionals have retirement savings and student loans. They own newer computers (desktop, laptop, or both), iPods, and 2+ TVs and go online and use mobile devices for banking, access YouTube or Facebook, visit blogs, download movies, and play games. They use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information. Bright Young Professionals find leisure going to bars and clubs, attending concerts, going to the beach, and renting DVDs from Redbox or Netflix. They enjoy a variety of sports including backpacking, rock climbing, football, Pilates, running, and yoga. They eat out often at fast-food and family restaurants.

Professional Pride 14.6%

Professional Pride consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal-oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school age children. They are financially savvy. They invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of 1.6 million dollars in net worth, and their annual household income runs at more than twice the US level. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in-home trends including finished basements equipped with home gyms and in-home theaters.

These frequent travelers take several domestic trips a year, preferring to book their plane tickets, accommodations, and rental cars via the internet. Residents take pride in their picture-perfect homes which they continually upgrade. They shop at Home Depot and Bed Bath & Beyond to tackle the smaller home improvement and remodeling tasks but contract out the larger projects. To keep up with their busy households, they hire housekeepers or professional cleaners. Residents are prepared for the ups and downs in life. They maintain life insurance, homeowners and auto insurance, as well as medical, vision, dental, and prescription insurance through work. They are actively investing for the future; they hold 401(k) and IRA retirement plans plus securities. Consumers spend on credit but have the disposable income to avoid a balance on their credit cards. They spend heavily on Internet shopping; Amazon.com is a favorite website. Consumers find time in their busy schedules for themselves. They work out in their home gyms, owning at least a treadmill, an elliptical, or weightlifting equipment. They also visit the salon and spa regularly. All family members are avid readers; they read on their smartphones, tablets, and e-readers but also read hard copies of home service, sports, and food and drink magazines. Residents, both young and old, are tech savvy; they not only own the latest and greatest in tablets, smartphones, and laptops but actually use the features each has to offer.

Home Improvement 11.8%

Married-couple families occupy well over half of these suburban households. Most Home Improvement residences are single-family homes that are owner occupied, with only one-fifth of the households occupied by renters. Education and diversity levels are similar to the US as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects.

Home Improvement households enjoy working on home improvement projects and watching DIY networks. They make frequent trips to warehouse, club and home improvement stores in their minivan or SUV. They own a giant screen TV with fiber-optic connection and premium cable and rent DVDs from Redbox or Netflix.com. They are very comfortable with new technology and embrace the convenience of completing tasks on a mobile device. They enjoy dining at Chili's, Chick-fil-A, and KFC and frequently buy children's clothes and toys.

Soccer Moms 9.9%

Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices like banking online, housekeeping services, and family-oriented pursuits.

Most households own at least 2 vehicles; the most popular types are minivans and SUVs. Soccer Moms households make family-oriented purchases and activities dominate like 4+ televisions, movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos. Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events as well as participate in them like bicycling, jogging, golfing, and boating. Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep like lawn mowers, trimmers, and blowers.

For further information regarding these tapestries, visit https://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm

Glencoe

Overall the Glencoe area contains a great combined set of demographics.

- The second highest median home value at $763,099
- The second highest percentage of home ownership 80.4%
- The second lowest (best) average housing cost as a percent of income 21.4%
- The second highest percentage of the population with a bachelor's degree at 82.6%
- The second highest per capita income, second highest median income, and second highest average household income
- The third highest number of new residents projected in the next 5 years at -79
- The highest number of daytime employees at 30,120
- The third highest number of daytime residents at 20,620
- The second highest dental spending at $1,027 (MPI 255)
- The second best adjusted dentist-to-population ratio at 1 to 4,503
- The second highest percentage of the population visiting a dentist at 49.9% (MPI 131)
- The second highest DVR at 22.5

Population	Glencoe	Preferred Area Average
Population, 2021	37,081	40,351
Population >= 18 Years old	76.1%	75.7%
Population < 18 Years old	23.9%	24.3%
Projected Population, 2026	37,002	41,463
Median Age	48.8	43.4
Projected population growth, 2021 to 2026	-0.2%	2.0%
New Projected Residents Added in the Next 5 Years (2021-2026)	-79	1,111
New Projected Households Added in the Next 5 Years (2021-2026)	38	491

Population

Glencoe's population is under the average of the preferred areas with a current population of 37,081 people and 13,753 households within this smaller 3 mile radius. This area experienced negative population growth of -0.7% from 2010-2020. This area is projected to shrink -0.2% over the next five years versus the preferred area average of 2.0%. This is lower than the average and lower than the national average.

The median age of the population in this area is 48.8 which is above the area average of 43.4 years old and also the oldest of these

final 5 areas. This area has an average household size of 2.67 persons which is slightly above the preferred areas' average of 2.62 and the second highest in this study. This area is family centric with 77.0% of the households being family households and with 38.2% having children in the home and 18.8% of the population being under 15 and an additional 11.7% being under 24. Another 14.9% of this area's population is between 25 and 44 years of age and 30.1% between 45-64 years old leaving 24.6% of the population over 65 years old.

Glencoe Population By Age
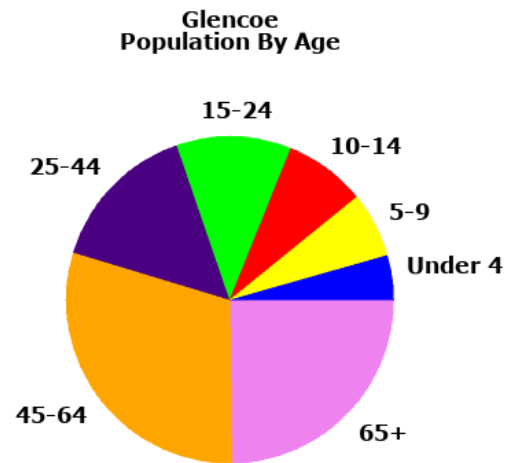
Glencoe has a daytime employee population of 30,120 versus a permanent population of 37,081 meaning the daytime employee population is 81.2% of the permanent population living in the area and 59.0% of the total daytime population. Total daytime population is the highest in this study. This is a significant daytime employee population that has a positive impact on the overall numbers.

In this area, 82.6% of the population either holds a bachelor's degree or higher educational degree and is above the preferred area average of 71.7%. Glencoe has the second highest percentage of people with a bachelor's degree or higher. All the areas in this study have a higher percentage of the population that holds a bachelor's degree or higher compared to the U.S. average.

The dominant racial and ethnic groups of the population in the Glencoe area are White 89.9%, Asian 6.6% and 3.9% Hispanic or Latino of any race. This area has the largest percentage of White people of the areas in this study.

Income

Median household income is $180,404 and per capita income is $91,218 in Glencoe. Median income is above the average of the preferred areas. It is also well above the U.S. median income. Average household income is $245,566 per year. Average income in Glencoe is well above the average of the preferred areas and the second highest average income in this study. Glencoe's per capita income is above the average of the preferred areas and is the second highest of this study. It also is above Illinois and the U.S. The percentage of households with an average income between $50,000-$99,999 is 13.0%. Additionally, 57.9% of the population earns over $150,000. This area may be an ultra-rich area. A close review of the tapestry profiles for this area will give insight into general spending and behavior patterns of this population. The percentage of the population at poverty level (below $25,000) is 7.2% and the same as the preferred area average of 7.2%. All areas have a lower percentage of the

population below poverty level compared to the national average. The unemployment rate is low overall at 3.1% and below the preferred area average of 3.8%. White-collar professions account for 91.1% of employment, the second highest in this study. Service occupations comprise 4.9% of the employment base while blue-collar occupations make up 4.0% of the base.

Glencoe
Household Income in $1,000s (% of total population)

— $Median Income - $180,404   — Ave Income - $245,566
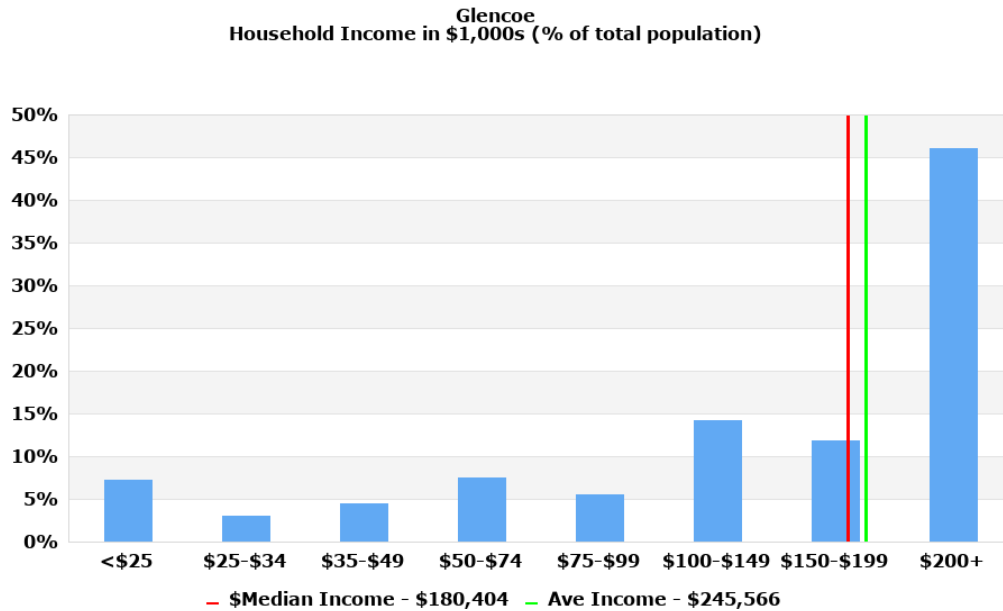
Housing

This 3 mile radius contains 14,968 housing units and a high vacancy rate of 8.1%. This area has a high 80.4% home ownership rate and 11.5% of the population are renters. The ownership occupancy levels are above the preferred area average of 74.9% and the second highest in this study.

Home values have two implications—they can signal the relative affluence of an area and thus the ability of its population to spend more on dental care, but they can also show the relative unaffordability of an area and its possibility not to grow as fast as other more affordable locations. The median home ownership value in this area is $763,099, the second highest of the preferred locations. This area averages spending 32.0% of their income on total housing which is considerably higher than the 30% figure that is considered a healthy housing spending percentage. Total housing expenditure includes the cost of shelter as well as utilities, fuel, and public

services like water and sewer. This means that housing expenditures use a greater amount of the household budget on a national basis than it should by large amount. Disposable income in this area averages 68.0%. The average housing cost of just shelter as a percent of income in this area at 21.4%. The area is affordable for those living here. In general, all these housing factors are below average indicators of desirability of an area and its economic growth potential.

Glencoe Housing (% of Total Population)
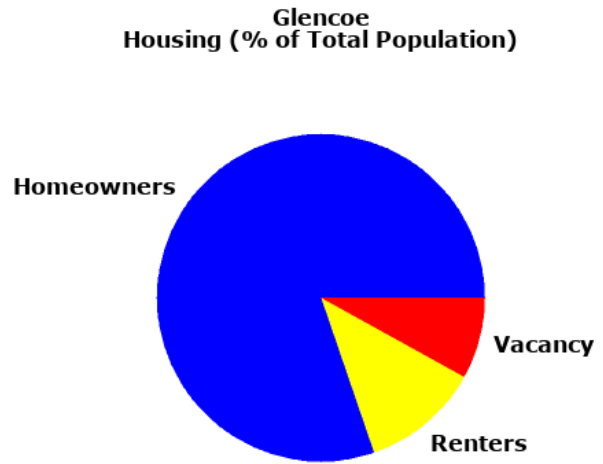
More detailed income and housing data is found in Table 2.

Expenditures

The analysis that was conducted for this study also looked at some specific demographic Health & Dental Indicators—specifically the following five that are good indicators of how the population views their health in general as well as dental care and the importance of dental visits in particular:

Glencoe Indexes:	**Preferred Market Averages**
Dental $ Index/HH @ 255	197
All Health Care $ Index/HH @ 244	189
Health Ins $ Index/HH @ 246	190
Percent Visiting Dentist @ 49.9%	45.6%
Percent Visiting Dentist Index @ 131	120

Glencoe
Medical Spending (Index)

Four of the above indicators noted here are using MPI figures—which stand for "Market Potential Index." The MPI, using data from ESRI, is a figure that measures the relative likelihood of the population in a specified trade area to exhibit certain conscious behaviors or purchasing patterns compared to those of the U.S. population. **An MPI of 100 is the "baseline". Thus any MPI figure below 100 indicates that the specified population under consideration is LESS LIKELY to exhibit this behavior or buying pattern than that of the rest of the U.S. population; while an MPI above 100 shows that the population is MORE LIKELY to display that behavior or buying pattern.**

The household population within this area on average spends $15,245 a year on all healthcare expenditures, an MPI of 244. The preferred areas have an average healthcare MPI of 189 and average spending of $11,811. Glencoe's health spending is above the preferred area average and second highest of this study and well above the national average MPI of 100. Their propensity to spend on healthcare is higher than the propensity of Americans as a whole to spend on healthcare. The preferred area dental service average MPI is 197 and $793/HH. This area's MPI for dental services specifically stands at 255 and $1,027/HH—which means the populous is more apt to spend money on dental care than the average American. The dental spending per potential patient (those who have visited a dentist in the last 12 months) is the second highest in this study.

The percentage of the population that visited a dentist within the last year is 49.9% (MPI of 131). This is above the 120 preferred area average index and the second highest in this study. (Note: other national studies figure dental visits differently than ESRI, and therefore may identify different percentages—what is most important, however, is that a single data source be used consistently to compare different locations.) In the last six months, 14.3% (85 MPI) of the populous used mouthwash more than 8 times per week. In the same last six months, 11.0% (106 MPI) used a non-toothpaste whitener.

Denali Viability Rating "DVR"

The preferred area average dentist-to-population ratio of 1:2,458 is better than the industry minimum standard of 1:2,032. Glencoe has a dentist-to-population ratio of 1:1,766 which is much worse than the area average and the second worst of the preferred areas. The adjusted dentist-to-population ratio takes into account dental spending. The higher the spending the better the ratio gets. The explanation of terms in the appendix gives more detail on this calculation. The average adjusted dentist-to-population ratio in this study is 1:4,253. Glencoe's adjusted dentist-to-population ratio of 1:4,503 is much better than the U.S. average and better than the study's average and better than the median for final areas. Glencoe has the second highest DVR with a ranking of 22.5. The preferred areas have an average DVR ranking of 19.4.

Glencoe
Dentist To Population Ratio

The proprietary Denali Viability Ranking takes into consideration the current dental ratios, population, private dental spending, education level, and projected growth rates as compared to U.S. averages. The U.S. average for the DVR ranking is around 5 and all these markets are above or equal to the U. S. average.

The addition of dentists into a market area, which are unknown at this time, can have a significant impact on dentist-to-population and the DVR ratios. Therefore, we have done some sensitivity analysis to model this and added the effect of two more dentists opening a practice in each of these areas. These DVR sensitivity rankings are shown below:

• "DVR" with Current conditions is 22.5.
• "DVR" with addition of Jane Doe and one other dentist is 20.6.

Glencoe – Denali Viability Ranking (DVR) and Denali Viability Ranking +2 (DVR+2)
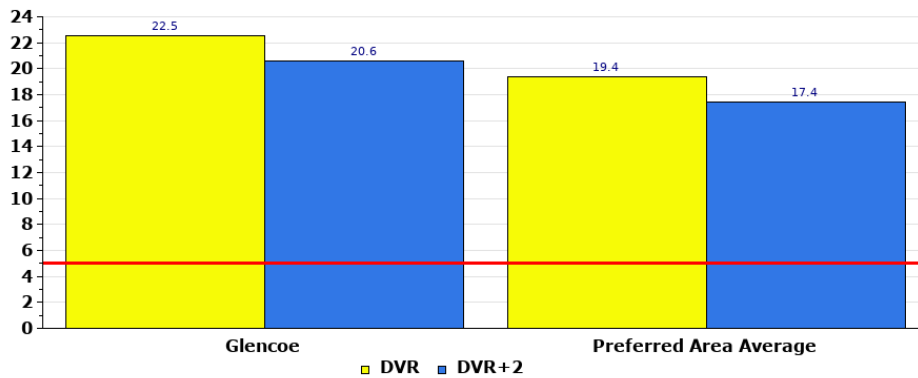
Glencoe's DVR at 22.5 is positively influenced by the higher dental spending, higher education levels, and higher percentage of population visiting a dentist. The higher number of dentists in the area and lower growth have negative effects on this number. Glencoe's daytime employment base of 30,120 has a significant, positive impact on the overall numbers and has a favorable impact on this area's DVR. This area has the highest total daytime population at 50,740. The employment base presents both an opportunity and a marketing challenge for a dental practice. The DVR and dentist-to-population ratios do not include an area's daytime employment population since we cannot be sure of the daytime employees' general demographics, economic data, tapestry profiles, or their spending habits.

Tapestry Demographics

As mentioned earlier, Tapestry Groups is a psychographic way to group populations based on spending habits, job types, travel experience, backgrounds, entertainment preferences as well as common demographics. People of a particular Tapestry Group tend to live in similar areas, spend money similarly, and make critical decisions alike. By learning the Tapestry Groups in the area, a dentist will be able to learn more about how to market to potential patients, what is important to them, and what values drive decisions. For example, if a Tapestry Group researches and makes most of their decisions through online resources, marketing online in that area will likely need to be a key part of an overall marketing program. If local events and activities are of interest to a group, being involved and present in the local market can be key. Even knowing possible interests of a Tapestry Group can be a conversation starter.

Glencoe
Tapestry Demographics (% of total population)
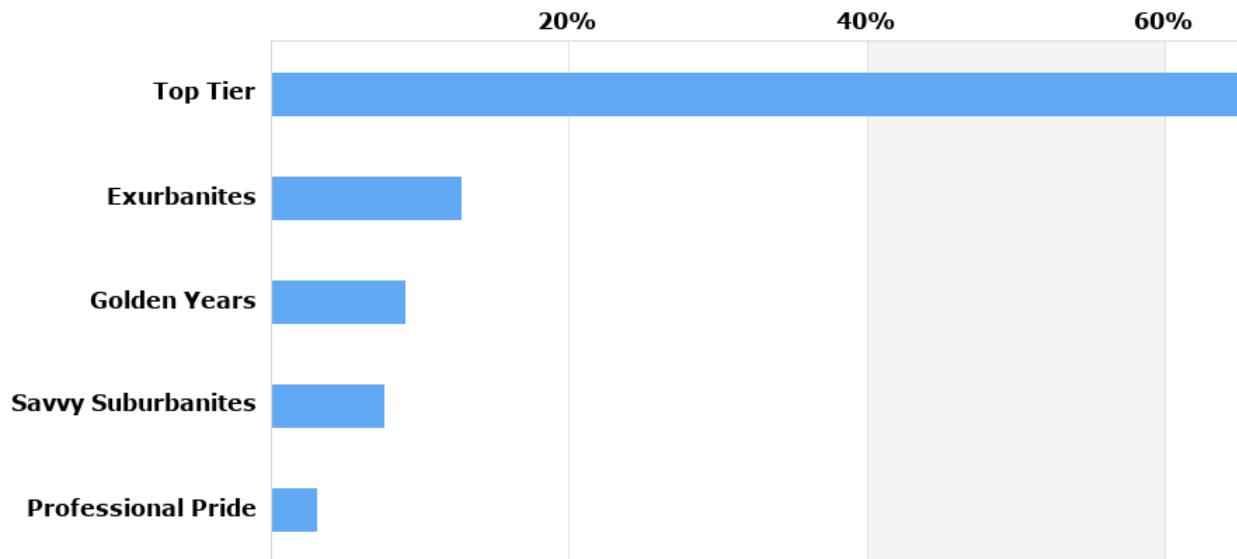
The dominant psychographics or Tapestry Groups are fairly concentrated. The dominant groups of the population in this area are:

Top Tier 65.0%

The residents of the wealthiest market, Top Tier, earn more than three times the US household income. They have the purchasing power to indulge any choice. Aside from the obvious expense for the upkeep of their lavish homes, consumers select upscale salons, spas, and fitness centers and shop at high-end retailers. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners, and shopping. These highly educated professionals have reached their corporate career goals. With an accumulated average net worth of over 3 million dollars and income from a strong investment portfolio, many of these older residents have moved into consulting roles or operate their own businesses.

Top Tier purchase or lease luxury cars with the latest trim, preferably imports, contribute to arts and cultural organizations, educational and social groups, as well as NPR and PBS, and hire out their household chores: every service from property and garden maintenance and professional housekeeping to contracting for home improvement or maintenance projects. Top Tier consumers spend money on themselves. They frequently visit day spas and salons, use dry cleaning services, and exercise at exclusive clubs. They regularly visit their lavish vacation homes. When at home, their schedules are packed with lunch dates, book club meetings, charity dinners, classical music concerts, opera shows, and visits to local art galleries. They shop at high-end retailers such as Nordstrom (readily paying full price), as well as Target, Kohl's, Macy's, and Bed Bath & Beyond, and online at Amazon.com. At their level of spending, it makes sense to own an airline credit card. They make several domestic and foreign trips a year for leisure and pay for every luxury.

Exurbanites 12.7%

Ten years later, Exurbanites residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts, but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and refined.

Exurbanites residents' preferred vehicles are late model luxury cars or SUVs. They are active supporters of the arts and public television and radio. Attentive to ingredients, they prefer natural or organic products. Gardening and home improvement are priorities, but they also use a number of services from home care and maintenance to personal care. Financially active with wide-ranging investments, these investors rely on financial planners, extensive reading, and the internet to handle their money.

Golden Years 8.9%

Independent, active seniors nearing the end of their careers or already in retirement best describes Golden Years residents. This market is primarily singles living alone or empty nesters. Those still active in the labor force are employed in professional occupations; however, these consumers are actively pursuing a variety of leisure interests: travel, sports, dining out, museums, and concerts. They are involved, focused on physical fitness, and enjoying their lives. This market is smaller, but growing, and financially secure.

Golden Years residents are avid readers. They regularly read daily newspapers, particularly the Sunday edition. They subscribe to cable TV; news and sports programs are popular as well as on-demand movies. They use professional services to maintain their homes inside and out and minimize their chores. Leisure time is spent on sports (tennis, golf, boating, and fishing) or simple exercise like walking. Good health is a priority; they believe in healthy eating coupled with vitamins and dietary supplements. Their active social lives include travel, especially abroad, plus going to concerts and museums. Golden Years residents maintain actively managed financial portfolios that include a range of instruments such as IRA's, common stocks, and certificates of deposit (more than six months).

Savvy Suburbanites 7.5%

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine plus the amenities of the city's cultural events.

Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons. Gardening and home remodeling are priorities usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting. There is extensive use of housekeeping and personal care services. Foodies: they like to cook and prefer natural or organic products. These investors are financially active, using a number of resources for

informed investing. They are not afraid of debt; many households carry first and second mortgages plus home equity credit lines. Physically fit, residents actively pursue a number of sports from skiing to golf and invest heavily in sports gear and exercise equipment.

Professional Pride 3.0%

Professional Pride consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal-oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school age children. They are financially savvy. They invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of 1.6 million dollars in net worth, and their annual household income runs at more than twice the US level. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in-home trends including finished basements equipped with home gyms and in-home theaters.

These frequent travelers take several domestic trips a year, preferring to book their plane tickets, accommodations, and rental cars via the internet. Residents take pride in their picture-perfect homes which they continually upgrade. They shop at Home Depot and Bed Bath & Beyond to tackle the smaller home improvement and remodeling tasks but contract out the larger projects. To keep up with their busy households, they hire housekeepers or professional cleaners. Residents are prepared for the ups and downs in life. They maintain life insurance, homeowners and auto insurance, as well as medical, vision, dental, and prescription insurance through work. They are actively investing for the future; they hold 401(k) and IRA retirement plans plus securities. Consumers spend on credit but have the disposable income to avoid a balance on their credit cards. They spend heavily on Internet shopping; Amazon.com is a favorite website. Consumers find time in their busy schedules for themselves. They work out in their home gyms, owning at least a treadmill, an elliptical, or weightlifting equipment. They also visit the salon and spa regularly. All family members are avid readers; they read on their smartphones, tablets, and e-readers but also read hard copies of home service, sports, and food and drink magazines. Residents, both young and old, are tech savvy; they not only own the latest and greatest in tablets, smartphones, and laptops but actually use the features each has to offer.

For further information regarding these tapestries, visit https://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm

Winnetka

Overall the Winnetka area contains a good combined set of demographics.

- The highest median home value at $910,430
- The highest percentage of home ownership 81.5%
- The lowest (best) average housing cost as a percent of income 21.3%
- The highest percentage of the population with a bachelor's degree at 88.2%
- The highest per capita income, highest median income, and highest average household income
- The highest dental spending at $1,131 (MPI 281)
- The highest percentage of the population visiting a dentist at 50.6% (MPI 134)
- DVR at 16.5

Population	Winnetka	Preferred Area Average
Population, 2021	30,250	40,351
Population >= 18 Years old	72.5%	75.7%
Population < 18 Years old	27.5%	24.3%
Projected Population, 2026	29,657	41,463
Median Age	46.6	43.4
Projected population growth, 2021 to 2026	-2.0%	2.0%
New Projected Residents Added in the Next 5 Years (2021-2026)	-593	1,111
New Projected Households Added in the Next 5 Years (2021-2026)	-197	491

Population

Winnetka's population is under the average of the preferred areas with a current population of 30,250 people and 10,669 households within this smaller 2 mile radius. This area experienced negative population growth of -2.5% from 2010-2020. This area is projected to shrink -2.0% over the next five years versus the preferred area average of 2.0%. This is lower than the average and lower than the national average.

The median age of the population in this area is 46.6 which is above the area average of 43.4 years old. This area has an average household size of 2.83 persons which is above the preferred areas' average of 2.62 and the highest in this study. This area is family centric with 78.2% of the households

being family households and with 43.1% having children in the home and 21.5% of the population being under 15 and an additional 12.7% being under 24. This area has the highest percentage of people 15-24 years of age compared to the final areas. Another 13.7% of this area's population is between 25 and 44 years of age and 30.7% between 45-64 years old leaving 21.4% of the population over 65 years old. This area has the highest percentage of people 45-64 years of age compared to the final areas.
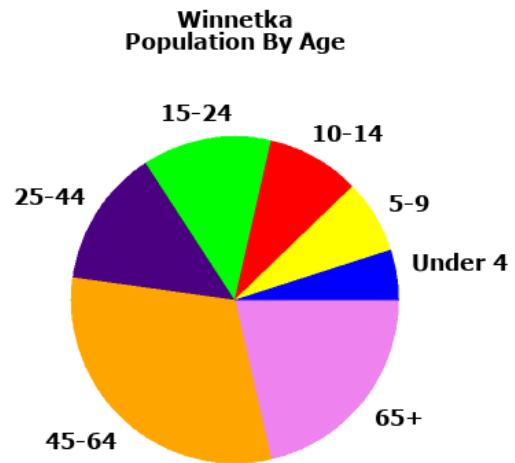
Winnetka has a daytime employee population of 14,459 versus a permanent population of 30,250 meaning the daytime employee population is 47.8% of the permanent population living in the area and 45.0% of the total daytime population. This is not a significant daytime employee population. A practice in this 2 mile radius could greatly benefit with early or late hours and weekend times. Total daytime population is the lowest in this study.

In this area, 88.2% of the population either holds a bachelor's degree or higher educational degree and is above the preferred area average of 71.7%. Winnetka has the highest percentage of people with a bachelor's degree or higher. All the areas in this study have a higher percentage of the population that holds a bachelor's degree or higher compared to the U.S. average.

The dominant racial and ethnic groups of the population in the Winnetka area are White 89.5%, Asian 7.5% and 3.0% Hispanic or Latino of any race.

Income

Median household income is $200,001 and per capita income is $96,176 in Winnetka. Median income is well above the average of the preferred areas. It is also well above the U.S. median income. Average household income is $273,983 per year. Average income in Winnetka is well above the average of the preferred areas and the highest average income in this study. Winnetka's per capita income is above the average of the preferred areas and is the highest of this study. It also is above Illinois and the U.S. The percentage of households with an average income between $50,000-$99,999 is 12.9%. Additionally, 63.0% of the population earns over $150,000. This area may be an ultra-rich area. A close review of the tapestry profiles for this area will give insight into general spending and behavior patterns of this population. The percentage of the population at poverty level (below $25,000) is 5.3% and well below the preferred area average of 7.2%. All areas have a lower percentage of the population below poverty level compared to the national average. The unemployment rate is low overall at 3.6%

and slightly below the preferred area average of 3.8%. White-collar professions account for 92.5% of employment, the highest in this study. Service occupations comprise 3.7% of the employment base while blue-collar occupations make up 3.9% of the base.

Winnetka
Household Income in $1,000s (% of total population)

— $Median Income - $200,001   — Ave Income - $273,983
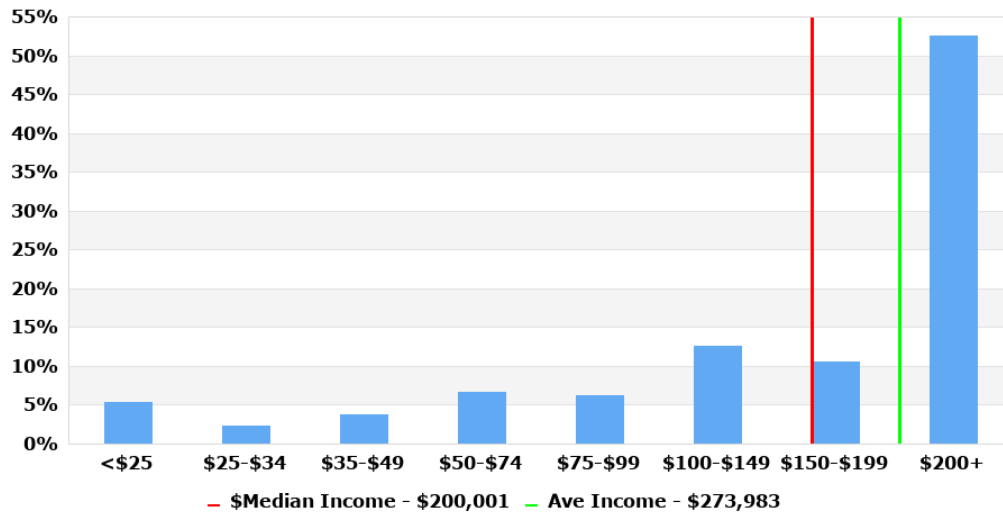
Housing

This 2 mile radius contains 11,696 housing units and a high vacancy rate of 8.8%. This area has a high 81.5% home ownership rate and 9.7% of the population are renters. The ownership occupancy levels are above the preferred area average of 74.9% and the highest in this study.

Home values have two implications—they can signal the relative affluence of an area and thus the ability of its population to spend more on dental care, but they can also show the relative unaffordability of an area and its possibility not to grow as fast as other more affordable locations. The median home ownership value in this area is $910,430, the highest of the preferred locations. This area averages spending 32.0% of their income on total housing which is higher than the 30% figure that is considered a healthy housing spending percentage. Total housing expenditure includes the cost of shelter as well as utilities, fuel, and public services like water and sewer. This means that housing expenditures use a greater amount of the household budget on a national basis than it

Winnetka
Housing (% of Total Population)
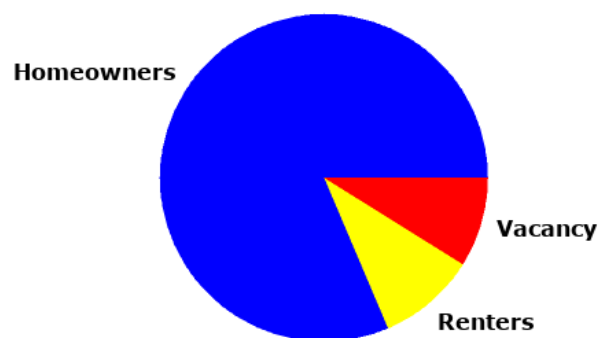
Homeowners

Vacancy

Renters

should by large amount. Disposable income in this area averages 68.0%. The average housing cost of just shelter as a percent of income in this area at 21.3%. The area is affordable for those living here. In general, all these housing factors are average indicators of desirability of an area and its economic growth potential.

More detailed income and housing data is found in Table 2.

Expenditures

The analysis that was conducted for this study also looked at some specific demographic Health & Dental Indicators—specifically the following five that are good indicators of how the population views their health in general as well as dental care and the importance of dental visits in particular:

Winnetka Indexes:	**Preferred Market Averages**
Dental $ Index/HH @ 281	197
All Health Care $ Index/HH @ 269	189
Health Ins $ Index/HH @ 271	190
Percent Visiting Dentist @ 50.6%	45.6%
Percent Visiting Dentist Index @ 134	120
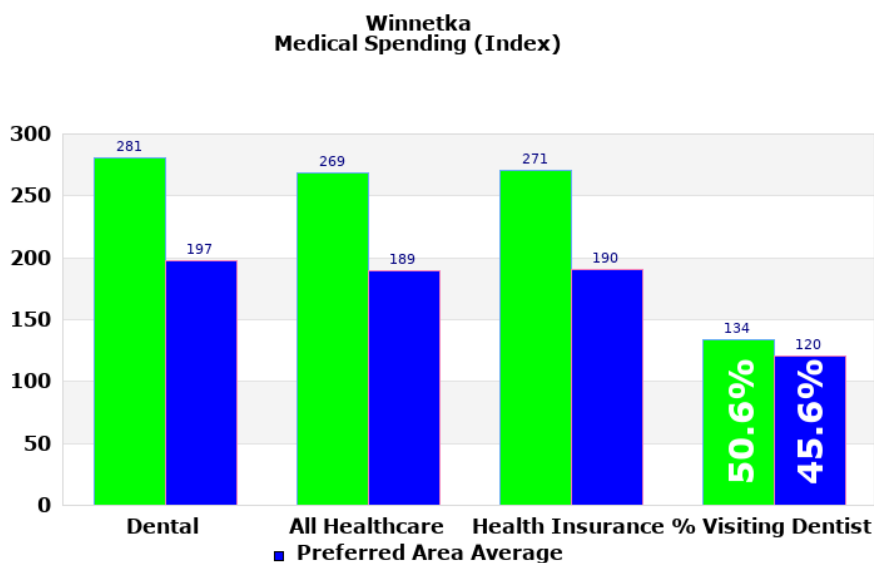
Winnetka Medical Spending (Index)

As previously discussed, four of the above indicators noted here are using MPI figures—which stand for "Market Potential Index." **An MPI of 100 is the "baseline". Thus any MPI figure below 100 indicates that the specified population under consideration is LESS LIKELY to exhibit this behavior or buying pattern than that of the rest of the U.S. population; while an MPI above 100 shows that the population is MORE LIKELY to display that behavior or buying pattern.**

The household population within this area on average spends $16,783 a year on all healthcare expenditures, an MPI of 269. The preferred areas have an average healthcare MPI of 189 and average spending of $11,811. Winnetka's health spending is well above the preferred area average and highest of this study and well above the national average MPI of 100. Their propensity to spend on healthcare is higher than the propensity of Americans as a whole to spend on healthcare. The preferred area dental service average MPI is 197 and $793/HH. This area's MPI for dental services specifically stands at 281 and $1,131/HH—which means the populous is more apt to spend money on dental care than the average American. The dental spending per potential patient (those who have visited a dentist in the last 12 months) is the highest in this study.

The percentage of the population that visited a dentist within the last year is 50.6% (MPI of 134). This is above the 120 preferred area average index and the highest in this study. (Note: other national studies figure dental visits differently than ESRI, and therefore may identify different percentages—what is most important, however, is that a single data source be used consistently to compare different locations.) In the last six months, 14.4% (86 MPI) of the populous used mouthwash more than 8 times per week. In the same last six months, 11.1% (107 MPI) used a non-toothpaste whitener.

🔺 Denali Viability Rating "DVR"

The preferred area average dentist-to-population ratio of 1:2,458 is better than the industry minimum standard of 1:2,032. Winnetka has a dentist-to-population ratio of 1:1,315 which is much worse than the area average and the worst of the preferred areas. The adjusted dentist-to-population ratio takes into account dental spending. The higher the spending the better the ratio gets. The explanation of terms in the appendix gives more detail on this calculation. The average adjusted dentist-to-population ratio in this study is 1:4,253. Winnetka's adjusted dentist-to-population ratio of 1:3,696 is much better than the U.S. average but worse than the study's average and worse than the median for final areas. Winnetka has the lowest DVR with a ranking of 16.5. The preferred areas have an average DVR ranking of 19.4.

Winnetka
Dentist To Population Ratio

1 : 3695

1 : 1315

4000
3500
3000
2500
2000
1500
1000
500
0

Dentist To Population Ratio   **Adjusted Dentist To Population Ratio**

— **United States Dentist Ratio - 1:2,032**   — **Average Adjusted Dentist Ratio 1:4,253**

The proprietary Denali Viability Ranking takes into consideration the current dental ratios, population, private dental spending, education level, and projected growth rates as compared to U.S. averages. The U.S. average for the DVR ranking is around 5 and all these markets are above or equal to the U. S. average.

The addition of dentists into a market area, which are unknown at this time, can have a significant impact on dentist-to-population and the DVR ratios. Therefore, we have done some sensitivity analysis to model this and added the effect of two more dentists opening a practice in each of these areas. These DVR sensitivity rankings are shown below:

• "DVR" with Current conditions is 16.5.
• "DVR" with addition of Jane Doe and one other dentist is 15.2.

Winnetka - Denali Viability Ranking (DVR) and Denali Viability Ranking +2 (DVR+2)

19.4

16.5

17.4

15.2

20
18
16
14
12
10
8
6
4
2
0

Winnetka   **Preferred Area Average**

□ **DVR**   ■ **DVR+2**
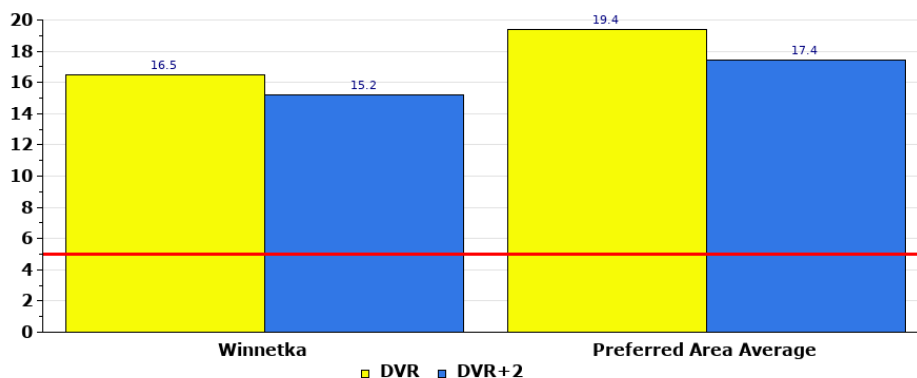
Winnetka's DVR at 16.5 is positively influenced by the higher dental spending, higher education levels, and higher percentage of population visiting a dentist. The higher number of dentists in the area and lower growth have negative effects on this number.

When the radius is expanded to a 3 miles radius, the marketing DVR increases to 17.6. The

reason is the dentist-to-population ratio improves and projected growth over the next five years increases. In the larger radius, Winnetka's DVR at 17.6 is positively influenced by the higher dental spending, higher education levels, and higher percentage of population visiting a dentist. The higher number of dentists in the area and lower growth have negative effects on this number. Winnetka's daytime employment base of 14,459 has an insignificant impact on the overall numbers. This area has the lowest total daytime population at 32,107.

Tapestry Demographics

As mentioned earlier, Tapestry Groups is a psychographic way to group populations based on spending habits, job types, travel experience, backgrounds, entertainment preferences as well as common demographics. People of a particular Tapestry Group tend to live in similar areas, spend money similarly, and make critical decisions alike. By learning the Tapestry Groups in the area, a dentist will be able to learn more about how to market to potential patients, what is important to them, and what values drive decisions. For example, if a Tapestry Group researches and makes most of their decisions through online resources, marketing online in that area will likely need to be a key part of an overall marketing program. If local events and activities are of interest to a group, being involved and present in the local market can be key. Even knowing possible interests of a Tapestry Group can be a conversation starter.

Winnetka
Tapestry Demographics (% of total population)

The dominant psychographics or Tapestry Groups are very concentrated. The dominant groups of the population in this area are:

Top Tier 86.4%

The residents of the wealthiest market, Top Tier, earn more than three times the US household income. They have the purchasing power to indulge any choice. Aside from the obvious

expense for the upkeep of their lavish homes, consumers select upscale salons, spas, and fitness centers and shop at high-end retailers. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners, and shopping. These highly educated professionals have reached their corporate career goals. With an accumulated average net worth of over 3 million dollars and income from a strong investment portfolio, many of these older residents have moved into consulting roles or operate their own businesses.

Top Tier purchase or lease luxury cars with the latest trim, preferably imports, contribute to arts and cultural organizations, educational and social groups, as well as NPR and PBS, and hire out their household chores: every service from property and garden maintenance and professional housekeeping to contracting for home improvement or maintenance projects. Top Tier consumers spend money on themselves. They frequently visit day spas and salons, use dry cleaning services, and exercise at exclusive clubs. They regularly visit their lavish vacation homes. When at home, their schedules are packed with lunch dates, book club meetings, charity dinners, classical music concerts, opera shows, and visits to local art galleries. They shop at high-end retailers such as Nordstrom (readily paying full price), as well as Target, Kohl's, Macy's, and Bed Bath & Beyond, and online at Amazon.com. At their level of spending, it makes sense to own an airline credit card. They make several domestic and foreign trips a year for leisure and pay for every luxury.

Exurbanites 10.6%

Ten years later, Exurbanites residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts, but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and refined.

Exurbanites residents' preferred vehicles are late model luxury cars or SUVs. They are active supporters of the arts and public television and radio. Attentive to ingredients, they prefer natural or organic products. Gardening and home improvement are priorities, but they also use a number of services from home care and maintenance to personal care. Financially active with wide-ranging investments, these investors rely on financial planners, extensive reading, and the internet to handle their money.

Golden Years 1.9%

Independent, active seniors nearing the end of their careers or already in retirement best describes Golden Years residents. This market is primarily singles living alone or empty nesters. Those still active in the labor force are employed in professional occupations; however, these consumers are actively pursuing a variety of leisure interests: travel, sports, dining out, museums, and concerts. They are involved, focused on physical fitness, and enjoying their lives. This market is smaller, but growing, and financially secure.

Golden Years residents are avid readers. They regularly read daily newspapers, particularly the Sunday edition. They subscribe to cable TV; news and sports programs are popular as well

as on-demand movies. They use professional services to maintain their homes inside and out and minimize their chores. Leisure time is spent on sports (tennis, golf, boating, and fishing) or simple exercise like walking. Good health is a priority; they believe in healthy eating coupled with vitamins and dietary supplements. Their active social lives include travel, especially abroad, plus going to concerts and museums. Golden Years residents maintain actively managed financial portfolios that include a range of instruments such as IRA's, common stocks, and certificates of deposit (more than six months).

Savvy Suburbanites 0.9%

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine plus the amenities of the city's cultural events.

Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons. Gardening and home remodeling are priorities usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting. There is extensive use of housekeeping and personal care services. Foodies: they like to cook and prefer natural or organic products. These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages plus home equity credit lines. Physically fit, residents actively pursue a number of sports from skiing to golf and invest heavily in sports gear and exercise equipment.

For further information regarding these tapestries, visit https://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm

Glenview

Overall the Glenview area contains a great combined set of demographics.

- The third highest percentage of growth between 2010-2020 at 2.9%
- The third highest median home value at $531,460
- The third highest percentage of home ownership 78.8%
- The third highest (tied) percentage of the population with a bachelor's degree at 69.2%
- The third highest per capita income, third highest median income, and third highest average household income
- The second highest number of daytime employees at 21,342
- The second highest number of daytime residents at 21,422
- The third highest dental spending at $780 (MPI 194)
- The third best dentist-to-population ratio at 1 to 2,163
- The third highest percentage of the population visiting a dentist at 48.0% (MPI 127)
- DVR at 16.6

Population	Glenview	Preferred Area Average
Population, 2021	38,929	40,351
Population >= 18 Years old	77.3%	75.7%
Population < 18 Years old	22.7%	24.3%
Projected Population, 2026	38,752	41,463
Median Age	47.5	43.4
Projected population growth, 2021 to 2026	-0.5%	2.0%
New Projected Residents Added in the Next 5 Years (2021-2026)	-177	1,111
New Projected Households Added in the Next 5 Years (2021-2026)	-55	491

Population

Glenview's population is under the average of the preferred areas with a current population of 38,929 people and 14,751 households within this smaller 2 mile radius. This area experienced positive population growth of 2.9% from 2010-2020. This area is projected to shrink -0.5% over the next five years versus the preferred area average of 2.0%. This is lower than the average and lower than the national average.

The median age of the population in this area is 47.5 which is above the area average of 43.4 years old and also the second oldest of these final 5 areas. This area has an average

household size of 2.62 persons which is the same as the preferred areas' average of 2.62 and the third highest in this study. This area is family centric with 72.1% of the households being family households and with 34.4% having children in the home and 18.5% of the population being under 15 and an additional 10.4% being under 24. Another 18.1% of this area's population is between 25 and 44 years of age and 28.1% between 45-64 years old leaving 24.9% of the population over 65 years old. This area has the highest percentage of people 65 and older compared to the final areas.

Glenview Population By Age
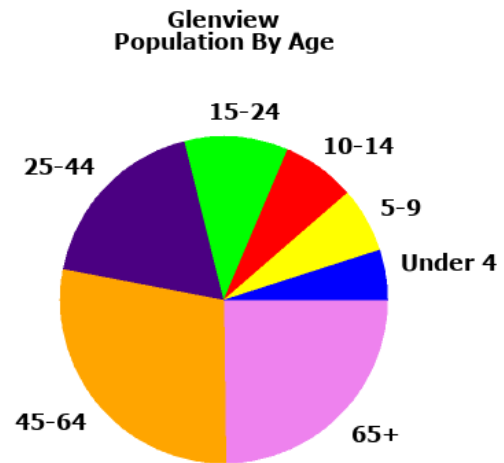
Glenview has a daytime employee population of 21,342 versus a permanent population of 38,929 meaning the daytime employee population is 54.8% of the permanent population living in the area and 50.0% of the total daytime population. Total daytime population is the third highest in this study. This is a significant daytime employee population that has a positive impact on the overall numbers.

In this area, 69.2% of the population either holds a bachelor's degree or higher educational degree and is slightly below the preferred area average of 71.7%. Glenview has the third highest (tied) percentage of people with a bachelor's degree or higher. All the areas in this study have a higher percentage of the population that holds a bachelor's degree or higher compared to the U.S. average.

The dominant racial and ethnic groups of the population in the Glenview area are White 80.3%, Asian 14.8%, 1.6% other races and 6.5% Hispanic or Latino of any race. This area has the largest percentage of Asian people of the areas in this study.

Income

Median household income is $128,308 and per capita income is $69,061 in Glenview. Median income is below the average of the preferred areas. However, it is well above the U.S. median income. Average household income is $183,723 per year. Average income in Glenview is slightly below the average of the preferred areas and the third highest average income in this study. Glenview's per capita income is below the average of the preferred areas but is the third highest of this study. Glenview's per capita is, however, higher than Illinois and national per capita incomes. Per capita income is comparatively higher than the median and average incomes due to households in this area having fewer people. The percentage of households with an average income between $50,000-$99,999 is 21.7%. Additionally, 44.2% of the population earns over $150,000. This area may be an ultra-rich area. A close review of the tapestry profiles for this area will give insight into general spending and behavior patterns of

this population. The percentage of the population at poverty level (below $25,000) is 8.9%, the second highest of this study and above the preferred area average of 7.2%. All areas have a lower percentage of the population below poverty level compared to the national average. The unemployment rate is low overall at 4.3% but above the preferred area average of 3.8%. White-collar professions account for 84.1% of employment. Service occupations comprise 7.0% of the employment base while blue-collar occupations make up 8.9% of the base.

Glenview
Household Income in $1,000s (% of total population)

— $Median Income - $128,308   — Ave Income - $183,723
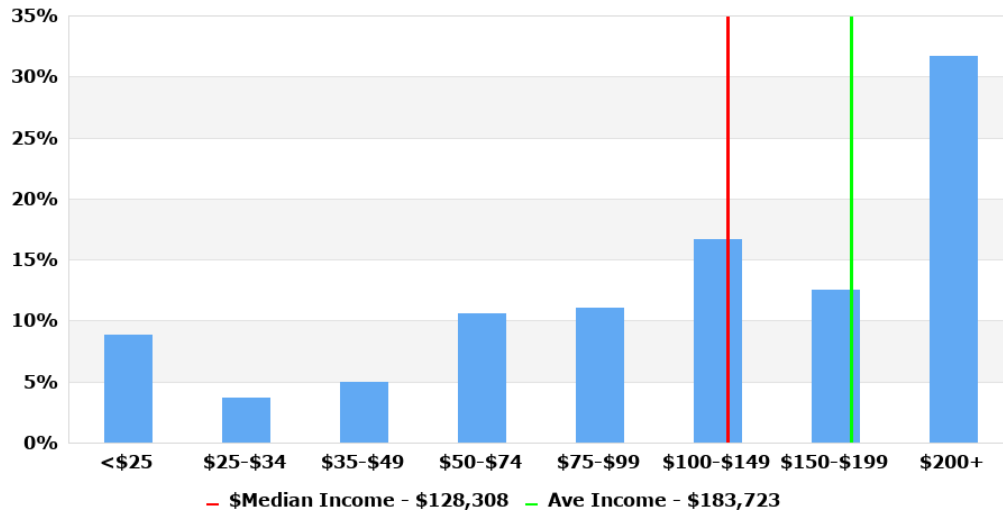
Housing

This 2 mile radius contains 15,554 housing units and a vacancy rate of 5.2%. This area has a high 78.8% home ownership rate and 16.0% of the population are renters. The ownership occupancy levels are slightly above the preferred area average of 74.9%.

Home values have two implications—they can signal the relative affluence of an area and thus the ability of its population to spend more on dental care, but they can also show the relative unaffordability of an area and its possibility not to grow as fast as other more affordable locations. The median home ownership value in this area is $531,460, the third highest of the preferred locations. This area averages spending 32.3% of their income on total housing which is considerably higher than the 30% figure that is considered a healthy housing spending percentage. Total housing expenditure includes the cost of shelter as well as utilities, fuel, and public

services like water and sewer. This means that housing expenditures use a greater amount of the household budget on a national basis than it should by large amount. Disposable income in this area averages 67.7%. The average housing cost of just shelter as a percent of income in this area at 21.8%. The area is affordable for those living here. In general, all these housing factors are below average indicators of desirability of an area and its economic growth potential.

Glenview Housing (% of Total Population)
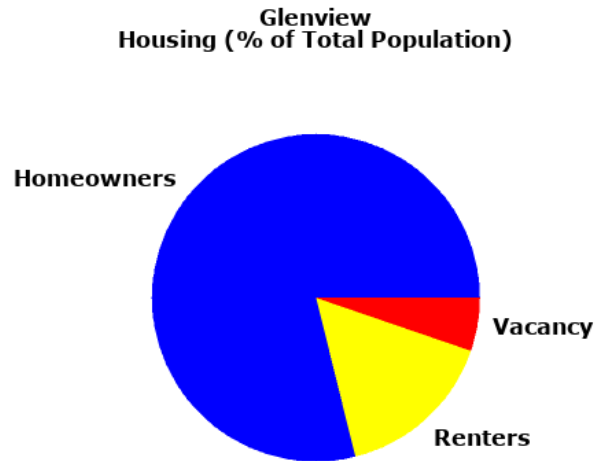
More detailed income and housing data is found in Table 2.

Expenditures

The analysis that was conducted for this study also looked at some specific demographic Health & Dental Indicators—specifically the following five that are good indicators of how the population views their health in general as well as dental care and the importance of dental visits in particular:

Glenview Indexes:	Preferred Market Averages
Dental $ Index/HH @ 194	197
All Health Care $ Index/HH @ 184	189
Health Ins $ Index/HH @ 185	190
Percent Visiting Dentist @ 48.0%	45.6%
Percent Visiting Dentist Index @ 127	120

Glenview
Medical Spending (Index)
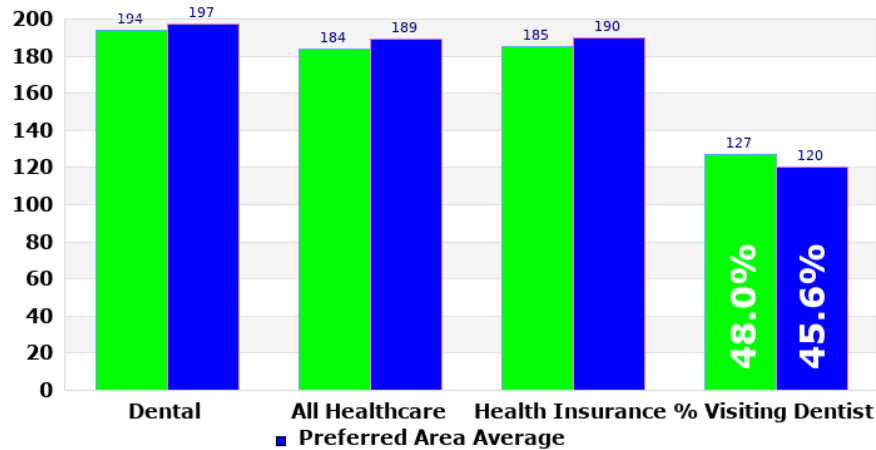
As previously discussed, four of the above indicators noted here are using MPI figures—which stand for "Market Potential Index." **An MPI of 100 is the "baseline". Thus any MPI figure below 100 indicates that the specified population under consideration is LESS LIKELY to exhibit this behavior or buying pattern than that of the rest of the U.S. population; while an MPI above 100 shows that the population is MORE LIKELY to display that behavior or buying pattern.**

The household population within this area on average spends $11,476 a year on all healthcare expenditures, an MPI of 184. The preferred areas have an average healthcare MPI of 189 and average spending of $11,811. Glenview's health spending is slightly below the preferred area average but third highest of this study and well above the national average MPI of 100. Their propensity to spend on healthcare is higher than the propensity of Americans as a whole to spend on healthcare. The preferred area dental service average MPI is 197 and $793/HH. This area's MPI for dental services specifically stands at 194 and $780/HH—which means the populous is more apt to spend money on dental care than the average American. The dental spending per potential patient (those who have visited a dentist in the last 12 months) is the third highest in this study.

The percentage of the population that visited a dentist within the last year is 48.0% (MPI of 127). This is above the 120 preferred area average index and the third highest in this study. (Note: other national studies figure dental visits differently than ESRI, and therefore may identify different percentages—what is most important, however, is that a single data source be used consistently to compare different locations.) In the last six months, 14.6% (87 MPI) of the populous used mouthwash more than 8 times per week. In the same last six months, 10.8% (104 MPI) used a non-toothpaste whitener.

Denali Viability Rating "DVR"

The preferred area average dentist-to-population ratio of 1:2,458 is better than the industry

minimum standard of 1:2,032. Glenview has a dentist-to-population ratio of 1:2,163 which is worse than the area average but the third best of the preferred areas. The adjusted dentist-to-population ratio takes into account dental spending. The higher the spending the better the ratio gets. The explanation of terms in the appendix gives more detail on this calculation. The average adjusted dentist-to-population ratio in this study is 1:4,253. Glenview's adjusted dentist-to-population ratio of 1:4,196 is much better than the U.S. average but slightly worse than the study's average and slightly worse than the median for final areas. Glenview has a DVR ranking of 16.6. The preferred areas have an average DVR ranking of 19.4.

Glenview
Dentist To Population Ratio

The proprietary Denali Viability Ranking takes into consideration the current dental ratios, population, private dental spending, education level, and projected growth rates as compared to U.S. averages. The U.S. average for the DVR ranking is around 5 and all these markets are above or equal to the U. S. average.

The addition of dentists into a market area, which are unknown at this time, can have a significant impact on dentist-to-population and the DVR ratios. Therefore, we have done some sensitivity analysis to model this and added the effect of two more dentists opening a practice in each of these areas. These DVR sensitivity rankings are shown below:

• "DVR" with Current conditions is 16.6.
• "DVR" with addition of Jane Doe and one other dentist is 15.0.

Glenview - Denali Viability Ranking (DVR) and Denali Viability Ranking +2 (DVR+2)
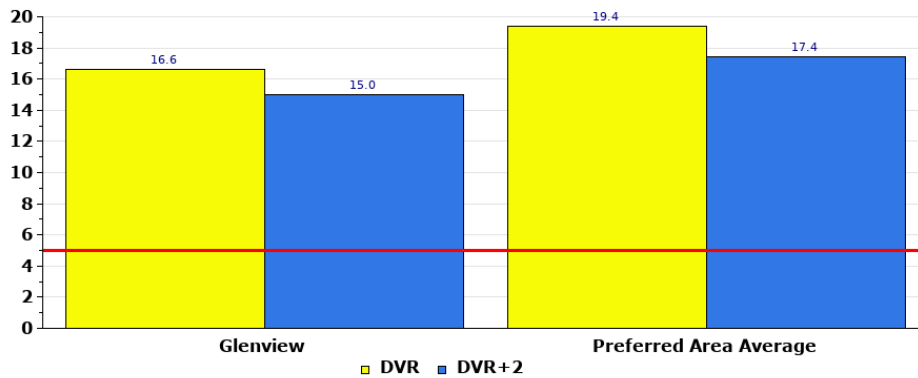
Glenview's DVR at 16.6 is positively influenced by the lower number of dentists in the area, higher dental spending, higher education levels, and higher percentage of population visiting a dentist. The lower growth has a negative effect on this number. Glenview's daytime employment base of 21,342 has a significant, positive impact on the overall numbers and has a favorable impact on this area's DVR. This area has the third highest total daytime population at 42,764. The employment base presents both an opportunity and a marketing challenge for a dental practice. The DVR and dentist-to-population ratios do not include an area's daytime employment population since we cannot be sure of the daytime employees' general demographics, economic data, tapestry profiles, or their spending habits.

Tapestry Demographics

As mentioned earlier, Tapestry Groups is a psychographic way to group populations based on spending habits, job types, travel experience, backgrounds, entertainment preferences as well as common demographics. People of a particular Tapestry Group tend to live in similar areas, spend money similarly, and make critical decisions alike. By learning the Tapestry Groups in the area, a dentist will be able to learn more about how to market to potential patients, what is important to them, and what values drive decisions. For example, if a Tapestry Group researches and makes most of their decisions through online resources, marketing online in that area will likely need to be a key part of an overall marketing program. If local events and activities are of interest to a group, being involved and present in the local market can be key. Even knowing possible interests of a Tapestry Group can be a conversation starter.

Glenview
Tapestry Demographics (% of total population)
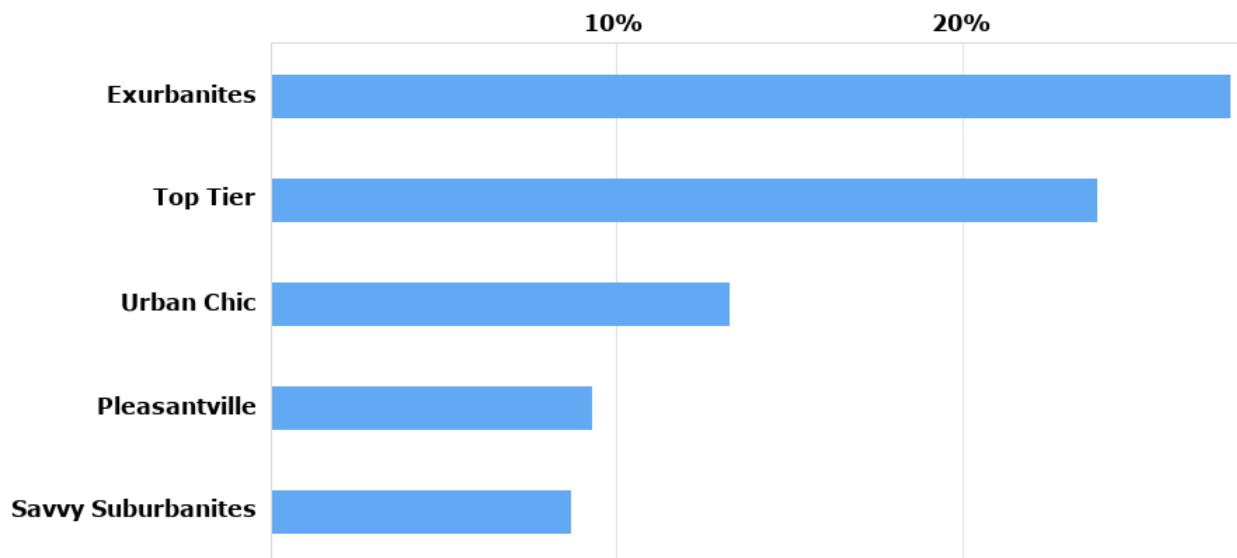
The dominant psychographics or Tapestry Groups are somewhat diverse. The dominant groups of the population in this area are:

Exurbanites 27.7%

Ten years later, Exurbanites residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts, but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and refined.

Exurbanites residents' preferred vehicles are late model luxury cars or SUVs. They are active supporters of the arts and public television and radio. Attentive to ingredients, they prefer natural or organic products. Gardening and home improvement are priorities, but they also use a number of services from home care and maintenance to personal care. Financially active with wide-ranging investments, these investors rely on financial planners, extensive reading, and the internet to handle their money.

Top Tier 23.8%

The residents of the wealthiest market, Top Tier, earn more than three times the US household income. They have the purchasing power to indulge any choice. Aside from the obvious expense for the upkeep of their lavish homes, consumers select upscale salons, spas, and fitness centers and shop at high-end retailers. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners, and shopping. These highly educated professionals have reached their corporate career goals. With an accumulated average net worth of over 3 million dollars and income from a strong investment portfolio, many of these older residents

have moved into consulting roles or operate their own businesses.

Top Tier purchase or lease luxury cars with the latest trim, preferably imports, contribute to arts and cultural organizations, educational and social groups, as well as NPR and PBS, and hire out their household chores: every service from property and garden maintenance and professional housekeeping to contracting for home improvement or maintenance projects. Top Tier consumers spend money on themselves. They frequently visit day spas and salons, use dry cleaning services, and exercise at exclusive clubs. They regularly visit their lavish vacation homes. When at home, their schedules are packed with lunch dates, book club meetings, charity dinners, classical music concerts, opera shows, and visits to local art galleries. They shop at high-end retailers such as Nordstrom (readily paying full price), as well as Target, Kohl's, Macy's, and Bed Bath & Beyond, and online at Amazon.com. At their level of spending, it makes sense to own an airline credit card. They make several domestic and foreign trips a year for leisure and pay for every luxury.

Urban Chic 13.2%

Urban Chic residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers—avid readers and moviegoers, environmentally active, and financially stable. This market is a bit older, with a median age of 43 years, and growing slowly, but steadily.

Urban Chic shop at Trader Joe's, Costco, or Whole Foods. They eat organic foods, drink imported wine, and truly appreciate a good cup of coffee. Urban Chic travel extensively (domestically and internationally), prefer to drive luxury imports, and shop at upscale establishments. They embrace city life by visiting museums, art galleries, and movie theaters for a night out. They are avid book readers of both digital and audio formats. They are financially shrewd residents that maintain a healthy portfolio of stocks, bonds, and real estate. In their downtime, they enjoy activities such as skiing, yoga, hiking, and tennis.

Pleasantville 9.3%

Prosperous households best describes the settled residents of Pleasantville. Situated principally in older housing in suburban areas in the Northeast (especially in New York and New Jersey) and secondarily in the West (especially in California), these slightly older couples move less than any other market. Many couples have already transitioned to empty nesters; many are still home to adult children. Families own older, single-family homes and maintain their standard of living with dual incomes. These consumers have higher incomes and home values and much higher net worth. Older homes require upkeep; home improvement and remodeling projects are a priority and usually done by contractors. Residents spend their spare time participating in a variety of sports or watching movies. They shop online and in a variety of stores from upscale to discount, and they use the internet largely for financial purposes.

Pleasantville prefer imported SUVs serviced by a gas station or car dealer. They invest in conservative securities and contribute to charities. Pleasantville work on home improvement and remodeling projects, but also hire contractors. They have bundled services

(TV/Internet/phone) and access the internet via fiber optics or cable modem on a newer computer to pay bills, make purchases, and track investments. They subscribe to premium channels (HBO, Showtime, or Starz) and use video-on-demand to watch TV shows and movies. Pleasantville enjoy outdoor gardening, going to the beach, visiting theme parks, frequenting museums, and attending rock concerts.

Savvy Suburbanites 8.6%

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine plus the amenities of the city's cultural events.

Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons. Gardening and home remodeling are priorities usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting. There is extensive use of housekeeping and personal care services. Foodies: they like to cook and prefer natural or organic products. These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages plus home equity credit lines. Physically fit, residents actively pursue a number of sports from skiing to golf and invest heavily in sports gear and exercise equipment.

For further information regarding these tapestries, visit https://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm

Locations

1. Austin (West Slaughter Lane) - Orange circle is 2 miles and Blue circle is 3 miles. Marketing radius is 2 miles.
2. Austin (MoPac Expressway) - Orange circle is 2 miles and Blue circle is 3 miles. Marketing radius is 2 miles.

Demographic Research For Jane Doe

Locations
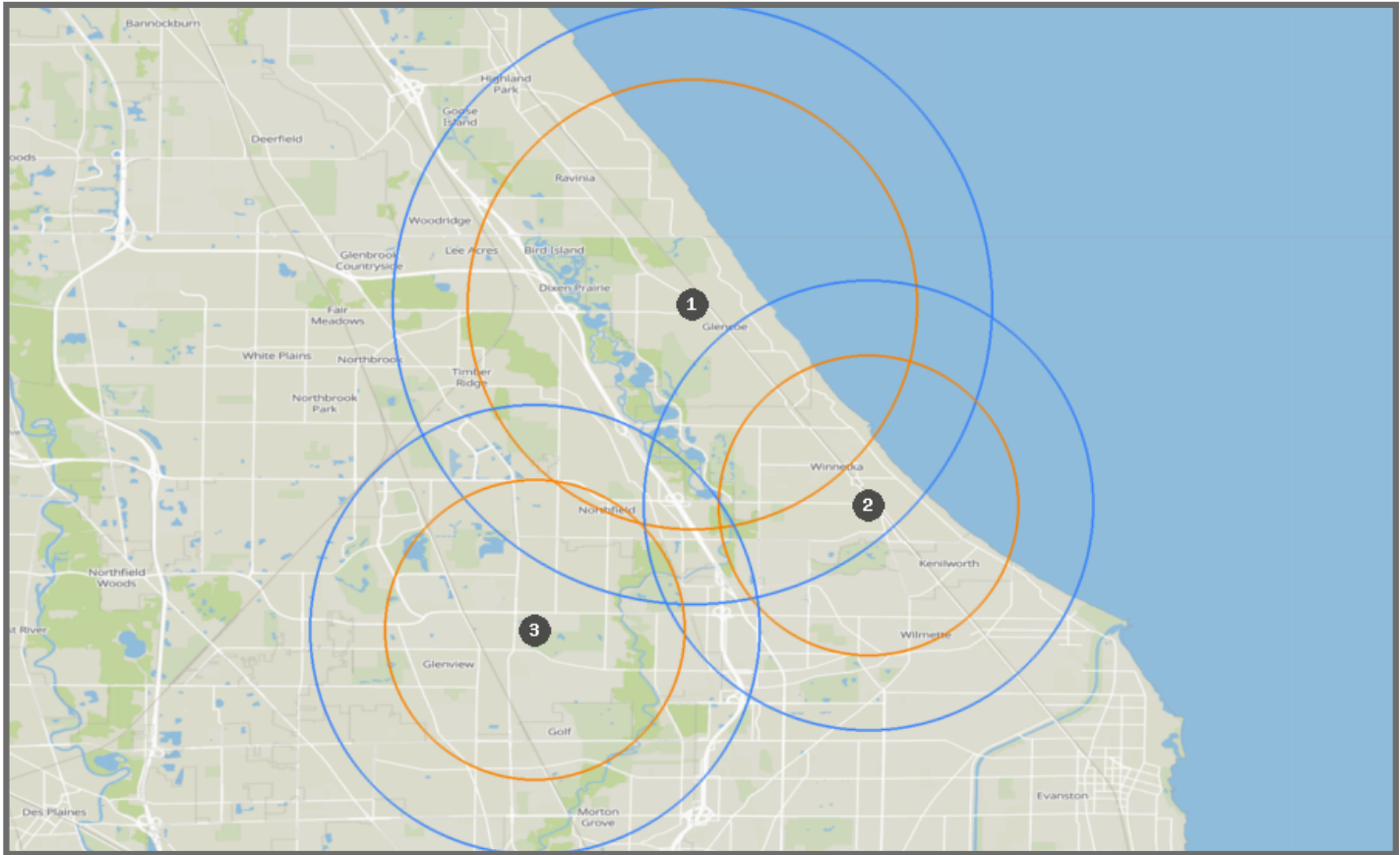
1. Glencoe - Orange circle is 3 miles and Blue circle is 4 miles. Marketing radius is 3 miles.
2. Winnetka - Orange circle is 2 miles and Blue circle is 3 miles. Marketing radius is 3 miles.
3. Glenview - Orange circle is 2 miles and Blue circle is 3 miles. Marketing radius is 2 miles.

Demographic Research For Jane Doe

Average Dental Expenditures
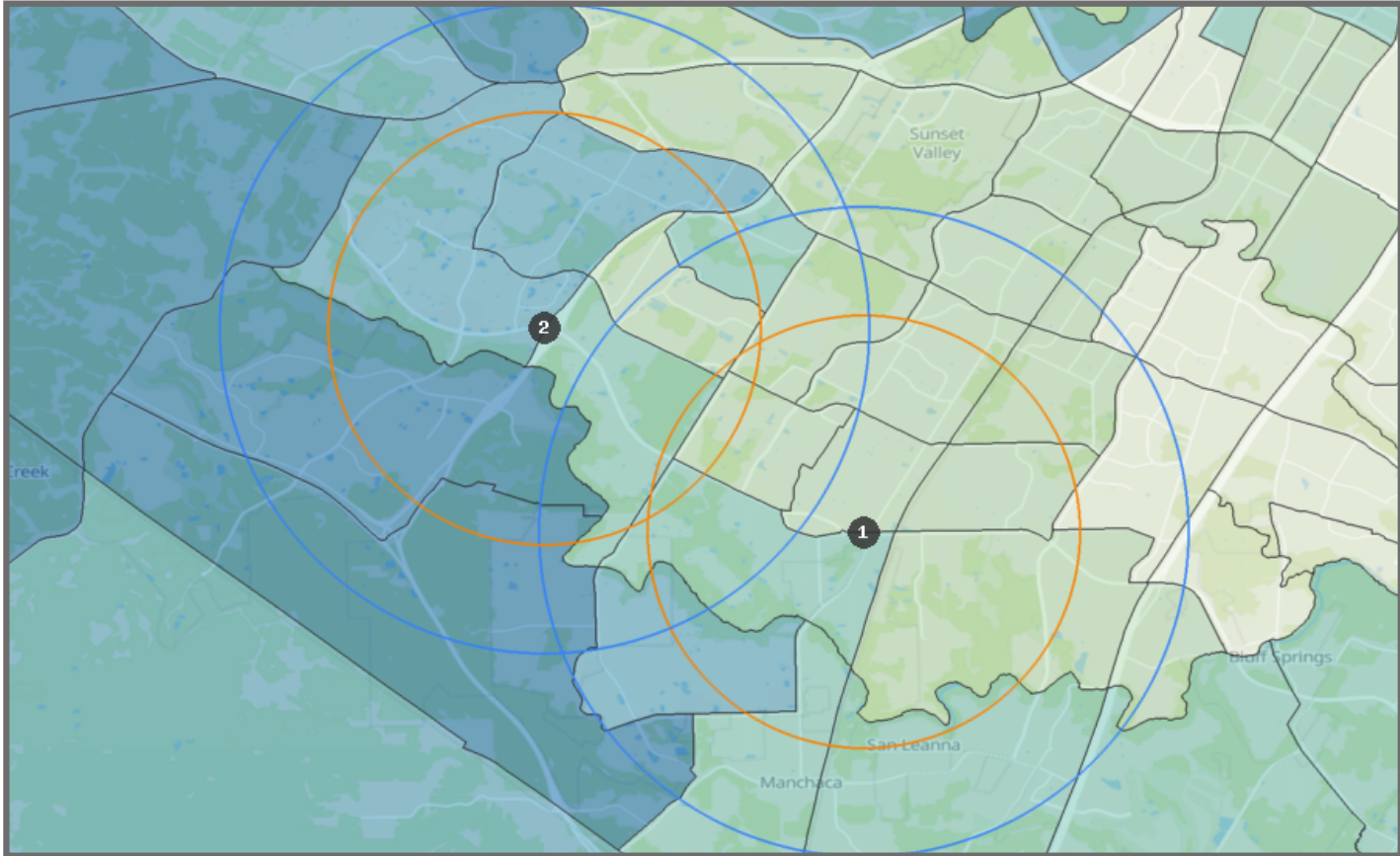
Dental Services per HH (Avg by Census Tract)

- $671 to $1,109
- $539 to $671
- $419 to $539
- $310 to $419
- $177 to $310

1. Austin (West Slaughter Lane)
2. Austin (MoPac Expressway)

Demographic Research For Jane Doe

Darker locations have the highest combination of characteristics.

Average Dental Expenditures
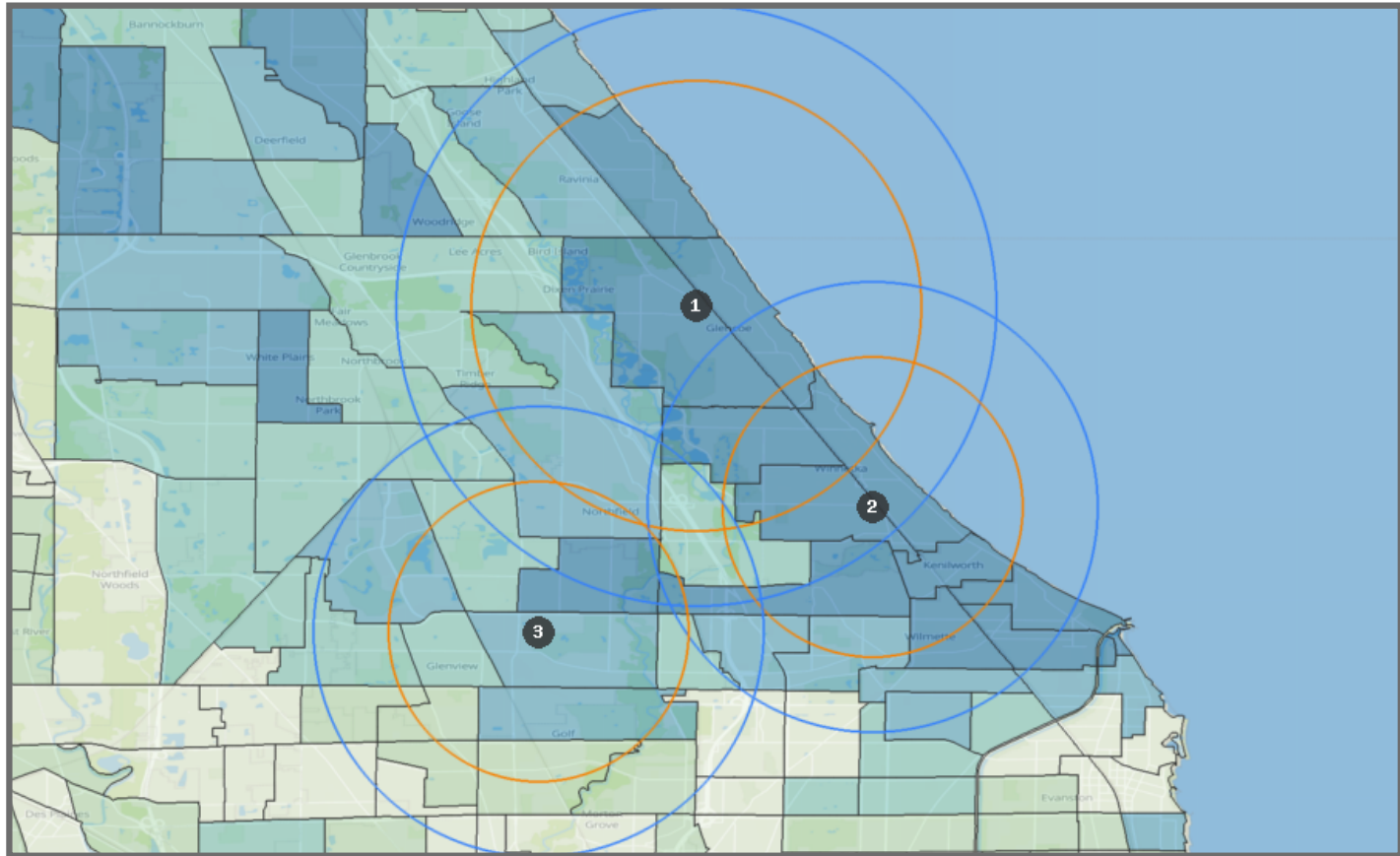
**Dental Services per HH
(Avg by Census Tract)**

- $991 to $1,363
- $813 to $991
- $595 to $813
- $441 to $595
- $270 to $441

1. Glencoe
2. Winnetka
3. Glenview

*Demographic Research
For Jane Doe*

Darker locations have the highest combination of characteristics.

Percent of Population Visiting a Dentist Last 12 Months

Visited a Dentist in Past 12 Months

- 33.72% to 39.94%
- 29.20% to 33.72%
- 23.26% to 29.20%
- 18.78% to 23.26%
- 16.71% to 18.78%
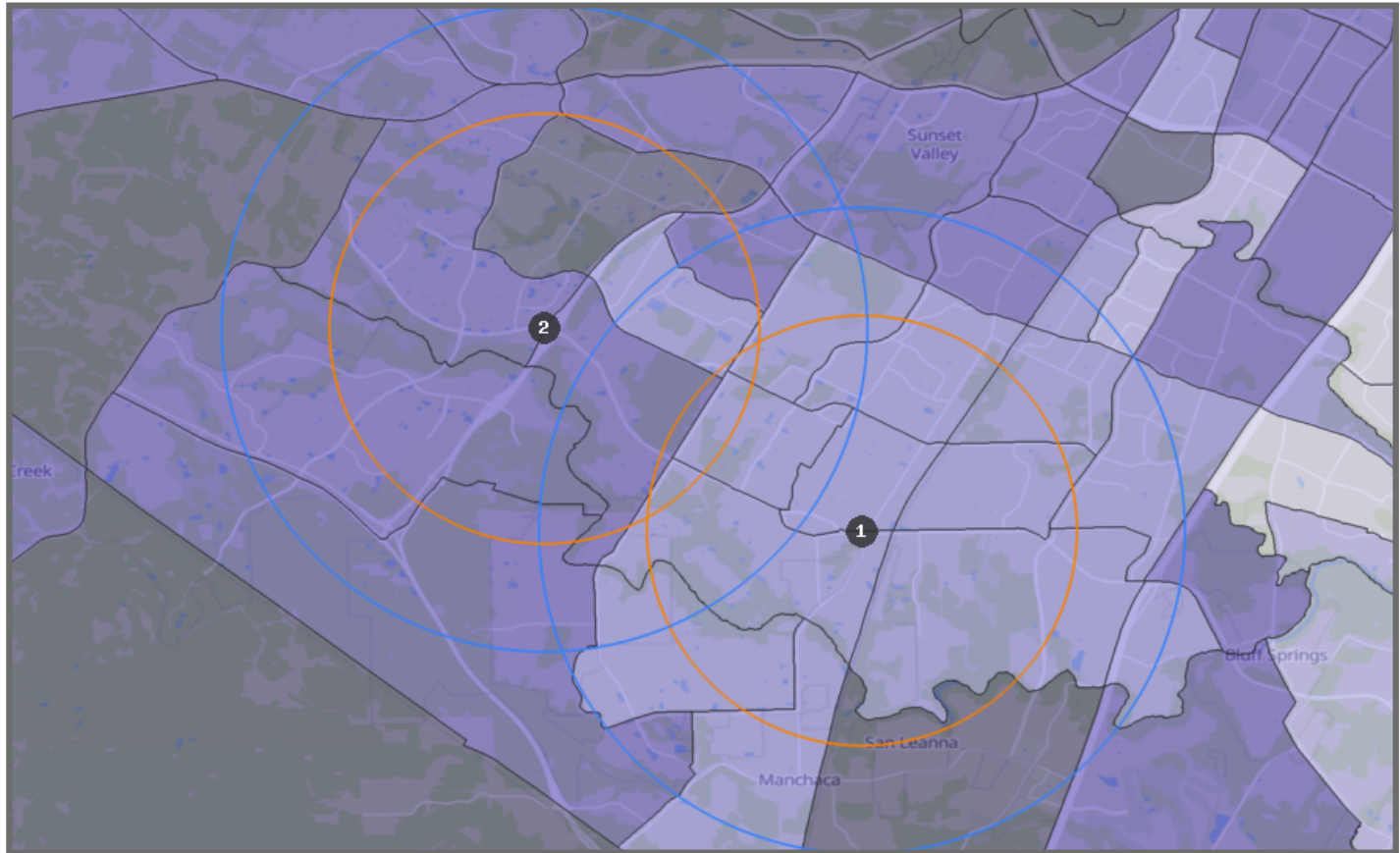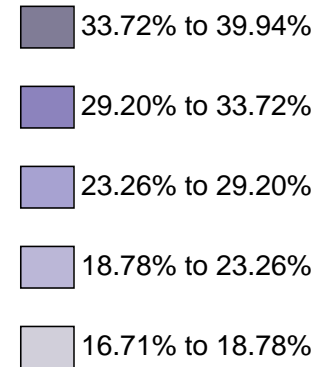
1. Austin (West Slaughter Lane)
2. Austin (MoPac Expressway)

Demographic Research For Jane Doe

Darker locations have the highest combination of characteristics.

Percent of Population Visiting a Dentist Last 12 Months
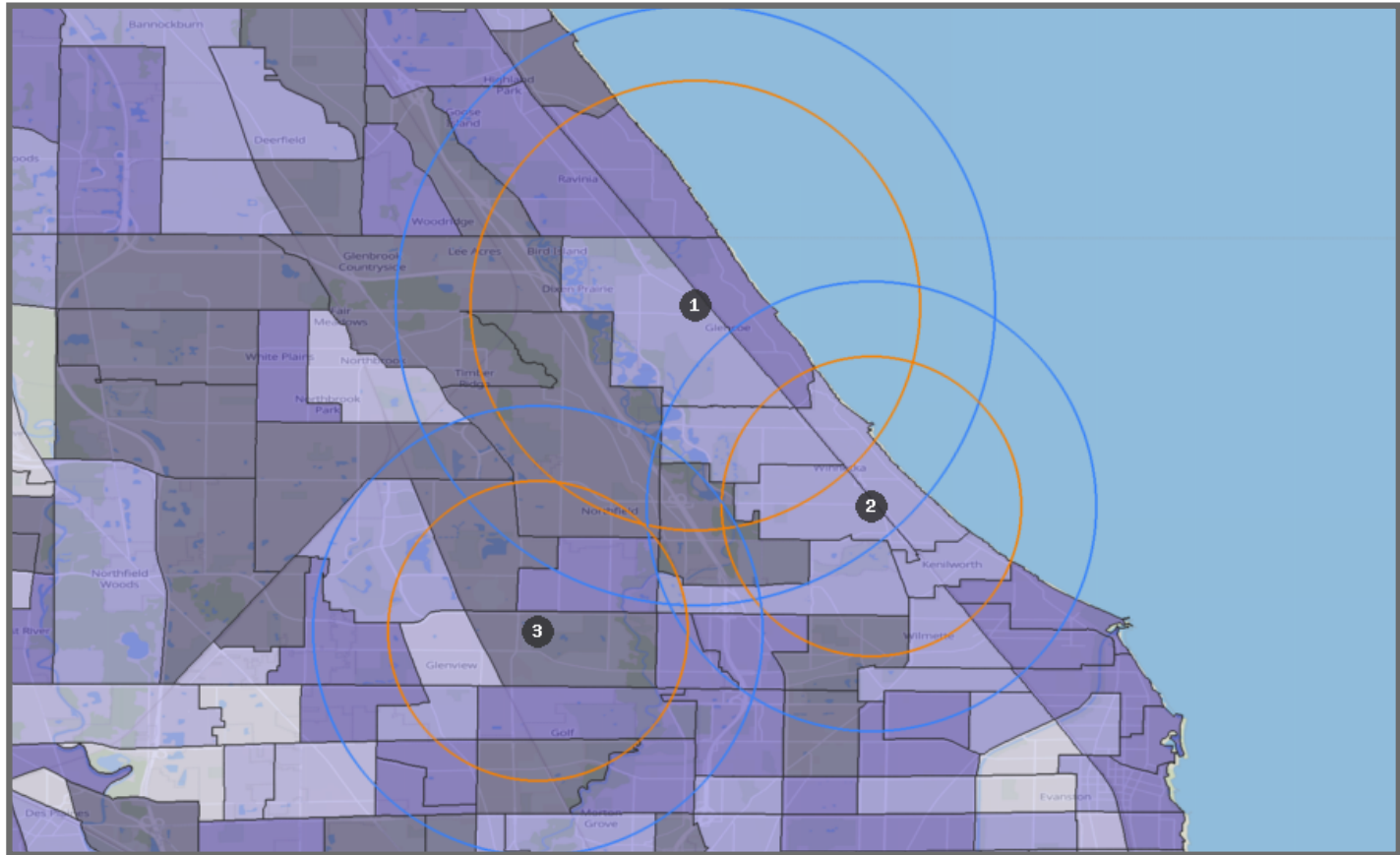
Visited a Dentist in Past 12 Months

- 39.33% to 43.09%
- 36.84% to 39.33%
- 33.87% to 36.84%
- 29.21% to 33.87%
- 22.88% to 29.21%

1. Glencoe
2. Winnetka
3. Glenview

Demographic Research For Jane Doe

Darker locations have the highest combination of characteristics.

Percentage of the Population with a Bachelor's Degree

Education: Bach Deg by Census Tract

- 62.87% to 83.15%
- 50.63% to 62.87%
- 34.70% to 50.63%
- 18.41% to 34.70%
- 6.65% to 18.41%

1. Austin (West Slaughter Lane)
2. Austin (MoPac Expressway)

Demographic Research For Jane Doe

Darker locations have the highest combination of characteristics.

Percentage of the Population with a Bachelor's Degree
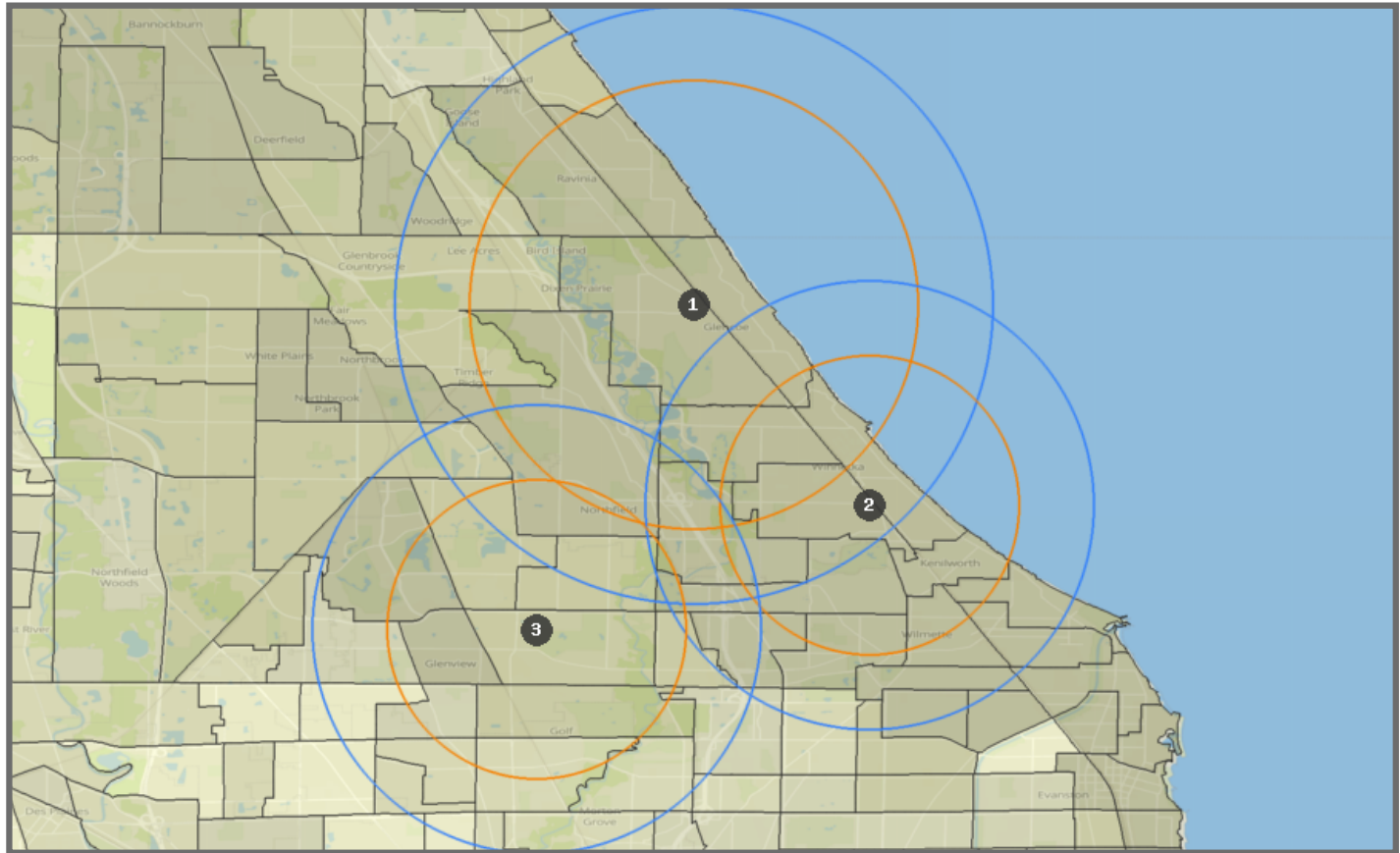
Education: Bach Deg by Census Tract

- 74.15% to 91.91%
- 60.74% to 74.15%
- 47.01% to 60.74%
- 36.83% to 47.01%
- 24.14% to 36.83%

1. Glencoe
2. Winnetka
3. Glenview

Demographic Research For Jane Doe

Darker locations have the highest combination of characteristics.

Household Entertainment/Recreation Expenditure
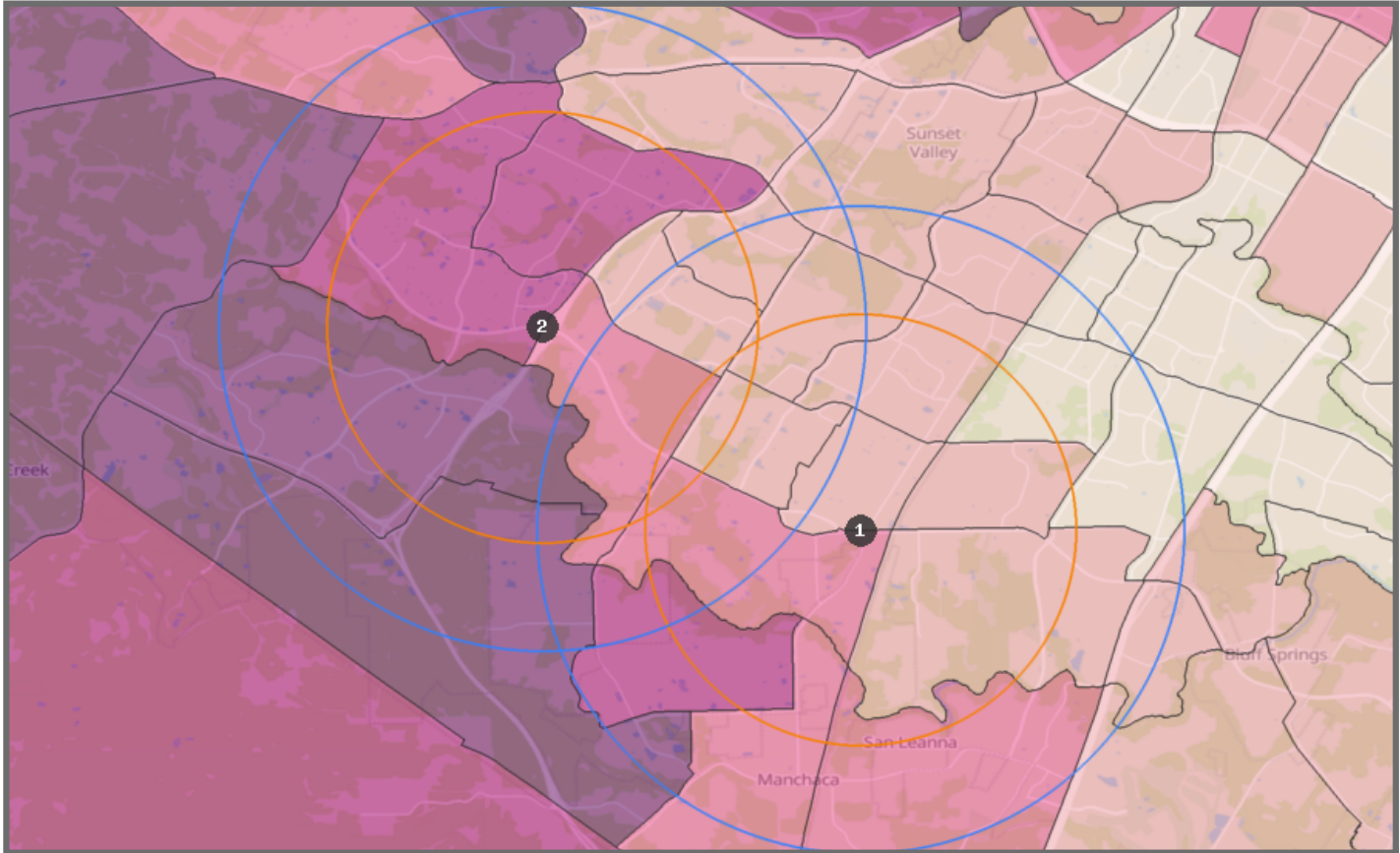
Ent/Recreation Per HH (Avg by Census Tract)

- $5,663 to $8,763
- $4,634 to $5,663
- $3,624 to $4,634
- $2,790 to $3,624
- $1,665 to $2,790

1. Austin (West Slaughter Lane)
2. Austin (MoPac Expressway)

Demographic Research For Jane Doe

Darker locations have the highest combination of characteristics.

Household Entertainment/Recreation Expenditure
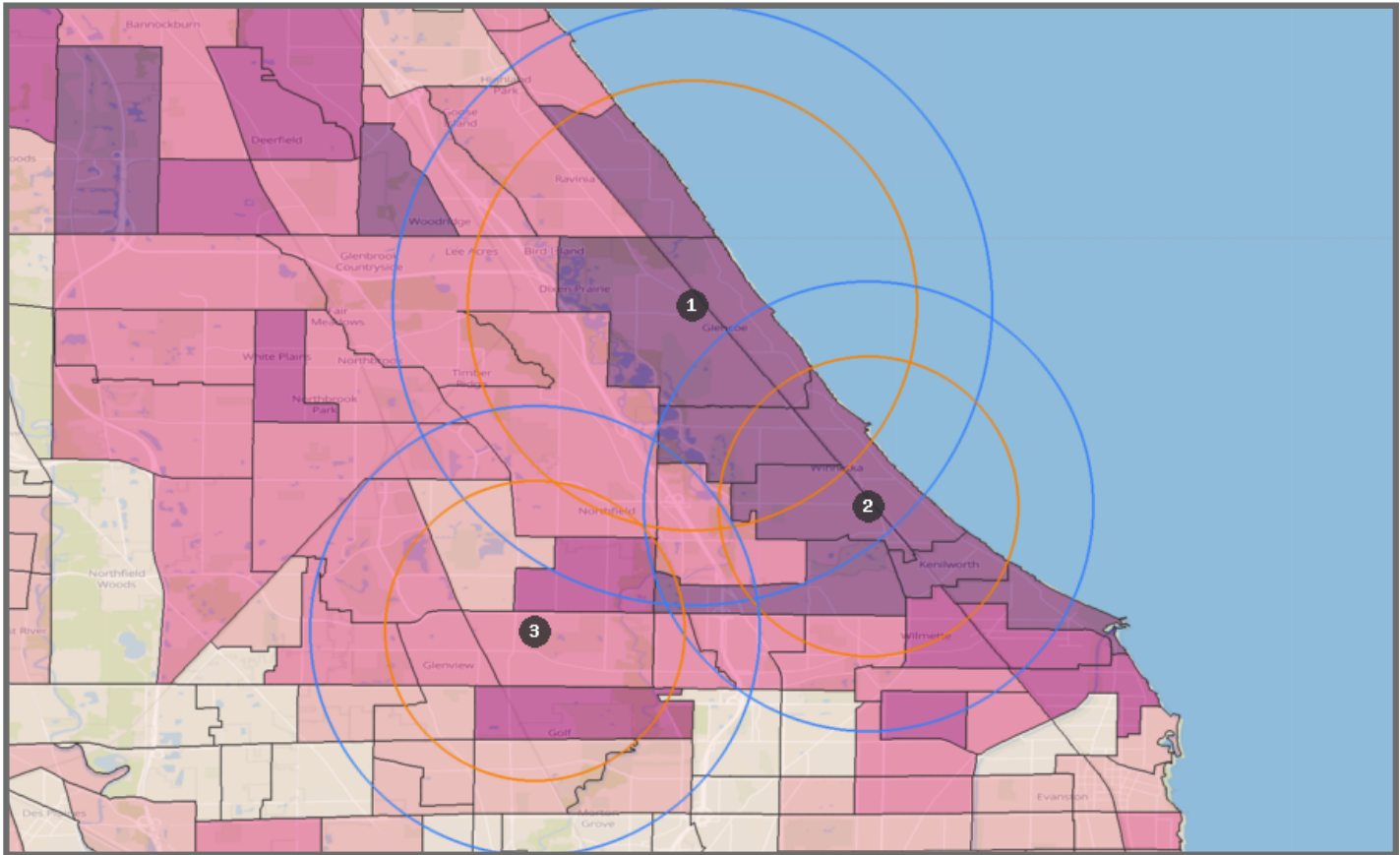
Ent/Recreation Per HH
(Avg by Census Tract)

- $9,140 to $11,156
- $7,254 to $9,140
- $5,020 to $7,254
- $3,391 to $5,020
- $2,309 to $3,391

1. Glencoe
2. Winnetka
3. Glenview

*Demographic Research
For Jane Doe*

Darker locations have the highest combination of characteristics.

Projected Population Growth Rate
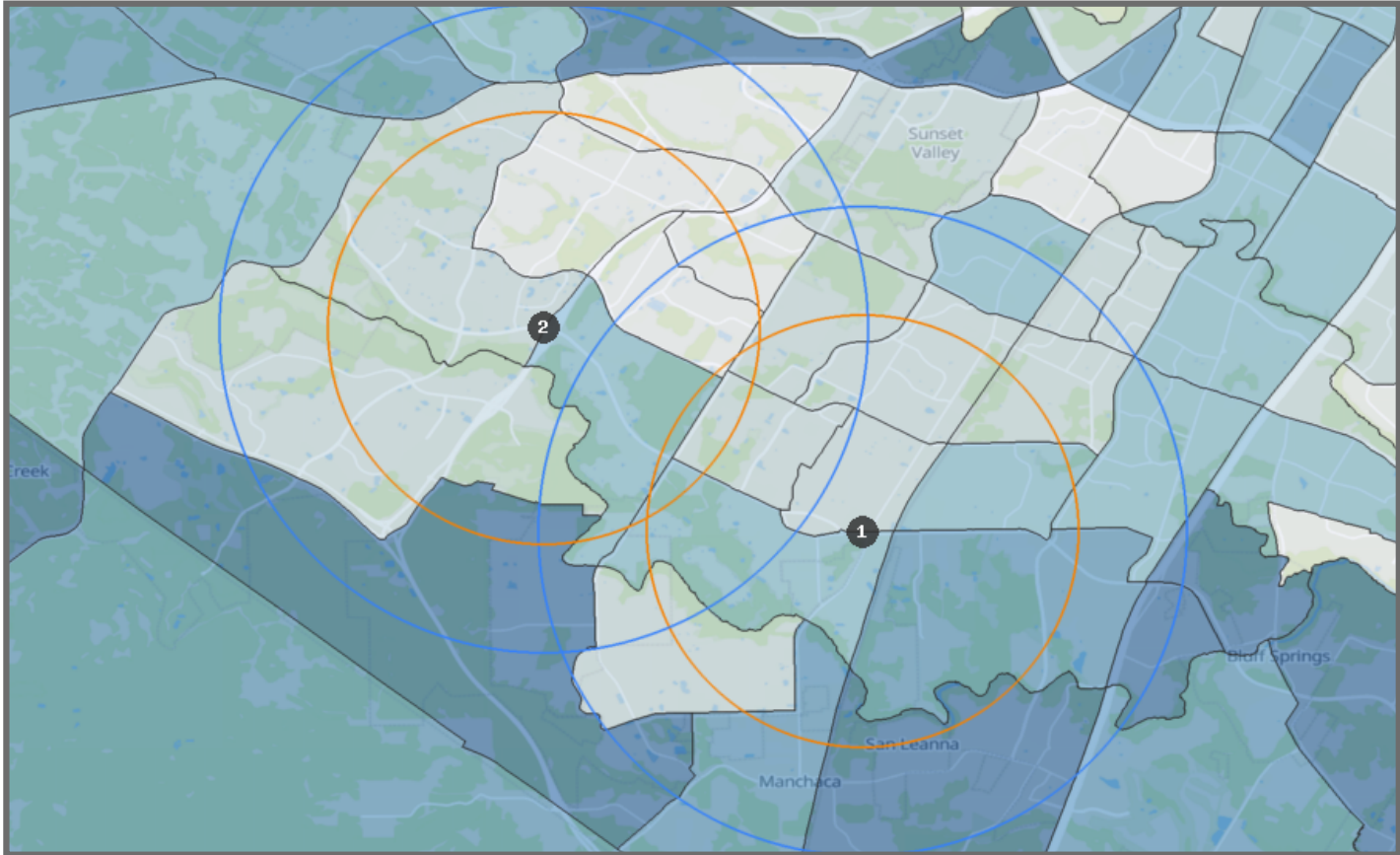
Projected Population Growth Per Year

- 3.50% to 8.96%
- 2.58% to 3.50%
- 1.68% to 2.58%
- 0.79% to 1.68%
- 0.16% to 0.79%

1. Austin (West Slaughter Lane)
2. Austin (MoPac Expressway)

Demographic Research For Jane Doe

Darker locations have the highest combination of characteristics.

Projected Population Growth Rate
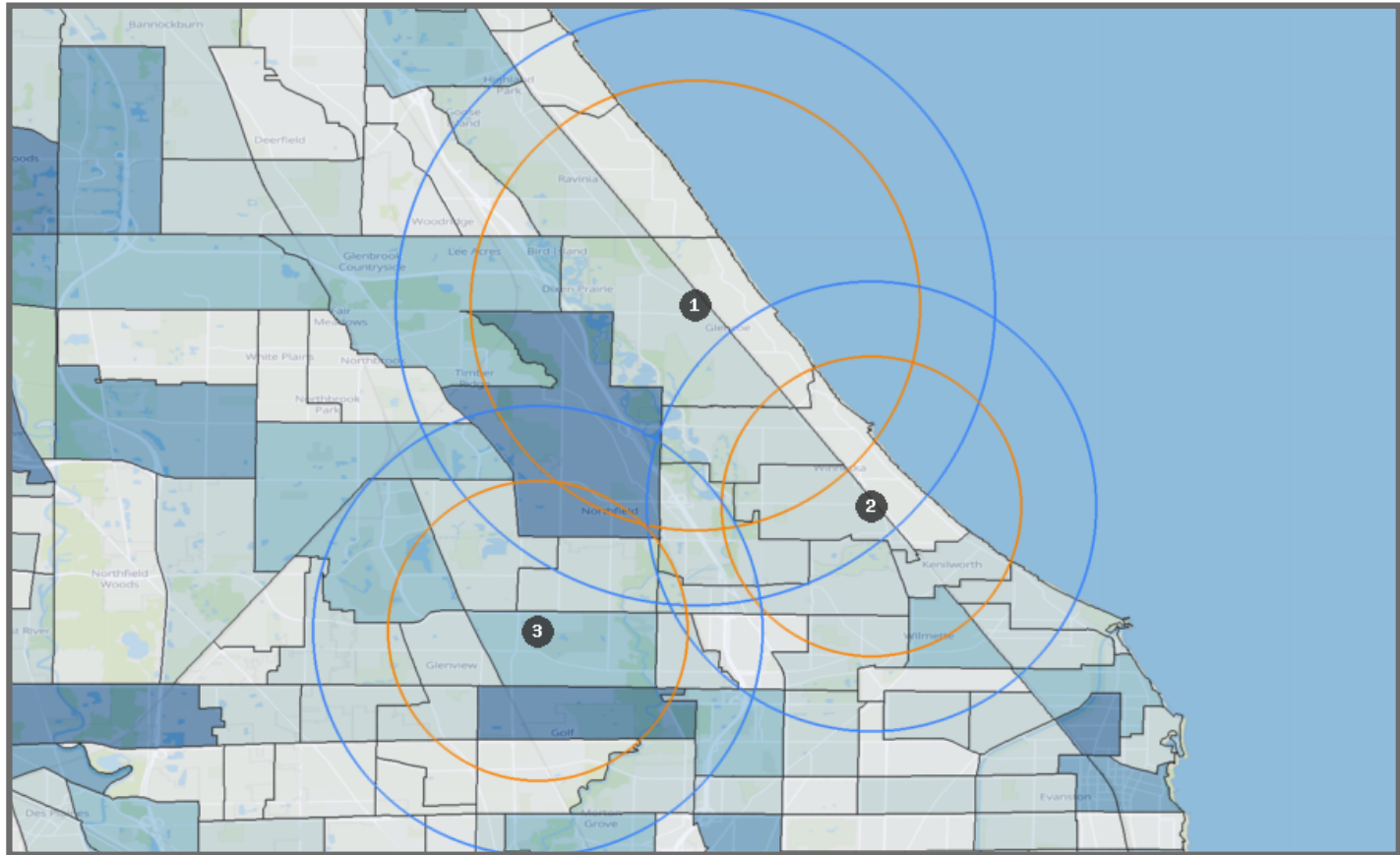
Projected Population Growth Per Year

- 1.35% to 2.64%
- 0.55% to 1.35%
- 0.04% to 0.55%
- -0.27% to 0.04%
- -0.66% to -0.27%

1. Glencoe
2. Winnetka
3. Glenview

Demographic Research For Jane Doe

Darker locations have the highest combination of characteristics.

Average Household Expenditure for Health Insurance
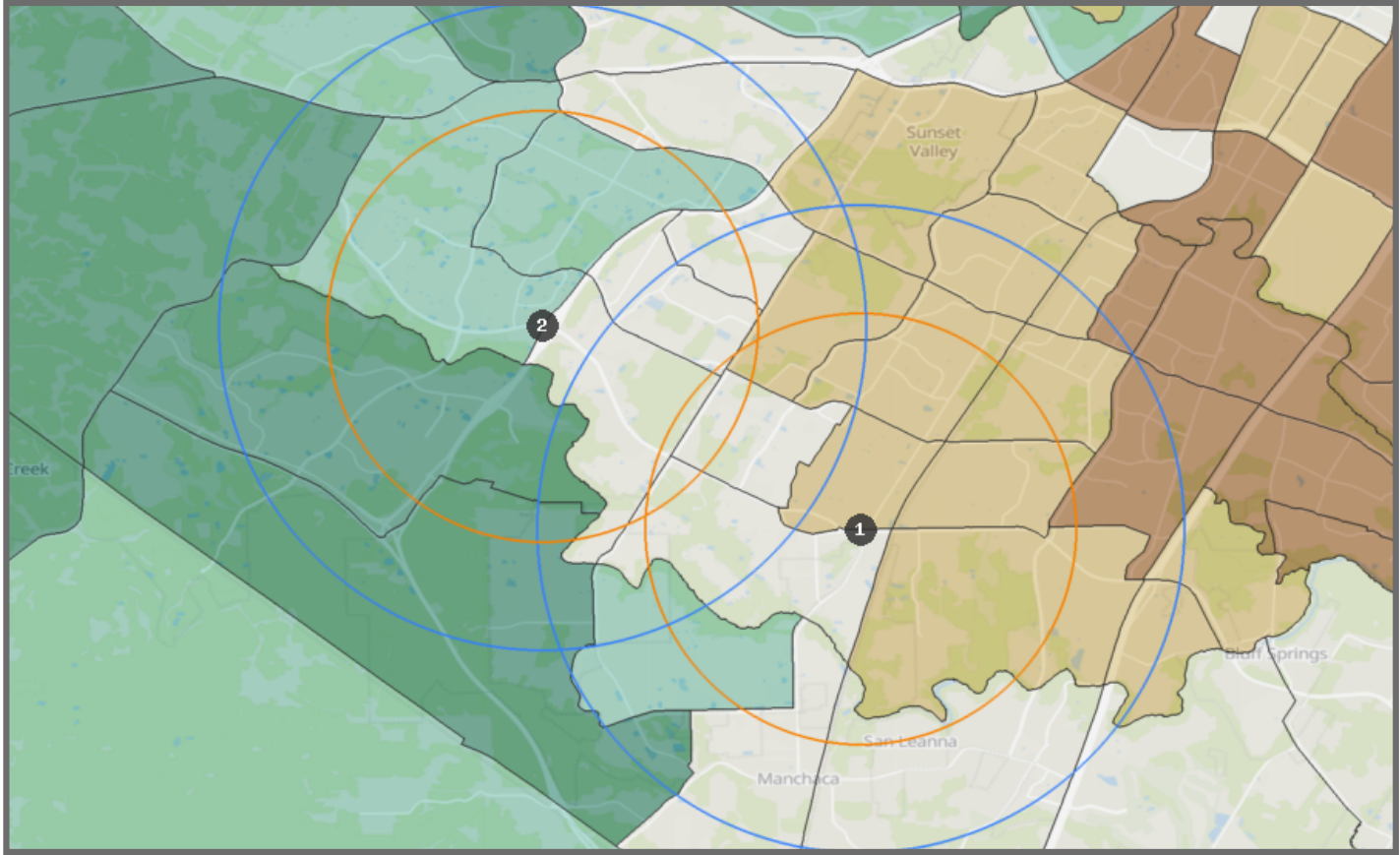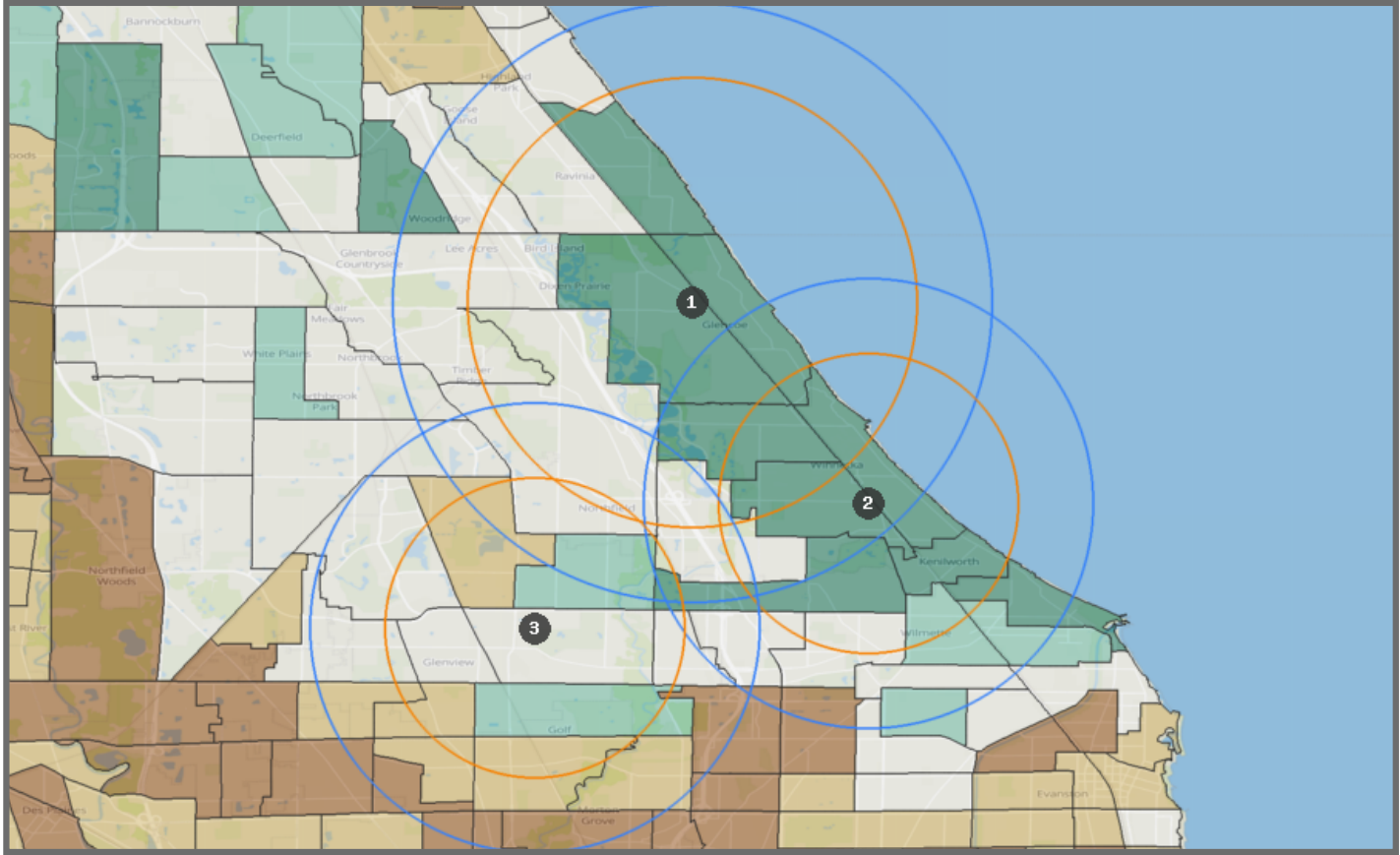
Health Insurance Avg/HH by Census Tract

- $6,412 to $10,009
- $5,162 to $6,412
- $4,028 to $5,162
- $3,041 to $4,028
- $1,902 to $3,041

1. Austin (West Slaughter Lane)
2. Austin (MoPac Expressway)

Demographic Research For Jane Doe

Blue-green locations have the highest combination of characteristics.

Average Household Expenditure for Health Insurance

Health Insurance Avg/HH by Census Tract
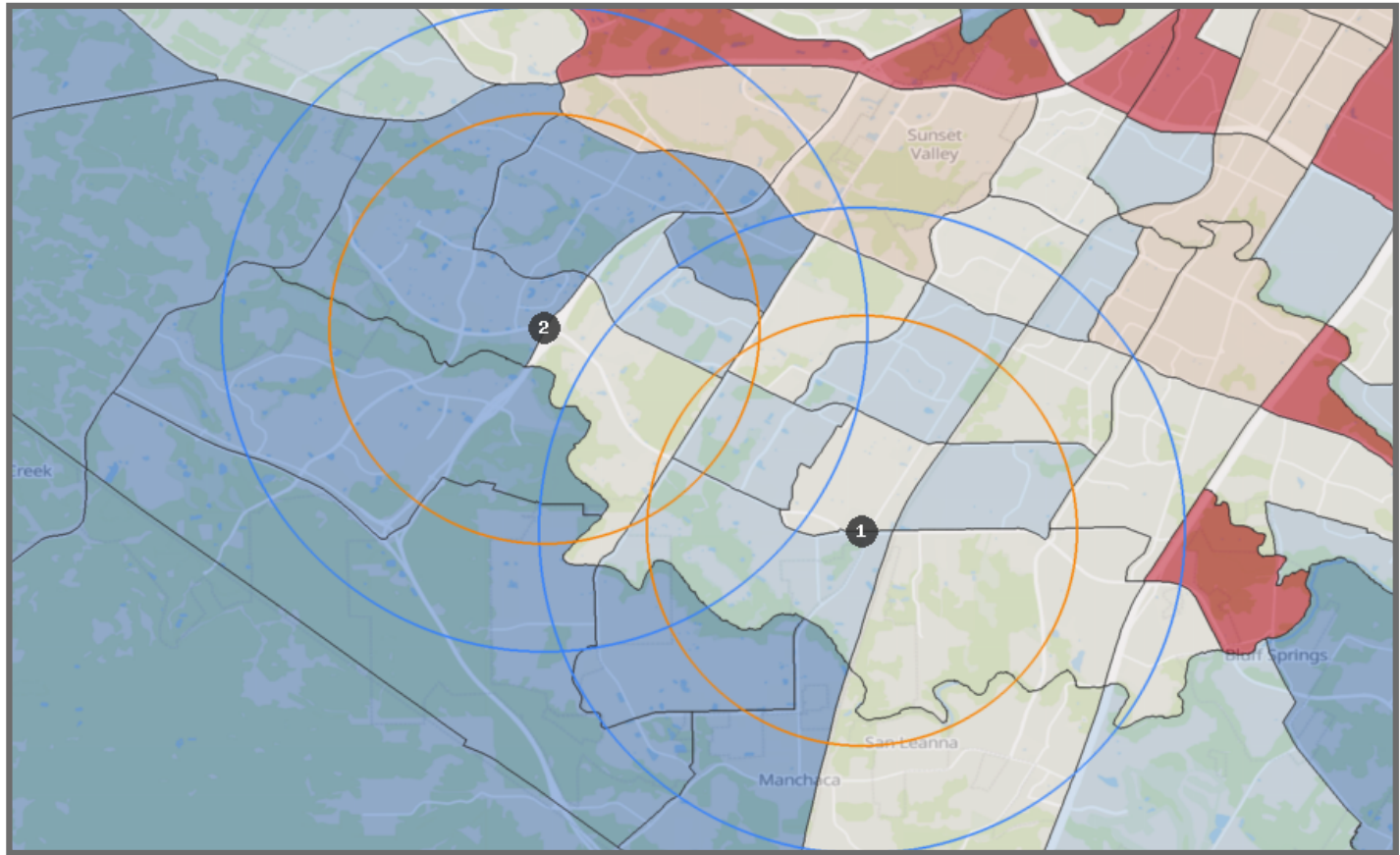
- $10,303 to $12,575
- $8,317 to $10,303
- $5,976 to $8,317
- $4,159 to $5,976
- $2,628 to $4,159

1. Glencoe
2. Winnetka
3. Glenview

Demographic Research For Jane Doe

Blue-green locations have the highest combination of characteristics.

Home Ownership Rates

Owner Occupied Households by Census Tract

- 73.12% to 95.21%
- 54.72% to 73.12%
- 37.21% to 54.72%
- 21.10% to 37.21%
- 1.37% to 21.10%

1. Austin (West Slaughter Lane)
2. Austin (MoPac Expressway)

Demographic Research For Jane Doe

Blue locations have the highest combination of characteristics.

Home Ownership Rates

Owner Occupied Households by Census Tract

- 83.07% to 91.07%
- 74.91% to 83.07%
- 63.14% to 74.91%
- 45.51% to 63.14%
- 22.25% to 45.51%

1. Glencoe
2. Winnetka
3. Glenview

Demographic Research For Jane Doe

Blue locations have the highest combination of characteristics.

Median Household Income

Median Household Income by Census Tract

- $130k to $178k
- $97k to $130k
- $79k to $97k
- $60k to $79k
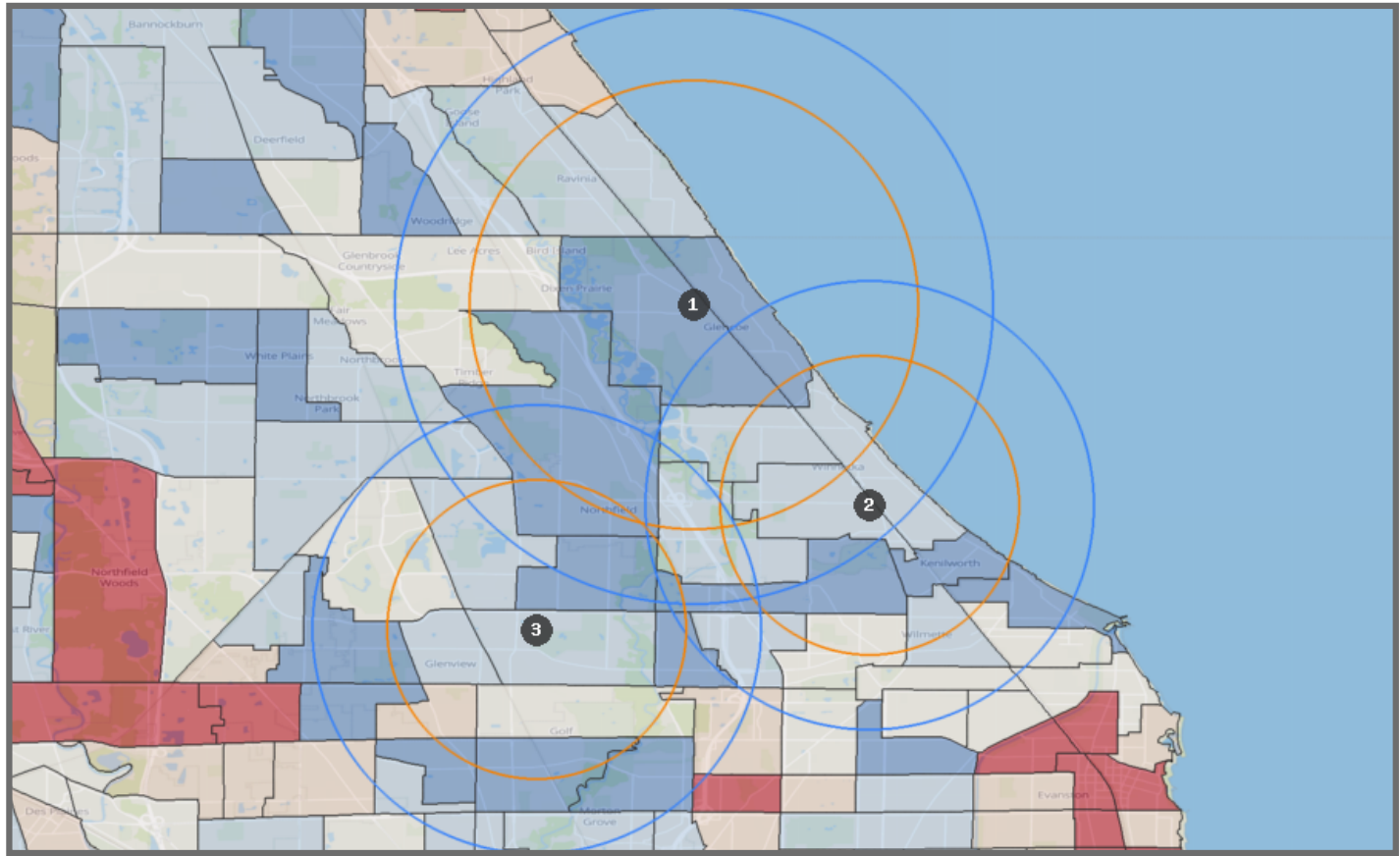- $38k to $60k
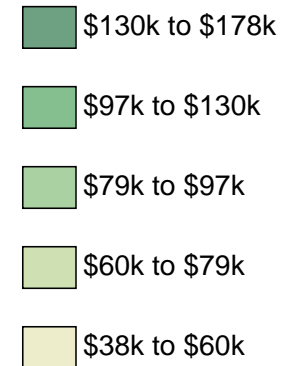
1. Austin (West Slaughter Lane)
2. Austin (MoPac Expressway)

Demographic Research For Jane Doe

Darker locations have the highest combination of characteristics.

Median Household Income
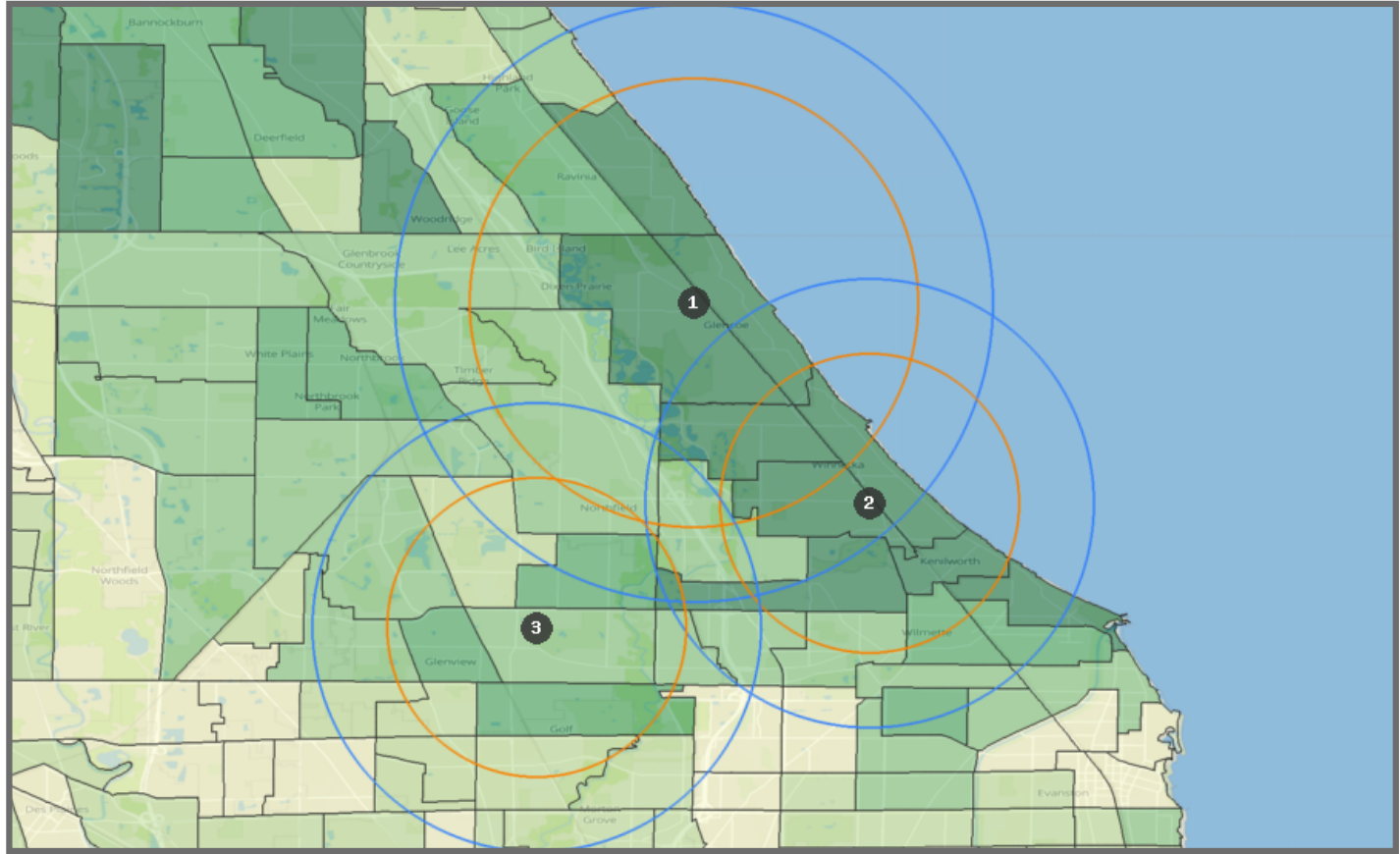
Median Household Income by Census Tract

- $178k to $200k
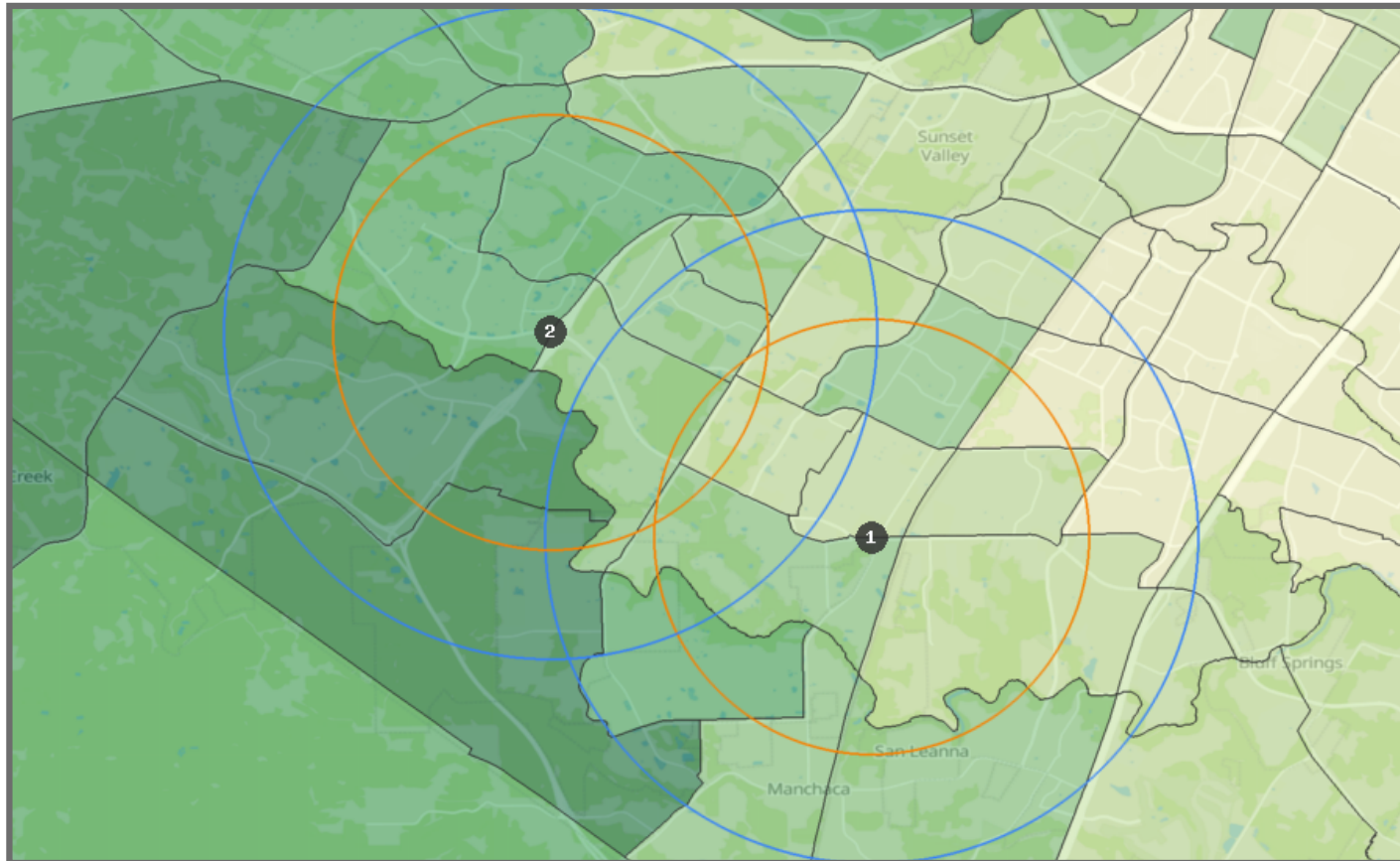- $137k to $178k
- $105k to $137k
- $70k to $105k
- $33k to $70k

1. Glencoe
2. Winnetka
3. Glenview

Demographic Research For Jane Doe

Darker locations have the highest combination of characteristics.

Daily Average Traffic Count
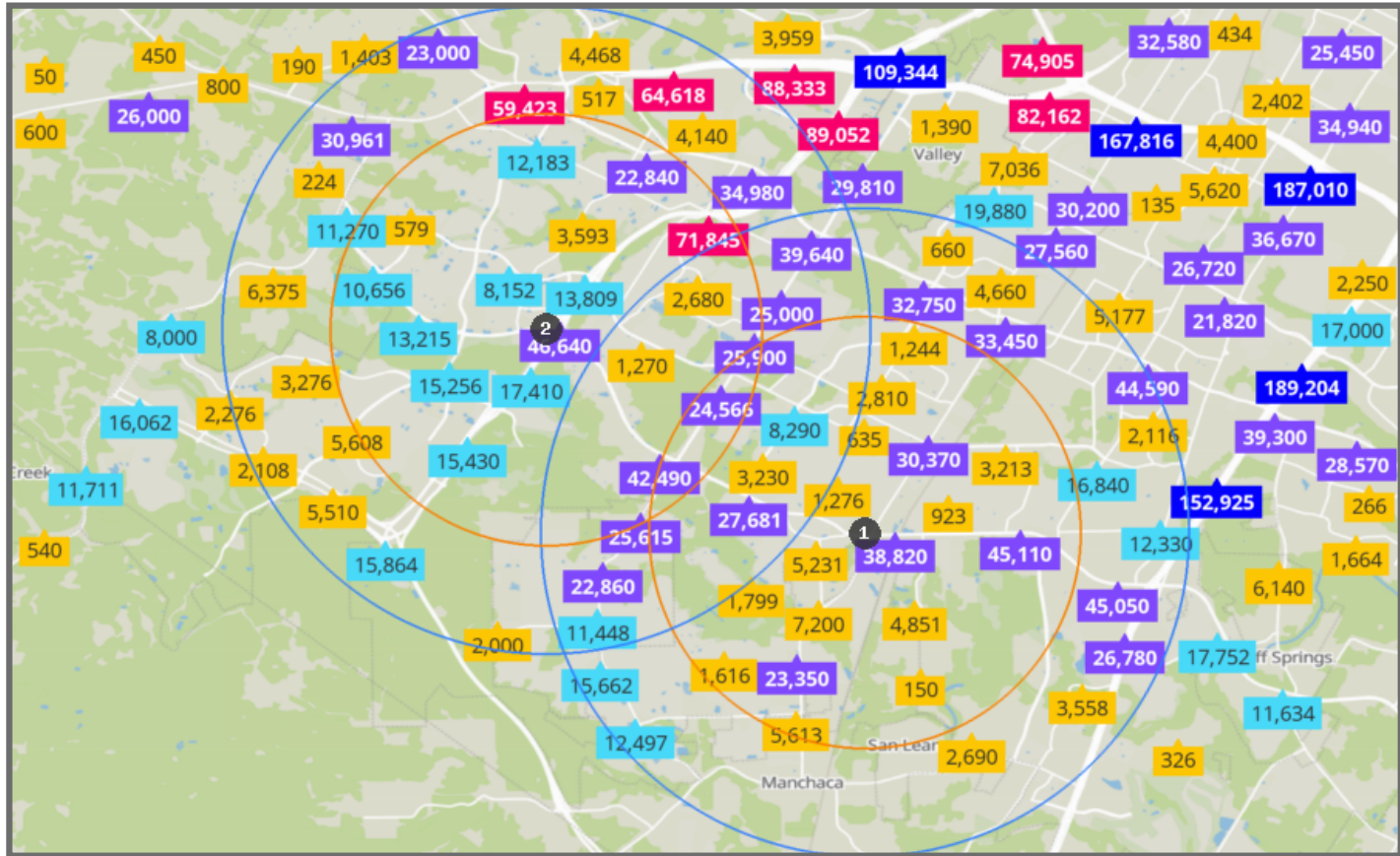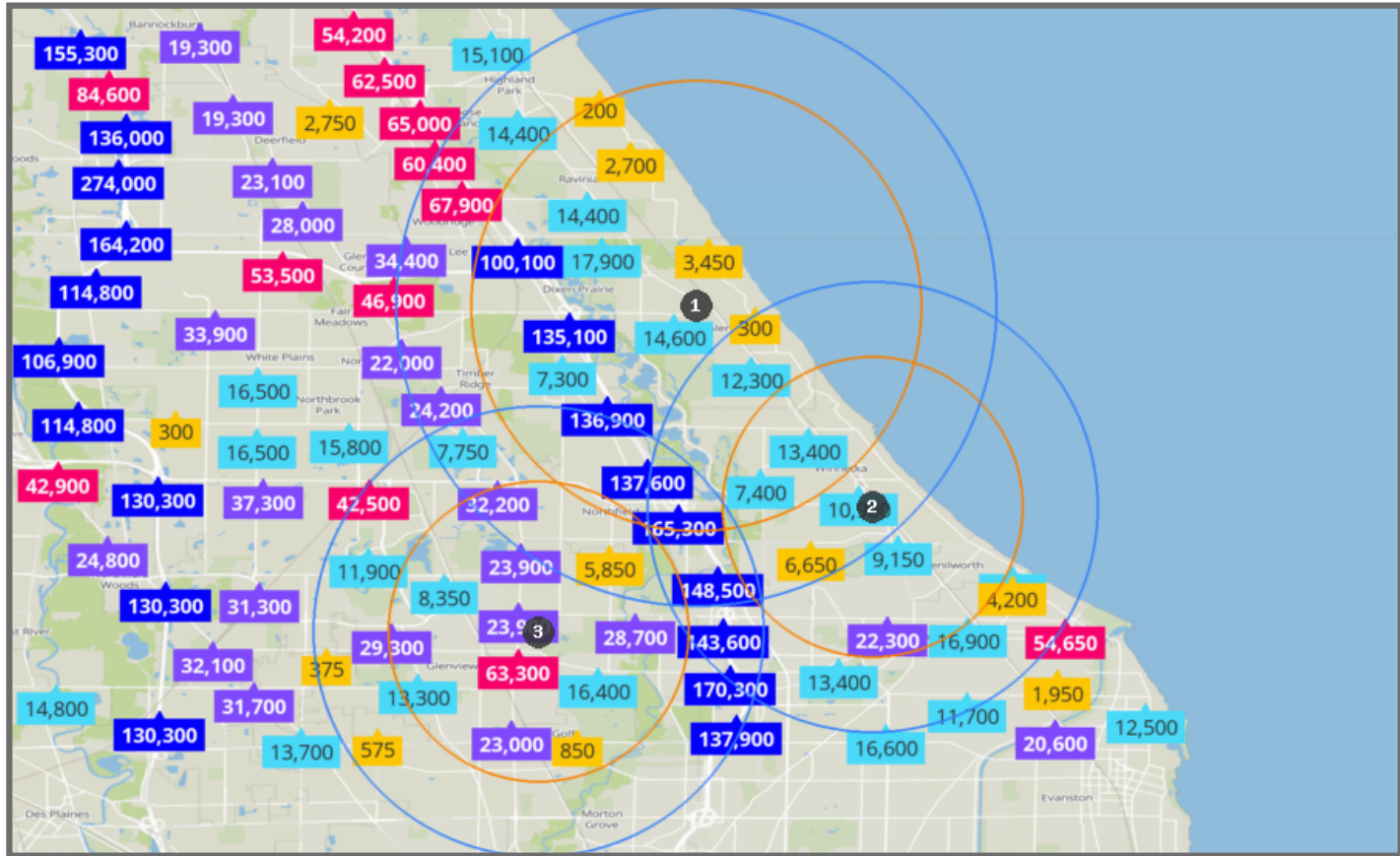
Traffic Counts

- ■ 91k to 193k
- ■ 47k to 91k
- ■ 21k to 47k
- ■ 8k to 21k
- ■ 0k to 8k

1. Austin (West Slaughter Lane)
2. Austin (MoPac Expressway)

Demographic Research For Jane Doe

Verify traffic counts with your local broker.

Practice Demographic Research

Preliminary Location Search Explanation

AVAILABLE REAL ESTATE IN PREFERRED AREAS:
Although demographics can identify the best potential locations for a startup for a family practice office, it is the real estate search that drives where a dentist can actually locate.

The preferred areas will likely have varying levels of viable real estate appropriate in size and type for a startup for a family practice. Working with a commercial real estate broker will uncover the various opportunities in and surrounding the desired areas. A good commercial real estate agent will also be able to reveal available properties that may not be listed on the national databases.

NEXT STEPS:
Based on the information within this study, your startup of a family practice could be located in a number of locations. Although the specific areas identified within this study have some of the favorable characteristics we seek, it could be necessary to locate a new office in an adjacent area while marketing to the residents in the target demographic area. See the chart below for illustration purposes.

The Location Search: Intersection of Area and Available Real Estate
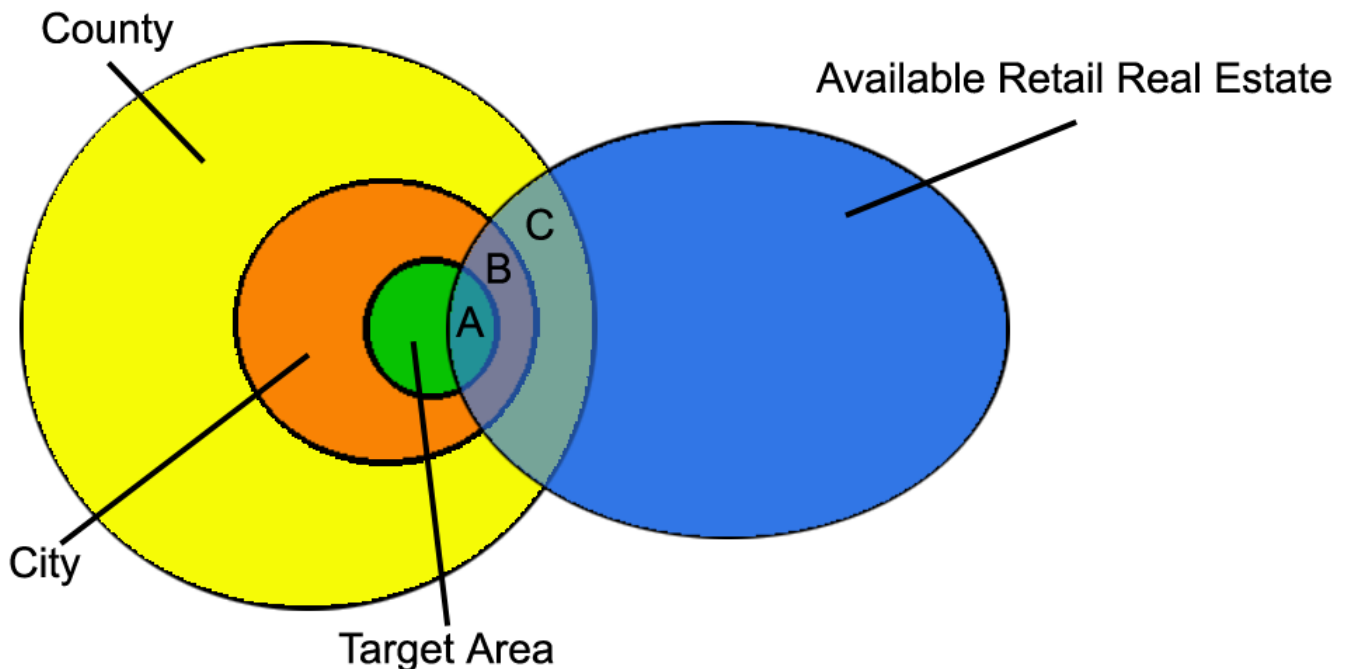
The goal will nearly always be to find space in the intersection of the specific area and the real estate available in that target area, or the double shaded area marked by "A" above. This is the desired "sweet spot." Sometimes, however, the real estate search requires moving into space in the adjacent area, or the area above marked by "B" (while still marketing your practice to the

population situated in the adjacent preferred target area). Rarely if ever, though, should one settle for space within the county outside the city but still having available real estate—marked by "C" above—such space is usually too far away from the specific desired target area to effectively market to the residents in that target area.

Based on the research in this study and the available real estate that might be in the desired areas, you will need to determine which of these locations seem to suit your needs and then work with a commercial real estate broker to begin a in-depth search for a location to lease or purchase. With your own understanding of these areas, you may have a distinct preference yourself as to which location you most prefer to house your practice.

As we indicated at the beginning of this study, one of the areas includes additional data with an expanded radius - the marketing radius. Ideally, a dentist would want to market to at least 10,000 households in the surrounding area that make at least $50,000 in household income using a targeted marketing campaign. Because there were not 10,000 households making at least $50,000 in the smaller radius, we expanded the radius out to give a comparison of the ideal marketing area. The color-coded maps in this study show the various levels of income. Closer examination of these maps will help indicate areas to focus a direct mail campaign.

Explanation: Adjusted Dentist-to-Population Ratio

The Adjusted (Dentist-to-Population) Ratio is normalized taking into account dental spending in an area ALONG WITH the number of existing dentists in that area. In general terms, if you have a 1:1000 Adjusted Ratio and the area has dental spending of $200 per year on average, then this is the same market saturation as a 1:500 "normal" Dentist-to-Population Ratio where each household spends $400 on average.

The formula for calculating the Adjusted Ratio is very simple and is basically common sense:

Normal Dentist-to-Population Ratio
X (Dental spending in the particular area / Dental spending of the national average)
= ADJUSTED RATIO

If the normal Dentist-to-Population Ratio for an area is 1:1000 and the dental spending for that area is the same as that of the national average, then the Adjusted Ratio is still 1:1000. If, however, the dental spending is TWICE that of the national average (very favorable area), then the Adjusted Ratio will be 1:2000 (good). Or, if the dental spending in that area instead is HALF that of the national average (very unfavorable area), then its Adjusted Ratio will be 1:500 (poor).

Using this Adjusted Ratio to judge an area's viability for a dental practice is a much better indicator than the traditional/normal (simple) Dentist-to-Population Ratio which merely takes into account ONLY the number of dentists existing in a given area in relation to the population BUT NOT how much the local population is spending on dental services. And after all, how much is spent in an area on dental services is ultimately just as important to the success of a dental office—and the level of revenue to be anticipated by that practice owner—as is the amount of competition in that area!

🔺 Denali Viability Ranking

Over years of conducting dental practice demographic research and analysis, The Denali Group has developed a keen understanding of the top locational characteristics which can influence the success of a new-start dental practice or relocation of an existing office.

To help our clients, Denali has created a proprietary formula that includes five key demographic characteristics. Denali combines them, weighs them against national averages, and then uses them to yield a single "ranking figure" that then can be used to compare areas against each other.

This figure we call the Denali Viability Ranking. This ranking methodology considers the following five primary local demographic characteristics that are good initial indicators of a market's potential viability for the success of a new dental office—particularly a GP practice. The local demographic characteristics which are considered in the Denali Viability Ranking are the following:

- Existing dental practice saturation
- Dental expenditures
- Population visiting dentists annually
- Population educational attainment level
- Annual population growth rate

A few issues to understand about the resulting ranking number:

First, the figure is meant to be used to compare different locations.

Second, a location with a ranking number of 20 compared to a location with a 5 ranking figure does not mean that the first location is four times better than the second location. A small variance in one component can have a large change in the overall resulting ranking number. The larger ranking numbers are more favorable, but a number two times larger does not mean it is twice as good for a new location. To interpret the figures this way would be to potentially eliminate some very good, viable locations.

Third, a national "average" ranking using this methodology currently results in a 5 figure. Now, as warned above, caution must be expressed here. Just because a national rank of 5 results when using this formula does not mean that a 50 rank is 10 times better than the national average. This only means the numbers are better than average. The viability ranking also indicates that a ranking figure under 5 is worse or below average on a national basis.

As with all demographics, this figure should never be looked at in a vacuum. These ranking figures in conjunction with many other variables help make accurate decisions about the best location.

Client Selected Competition

West Slaughter Lane (Austin, Texas)
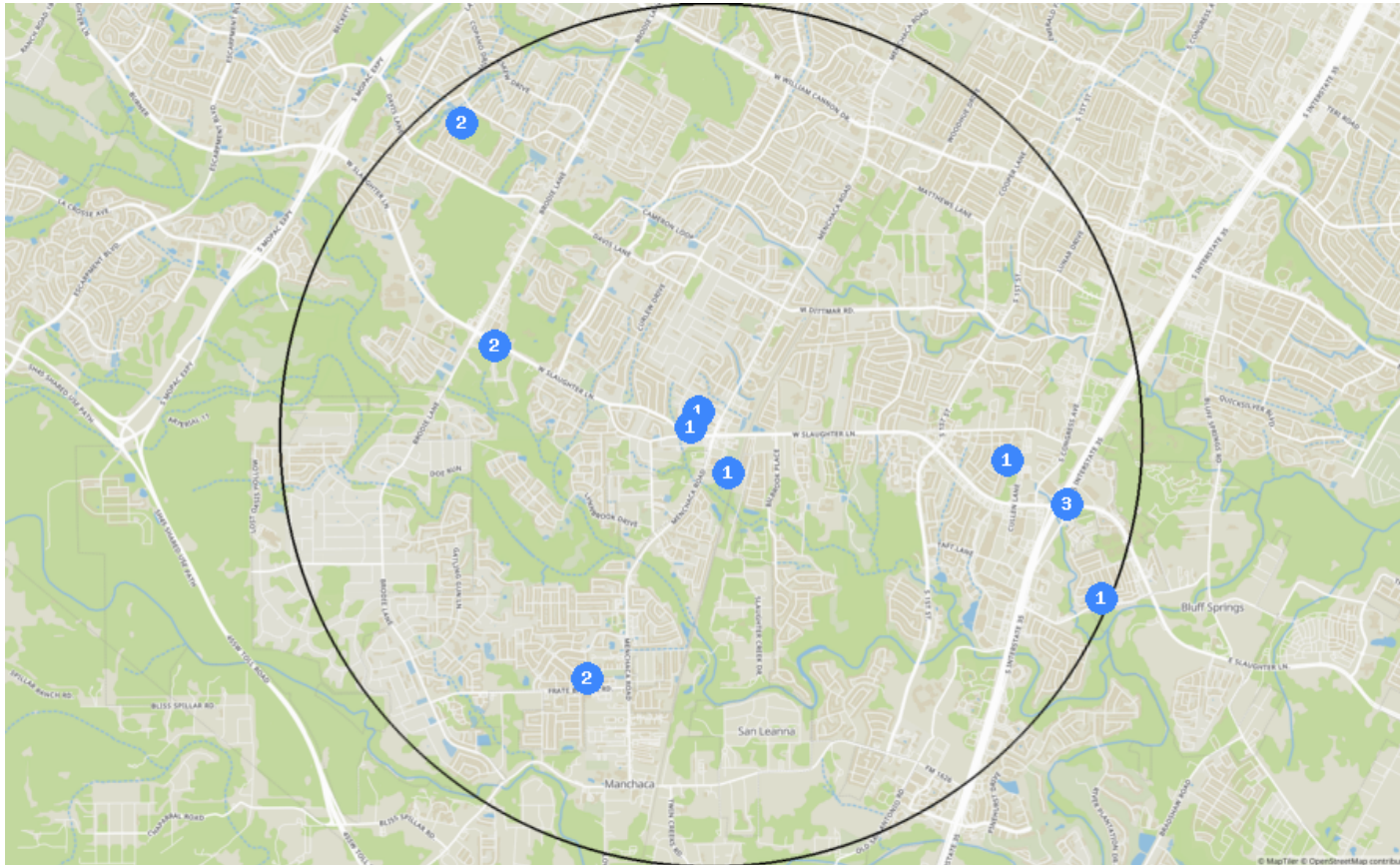
Blue dots are general practice dentists

🔺 General Practice Dentists

User Confirmed Count	Competitor Name	Address	Website	Telephone
1	Danny W. Quick, DDS Dr Quick Online	2110 W Slaughter Ln #119, Austin, TX 78748, USA 2110 W Slaughter Ln # 119, Austin, TX 78748, USA	drquickonline.com	(512) 280-5114
1	Brident Dental & Orthodontics	2110 W Slaughter Ln #190, Austin, TX 78748, USA	brident.com	(512) 593-4465
0	Dr. Dimple Sharma, DDS Grand Oaks Dentistry	8700 Manchaca Rd, Austin, TX 78748, USA 8700 Manchaca Rd STE 102, Austin, TX 78748, USA	grandoaksdentistry.com	(512) 291-1666
2	Family Dentistry on Manchaca	11200 Manchaca Rd Bldg 4, Suite 4, Austin, TX 78748, USA	familydentistryonmanchaca.com	(512) 428-5859
0	Tiny Texans Pediatric Dentistry	11200 Manchaca Rd Bldg 4 Ste 1, Austin, TX 78748, USA	tinytexansteeth.com	(512) 646-4500
0	Petite Dental & Orthodontics	9001 Brodie Ln C2, Austin, TX 78748, USA	petitedental.com	(512) 280-2266
2	Swish Dental Brodie	8916 Brodie Ln #400, Austin, TX 78748, USA	swishsmiles.com	(512) 520-5603
1	Great Expressions Dental Centers - South Austin	615 Slaughter Lane, West, #117, Austin, TX 78748, USA	greatexpressions.com	(512) 256-7567
3	Southpark Meadows Dental Group and Orthodontics	401 W Slaughter Ln Ste 200, Austin, TX 78748, USA	southparkmeadowsdentalgroup.com	(512) 291-8012
0	Central Texas Orthodontics - Dr. Brian St.Louis	3413 W Slaughter Ln, Austin, TX 78748, USA	ctorthodontics.com	(512) 292-1910
	Ghang Yohan DDS	9500 S IH 35 Frontage Rd, Austin, TX 78748,		(512)

①		USA		282-7200
②	Dr. Annalisa M. Heck, DDS Smile Creations	3022 W Slaughter Ln, Austin, TX 78748, USA	smilecreationsatx.com	(512) 280-8800
①	Dr. Tin-Sheng Chen, DDS Icon Family Dentistry	1807 W Slaughter Ln, Austin, TX 78748, USA	iconfamilydentistry.com	(512) 282-4266
⓿	Happy Teeth Pediatric Dentistry	1217 W Slaughter Ln Suite 140, Austin, TX 78748, USA	happyteethaustin.com	(512) 643-8900
⓿	Sonrisas Orthodontics	1217 W Slaughter Ln #100, Austin, TX 78748, USA	sonrisasdentalcenter.com	(512) 593-7970
⓿	Danny L Cox PA	11602 Manchaca Rd, Austin, TX 78748, USA		(512) 280-8200

Total number of dentists verfied by user: 14

Client Selected Competition

MoPac Expressway (Austin, Texas)

Blue dots are general practice dentists

🔺 General Practice Dentists

User Confirmed Count	Competitor Name	Address	Website	Telephone
0	Petite Dental & Orthodontics	9001 Brodie Ln C2, Austin, TX 78748, USA	petitedental.com	(512) 280-2266
2	Swish Dental Brodie	8916 Brodie Ln #400, Austin, TX 78748, USA	swishsmiles.com	(512) 520-5603
0	Central Texas Orthodontics - Dr. Brian St.Louis	3413 W Slaughter Ln, Austin, TX 78748, USA	ctorthodontics.com	(512) 292-1910
0	Austin Root Canal Specialists	5000 Davis Ln #101b, Austin, TX 78749, USA	atxdentalspecialists.com	(512) 441-6200
2	Dr. Magnolia M. Sharfae, DDS Modern Family Dentistry Of Oak Hill Modern Family Dentistry: Sharfae Benjamin DDS	6001 W William Cannon Dr, Austin, TX 78749, USA 6001 W William Cannon Dr #200, Austin, TX 78749, USA	austinmoderndentist.com	(512) 301-9002
0	Circle C Orthodontics Del Toro Fidel DDS Jonathon Kimes, DDS	5700 W Slaughter Ln #300, Austin, TX 78749, USA 5700 W Slaughter Ln, Austin, TX 78749, USA	austin-braces.com	(512) 394-0930
3	Circle C Dental Dr. Tuan-Anh Pham, DDS	9600 Escarpment Blvd #770, Austin, TX 78749, USA 9600 Escarpment Blvd, Austin, TX 78749, USA	circlecdental.com	(512) 301-2483
1	James McLane, DDS	5000 W Slaughter Ln Suite 200, Austin, TX 78749, USA	mclanefamilydental.com	(512) 292-8002
1	Matthew Horne DDS - Circle C	5701 W Slaughter Ln Suite B120, Austin, TX 78749, USA	theaustindentist.com	(512) 467-4722
0	SignatureCare Emergency Center: Emergency Room	5701 W Slaughter Ln G101, Austin, TX 78749, USA	ercare24.com	(512) 651-5787

	Derrick Flint, MD, DDS - Oral Surgery Specialists Of Austin	5301 Davis Ln Building A Suite 102, Austin, TX 78749, USA	ossaustin.com	(512) 351-7653
	Lone Star Pediatric Dental & Braces	5900 W Slaughter Ln Suite 470C, Austin, TX 78749, USA	lonestarpediatricdental.com	(512) 288-1900
	Diamond Dental Family And Implant Dentistry	8106 Brodie Ln Ste 108, Austin, TX 78745, USA	diamonddentalaustin.com	(512) 351-9313
	Southwest Smiles	5700 W Slaughter Ln Suite 200, Austin, TX 78749, USA	circlecsmiles.com	(512) 637-7333
	Castle Dental	5000 West Slaughter Lane Suites 203 & 204, Austin, TX 78749, USA	castledental.com	(512) 652-5600
	Blue Sky Family Dentistry	5915 La Crosse Ave Suite 105, Austin, TX 78739, USA	blueskyfamilydentistry.com	(512) 717-4786

Total number of dentists verfied by user: 13

Client Selected Competition

Dundee Road (Glencoe, Illinois)

Blue dots are general practice dentists

⛰ General Practice Dentists

User Confirmed Count	Competitor Name	Address	Website	Telephone
1	Baluteanu Liliana David A Williams DDS Digennaro Gloria A DDS	666 Dundee Rd # 801, Northbrook, IL 60062, USA 666 Dundee Rd #801, Northbrook, IL 60062, USA 666 Dundee Rd #802, Northbrook, IL 60062, USA	davidwilliamsdds.com	(847) 291-0555
0	Digital Dentures Chicago Dr. Michael Vold, DDS	1535 Lake Cook Rd #602, Northbrook, IL 60062, USA 1535 Lake Cook Rd, Northbrook, IL 60062, USA	digitaldenturesofchicago.com northbrookcourtdental.com	(847) 272-2900
1	Dr. Michael P. Bobrow, DDS Lakeshore Dental Inc	630 Vernon Ave, Glencoe, IL 60022, USA 630 Vernon Ave # C, Glencoe, IL 60022, USA		(847) 835-1450
3	Dr. Michelle A. Peifley Serio DDS Lippitz Herbert A DDS Lippitz Orthodontics Lippitz Stefen DDS Savin Dental Associates	650 Vernon Ave, Glencoe, IL 60022, USA 650 Vernon Ave #1, Glencoe, IL 60022, USA	savindentalassociates.com lippitzsmiles.com	(847) 835-3200
0	Dental Savings	550 Frontage Rd, Northfield, IL 60093, USA	dentalsavings.com	(847) 441-9222
0	Northbrook Dentist Office	1535 Lake Cook Rd Ste 107, Northbrook, IL 60062, USA	northbrookdentistoffice.com	(847) 457-0400
0	Orthotain	950 Green Bay Rd, Winnetka, IL 60093, USA	orthotain.com	(847) 446-7601
0	Adilman Katin L DDS	666 Dundee Rd #802, Northbrook, IL 60062, USA		(847) 272-5336
	Bloom Spencer R DDS	330 W Frontage Rd #2b, Northfield, IL 60093,	drsbloom.com	(847)

0		USA		924-7119
0	Petrungaro Paul S DDS	330 W Frontage Rd #2b, Northfield, IL 60093, USA	startsmilingchicago.com	(855) 769-7645
0	Start Smiling Dental Implant Centers	330 Frontage Rd #2B, Northfield, IL 60093, USA	startsmilingchicago.com	(847) 386-6351
0	Dentistry Today	833 Elm St #201, Winnetka, IL 60093, USA		(847) 446-1095
1	Panoramic Smile Design Center	303 W Frontage Rd #2a, Northfield, IL 60093, USA		(773) 577-2100
1	Winnetka Dental Arts	570 Lincoln Ave Suite 3, Winnetka, IL 60093, USA	winnetkadentalarts.com	(847) 979-9959
1	Michael A. Czarkowski DDS - Winnetka Dental Group Ltd.	715 Elm St, Winnetka, IL 60093, USA	mczarkowskidds.com	(847) 441-5939
1	Ardeshir Raghian, DDS PC Winnetka Dental Care	723 Elm St #21, Winnetka, IL 60093, USA	winnetkadentalcare.com	(224) 255-6133
0	Lehman Joseph DDS Steven N. Kacel DDS, PC Zmick Michelle N DDS	1535 Lake Cook Rd Ste 107, Northbrook, IL 60062, USA	stevenkaceldds.com	(847) 498-4415
1	Cudahy Bonnie Glasby Nancy North Shore Dentists John Panzica D.D.S. Sitkowski Lisa	1535 Lake Cook Rd Ste 104, Northbrook, IL 60062, USA	northshoredentists.com	(847) 498-9767
1	Exquisite Smiles SC: Dr. David Simone DDS	300 Skokie Blvd, Northbrook, IL 60062, USA		(847) 291-1193
1	Sergei Yuryk, DDS	840 Willow Rd Ste H, Northbrook, IL 60062, USA	dentistinnorthbrook.com	
0	Klayman Leonard DDS	1535 Lake Cook Rd Suite 405, Northbrook, IL 60062, USA		(847) 291-8100
1	Dr. Thomas Adams	330 Frontage Rd #2a, Northfield, IL 60093,	dradamsdentist.com	(847)

		USA		784-5555
1	Dr. John C. Mcarthur, DDS	999 Green Bay Rd, Winnetka, IL 60093, USA		(847) 446-0567
0	City Kids Dental North Shore, LLC	984 Green Bay Rd, Winnetka, IL 60093, USA	citykidsnorthshore.com	(847) 446-0950
1	Gary G Alberts PC	821 Sunset Ridge Rd, Northbrook, IL 60062, USA	garyalbertsdds.com	(847) 272-7874
0	Marshack Martin DDS	1535 Lake Cook Rd, Northbrook, IL 60062, USA		(847) 564-0084
2	John J Skowron, Jr., DDS, MS	575 Lincoln Ave, Winnetka, IL 60093, USA	skowrondental.com	(847) 446-0970
0	Brady Orthodontics	585 Lincoln Ave, Winnetka, IL 60093, USA	bradyortho.com	(847) 446-2245
0	Alexander Michael G Ltd	800 Oak St #101, Winnetka, IL 60093, USA		(847) 446-1560
1	North Shore | Winnetka | Wilmette | Kenilworth | Family Dentistry Kathleen B. Barth DDS	475 Chestnut St, Winnetka, IL 60093, USA	barthdds.com	(847) 446-1378
2	Home - Smilin Dental	732 Elm St, Winnetka, IL 60093, USA	smilindental.com	(847) 446-5868
1	Gaynor Michael K DDS	575 Lincoln Ave, Winnetka, IL 60093, USA		(847) 446-6200

Total number of dentists verfied by user: 21

Client Selected Competition

Willow Road (Winnetka, Illinois)

Blue dots are general practice dentists

General Practice Dentists - Initial Radius

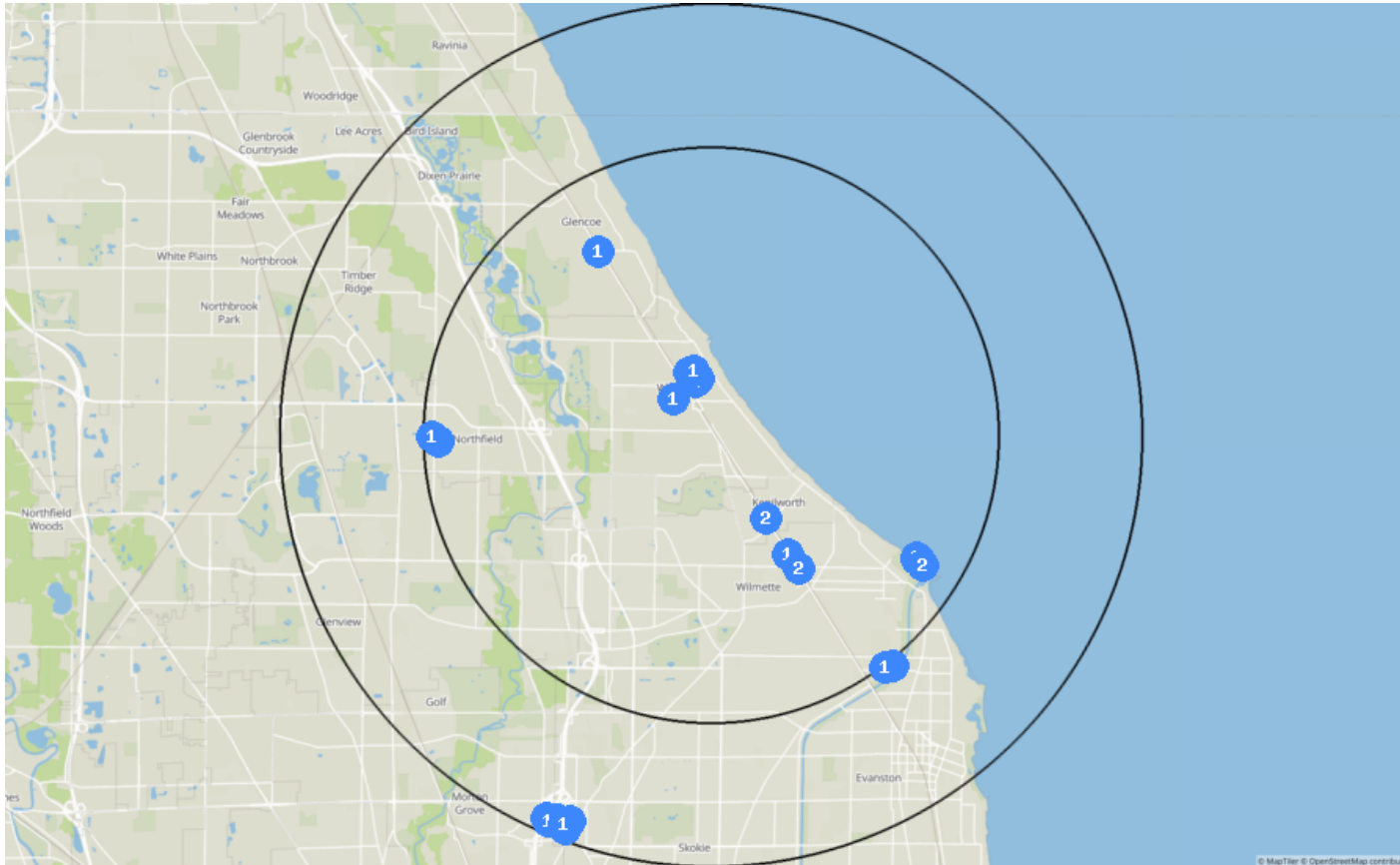| User Confirmed Count	Competitor Name	Address	Website	Telephone
0	Orthotain	950 Green Bay Rd, Winnetka, IL 60093, USA	orthotain.com	(847) 446-7601
0	Bloom Spencer R DDS	330 W Frontage Rd #2b, Northfield, IL 60093, USA	drsbloom.com	(847) 924-7119
0	Petrungaro Paul S DDS	330 W Frontage Rd #2b, Northfield, IL 60093, USA	startsmilingchicago.com	(855) 769-7645
0	Start Smiling Dental Implant Centers	330 Frontage Rd #2B, Northfield, IL 60093, USA	startsmilingchicago.com	(847) 386-6351
0	Dentistry Today	833 Elm St #201, Winnetka, IL 60093, USA		(847) 446-1095
1	Panoramic Smile Design Center	303 W Frontage Rd #2a, Northfield, IL 60093, USA		(773) 577-2100
1	Winnetka Dental Arts	570 Lincoln Ave Suite 3, Winnetka, IL 60093, USA	winnetkadentalarts.com	(847) 979-9959
1	Michael A. Czarkowski DDS - Winnetka Dental Group Ltd.	715 Elm St, Winnetka, IL 60093, USA	mczarkowskidds.com	(847) 441-5939
0	Ardeshir Raghian, DDS PC Winnetka Dental Care	723 Elm St #21, Winnetka, IL 60093, USA	winnetkadentalcare.com	(224) 255-6133
1	Dr. Thomas Adams	330 Frontage Rd #2a, Northfield, IL 60093, USA	dradamsdentist.com	(847) 784-5555
1	Dr. John C. Mcarthur, DDS	999 Green Bay Rd, Winnetka, IL 60093, USA		(847) 446-0567
0	City Kids Dental North Shore, LLC	984 Green Bay Rd, Winnetka, IL 60093, USA	citykidsnorthshore.com	(847) 446-0950

2	John J Skowron, Jr., DDS, MS	575 Lincoln Ave, Winnetka, IL 60093, USA	skowrondental.com	(847) 446-0970
0	Brady Orthodontics	585 Lincoln Ave, Winnetka, IL 60093, USA	bradyortho.com	(847) 446-2245
0	Alexander Michael G Ltd	800 Oak St #101, Winnetka, IL 60093, USA		(847) 446-1560
1	North Shore | Winnetka | Wilmette | Kenilworth | Family Dentistry Kathleen B. Barth DDS	475 Chestnut St, Winnetka, IL 60093, USA	barthdds.com	(847) 446-1378
2	Home - Smilin Dental	732 Elm St, Winnetka, IL 60093, USA	smilindental.com	(847) 446-5868
1	Gaynor Michael K DDS	575 Lincoln Ave, Winnetka, IL 60093, USA		(847) 446-6200
1	Dr. Konstantino J. Mantis, DDS Mantis Dentistry & Implant Center	1625 Sheridan Rd, Wilmette, IL 60091, USA 1625 Sheridan Rd Ste J, Wilmette, IL 60091, USA	drdinomantis.com	(847) 256-4776
1	Michael J Engelman Ltd	1625 Sheridan Rd # M, Wilmette, IL 60091, USA	michaelengelmandds.com	(847) 251-3110
2	Dr. Karen K. Benedetto, DDS	1625 Sheridan Road Suites K & L, Wilmette, IL 60091, USA	dudadental.com	(847) 256-1070
0	Danaher Jill DDS Dr. James W. Kohl, DDS Plaza Orthodontics	1625 Sheridan Rd, Wilmette, IL 60091, USA	plazaorthodontics.com	(847) 251-3323
0	Chen Forinna T DDS	1925 Lake Ave # 305, Wilmette, IL 60091, USA		(847) 256-1111
0	Grins on Green Bay	632 Green Bay Rd, Kenilworth, IL 60043, USA	grinsongreenbay.com	(847) 728-0030
0	iDentity Orthodontics	554 Green Bay Rd suite e, Kenilworth, IL 60043, USA	identityortho.com	(224) 408-2200
1	David S. Duda, D.D.S. Duda Dental Associates LLC	536 Green Bay Rd, Kenilworth, IL 60043, USA 534 Green Bay Rd, Kenilworth, IL 60043, USA	daviddudadds.com	(847) 251-5136

0	Jeremy Montrose DDS	929 Ridge Rd, Wilmette, IL 60091, USA	jeremymontrosedds.com	(847) 675-6767
0	Peterson Orthodontics, Ltd.	723 Ridge Rd, Wilmette, IL 60091, USA	petersonorthodontics.net	(847) 251-3274
1	Matthew V Dolce, DDS, PC	1515 Sheridan Rd # 19B, Wilmette, IL 60091, USA	dolcedentist.com	(847) 251-2711
2	Winnetka Dental Associates Jeffrey Dreebin DDS	42 Green Bay Rd, Winnetka, IL 60093, USA	winnetkadentalassociates.com	(847) 441-5660
0	Alan B Klein, DDS	1500 Sheridan Rd UNIT 9A, Wilmette, IL 60091, USA		(847) 251-4382
2	Philip Cook DDS LLC	1515 Sheridan Rd #18, Wilmette, IL 60091, USA	philipcookdds.com	(847) 773-0086
0	Art Carpenter, DDS, LTD	450 Green Bay Rd Ste A, Kenilworth, IL 60043, USA	drcarpenter.com	(847) 251-5004
2	Kenilworth Dental Associates	432 Green Bay Rd, Kenilworth, IL 60043, USA	kenilworthdentalassociates.com	(847) 256-7700
0	McClellan Orthodontics	450 Green Bay Rd, Kenilworth, IL 60043, USA	mcclellanortho.com	(847) 251-6228
0	Five Star Dental Consulting	535 Cherry St, Winnetka, IL 60093, USA	fivestardentalconsulting.com	(847) 989-8996

Total number of dentists verfied by user: 23

General Practice Dentists - Marketing Radius

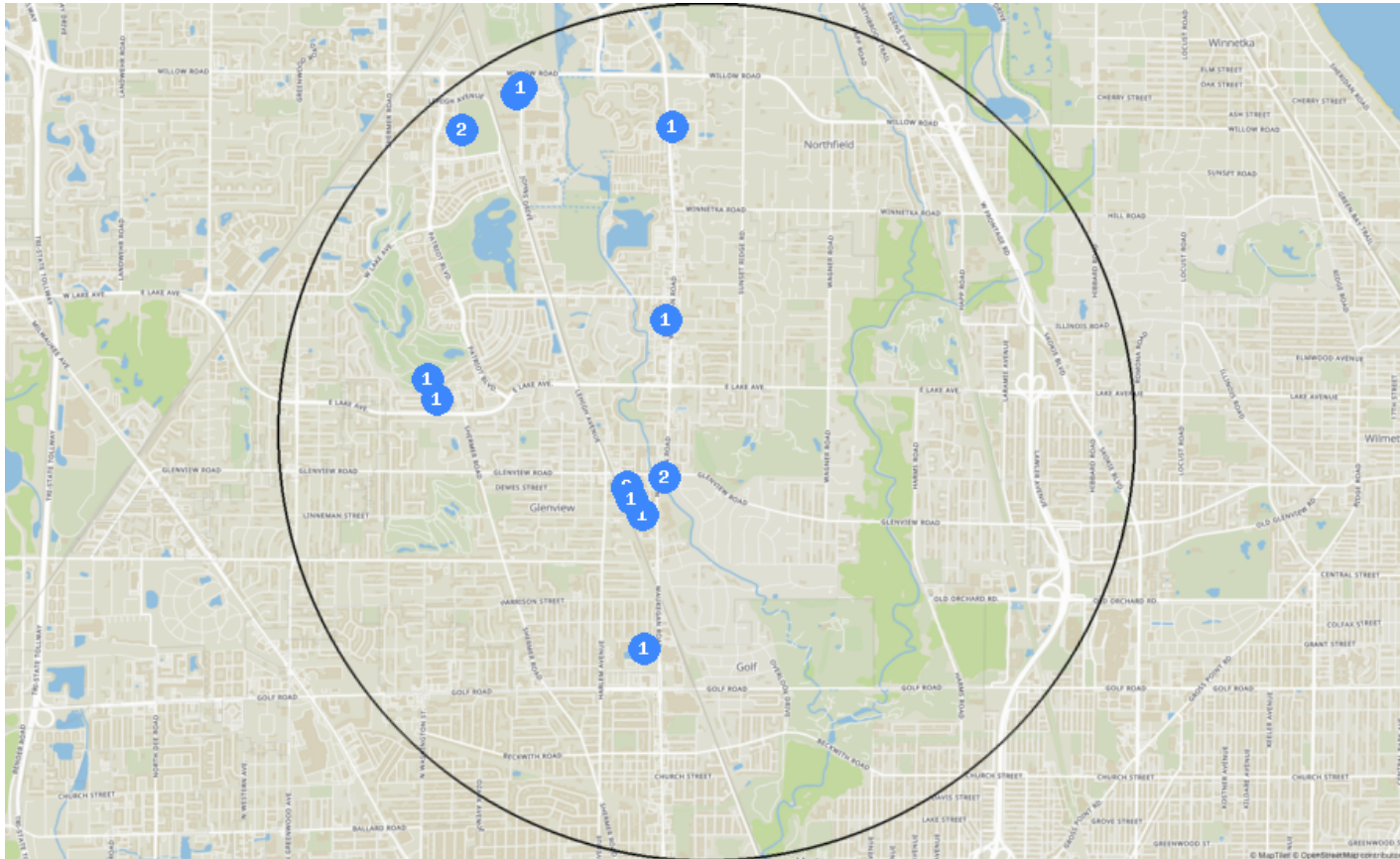| User Confirmed Count	Competitor Name	Address	Website	Telephone
2	Dr. David B. Schwartz, DDS Poncza Paul DDS	9933 Lawler Ave #340, Skokie, IL 60077, USA 9933 Lawler Ave # 340, Skokie, IL 60077, USA	yournorthshoredentist.com	(847) 677-2808
1	Dr. R. Lance Robbins, DDS	4905 Old Orchard Shopping Center, Skokie, IL 60077, USA	lancerobbinsdentistry.com	(847) 675-3311
0	Dr. Fred Lucas, DDS Dr. Joseph A. Gluck, DDS Dr. Robert A. Bressman, DDS Robert Bitter, DMD	9933 Lawler Ave, Skokie, IL 60077, USA 9933 Lawler Ave #450, Skokie, IL 60077, USA	northshoreperio.com	(847) 675-4867
0	Kalb Associates	1103 Central Ave, Wilmette, IL 60091, USA		(847) 256-2501
1	Dr. Alia Ezziddin, DMD	711 11th St, Wilmette, IL 60091, USA	enamelandroot.com	(847) 906-8676
1	Craig S. Kohler, DDS, MBA, MAGD	1159 Wilmette Ave #200, Wilmette, IL 60091, USA	kohlerdentistry.com	(847) 251-9000
1	David Center DDS	9933 Lawler Ave #204, Skokie, IL 60077, USA	theskokiedentist.com	(847) 677-0080
3	Dental Professionals W. Brian Ross, D.D.S.	4905 Old Orchard Shopping Center Suite 728, Skokie, IL 60077, USA 4905 Old Orchard Shopping Center #728, Skokie, IL 60077, USA	dentalprofessionals.com	(847) 676-1432
0	Dental Savings	550 Frontage Rd, Northfield, IL 60093, USA	dentalsavings.com	(847) 441-9222
0	Dr. Michael P. Bobrow, DDS	630 Vernon Ave, Glencoe, IL 60022, USA		(847) 835-1450
0	Lippitz Herbert A DDS	650 Vernon Ave #1, Glencoe, IL 60022, USA	lippitzsmiles.com	(847)

				835-3200
1	Dr. Wendy E Shorr, DDS	9933 Lawler Ave # 340, Skokie, IL 60077, USA	skokierestorativedentist.com	(847) 673-8883
2	Chicago Dental Arts	4905 Old Orchard Shopping Center Ste 420, Skokie, IL 60077, USA	chicagodentalarts.com	(847) 750-4645
1	Chicago Dental Esthetics: Samantha Rabor, DDS	9933 Lawler Ave #468, Skokie, IL 60077, USA	chicagodentalesthetics.com	(847) 677-1119
0	Montrose Jeremy DDS	4905 Old Orchard Shopping Center, Skokie, IL 60077, USA		(847) 675-6767
0	Leo Dumanis, DDS	4905 Old Orchard Shopping Center, Skokie, IL 60077, USA	oralsurgery-hicd.com	(847) 675-6868
0	Chicagoland Endodontics Ltd	9933 Lawler Ave # 455, Skokie, IL 60077, USA	endodonticslimited.org	(847) 679-3636
0	Quality Dental Castings	9933 Lawler Ave # 408, Skokie, IL 60077, USA		(847) 674-5576
3	Finkel Phillip DDS Katz Paul J DDS	4905 Old Orchard Shopping Center, Skokie, IL 60077, USA		(847) 674-6446
1	Old Orchard Smiles / Toni Ellis Wolf, DDS PC	4905 Old Orchard Rd Ste 232, Skokie, IL 60077, USA	oldorchardsmiles.com	(847) 673-2052
0	Advanced Periodontics & Implants, Ltd./ Nikisha Jodhan DDS	4905 Old Orchard Shopping Center #616, Skokie, IL 60077, USA	implantperiodoc.com	(847) 512-7410

Total number of dentists for the marketing radius not including client or others added: 17

Client Selected Competition

Sanford Court (Glenview, Illinois)

Blue dots are general practice dentists

⛰ General Practice Dentists

User Confirmed Count	Competitor Name	Address	Website	Telephone
0	Barbara Siargos DDS, MS Orthodontist Matthew Israel DDS, MS Orthodontist Willow Lake Orthodontics	2300 Chestnut Ave UNIT 102, Glenview, IL 60026, USA	willowlakeorthodontics.com	(847) 486-0255
0	Children's and Adolescent Dentistry, LTD Dr. Leo Morton Scott Shore D.D.S.	2401 Ravine Way #102, Glenview, IL 60025, USA 2401 Ravine Way, Glenview, IL 60025, USA	childrensdentistry.net doctors.advocatehealth.com	(847) 901-1095
2	Glenview Smiles	1775 Glenview Rd UNIT 206, Glenview, IL 60025, USA	glenview-smiles.com	(847) 729-4840
1	Robert V Johnson DMD, MS, FAAPD	1775 Glenview Rd UNIT 215, Glenview, IL 60025, USA	drbobdentistry.com	(847) 729-6300
1	Lake Family Dental	1372 Patriot Blvd, Glenview, IL 60026, USA	lakefamilydental.com	(847) 998-9660
1	Toraason Dental Associates	191 Waukegan Rd # 106, Northfield, IL 60093, USA		(847) 998-5550
1	Aver Alla DDS	2400 Ravine Way #400, Glenview, IL 60025, USA	glenviewsmiles.com	(847) 998-5100
0	Stohle Michael R DDS The Center for Oral, Maxillofacial & Implant Surgery	1775 Glenview Rd # 202, Glenview, IL 60025, USA 1775 Glenview Rd Ste 202, Glenview, IL 60025, USA	asboralsurg.com	(847) 724-3335
0	Best Endodontics of Glenview Dr. Matthew C. Davis, DDS	1775 Glenview Rd Ste 217, Glenview, IL 60025, USA	bestendoglenview.com	(847) 729-8400
2	Colonial Dental Group, Ltd.	1775 Glenview Rd, Glenview, IL 60025, USA	colonialdentalgroup.com	(847) 729-2233

1	Dr. Sean W. Cullinan, DMD Family Dental	908 Waukegan Rd, Glenview, IL 60025, USA	nilesdentist.com glenviewfamilydental.com	(847) 998-1281
1	Bordignon Dental Associates of Glenview Moradi Linda a DDS	1730 Dewes St, Glenview, IL 60025, USA		(847) 724-2160
1	East End Dentistry	324 Waukegan Rd, Glenview, IL 60025, USA	eastenddentistry.com	(847) 724-2345
1	Kurt Lauer DDS	1609 Waukegan Rd, Glenview, IL 60025, USA	kurtlauerdds.com	(847) 724-7060
2	Green Dental	1001 Waukegan Rd, Glenview, IL 60025, USA	greendentalglenview.com	(847) 724-9040
0	Yummy Dental & Orthodontics for Kids	1521 Waukegan Rd, Glenview, IL 60025, USA	yummydental.com	(847) 729-4700
0	Pure Perio - Megan A Ratliff, DDS, MS	1775 Glenview Rd suite 212, Glenview, IL 60025, USA	pure-perio.com	(847) 724-6343
1	Lake Family Dental LP	1340 Patriot Blvd, Glenview, IL 60026, USA	lakefamilydental.com	(847) 998-0275
0	Marchiori Daniel DDS	1500 Waukegan Rd, Glenview, IL 60025, USA		(847) 998-8108
1	Dr. Susan Graber, DDS	2440 Ravine Way, Glenview, IL 60025, USA	drsusangraber.com	(847) 729-7711
0	Heinlein Walter D DDS Lang Elyse Rannin Diane	1132 N Waukegan Rd # 300, Glenview, IL 60025, USA 1132 Waukegan Rd # 300, Glenview, IL 60025, USA		(847) 729-4411
0	Dr. Katie Graber, DDS, MS Dr. Kelley Gyllenhaal, DDS, MS Dr. Lee Graber, DDS, MS, MS, PhD Graber and Gyllenhaal Orthodontics	2300 Lehigh Ave #110, Glenview, IL 60025, USA 2300 Lehigh Ave #110, Glenview, IL 60026, USA	graberorthodontics.com graberandgyllenhaalorthodontics.com	(847) 281-0125
2	Gallery Park Dental	2300 Lehigh Ave Suite 200, Glenview, IL 60026, USA	galleryparkdental.com	(847) 250-1130
0	South Loop Dental Specialists	2420 Ravine Way #400, Glenview, IL 60025, USA	endoperiosurg.com	(312) 356-4700

0	Dental Specialists of North Shore	2420 Ravine Way #400, Glenview, IL 60025, USA	endoperiosurg.com	(847) 729-5855
0	Condon Joseph DDS	1775 Glenview Rd, Glenview, IL 60025, USA		(847) 729-5880

Total number of dentists verfied by user: 18