

Dental Practice Demographic Research

for

JOHN DOE

July 9, 2022



The Denali Group, Inc.
3839 McKinney Avenue
Suit 155-275
Dallas, TX 75204
720.440.1770
info@thedenaligroup.net

www.thedenaligroup.net

Dental Practice Demographic Research
for
Sample Single Study
July 9, 2022

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



July 9, 2022

John Doe
123 Main St.
Anywhere, TX 75112

RE: Dental Practice Demographic Research

John 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 through 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 area, 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

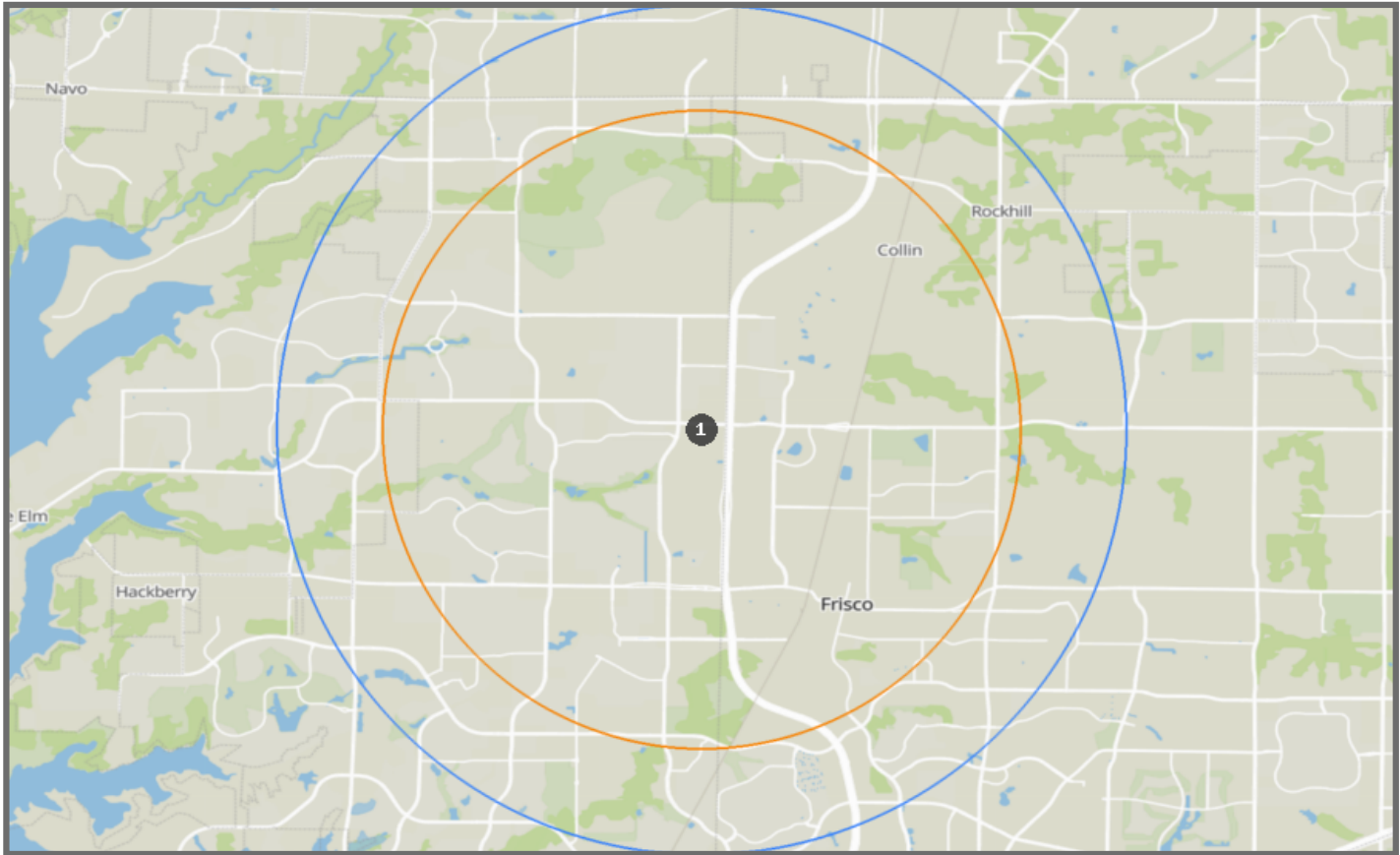
Because locations range in size, we picked radii that would be more consistent with what residents would be willing to travel. We also considered the number of households for the minimum radius. For consistency purposes, Tables 2 and 3 have the same radius. Frisco has a radius of 3 miles.

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 2 & 3 have considered the marketing perspective by adjusting the radius of the area 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 take into consideration the closest 10,000 households that have an income of \$50,000 and above. By considering these factors, it's easier to see how big the marketing area would have to be to reach the ideal type of patient. The radius for Frisco has a sufficient number of households for marketing purposes so there was no need to expand the radius out.

Please note that Table 4 also contains detailed demographic data for a larger radius in addition to the smaller radius from Tables 2 and 3. We will refer to these as smaller radius (orange circle) or larger radius (blue circle) throughout the study.

The selected area for this study, Frisco, is shown on the following map.

 Location



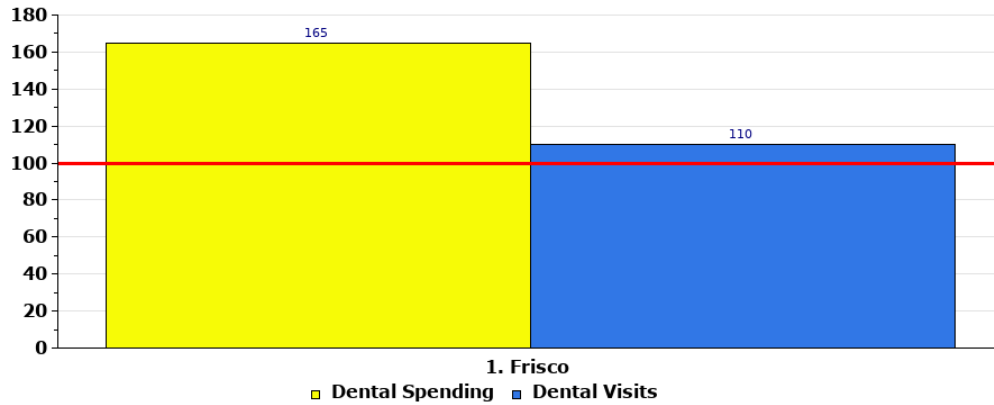
- 1. Frisco - Orange circle is 3 miles and Blue circle is 4 miles. Marketing radius is 3 miles.

*Demographic Research
For John Doe*

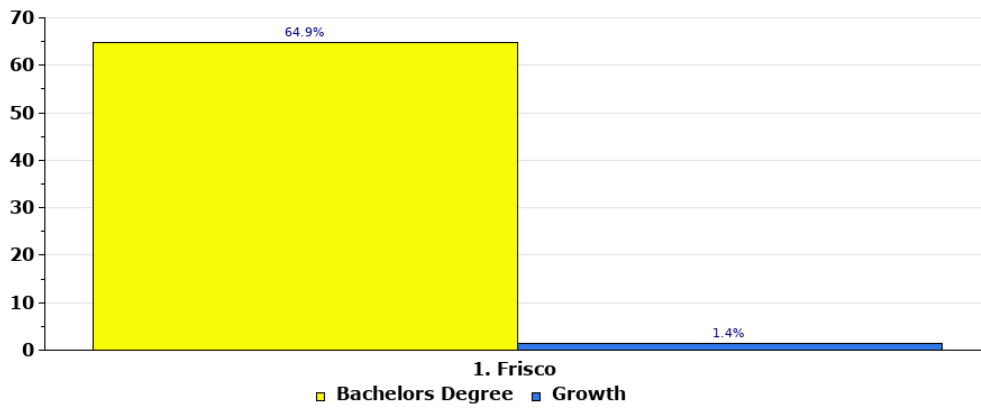
Conclusion

In summary, Frisco is viable for an family practice.

Dental Spending and Dental Visits (MPI)



Bachelors Degree and Population Growth Rate (%)



Frisco

This area contains the following highlighted demographics:



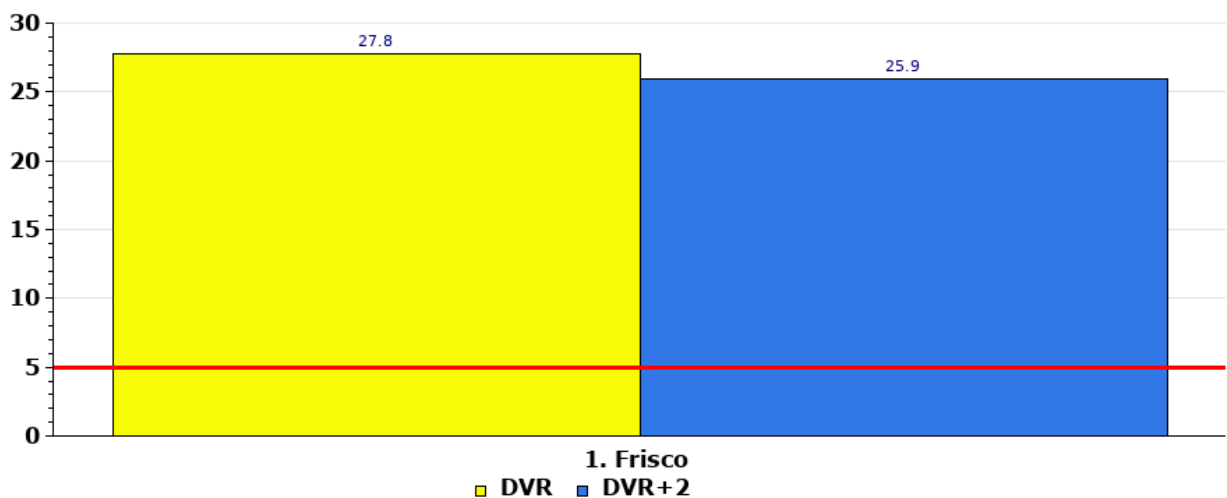
- The percentage of growth between 2010-2020 is 56.0%
- The projected population growth, 2022 to 2027, is 7.3%
- The median home value is \$412,898

- Home ownership rate of 63.9%
- The average housing cost as a percent of income 21.4%
- The percentage of the population with a bachelor's degree is 64.9%
- The number of new residents projected in the next 5 years is 5,958
- The number of daytime employees is 34,417
- The number of daytime residents is 44,328
- The dental spending is \$753 (MPI 165)
- The percentage of the population visiting a dentist is 43.9% (MPI 110)
- DVR at 27.8

Based on the questionnaire completed at the start of this study, John 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.

Frisco is a viable location. The DVR for this area is at 27.8 and is much better than the U.S. average of 5. Percentage of population with a bachelor's degree is at 64.9% and is higher than the US at 30.9%. Projected annual population growth rate is at 1.41% and is higher than the US at 0.70%. Dental spending is at \$753 (MPI 165) and is higher than the US average. Dental visits is at 43.9% (MPI 110) and is higher than the US average. Dentist-to-population ratio is at 1:2,932 and is better than the US at 2,032. Adjusted dentist-to-population ratio is at 1:4,838. Family households with children is at 80.9% 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 good potential for a startup Family Practice.

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

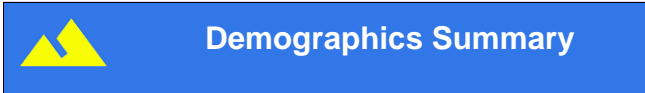




Additional Considerations

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.

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.



Demographic Characteristic	Eldorado Parkway Frisco Texas 3 miles	Texas	United States
Radius Distances			
INCOME			
Per capita income	\$59,407	\$32,007	\$35,106
Median household income	\$143,068	\$63,524	\$64,730
Average household income	\$176,069	\$90,115	\$92,435
POPULATION			
Population 2022	82,094	29,969,514	333,934,112
Households	27,838	10,615,809	126,470,675
Population >= 18 Years old	65.8%	75.2%	78.3%
Population < 18 Years old	34.2%	24.8%	21.7%
Population, Projected 2027	88,052	32,346,738	345,887,495
Projected Annual Population Growth Rate, (2022 - 2027)	1.4%	1.5%	0.7%
New Projected Residents Added (2022-2027)	5,958	2,377,224	11,953,383
New Households Added (2022-2027)	2,252	838,269	4,576,689
Total Daytime Employees	34,417	13,771,682	156,849,265
Total Daytime Residents 2022	44,328	15,978,644	175,268,977
Percentage of Daytime Employees to Total Residents	41.9%	46.0%	47.0%
INDEXES 2022			
Dental \$ Index/HH	165	98	100
All Health Care \$ Index/HH	155	99	100
Health Ins \$ Index/HH	154	98	100
Percent Visiting Dentist	43.9%	36.1%	37.9%
Percent Visiting Dentist Index	110	95	100
DENTIST RATIOS 2022			
Total GP Dentists	28	15,899	164,338
Dentist to Population Ratio	2,932	1,885	2,032
"Adjusted Dentist to Population Ratio"	4,838	1,847	2,032
Denali Viability Ranking (DVR)	27.8	4.6	5.0
Denali Viability Ranking (DVR) +2	25.9	4.6	5.0

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 John Doe

Demographic Characteristic	Eldorado Parkway Frisco Texas 33.17434, -96.8434 3 miles	Texas	United States
Latitude / Longitude:			
Radius			
POPULATION			
Population 2022	82,094	29,969,514	333,934,112
2010 Total Population	48,591	25,220,537	309,121,785
2020 Total Population	75,807	29,653,649	332,502,844
Projected Total Population 2027	88,052	32,346,738	345,887,495
Population Change, 2010 - 2020	56.0%	17.6%	7.6%
Annual Population Change Rate, 2022 - 2027	1.4%	1.5%	0.7%
POPULATION AGE BREAKDOWN			
Median Age	33.8	35.3	38.8
Under 4 years old	8.9%	6.9%	5.9%
5 - 9 years old	10.9%	7.0%	6.1%
10 - 14 years old	9.9%	7.0%	6.2%
15 - 24 years old	10.3%	13.6%	12.8%
25 - 44 years old	32.0%	28.4%	26.8%
Number of Adults 25-44	26,285	8,522,442	89,400,051
45 - 64 years old	21.3%	23.2%	25.0%
Number of Adults 45-64	17,467	6,957,653	83,512,738
65 years and over	6.7%	13.8%	17.3%
Number of Adults 65 years and older	5,481	4,146,064	57,652,490
0 - 14 years old	29.7%	20.9%	18.2%
Number of Children 0-14 years old	24,405	6,269,131	60,698,912

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 John Doe

Demographic Characteristic	Eldorado Parkway Frisco Texas 33.17434, -96.8434 3 miles	Texas	United States
Latitude / Longitude:			
Radius			
HOUSING			
Housing units	29,751	11,734,675	142,853,336
Median home value	\$412,898	\$224,879	\$264,021
Home ownership rate	63.9%	57.3%	57.3%
Renter-occupied housing	29.7%	33.1%	31.2%
Vacant housing units	6.4%	9.5%	11.5%
Average Cost of Housing	\$37,702	\$19,510	\$20,090
Average Housing Cost as a Percent of Income	21.4%	21.6%	21.7%
HOUSEHOLDS			
Households	27,838	10,615,809	126,470,675
Average household size	2.94	2.77	2.58
Family households	80.9%	69.3%	65.5%
Household with children	59.1%	38.9%	33.4%
High school graduate or higher	96.9%	85.1%	88.9%
Bachelor degree or higher	64.9%	31.3%	33.6%
RACE & ETHNICITY			
White	55.8%	66.5%	69.2%
Black	10.1%	12.6%	13.0%
Native American	0.5%	0.7%	1.0%
Asian	16.6%	5.3%	5.9%
Pacific Islanders	0.1%	0.1%	0.2%
Other Race	4.6%	11.6%	7.1%
Hispanic or Latino of any race	14.5%	40.3%	18.9%




Table #2 Significant Demographic Characteristics - Page 3

Demographic Analysis for John Doe

Demographic Characteristic	Eldorado Parkway Frisco Texas 33.17434, -96.8434 3 miles	Texas	United States
Latitude / Longitude:			
Radius			
INCOME			
Per capita income	\$59,407	\$32,007	\$35,106
Median household income	\$143,068	\$63,524	\$64,730
Average household income	\$176,069	\$90,115	\$92,435
HOUSEHOLD INCOME BREAKDOWN			
Less than \$25,000	4.1%	18.0%	18.0%
\$25,000 - \$34,999	2.6%	8.5%	8.4%
\$35,000 - \$49,999	5.0%	12.2%	11.9%
\$50,000 - \$74,999	9.0%	17.9%	17.3%
\$75,000 - \$99,999	9.8%	12.7%	12.8%
\$100,000 - \$149,999	21.6%	15.6%	15.8%
\$150,000 - \$199,999	19.4%	7.2%	7.2%
\$200,000 or more	28.5%	8.0%	8.5%
\$50,000 - \$99,999	18.8%	30.5%	30.2%
Number of Households \$50,000 - \$99,999	5,233	3,242,882	38,157,088
\$35,000 - \$149,999	45.4%	58.4%	57.9%
Number of Households \$35,000 - \$149,999	12,649	6,198,284	73,193,488
EMPLOYMENT STATUS			
Persons employed in labor force	38,221	13,812,345	157,284,361
Unemployed civilians	2.6%	6.4%	6.2%
Workers By Occupation:			
Management Occupations	31.6%	17.5%	17.9%
Professional Occupations	29.3%	23.0%	24.8%
Sales Occupations	11.5%	10.1%	9.3%
Admin Occupations	9.2%	11.1%	11.2%
Services	8.7%	14.7%	15.1%
All Other Occupations/Blue Collar	9.6%	23.6%	21.8%



Table #3 Dental Saturation and Denali Viability Ranking

Demographic Analysis for John Doe

Demographic Characteristic	Eldorado Parkway Frisco Texas 33.17434, -96.8434 Radius 3 miles	Texas	United States
Population, 2022	82,094	29,969,514	333,934,112
Projected Annual Population Growth Rate, 2022 - 2027	1.4%	1.5%	0.7%
Projected Total Population Growth Rate, 2022 - 2027	7.3%	7.9%	3.6%
New Projected Residents To Be Added in Next 5 Years (2022-2027)	5,958	2,377,224	11,953,383
Households To Be Added in Next 5 Years (2022-2027)	2,252	838,269	4,576,689
Total GP Dentists	28	15,899	164,338
Dentist to Population Ratio	2,932	1,885	2,032
Adjusted Dentist to Population Ratio (see narrative for details)	4,838	1,847	2,032
Dental Spending per HH	\$753	\$396	\$405
Dental Spending per HH Index	165	98	100
Percentage of Population Visiting a Dentist	43.9%	36.1%	37.9%
Percentage of Population Visiting Dentist Index	110	95	100
Denali Viability Ranking (see narrative for explanation)	27.8	4.6	5.0
DVR plus 2 Dentists	25.9	4.6	5.0

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 John Doe

Demographic Characteristics	Eldorado Parkway Frisco Texas		Texas	United States
	3 miles	4 miles		
Radius Distances:				
POPULATION				
Population, 2022	82,094	159,507	29,969,514	333,934,112
Population >= 18 Years old	65.8%	67.2%	75.2%	78.3%
Population < 18 Years old	34.2%	32.8%	24.8%	21.7%
Projected Population, 2027	88,052	171,610	32,346,738	345,887,495
Projected Population Change, 2022 to 2027 (Next 5 Years)	7.3%	7.6%	7.9%	3.6%
Projected Annual Household Growth, 2022 to 2027 (Each of Next 5 Years)	1.4%	1.5%	1.5%	0.7%
New Projected Residents Added in the Next 5 Years (2022-2027)	5,958	12,103	2,377,224	11,953,383
Total Households, 2022	27,838	53,464	10,615,809	126,470,675
Total Households, Projected 2027	30,090	57,883	11,454,078	131,047,364
Projected Household Change, 2022 to 2027 (Next 5 Years)	8.1%	8.3%	7.9%	3.6%
Projected Annual Household Growth, 2022 to 2027 (Each of Next 5 Years)	1.6%	1.6%	1.5%	0.7%
New Projected Households Added in the Next 5 Years (2022-2027)	2,252	4,419	838,269	4,576,689

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 John Doe

Demographic Characteristics	Eldorado Parkway Frisco Texas		Texas	United States
Radius Distances:	3 miles	4 miles		
EMPLOYMENT VS. RESIDENTIAL POPULATION				
Total Daytime Employees	34,417	52,197	13,771,682	156,849,265
Total Residents	82,094	159,507	29,969,514	333,934,112
Ratio of Daytime Employees to Residents	41.9%	32.7%	46.0%	47.0%
Total Daytime Residents	44,328	84,443	15,978,644	175,268,977
Ratio of Daytime Employees to Daytime Residents	77.6%	61.8%	86.2%	89.5%
Total Daytime Population	78,745	136,640	29,750,326	332,118,242
Ratio of Daytime Total Population to Total Resident Population	95.9%	85.7%	99.3%	99.5%
EMPLOYMENT				
Employed Population (Civilian)	97.4%	97.0%	93.6%	93.8%
Unemployed Population (Civilian)	2.6%	3.0%	6.4%	6.2%
Employment By Occupation:				
White Collar Employment	81.7%	80.5%	61.7%	63.1%
Service Occupations	8.7%	9.2%	14.7%	15.1%
Blue Collar	9.6%	10.3%	23.6%	21.8%

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

Demographic Analysis for John Doe

Demographic Characteristics	Eldorado Parkway Frisco Texas		Texas	United States
	3 miles	4 miles		
MEDICAL / DENTAL MARKET POTENTIAL:				
All Health Care Expenditures per HH (Including Insurances):	\$10,987	\$10,614	\$6,149	\$6,334
Index	155	150	99	100
% of Total HHExpenditures	7.5%	7.5%	7.9%	8.0%
Health Insurance Expenditures per HH:	\$7,221	\$6,971	\$4,065	\$4,193
Index:	154	148	98	100
Health Insurance Expenditures per Capita:	\$2,449	\$2,336	\$1,440	\$1,588
Medical Expenditures per HH:	\$3,766	\$3,644	\$2,085	\$2,142
Index	157	152	99	100
% of Total HHExpenditures	2.6%	2.6%	2.7%	2.7%
Dental Services Expenditures per HH:	\$753	\$725	\$396	\$405
Index	165	159	98	100
% of Total HHExpenditures	0.5%	0.5%	0.5%	0.5%
Dental Expenditures per Capita:	\$255	\$243	\$140	\$153
Dental Expenditures per Total Existing Potential Patients (i.e., Who Visited Dentist in Last 12 Months):	\$581	\$559	\$388	\$404
Above Dental Expenditures per Potential Patients for HH (i.e., above figure for # in HH):	\$1,715	\$1,668	\$1,096	\$1,067

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


Demographic Analysis for John Doe

Demographic Characteristics	Eldorado Parkway Frisco Texas		Texas	United States
	3 miles	4 miles		
DENTAL MARKET BEHAVIOR:				
Percent of Adults Visiting Dental Office in Last 12 Months:	43.9%	43.5%	36.1%	37.9%
Index:	110	109	95	100
Percent of Adults Using Mouthwash in the Last 6 Months:	61.1%	61.7%	66.2%	65.1%
Index:	94	95	102	100
Percent of Adults Using Mouthwash 8+ times in the Last 7 Days:	13.1%	13.5%	18.1%	16.8%
Index:	81	84	108	100
Percent of Adults Using Tooth Whitener (Non-Toothpaste) in the Last 6 Months:	10.1%	10.3%	10.9%	10.4%
Index:	102	103	105	100
Percent of Adults Using Denture Cleaner in the Last 6 Months:	4.0%	4.1%	9.4%	9.9%
Index:	48	50	95	100
HOUSEHOLD BUDGET EXPENDITURES - LIFESTYLE BEHAVIORS:				
Average HH Income:	\$176,069	\$168,752	\$90,115	\$92,435
Total Average HH Expenditures:	\$147,299	\$141,725	\$77,688	\$79,328
Total Average HH Expenditures Index:	164	158	98	100
Housing Expenditures:	\$46,396	\$44,620	\$24,539	\$25,163
Index	162	156	98	100
Housing as Percent of Total Expenditures	31.5%	31.5%	31.6%	31.7%
Total Expenditures Remaining After Housing Costs	\$100,903	\$97,105	\$53,149	\$54,165
Percentage of Total Expenditures Remaining	68.5%	68.5%	68.4%	68.3%

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

Demographic Analysis for John Doe

Demographic Characteristics	Eldorado Parkway Frisco Texas		Texas	United States
	3 miles	4 miles		
Radius Distances:				
Other HH Disposable Expenditures				
Food Away From Home	\$7,207	\$6,948	\$3,802	\$3,824
Index	167	161	100	100
Entertainment/Recreation	\$5,956	\$5,721	\$3,147	\$3,260
Index	162	156	97	100
Travel	\$5,000	\$4,768	\$2,422	\$2,501
Index	174	166	96	100
Personal Care Products and Services	\$1,680	\$1,619	\$883	\$902
Index	165	159	98	100
Life/Other Insurance (Not including Health Insurance)	\$1,121	\$1,066	\$575	\$603
Index	164	156	95	100
Exercise at Home >2 Times per Week	47.0%	46.4%	29.6%	30.0%
Index	116	115	99	100
Exercise Elsewhere >2 Times per Week	25.3%	25.3%	22.9%	22.7%
Index	123	123	101	100
Total Percent of Population Exercising >2 Times per Week	72.3%	71.7%	52.5%	52.7%
Buy Foods specifically Labeled as Natural/Organic	20.4%	20.0%	14.6%	15.1%
Index	125	123	96	100
Spent >\$100 at Beauty Salon in Last 6 Months	20.7%	20.5%	16.1%	16.6%
Index	119	118	97	100

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

Demographic Analysis for John Doe

Demographic Characteristics	Eldorado Parkway Frisco Texas		Texas	United States
Radius Distances:	3 miles	4 miles		
PSYCHOGRAPHIC CHARACTERIZATIONS:				
Demographic Characteristics	Frisco			
Dominant HH Tapestry Groups	76.9%	65.9%	NA	NA
	Boomburbs	Boomburbs	NA	NA
	9.0%	16.6%	NA	NA
	Up and Coming Families	Up and Coming Families	NA	NA
	3.5%	3.9%	NA	NA
	Professional Pride	Professional Pride	NA	NA
	3.0%	3.7%	NA	NA
	International Marketplace	Young and Restless	NA	NA
	2.9%	2.5%	NA	NA
	Home Improvement	Bright Young Professionals	NA	NA
Total HH % Accounted For in Tapestry Groups Listed:	95.3%	92.6%	NA	NA



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 four tables (tables 2, 3, 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 the viability of a single area for the success of a startup for a family practice dentist.

The research conducted within this study looked at the location for its favorable "demographic viability". 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 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.

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

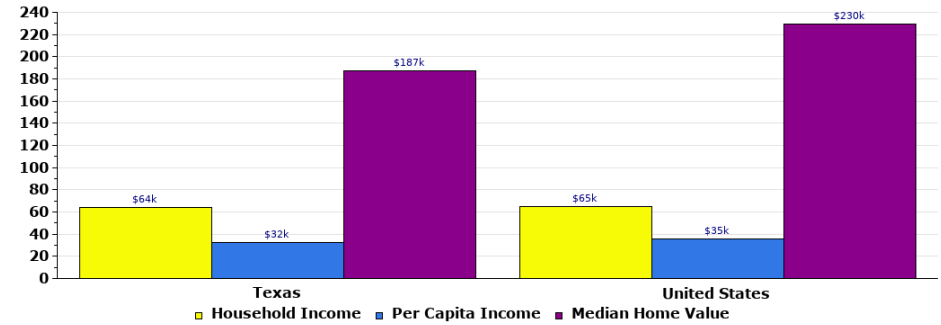
Demographics Characteristics: U.S. Census, State Level Estimates	Texas	United States
Population, Census, April 1, 2020	29,145,505	331,449,281
Population, Census, April 1, 2010	25,145,561	308,745,538
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)	1.3%	0.1%
Persons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

Listed below are comparisons of key demographics:

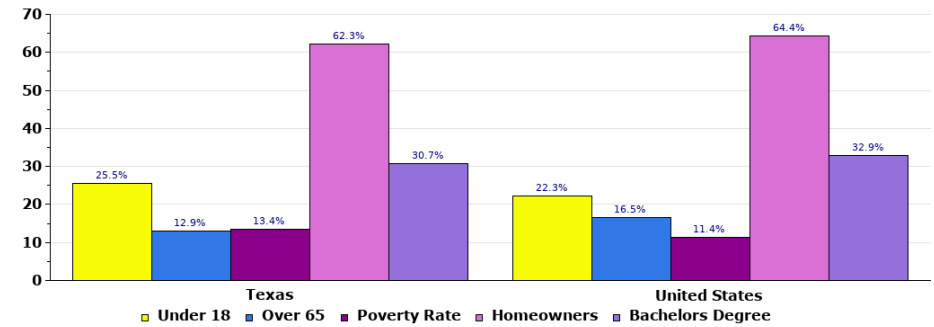
In comparison to the United States, Texas has several key demographic differences:

- 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

Texas: Income and Home Values (\$1,000)



Texas: Population Characteristics (%)





Denton County in Texas

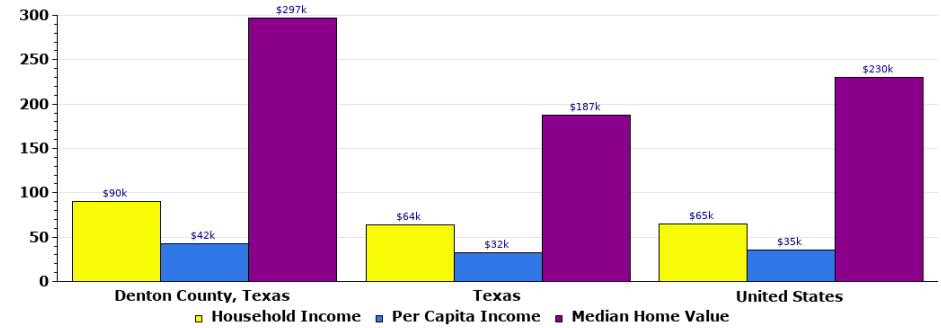
The following table summarizes key U.S. Census data for Denton County as well as the state of Texas and the United States for a quick comparison. Frisco is in Denton County. This U.S. Census county level data encompasses the geographic territory of this county. This county level data will vary from the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

Demographics Characteristics: U.S. Census, County Level Estimates	Denton County, Texas	Texas	United States
Population, Census, April 1, 2020	906,422	29,145,505	331,449,281
Population, Census, April 1, 2010	662,614	25,145,561	308,745,538
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)	3.9%	1.3%	0.1%
Persons under 18 years, percent	23.7%	25.5%	22.3%
Persons 65 years and over, percent	11.1%	12.9%	16.5%
Median household income (in 2020 dollars), 2016-2020	\$90,354	\$63,826	\$64,994
Per capita income in past 12 months (in 2020 dollars), 2016-2020	\$42,498	\$32,177	\$35,384
Persons in poverty, percent	6.9%	13.4%	11.4%
Owner-occupied housing unit rate, 2016-2020	65.3%	62.3%	64.4%
Median value of owner-occupied housing units, 2016-2020	\$297,100	\$187,200	\$229,800
Median Home Value as % of Median Income	328.8%	293.3%	353.6%
Persons per household, 2016-2020	2.83	2.83	2.60
Living in same house 1 year ago, percent of persons age 1 year+, 2016-2020	82.1%	84.8%	86.2%
High school graduate or higher, percent of persons age 25 years+, 2016-2020	92.8%	84.4%	88.5%
Bachelor's degree or higher, percent of persons age 25 years+, 2016-2020	45.8%	30.7%	32.9%
With a disability, under age 65 years, percent, 2016-2020	6.0%	7.9%	8.7%
Persons without health insurance, under age 65 years, percent	13.4%	20.8%	10.2%

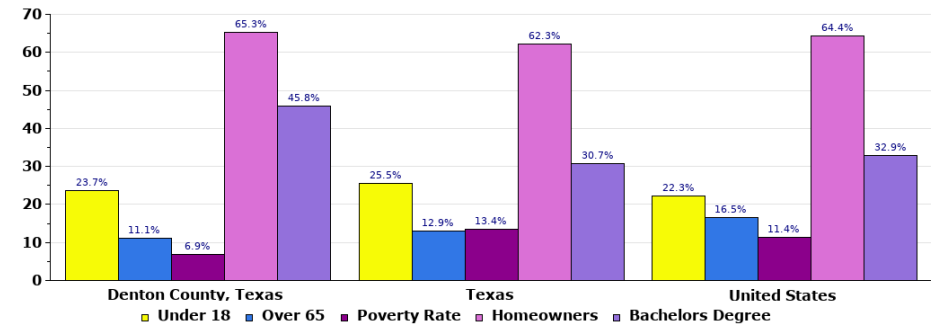
Listed below are comparisons of key demographics:

- Median Household Income: The median income for Texas is \$63,826, which is lower than the U.S. median income (\$1,168 lower). Denton County (\$90,354) 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). Denton County (6.9%) is significantly lower than the state and 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). Denton County (3.9%) is exponentially higher than the state and 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). Denton County (23.7%) is lower than the state and higher 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). Denton County (65.3%) is slightly higher than the state and similar to 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). Denton County (45.8%) 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). Denton County (13.4%) is significantly lower than the state and higher than the U.S.

Denton County in Texas: Income and Home Values (\$1,000)



Denton County in Texas: Population Characteristics (%)



Frisco:

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

- The percentage of growth between 2010-2020 is 56.0%
- The projected population growth, 2022 to 2027, is 7.3%
- The median home value is \$412,898
- Home ownership rate of 63.9%
- The average housing cost as a percent of income 21.4%
- The percentage of the population with a bachelor's degree is 64.9%
- The number of new residents projected in the next 5 years is 5,958
- The number of daytime employees is 34,417
- The number of daytime residents is 44,328
- The dental spending is \$753 (MPI 165)
- The percentage of the population visiting a dentist is 43.9% (MPI 110)
- DVR at 27.8

Population	Frisco	TX	United States
Population, 2022	82,094	29,969,514 *	333,934,112 *
Population >= 18 Years old	65.8%	75.2% *	78.3% *
Population < 18 Years old	34.2%	24.8% *	21.7% *
Projected Population, 2027	88,052	32,346,738	345,887,495
Median Age	33.8	35.3	38.8
Projected population growth, 2022 to 2027	7.3%	7.9%	3.6%
New Projected Residents Added in the Next 5 Years (2022-2027)	5,958	2,377,224	11,953,383
New Projected Households Added in the Next 5 Years (2022-2027)	2,252	838,269	4,576,689

*There may be a slight difference between the population numbers and the percentage breakdown noted in the location table above compared with the US Census data. The data above is from ESRI, a more frequently updated source.

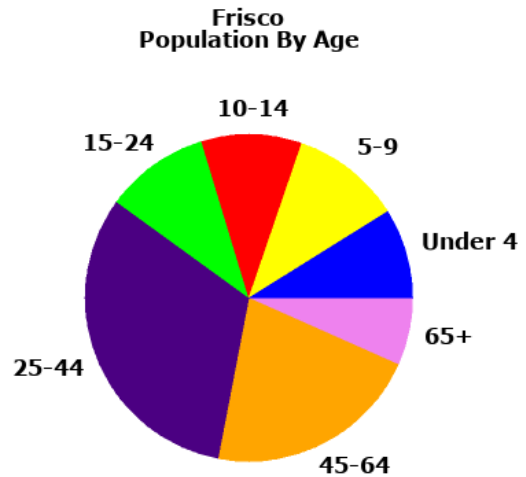


Population

Frisco's current population is 82,094 people with 27,838 households within this smaller 3 mile radius. This area experienced positive population growth of 56.0% from 2010-2020. This area is projected to grow another 7.3% over the next five years. This is higher than the national average.

The median age of the population in this area is 33.8 which is slightly below the state average of 35.3 years old. This area has an average household size of 2.94 persons. This area is very family centric with 80.9% of the households being family households and with 59.1% having children in the home and 29.7% of the population being under 15 and an additional 10.3% being under 24. Another 32.0% of this area's population is between 25 and 44 years of age and 21.3% between 45-64 years old leaving 6.7% of the population over 65 years old.

Frisco has a daytime employee population of 34,417 versus a permanent population of 82,094 meaning the daytime employee population is 41.9% of the permanent population living in the area and 44.0% 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 3 mile radius could greatly benefit with early or late hours and weekend times.



In this area, 64.9% of the population either holds a bachelor's degree or higher educational degree. Frisco is higher than the state and US average.

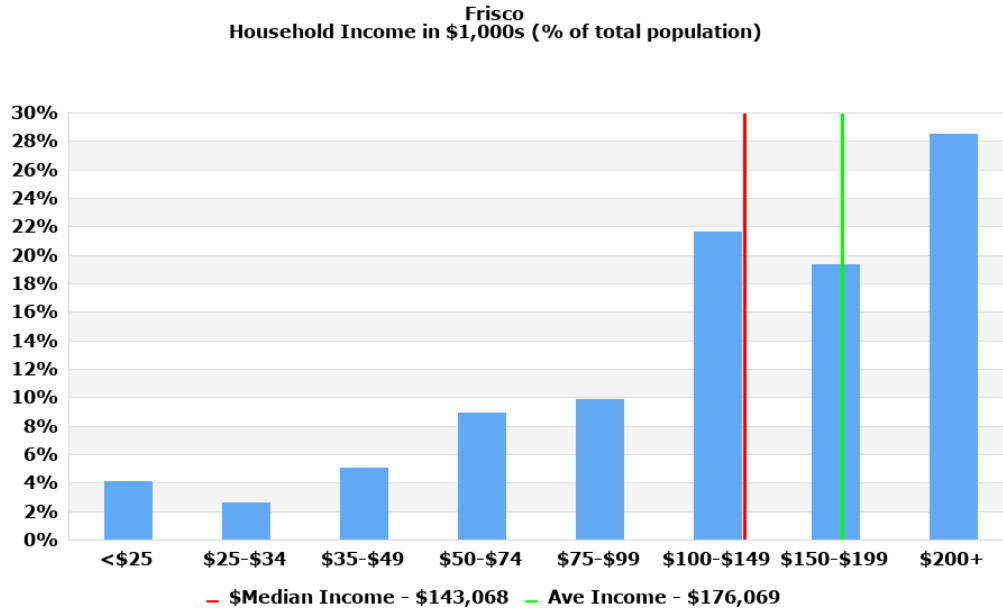
The dominant racial and ethnic groups of the population in the Frisco area are White 55.8%, Black 10.1%, Asian 16.6%, 4.6% other races and 14.5% Hispanic or Latino of any race.

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

Income

Median household income is \$143,068 and per capita income is \$59,407 in Frisco. Median income is well above the U.S. median income. Average household income is \$176,069 per year. Frisco's per capita income is well above the state of Texas and the U.S. The percentage of households with an average income between \$50,000-\$99,999 is 18.8%. Additionally, 47.9% 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)

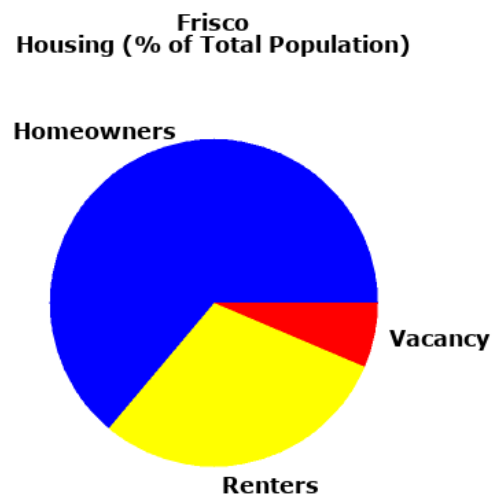
is 4.1% and is well below Texas and US poverty levels. The unemployment rate is low overall at 2.6%. White-collar professions account for 81.7% of employment. Service occupations comprise 8.7% of the employment base while blue-collar occupations make up 9.6% of the base.



Housing

This 3 mile radius contains 29,751 housing units and a high vacancy rate of 6.4%. This area has a 63.9% home ownership rate and 29.7% of the population are renters. The ownership occupancy levels are above Texas and US.

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 \$412,898 which is well above Texas. The median home ownership value for the United States is \$204,900. This area averages spending 31.5% 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 68.5%. 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 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:

Frisco Indexes:

Dental \$ Index/HH

All Health Care \$ Index/HH

Health Ins \$ Index/HH

Percent Visiting Dentist

Percent Visiting Dentist Index

Frisco Data:

165

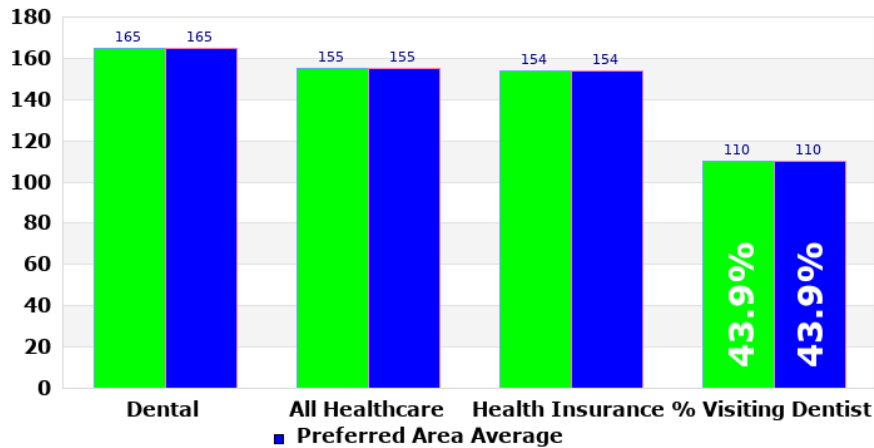
155

154

43.9%

110

Frisco 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.**

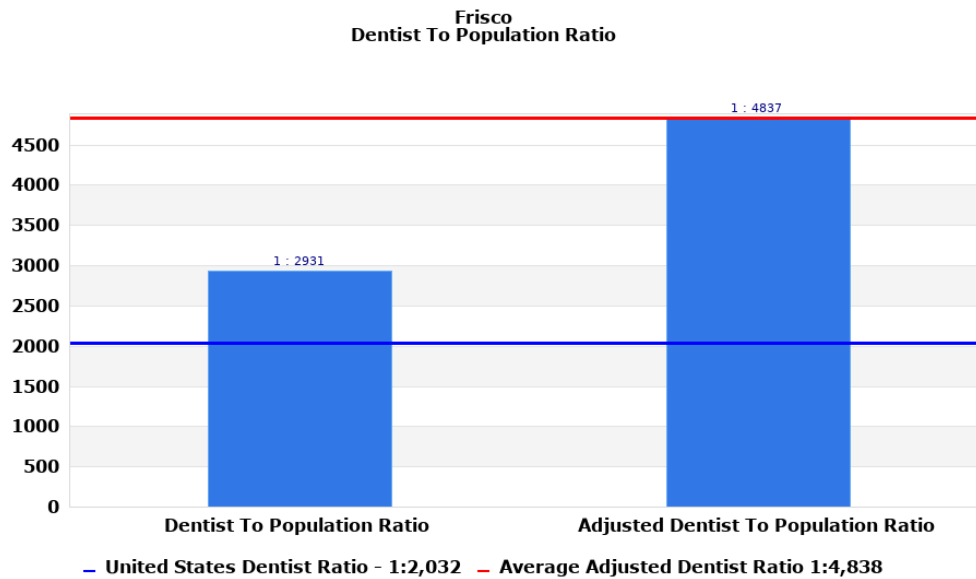
The household population within this area on average spends \$10,987 a year on all healthcare expenditures, an MPI of 155. Frisco’s health spending is well above the national average MPI of 100. Their propensity to spend on healthcare is higher than the propensity of Americans as a whole to spend on healthcare. This area’s MPI for dental services specifically stands at 165 and \$753/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 \$1,715.

The percentage of the population that visited a dentist within the last year is 43.9% (MPI of 110). This is above the US Average of 100. The population of Frisco is slightly more likely to visit the dentist than the average American. (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, 13.1% (81 MPI) of the populous used mouthwash more than 8 times per week. In the same last six months, 10.1% (102 MPI) used a non-toothpaste whitener.

Denali Viability Rating "DVR"

The industry minimum standard for dentist-to-population ratio is 1:2,032. Frisco has a dentist-to-population ratio of 1:2,932 which is much better than the U.S. average. 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. Frisco's adjusted dentist-to-population ratio of 1:4,838 is much better than the U.S. average.



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. Frisco has a DVR ranking of 27.8. The U.S. average for the DVR ranking is around 5. 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 this area. These DVR sensitivity rankings are shown below:

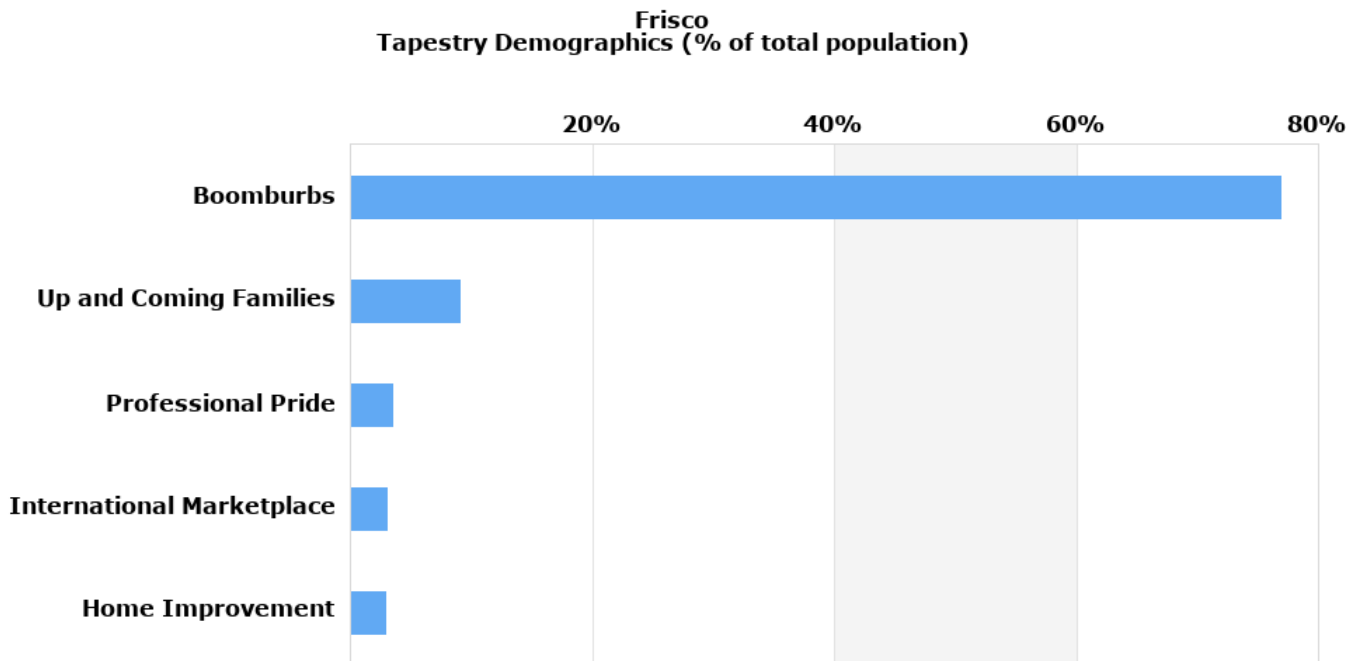
- "DVR" with Current conditions is 27.8.
- "DVR" with addition of John Doe and one other dentist is 25.9.

Frisco's DVR at 27.8 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 27.8 is very solid with all market factors being above national average including significantly higher dental spending, significantly higher education levels, and significantly higher growth compared to the nation and state. Frisco's daytime employment base of 34,417 has a significant, positive impact on the overall numbers and has a favorable impact on this area's DVR. 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.



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

Boomburbs 76.9%

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.

Up and Coming Families 9.0%

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.

Professional Pride 3.5%

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.

International Marketplace 3.0%

International Marketplace neighborhoods are a rich blend of cultures, found in densely populated urban and suburban areas almost entirely in the Middle Atlantic (especially in New York and New Jersey) or in California. Almost 40% of residents are foreign-born; nearly 1 in 4 households are linguistically isolated. Young, Hispanic families renting apartments in older buildings dominate this market; about one quarter of households have children. Over one-fifth of households have no vehicle, typically those living in the city. Workers are mainly employed in white-collar and service occupations (especially food service and building maintenance). One-fifth of workers commute using public transportation and more walk or bike to work than expected. Median household income is lower, but home values are higher reflecting the metropolitan areas in which they live. Consumers are attentive to personal style; purchases reflect their youth and their children. True to their culture, residents visit Spanish language websites, watch programs on Spanish TV networks, and listen to Hispanic music.

International Marketplace residents have no extra money to invest in retirement savings plans, stocks, or bonds. They shop for groceries at warehouse and club stores as well as specialty markets. They read baby magazines and purchase baby products. Family activities include visiting theme parks, going to the beach, playing soccer and basketball, and going out for fast food. International Marketplace residents use the internet to visit Spanish language websites and download music, access social media sites, watch movies, and play games. They watch programs on children's channels and on Spanish TV networks and listen to Latin music on their cell phones or on the radio at home.

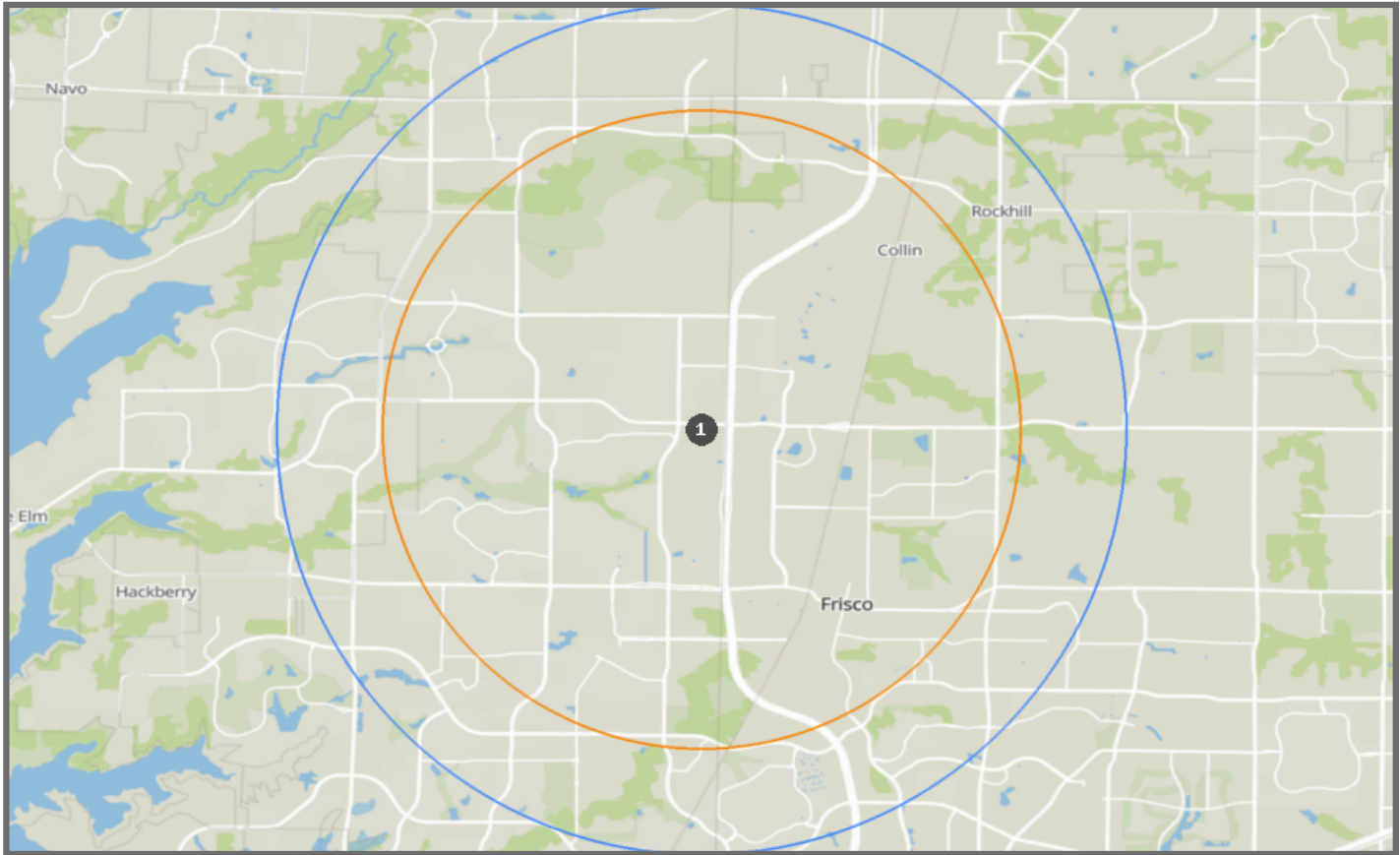
Home Improvement 2.9%

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.

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

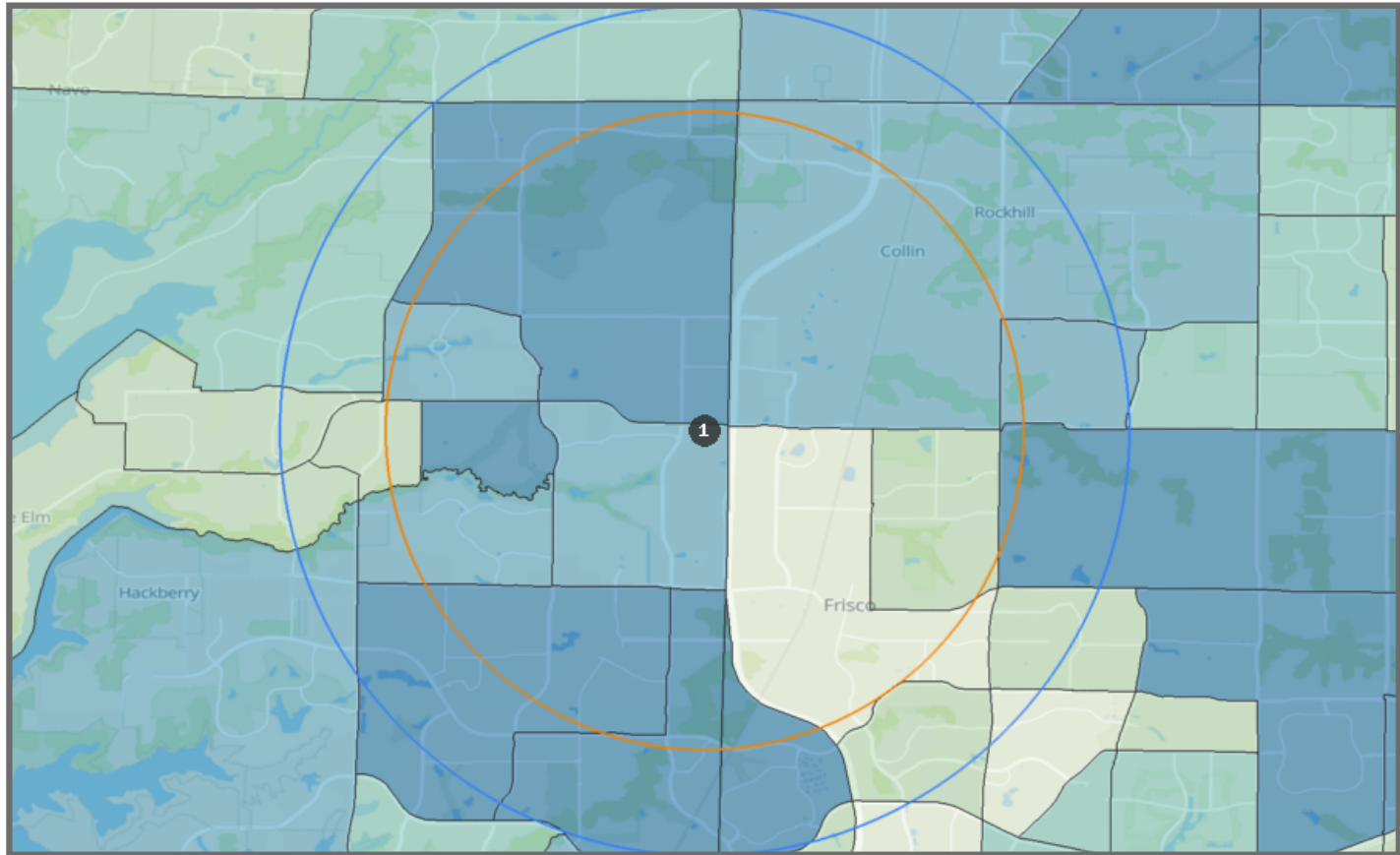
 Location



- 1. Frisco - Orange circle is 3 miles and Blue circle is 4 miles. Marketing radius is 3 miles.

*Demographic Research
For John Doe*

Average Dental Expenditures



Dental Services per HH (Avg by Census Tract)

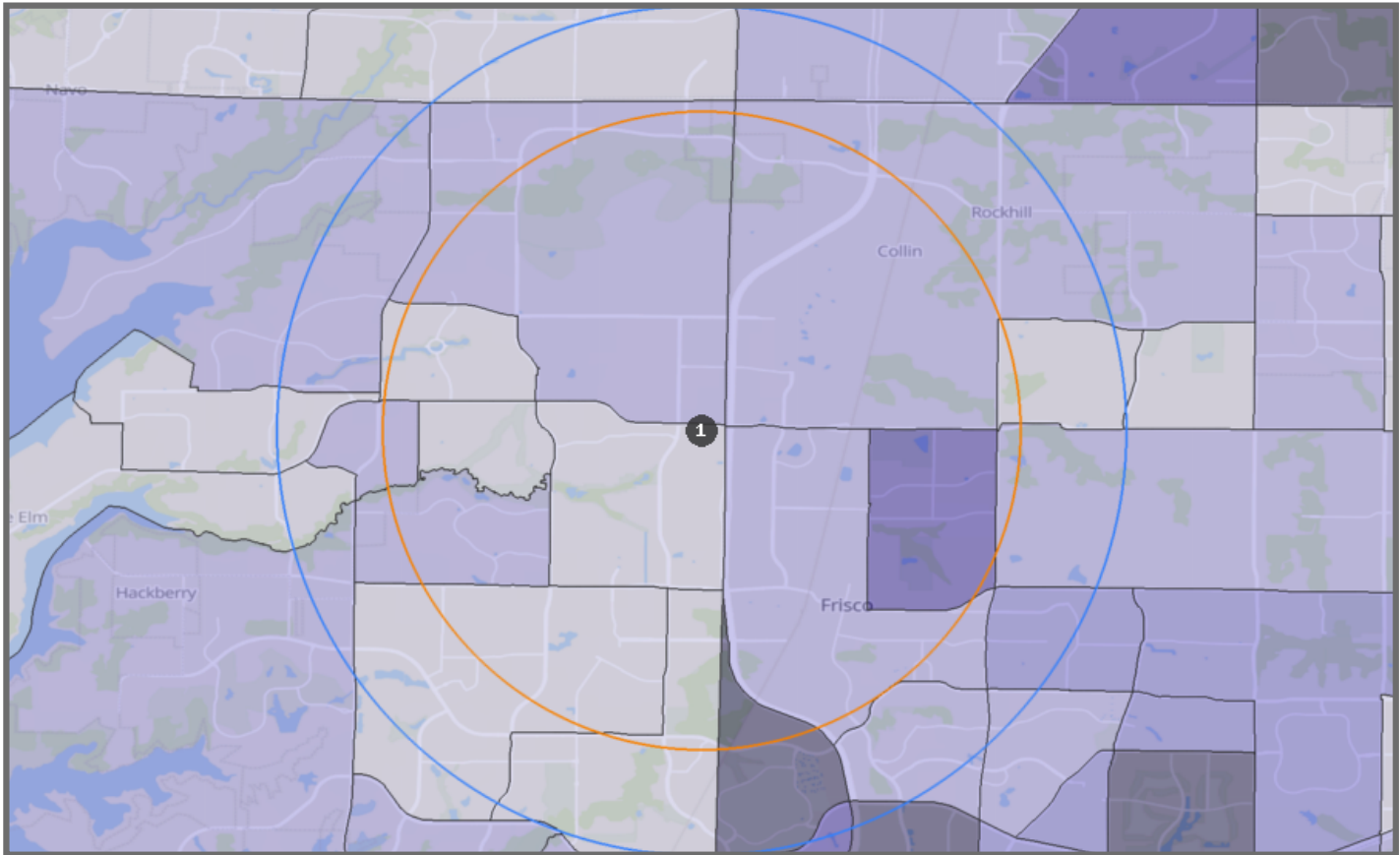
- \$771 to \$948
- \$638 to \$771
- \$551 to \$638
- \$417 to \$551
- \$331 to \$417

1. Frisco

*Demographic Research
For John 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

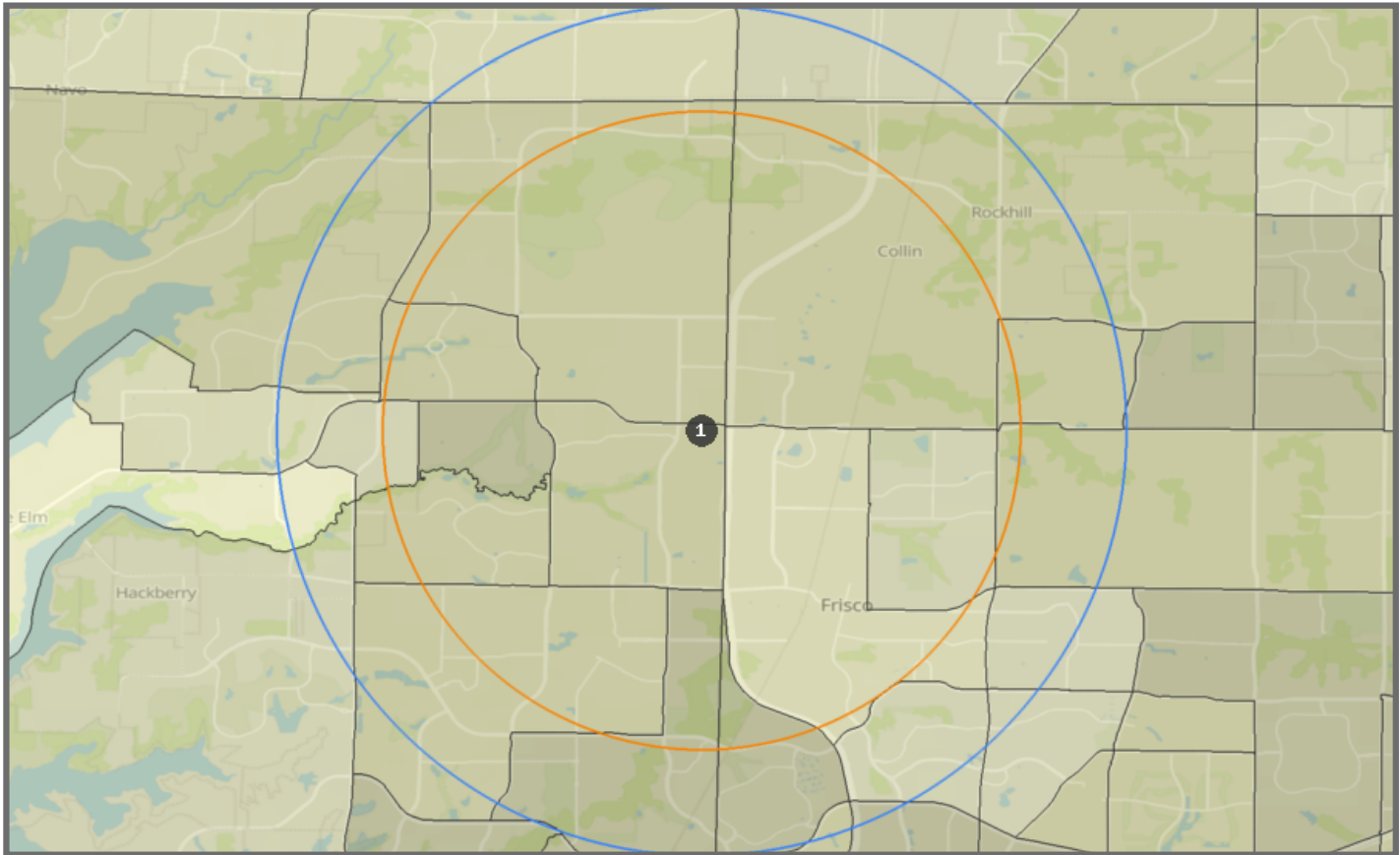
- 32.44% to 38.41%
- 30.04% to 32.44%
- 28.52% to 30.04%
- 27.08% to 28.52%
- 25.54% to 27.08%

1. Frisco

Demographic Research For John Doe

Darker locations have the highest combination of characteristics.

Percentage of the Population with a Bachelor's Degree



Education: Bach Deg by Census Tract

67.11% to 75.47%

57.91% to 67.11%

44.54% to 57.91%

29.96% to 44.54%

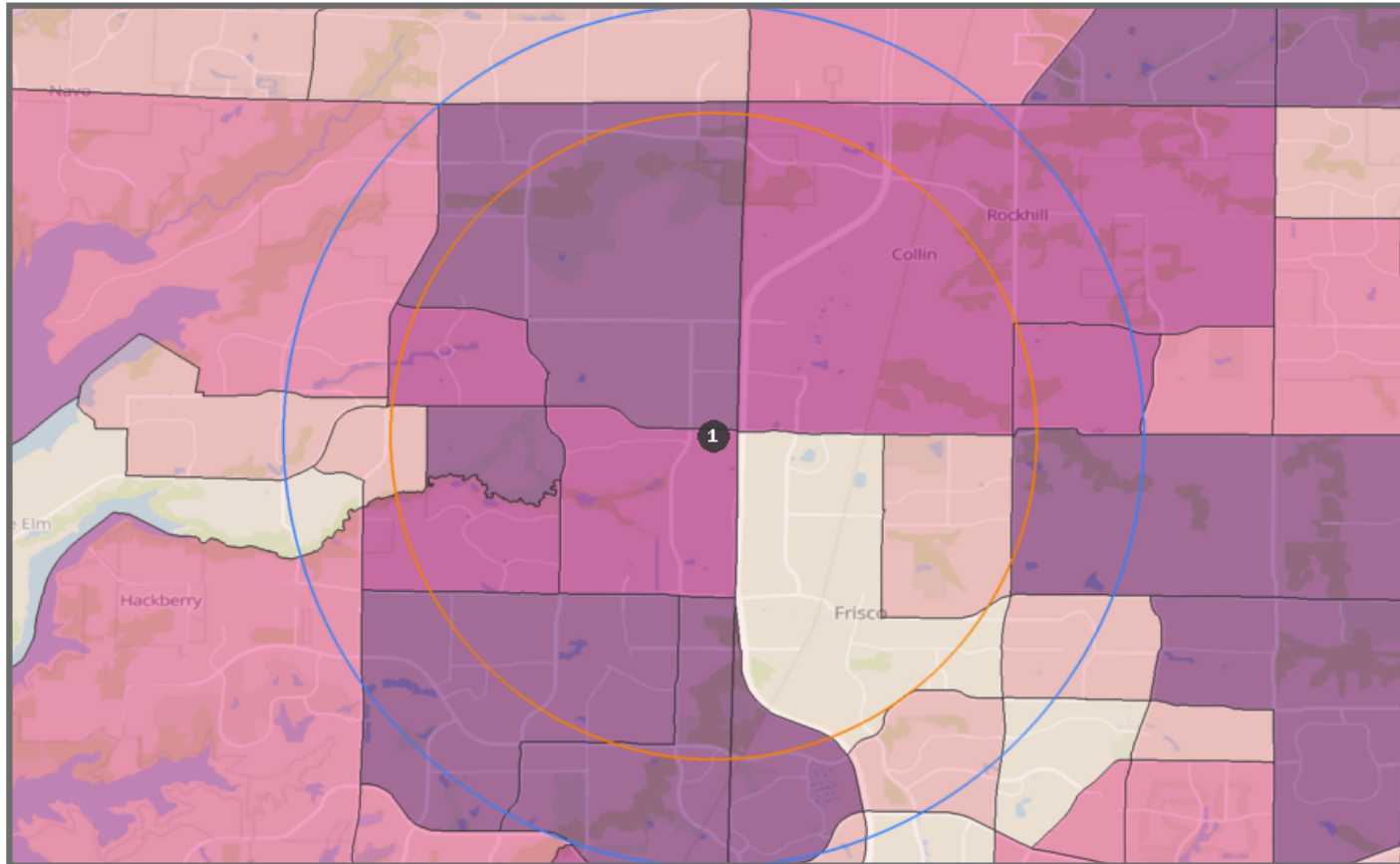
1. Frisco

*Demographic Research
For John Doe*

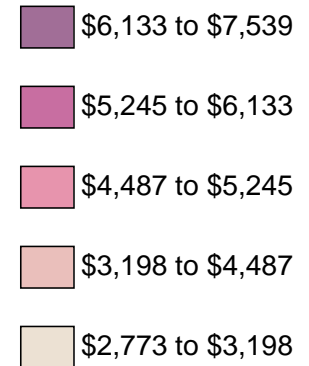
Darker locations have the highest combination of characteristics.



Household Entertainment/Recreation Expenditure



Ent/Recreation Per HH (Avg by Census Tract)

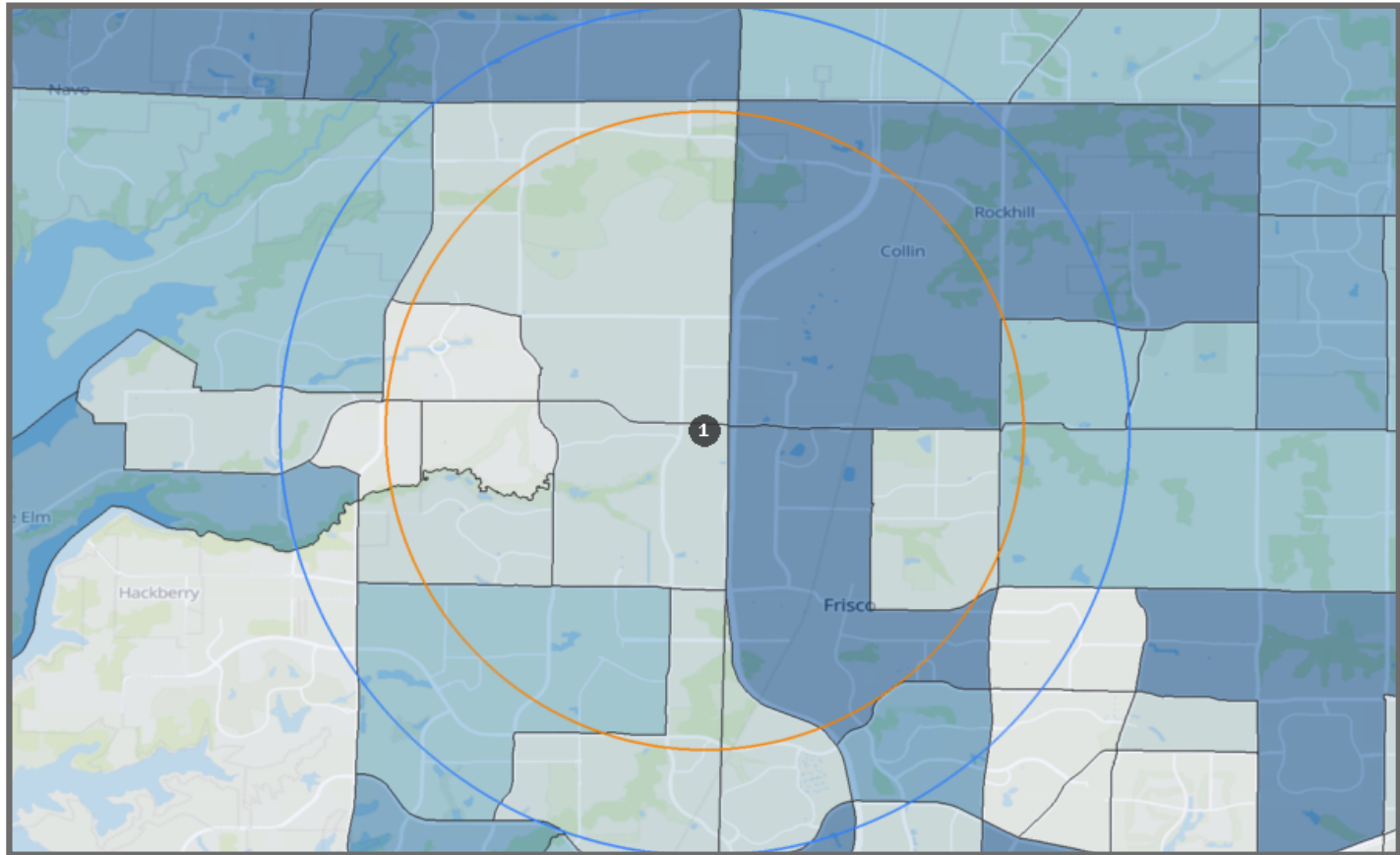


1. Frisco

*Demographic Research
For John Doe*

Darker locations have the highest combination of characteristics.

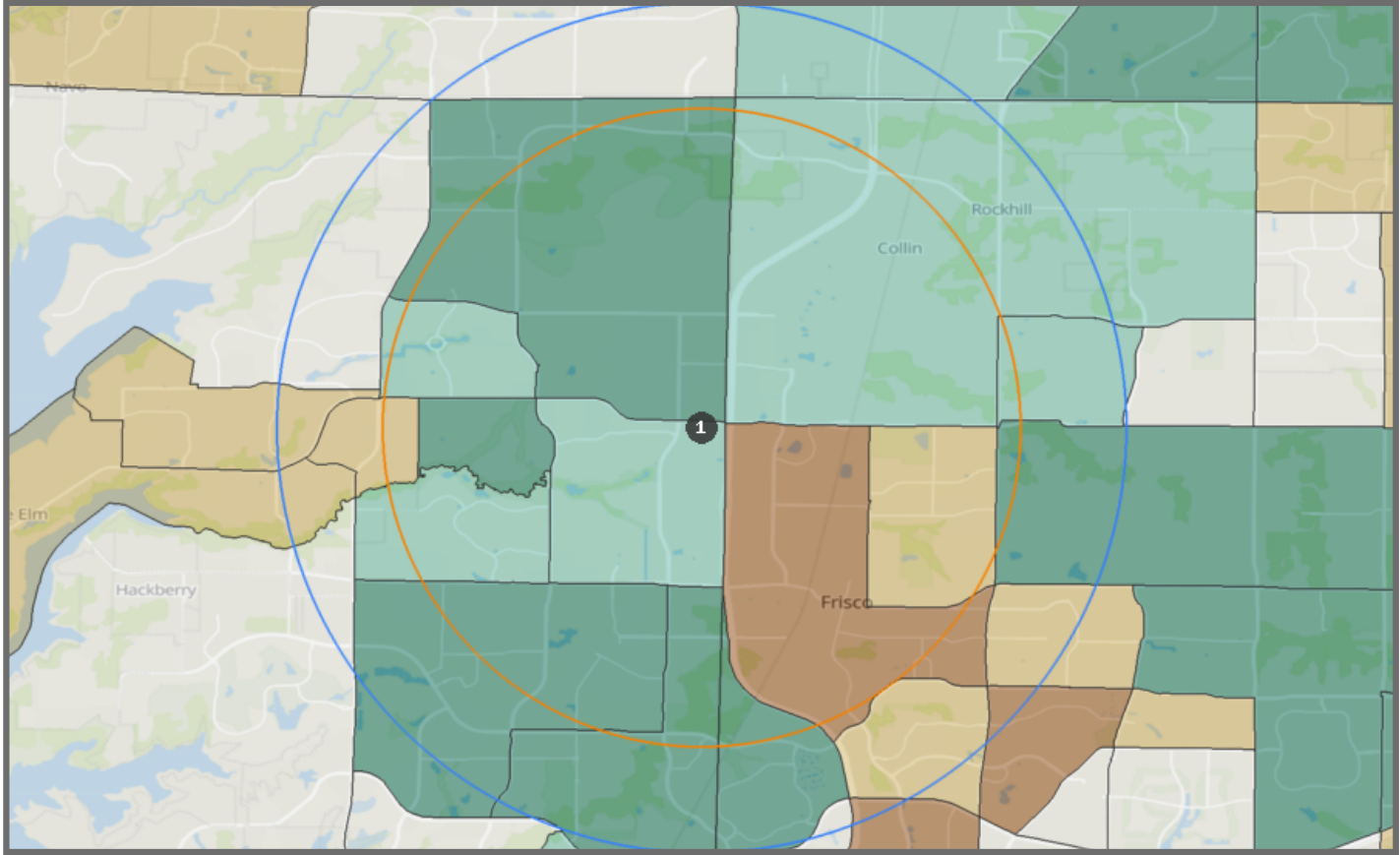
Projected Population Growth Rate



*Demographic Research
For John Doe*

Darker locations have the highest combination of characteristics.

Average Household Expenditure for Health Insurance



Health Insurance Avg/HH by Census Tract

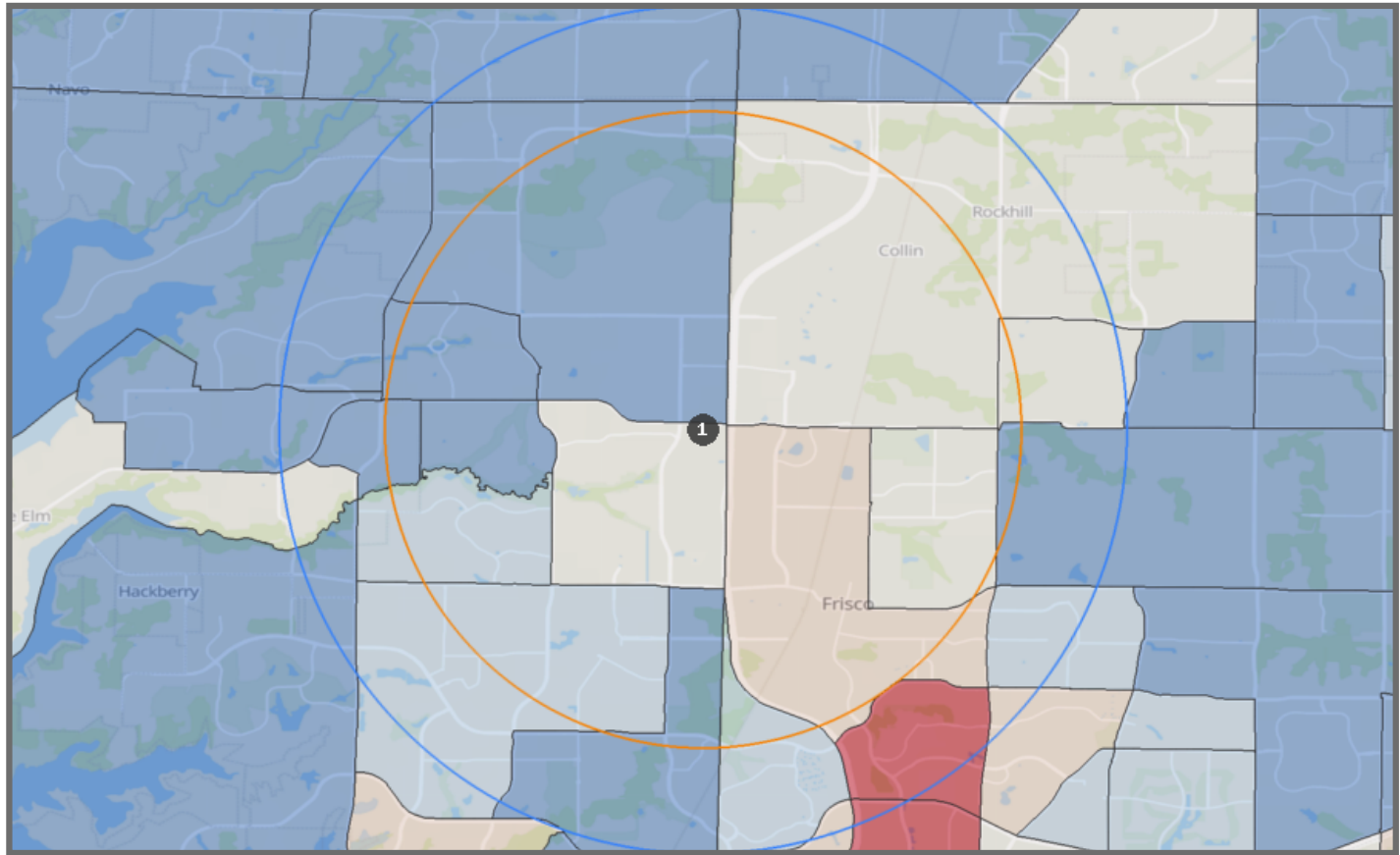
- \$7,368 to \$9,081
- \$6,255 to \$7,368
- \$5,363 to \$6,255
- \$4,020 to \$5,363
- \$3,310 to \$4,020

1. Frisco

Demographic Research For John Doe

Blue-green locations have the highest combination of characteristics.

Home Ownership Rates



Owner Occupied Households by Census Tract

81.14% to 95.22%

71.38% to 81.14%

43.55% to 71.38%

20.97% to 43.55%

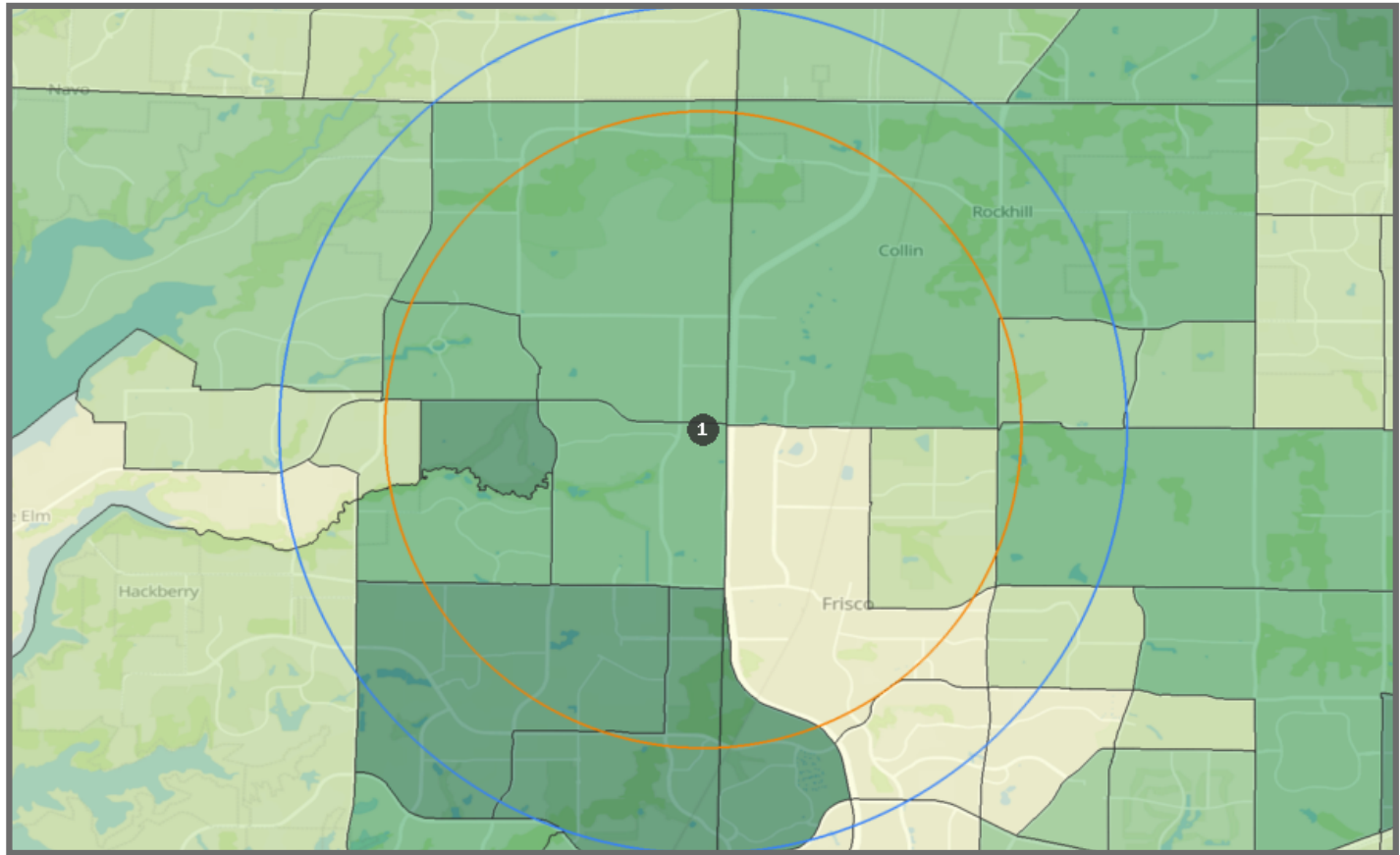
7.06% to 20.97%

1. Frisco

*Demographic Research
For John Doe*

Blue locations have the highest combination of characteristics.

Median Household Income



Median Household Income by Census Tract

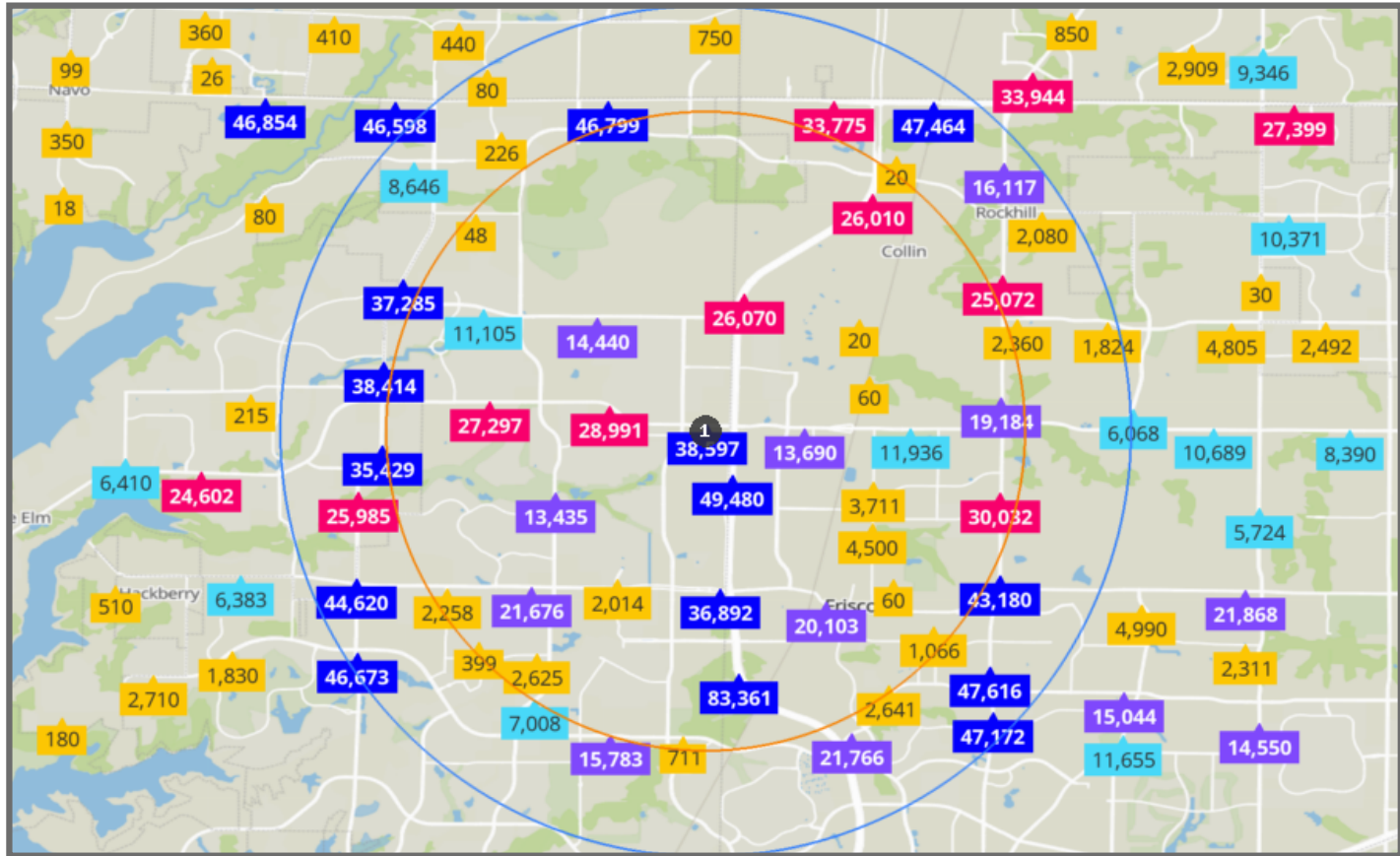
- \$167k to \$199k
- \$140k to \$167k
- \$115k to \$140k
- \$90k to \$115k
- \$66k to \$90k

1. Frisco

*Demographic Research
For John Doe*

Darker locations have the highest combination of characteristics.

Daily Average Traffic Count



Traffic Counts

- 35k to 83k
- 22k to 35k
- 13k to 22k
- 5k to 13k
- 0k to 5k

1. Frisco

*Demographic Research
For John Doe*

Verify traffic counts with your local broker.

Practice Demographic Research

Preliminary Location Search Explanation

AVAILABLE REAL ESTATE IN PREFERRED AREA:

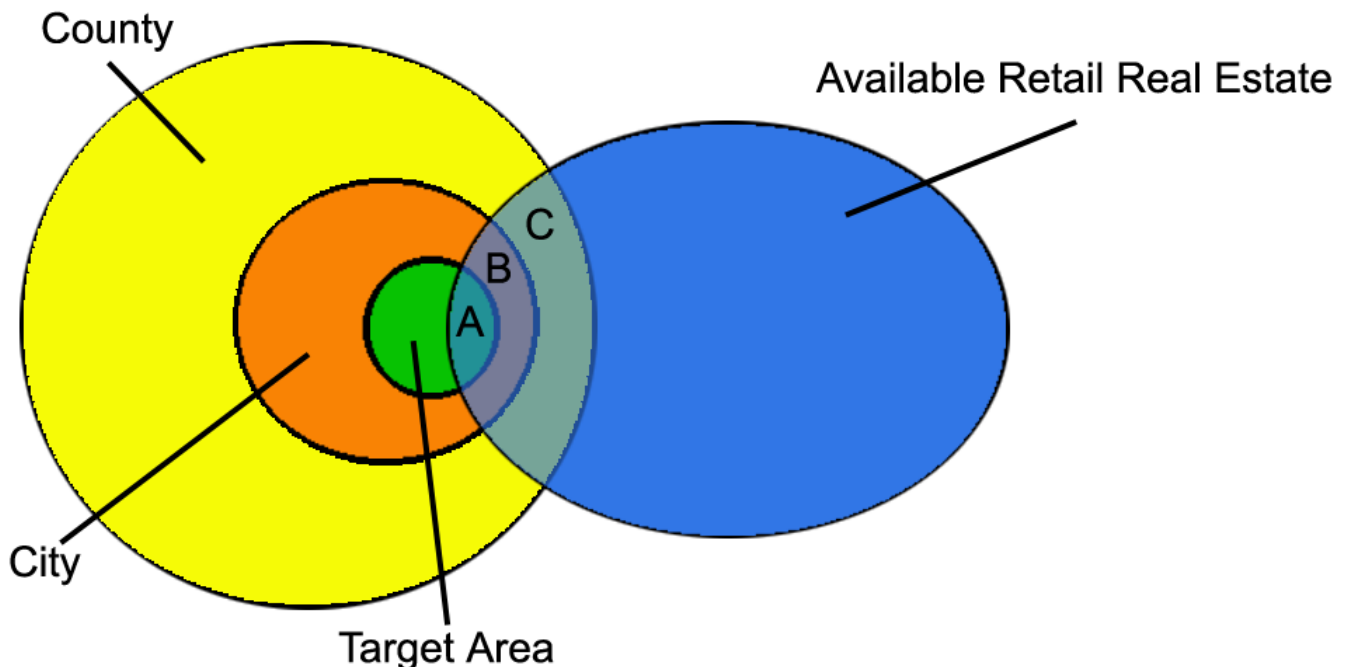
Although demographics can identify the best potential locations for a startup for a family practice office, it is the real estate search that drives where a dentist can actually locate.

The preferred area 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 area. 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 area identified within this study has 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 area, 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.



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.

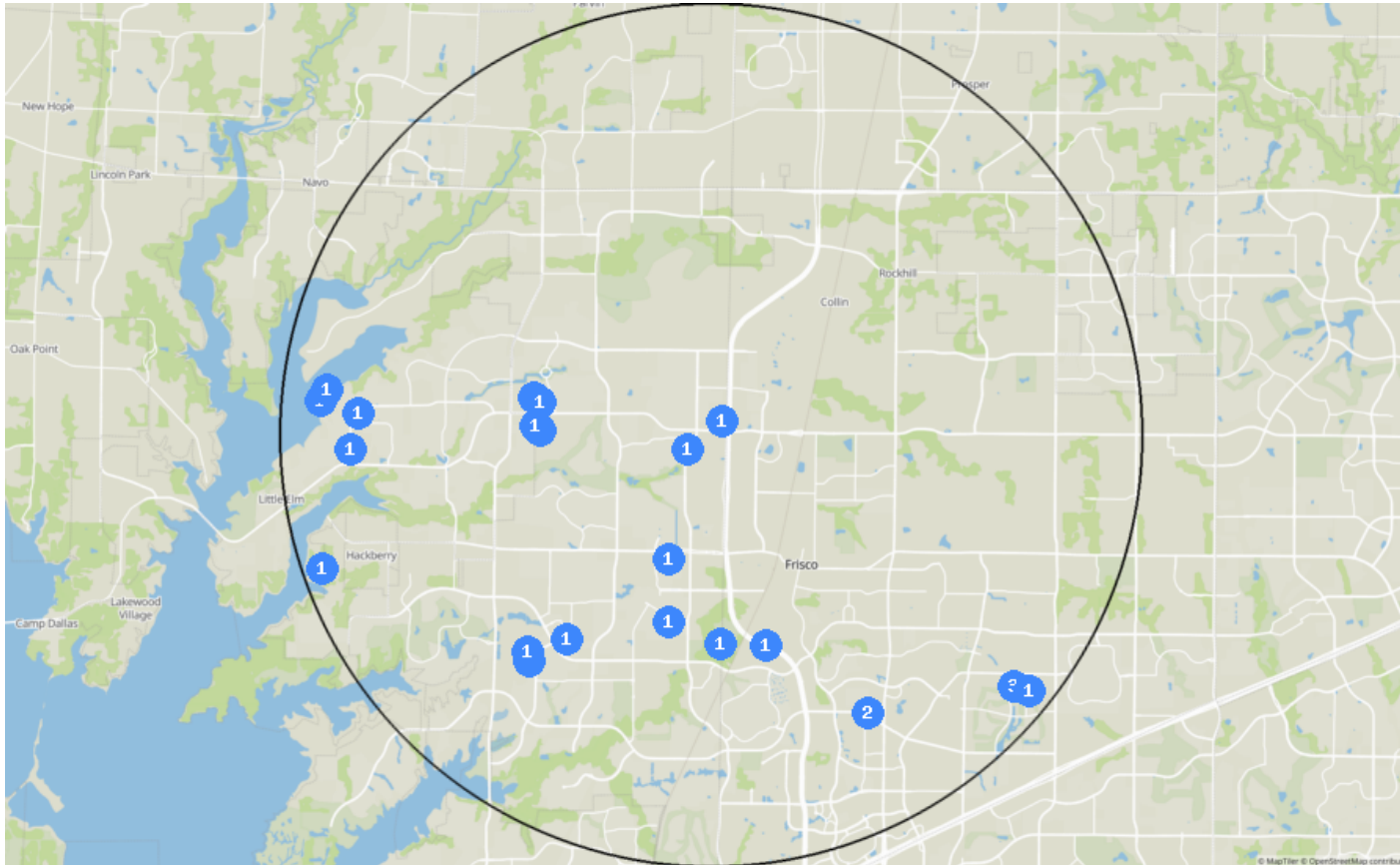
Third, a national “average” ranking using this methodology currently results in a 5 figure. Now, as warned above, caution must be expressed here. Just because a national rank of 5 results when using this formula does not mean that a 50 rank is 10 times better than the national average. This only means 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

Eldorado Parkway (Frisco, Texas)



Blue dots are general practice dentists



General Practice Dentists

User Confirmed Count	Competitor Name	Address	Website	Telephone
0	Dr. Caleen D. Cantrell, DDS	8756 Teel Pkwy Suite 306, Frisco, TX 75034, USA	childsmiledds.com	(972) 335-9997
1	Sai Dental	11330 Legacy Dr #201, Frisco, TX 75033, USA	mysaidental.com	(972) 468-9339
0	Anedena Salon	7043 Elm St, Frisco, TX 75034, USA	anedenasaloon.com	(214) 783-2069
1	Monarch Dental	2700 E Eldorado Pkwy Suite 106, Little Elm, TX 75068, USA	monarchdental.com	(972) 987-4944
2	Village Elm Dental Care: Ullah Ann DDS	2832 Eldorado Pkwy, Frisco, TX 75033, USA	dentalworks.com	(214) 618-5311
3	Comfort Dental	8745 Gary Burns Dr #154, Frisco, TX 75034, USA	comfortdental.com	(214) 494-4441
0	Rendon Orthodontics	12398 FM 423 #100, Frisco, TX 75033, USA	rendonorthodontics.com	(972) 377-8844
1	Dr. Daniel S. Edwards, DDS	W., 5858 Main St #250, Frisco, TX 75033, USA	dentalartsoffrisco.com	(972) 335-3131
1	Dr. Bryan Carmichael, DDS	2405 FM 423, Little Elm, TX 75068, USA		(214) 705-7272
1	Twins Family Dentistry	8811 Teel Pkwy Suite 270, Frisco, TX 75034, USA	twinsfamilydentistry.com	(972) 335-3000
1	Nelson Garrett S DDS	2833 Eldorado Pkwy #307, Frisco, TX 75033, USA		(469) 513-1862
1	Dental Arts of Frisco	5858 Main St #250, Frisco, TX 75033, USA	dentalartsoffrisco.com	(972) 776-2363

1	Aesthetic General Dentistry of Frisco	9359 Legacy Dr #200, Frisco, TX 75033, USA	agdfrisco.com	(214) 740-6068
1	New Era Family & Cosmetic Dentistry	2785 E Eldorado Pkwy #105, Little Elm, TX 75068, USA	newerasmiles.com	(972) 292-2288
0	Dr. Gregory Sauer Eldorado Smiles Dentistry and Orthodontics Mathew Sogini M DDS	5105 Eldorado Pkwy Ste 150, Frisco, TX 75034, USA 5105 Eldorado Pkwy #150, Frisco, TX 75033, USA	eldoradosmiles.com	(214) 387-0745
1	West Frisco Dental And Implants	10050 Legacy Dr #600, Frisco, TX 75034, USA	westfriscodental.com	(972) 607-3847
1	Family Dentistry of Frisco	11560 Teel Pkwy #200, Frisco, TX 75033, USA	familydentistryoffrisco.com	(469) 362-3150
1	About Us / Dr. Hong Frisco Smiles Dentistry	2955 Eldorado Pkwy, Frisco, TX 75033, USA 2955 Eldorado Pkwy Suite 110, Frisco, TX 75033, USA	friscosmilesdentistry.com	(469) 294-4239
0	Texas Tiny Teeth Pediatric Dentistry & Orthodontics Frisco	11700 Teel Pkwy Suite 301, Frisco, TX 75034, USA	texasinyteeth.com	(469) 850-5550
0	Frazier Family Orthodontics	9359 Legacy Dr #100, Frisco, TX 75033, USA	frazierfamilyortho.com	(214) 618-6444
1	Ideal Dental of Frisco	5110 Main St Ste 300, Frisco, TX 75033, USA	myidealdental.com	(972) 377-5990
0	Cragun Endodontics	5858 Main St #290, Frisco, TX 75033, USA	cragunendo.com	(469) 579-4201
0	Frisco Periodontics and Dental Implants	9191 Kyser Way #601, Frisco, TX 75033, USA	friscoperio.com	(214) 619-4990
1	Mapletree Family Dentistry - Jeffrey Bang DDS	3388 Main St Ste 200, Frisco, TX 75033, USA	mapletreedentistry.com	(972) 624-7812
1	New Smiles Dental Excellence of Frisco: Manjula Alapati, D.D.S.	2875 Main St #102, Frisco, TX 75036, USA	goo.gl	(469) 458-2035

0	ChildSmile	8756 Teel Pkwy Suite 306, Frisco, TX 75034, USA	childsmiledds.com	
2	Prisma Dental	7027 Hickory St #100, Frisco, TX 75034, USA	prismadentaltexas.com	(972) 668-7398
1	BRUSH Modern Dentistry Nirmal Bhakta, DDS	11700 Teel Pkwy Suite 101, Frisco, TX 75033, USA 11700 Teel Pkwy #101, Frisco, TX 75033, USA	brushmoderndentistry.com	(214) 494-9298
1	Dr. Kiran Arora, DDS	2785 E Eldorado Pkwy #105, Little Elm, TX 75068, USA	newerasmiles.com	(972) 638-5849
0	Wise-Lee Orthodontics	6960 Parkwood Blvd #100, Frisco, TX 75034, USA	wiseorthodontics.com	(972) 712-6862
0	Dr. Carlos Nurko, DDS	7500 Stonebrook Pkwy, Frisco, TX 75034, USA	ntoabraces.com	(972) 712-3962
1	Mitchell Laura DDS	5110 Eldorado Pkwy, Frisco, TX 75033, USA	friscominimolars.com	(214) 619-1510
1	Hickory Center Dental	8755 Preston Rd Ste 310, Frisco, TX 75034, USA	hickorycenterdental.com	(214) 705-7300
1	Patel Shailesh I DDS	1901 FM 423 Suite 100, Frisco, TX 75033, USA	littleelmfriscodentist.com	(972) 502-9422
1	Precision Smiles: Shai Patel DDS PLLC	1901 FM 423 Suite 100, Frisco, TX 75033, USA	littleelmfriscodentist.com	(972) 377-4777
0	My Kids Dentist	5105 Eldorado Pkwy, Frisco, TX 75033, USA	mykidsdentistonline.com	(972) 712-5433

Total number of dentists verified by user: 28