Dental Practice Demographic Research

for

J DOE

July 9, 2022

Dental Practice Demographic Research
for
Three Area Sample
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

J Doe
123 Main St.
Anywhere, TX 75115

RE: Dental Practice Demographic Research

J 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 three 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 three areas were chosen for further research.
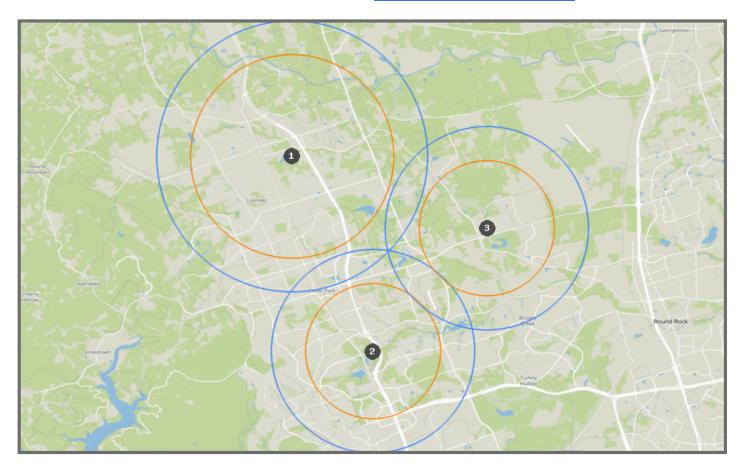
- Leander
- Cedar Park
- Round Rock

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. Leander has a radius of 3 miles. Cedar Park and Round Rock have a radius of 2 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 Round Rock is expanded to reach enough households. For the marketing tables, 2A and 3A, Leander and Round Rock have a radius of 3 miles. Cedar Park has a radius of 2 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.

⛰ Locations

1. Leander - Orange circle is 3 miles and Blue circle is 4 miles. Marketing radius is 3 miles.
2. Cedar Park - Orange circle is 2 miles and Blue circle is 3 miles. Marketing radius is 2 miles.
3. Round Rock - Orange circle is 2 miles and Blue circle is 3 miles. Marketing radius is 3 miles.

Demographic Research For J Doe
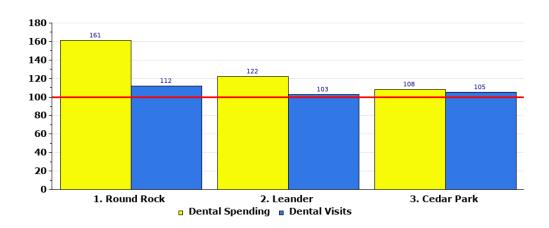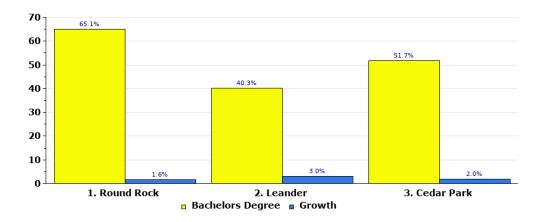
⛰ Conclusion

In summary, all three areas are viable for a family practice. Final Three Area Rankings: three 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)

Bachelors Degree and Population Growth Rate (%)

1. Round Rock

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

- The highest percentage of growth between 2010-2020 at 84.9%

- The highest median home value at $393,175
- The highest percentage of home ownership 82.9%
- 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 65.1%
- The highest per capita income, highest median income, and highest average household income
- The highest dental spending at $738 (MPI 161)
- The best dentist-to-population ratio at 1 to 5,114
- The best adjusted dentist-to-population ratio at 1 to 8,234
- The highest percentage of the population visiting a dentist at 44.9% (MPI 112)
- The highest DVR at 50.9

2. Leander

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

- The second highest percentage of growth between 2010-2020 at 63.1%
- The highest projected population growth, 2022 to 2027, at 16.2%
- The second highest percentage of home ownership 67.2%
- The second lowest (best) average housing cost as a percent of income 21.5%
- The second highest median income and second highest average household income
- The highest number of new residents projected in the next 5 years at 10,080
- The highest number of daytime residents at 31,296
- The second highest dental spending at $559 (MPI 122)
- The second best dentist-to-population ratio at 1 to 3,896
- The second best adjusted dentist-to-population ratio at 1 to 4,754
- The second highest DVR at 23.5

3. Cedar Park

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

- The second highest projected population growth, 2022 to 2027, at 10.6%
- The second highest median home value at $331,211
- The second highest percentage of the population with a bachelor's degree at 51.7%
- The second highest per capita income

- The second highest number of new residents projected in the next 5 years at 4,894
- The second highest number of daytime residents at 22,345
- The second highest percentage of the population visiting a dentist at 42.1% (MPI 105)
- DVR at 18.4

Based on the questionnaire completed at the start of this study, J 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.
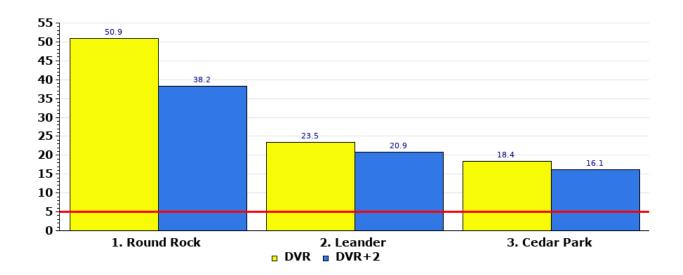
Round Rock is our top choice. Compared to the other locations, Round Rock ranks the best in family households with children, educated population, and average household income. The DVR for this area is highest at 50.9 and is exceedingly better than the U.S. average of 5. Percentage of population with a bachelor's degree is highest at 65.1% and is higher than the US at 30.9%. Projected annual population growth rate is at 1.59% and is higher than the US at 0.70%. Dental spending is highest at $738 (MPI 161) and is higher than the US average. Dental visits is highest at 44.9% (MPI 112) and is higher than the US average. Dentist-to-population ratio is best at 1:5,114 and is better than the US at 2,032. Adjusted dentist-to-population ratio is best at 1:8,234. Family households with children is highest at 79.3% and is higher than the US at 65.5%. The marketing DVR is lower (35 vs 50.9). A targeted marketing campaign will help increase the potential of the surrounding area. This area has great promise for a startup Family Practice.

Leander is our second choice. Compared to the other locations, Leander ranks the second best in family households with children and average household income. The DVR for this area is second highest at 23.5 and is much better than the U.S. average of 5. Percentage of population with a bachelor's degree is at 40.3% and is higher than the US at 30.9%. Projected annual population growth rate is highest at 3.04% and is higher than the US at 0.70%. Dental spending is second highest at $559 (MPI 122) and is higher than the US average. Dental visits is at 41.3% (MPI 103) and is higher than the US average. Dentist-to-population ratio is second best at 1:3,896 and is better than the US at 2,032. Adjusted dentist-to-population ratio is second best at 1:4,754. Family households with children is second highest at 79.0% and is higher than the US at 65.5%. This area has solid promise for a startup Family Practice.

Cedar Park is a viable location. Compared to the other locations, Cedar Park ranks the second best in educated population. The DVR for this area is at 18.4 and is better than the U.S. average of 5. Percentage of population with a bachelor's degree is second highest at 51.7% and is higher than the US at 30.9%. Projected annual population growth rate is second highest at 2.03% and is higher than the US at 0.70%. Dental spending is at $495 (MPI 108) and is higher than the US average. Dental visits is second highest at 42.1% (MPI 105) and is higher than the US average. Dentist-to-population ratio is worst at 1:3,309 and is better than the US at 2,032. Adjusted dentist-to-population ratio is worst at 1:3,574. Family households with children is at 63.0% and is lower than the US at 65.5%. This area has solid promise for a startup Family Practice.

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

1. Round Rock — DVR: 50.9, DVR+2: 38.2
2. Leander — DVR: 23.5, DVR+2: 20.9
3. Cedar Park — DVR: 18.4, DVR+2: 16.1

□ DVR ■ 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	Ranch Road 2243 Leander Texas	Brushy Creek Loop Cedar Park Texas	Royal Vista Boulevard Round Rock Texas	Preferred Area Average
Radius Distances	3 miles	2 miles	2 miles	Small Radius
INCOME				
Per capita income	$42,209	$49,283	$54,390	$48,627
Median household income	$101,168	$100,441	$141,039	$114,216
Average household income	$121,856	$118,696	$171,257	$137,270
POPULATION				
Population 2022	62,343	46,331	30,685	46,453
Households	21,706	19,566	9,971	17,081
Population >= 18 Years old	72.0%	74.7%	68.4%	71.7%
Population < 18 Years old	28.0%	25.3%	31.6%	28.3%
Population, Projected 2027	72,423	51,225	33,199	52,282
Projected Annual Population Growth Rate, (2022 - 2027)	3.0%	2.0%	1.6%	2.2%
New Projected Residents Added (2022-2027)	10,080	4,894	2,514	5,829
New Households Added (2022-2027)	3,675	2,190	836	2,234
Total Daytime Employees	13,349	18,714	5,264	12,442
Total Daytime Residents 2022	31,296	22,345	16,938	23,526
Percentage of Daytime Employees to Total Residents	21.4%	40.4%	17.2%	26.3%
INDEXES 2022				
Dental $ Index/HH	122	108	161	130
All Health Care $ Index/HH	114	107	151	124
Health Ins $ Index/HH	113	106	150	123
Percent Visiting Dentist	41.3%	42.1%	44.9%	42.8%
Percent Visiting Dentist Index	103	105	112	107
DENTIST RATIOS 2022				
Total GP Dentists	16	14	6	12
Dentist to Population Ratio	3,896	3,309	5,114	4,107
"Adjusted Dentist to Population Ratio"	4,754	3,574	8,234	5,521
Denali Viability Ranking (DVR)	23.5	18.4	50.9	30.9
Denali Viability Ranking (DVR) +2	20.9	16.1	38.2	25.1

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 J Doe

Demographic Characteristic Latitude / Longitude: Radius	Ranch Road 2243 Leander Texas 30.57913, -97.84035 3 miles	Brushy Creek Loop Cedar Park Texas 30.49562, -97.80574 2 miles	Royal Vista Boulevard Round Rock Texas 30.54826, -97.75686 2 miles	Area Average
POPULATION				
Population 2022	62,343	46,331	30,685	46,453
2010 Total Population	33,335	29,011	15,837	26,061
2020 Total Population	54,356	44,369	29,275	42,667
Projected Total Population 2027	72,423	51,225	33,199	52,282
Population Change, 2010 - 2020	63.1%	52.9%	84.9%	67.0%
Annual Population Change Rate, 2022 - 2027	3.0%	2.0%	1.6%	2.2%
POPULATION AGE BREAKDOWN				
Median Age	34.9	34.4	35.8	35.0
Under 4 years old	7.6%	7.2%	8.2%	7.7%
5 - 9 years old	8.1%	7.5%	9.5%	8.4%
10 - 14 years old	8.0%	7.2%	9.4%	8.2%
15 - 24 years old	12.2%	12.0%	10.5%	11.6%
25 - 44 years old	30.1%	34.9%	29.0%	31.3%
Number of Adults 25-44	18,742	16,163	8,912	14,606
45 - 64 years old	23.5%	22.3%	23.2%	23.0%
Number of Adults 45-64	14,652	10,332	7,114	10,699
65 years and over	10.5%	9.1%	10.2%	9.9%
Number of Adults 65 years and older	6,575	4,203	3,123	4,634
0 - 14 years old	23.7%	21.8%	27.1%	24.2%
Number of Children 0-14 years old	14,791	10,095	8,322	11,069

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 J Doe

Demographic Characteristic Latitude / Longitude: Radius	Ranch Road 2243 Leander Texas 30.57913, -97.84035 3 miles	Brushy Creek Loop Cedar Park Texas 30.49562, -97.80574 2 miles	Royal Vista Boulevard Round Rock Texas 30.54826, -97.75686 2 miles	Area Average
HOUSING				
Housing units	23,735	21,068	10,280	18,361
Median home value	$319,937	$331,211	$393,175	$348,108
Home ownership rate	67.2%	40.6%	82.9%	63.6%
Renter-occupied housing	24.3%	52.3%	14.1%	30.2%
Vacant housing units	8.5%	7.1%	3.0%	6.2%
Average Cost of Housing	$26,141	$26,057	$36,483	$29,560
Average Housing Cost as a Percent of Income	21.5%	22.0%	21.3%	21.6%
HOUSEHOLDS				
Households	21,706	19,566	9,971	17,081
Average household size	2.87	2.35	3.07	2.76
Family households	79.0%	63.0%	79.3%	73.8%
Household with children	52.4%	41.7%	52.8%	49.0%
High school graduate or higher	93.3%	97.0%	98.1%	96.1%
Bachelor degree or higher	40.3%	51.7%	65.1%	52.4%
RACE & ETHNICITY				
White	64.4%	57.9%	55.8%	59.4%
Black	5.0%	5.4%	3.8%	4.7%
Native American	1.0%	0.6%	0.4%	0.7%
Asian	5.8%	15.8%	24.9%	15.5%
Pacific Islanders	0.2%	0.1%	0.1%	0.1%
Other Race	8.2%	6.5%	2.8%	5.8%
Hispanic or Latino of any race	25.4%	20.5%	13.5%	19.8%

Table #2 Significant Demographic Characteristics - Page 3

Demographic Analysis for J Doe

Demographic Characteristic Latitude / Longitude: Radius	Ranch Road 2243 Leander Texas 30.57913, -97.84035 3 miles	Brushy Creek Loop Cedar Park Texas 30.49562, -97.80574 2 miles	Royal Vista Boulevard Round Rock Texas 30.54826, -97.75686 2 miles	Area Average
INCOME				
Per capita income	$42,209	$49,283	$54,390	$48,627
Median household income	$101,168	$100,441	$141,039	$114,216
Average household income	$121,856	$118,696	$171,257	$137,270
HOUSEHOLD INCOME BREAKDOWN				
Less than $25,000	4.5%	6.0%	2.2%	4.2%
$25,000 - $34,999	4.1%	4.5%	1.9%	3.5%
$35,000 - $49,999	8.3%	10.0%	4.4%	7.6%
$50,000 - $74,999	16.7%	16.9%	8.1%	13.9%
$75,000 - $99,999	15.3%	12.2%	10.0%	12.5%
$100,000 - $149,999	26.4%	26.5%	26.7%	26.5%
$150,000 - $199,999	15.2%	14.5%	23.2%	17.6%
$200,000 or more	9.5%	9.4%	23.5%	14.1%
$50,000 - $99,999	32.0%	29.1%	18.1%	26.4%
Number of Households $50,000 - $99,999	6,947	5,702	1,808	4,819
$35,000 - $149,999	66.8%	65.6%	49.2%	60.5%
Number of Households $35,000 - $149,999	14,495	12,838	4,909	10,747
EMPLOYMENT STATUS				
Persons employed in labor force	31,417	24,257	13,918	23,197
Unemployed civilians	3.2%	2.7%	5.3%	3.7%
Workers By Occupation:				
Management Occupations	22.5%	20.0%	29.8%	24.1%
Professional Occupations	26.2%	33.4%	32.8%	30.8%
Sales Occupations	10.3%	11.1%	9.0%	10.1%
Admin Occupations	12.0%	12.3%	9.9%	11.4%
Services	11.9%	10.7%	7.5%	10.0%
All Other Occupations/Blue Collar	17.0%	12.5%	11.0%	13.5%

Table #2a - Marketing Radius
Significant Demographic Characteristics

Demographic Analysis for J Doe

Demographic Characteristic Latitude / Longitude: Radius	Ranch Road 2243 Leander Texas 30.57913, -97.84035 3 miles	Brushy Creek Loop Cedar Park Texas 30.49562, -97.80574 2 miles	Royal Vista Boulevard Round Rock Texas 30.54826, -97.75686 3 miles	Area Average
POPULATION				
Population 2022	62,343	46,331	61,234	56,636
2010 Total Population	33,335	29,011	33,917	32,088
2020 Total Population	54,356	44,369	57,902	52,209
Projected Total Population 2027	72,423	51,225	66,590	63,413
Population Change, 2010 - 2020	63.1%	52.9%	70.7%	62.2%
Annual Population Change Rate, 2022 - 2027	3.0%	2.0%	1.7%	2.2%
POPULATION AGE BREAKDOWN				
Median Age	34.9	34.4	35.6	35.0
Under 4 years old	7.6%	7.2%	8.1%	7.6%
5 - 9 years old	8.1%	7.5%	9.6%	8.4%
10 - 14 years old	8.0%	7.2%	9.3%	8.2%
15 - 24 years old	12.2%	12.0%	10.5%	11.6%
25 - 44 years old	30.1%	34.9%	29.5%	31.5%
Number of Adults 25-44	18,742	16,163	18,070	17,658
45 - 64 years old	23.5%	22.3%	23.3%	23.0%
Number of Adults 45-64	14,652	10,332	14,287	13,090
65 years and over	10.5%	9.1%	9.6%	9.7%
Number of Adults 65 years and older	6,575	4,203	5,893	5,557
0 - 14 years old	23.7%	21.8%	27.0%	24.2%
Number of Children 0-14 years old	14,791	10,095	16,539	13,808

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 J Doe

Demographic Characteristic Latitude / Longitude: Radius	Ranch Road 2243 Leander Texas 30.57913, -97.84035 3 miles	Brushy Creek Loop Cedar Park Texas 30.49562, -97.80574 2 miles	Royal Vista Boulevard Round Rock Texas 30.54826, -97.75686 3 miles	Area Average
HOUSING				
Housing units	23,735	21,068	20,444	21,749
Median home value	$319,937	$331,211	$399,304	$350,151
Home ownership rate	67.2%	40.6%	77.9%	61.9%
Renter-occupied housing	24.3%	52.3%	19.0%	31.9%
Vacant housing units	8.5%	7.1%	3.1%	6.2%
Average Cost of Housing	$26,141	$26,057	$35,552	$29,250
Average Housing Cost as a Percent of Income	21.5%	22.0%	21.3%	21.6%
HOUSEHOLDS				
Households	21,706	19,566	19,816	20,363
Average household size	2.87	2.35	3.08	2.77
Family households	79.0%	63.0%	78.7%	73.6%
Household with children	52.4%	41.7%	53.9%	49.3%
High school graduate or higher	93.3%	97.0%	97.8%	96.0%
Bachelor degree or higher	40.3%	51.7%	63.7%	51.9%
RACE & ETHNICITY				
White	64.4%	57.9%	55.3%	59.2%
Black	5.0%	5.4%	3.8%	4.7%
Native American	1.0%	0.6%	0.4%	0.7%
Asian	5.8%	15.8%	25.2%	15.6%
Pacific Islanders	0.2%	0.1%	0.1%	0.1%
Other Race	8.2%	6.5%	3.1%	5.9%
Hispanic or Latino of any race	25.4%	20.5%	14.1%	20.0%

Demographic Analysis for J Doe

Demographic Characteristic Latitude / Longitude: Radius	Ranch Road 2243 Leander Texas 30.57913, -97.84035 3 miles	Brushy Creek Loop Cedar Park Texas 30.49562, -97.80574 2 miles	Royal Vista Boulevard Round Rock Texas 30.54826, -97.75686 3 miles	Area Average
INCOME				
Per capita income	$42,209	$49,283	$53,979	$48,490
Median household income	$101,168	$100,441	$135,475	$112,361
Average household income	$121,856	$118,696	$166,800	$135,784
HOUSEHOLD INCOME BREAKDOWN				
Less than $25,000	4.5%	6.0%	2.5%	4.3%
$25,000 - $34,999	4.1%	4.5%	1.8%	3.5%
$35,000 - $49,999	8.3%	10.0%	4.8%	7.7%
$50,000 - $74,999	16.7%	16.9%	11.6%	15.1%
$75,000 - $99,999	15.3%	12.2%	9.5%	12.3%
$100,000 - $149,999	26.4%	26.5%	25.1%	26.0%
$150,000 - $199,999	15.2%	14.5%	21.7%	17.1%
$200,000 or more	9.5%	9.4%	23.0%	14.0%
$50,000 - $99,999	32.0%	29.1%	21.1%	27.4%
Number of Households $50,000 - $99,999	6,947	5,702	4,181	5,610
$35,000 - $149,999	66.8%	65.6%	51.0%	61.1%
Number of Households $35,000 - $149,999	14,495	12,838	10,099	12,477
EMPLOYMENT STATUS				
Persons employed in labor force	31,417	24,257	28,138	27,937
Unemployed civilians	3.2%	2.7%	4.4%	3.4%
Workers By Occupation:				
Management Occupations	22.5%	20.0%	29.1%	23.9%
Professional Occupations	26.2%	33.4%	33.3%	31.0%
Sales Occupations	10.3%	11.1%	9.0%	10.1%
Admin Occupations	12.0%	12.3%	10.0%	11.4%
Services	11.9%	10.7%	7.9%	10.2%
All Other Occupations/Blue Collar	17.0%	12.5%	10.8%	13.4%

Table #3 Dental Saturation and Denali Viability Ranking

Demographic Analysis for J Doe

Demographic Characteristic Latitude / Longitude Radius	Ranch Road 2243 Leander Texas 30.57913, -97.84035 3 miles	Brushy Creek Loop Cedar Park Texas 30.49562, -97.80574 2 miles	Royal Vista Boulevard Round Rock Texas 30.54826, -97.75686 2 miles	Preferred Area Average
Population, 2022	62,343	46,331	30,685	46,453
Projected Annual Population Growth Rate, 2022 - 2027	3.0%	2.0%	1.6%	2.2%
Projected Total Population Growth Rate, 2022 - 2027	16.2%	10.6%	8.2%	11.7%
New Projected Residents To Be Added in Next 5 Years (2022-2027)	10,080	4,894	2,514	5,829
Households To Be Added in Next 5 Years (2022-2027)	3,675	2,190	836	2,234
Total GP Dentists	16	14	6	12
Dentist to Population Ratio	3,896	3,309	5,114	4,107
Adjusted Dentist to Population Ratio (see narrative for details)	4,754	3,574	8,234	5,521
Dental Spending per HH	$559	$495	$738	$597
Dental Spending per HH Index	122	108	161	130
Percentage of Population Visiting a Dentist	41.3%	42.1%	44.9%	42.8%
Percentage of Population Visiting Dentist Index	103	105	112	107
Denali Viability Ranking (see narrative for explanation)	23.5	18.4	50.9	30.9
DVR plus 2 Dentists	20.9	16.1	38.2	25.1

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 J Doe

Demographic Characteristic Latitude / Longitude Radius	Ranch Road 2243 Leander Texas 30.57913, -97.84035 3 miles	Brushy Creek Loop Cedar Park Texas 30.49562, -97.80574 2 miles	Royal Vista Boulevard Round Rock Texas 30.54826, -97.75686 3 miles	Preferred Area Average
Population, 2022	62,343	46,331	61,234	56,636
Projected Annual Population Growth Rate, 2022 - 2027	3.0%	2.0%	1.7%	2.2%
Projected Total Population Growth Rate, 2022 - 2027	16.2%	10.6%	8.7%	11.8%
New Projected Residents To Be Added in Next 5 Years (2022-2027)	10,080	4,894	5,356	6,777
Households To Be Added in Next 5 Years (2022-2027)	3,675	2,190	1,788	2,551
Total GP Dentists	16	14	17	16
Dentist to Population Ratio	3,896	3,309	3,602	3,603
Adjusted Dentist to Population Ratio (see narrative for details)	4,754	3,574	5,691	4,673
Dental Spending per HH	$559	$495	$722	$592
Dental Spending per HH Index	122	108	158	129
Percentage of Population Visiting a Dentist	41.3%	42.1%	44.4%	42.6%
Percentage of Population Visiting Dentist Index	103	105	111	106
Denali Viability Ranking (see narrative for explanation)	23.5	18.4	35.0	25.6
DVR plus 2 Dentists	20.9	16.1	31.3	22.8

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 J Doe

Demographic Characteristics	Ranch Road 2243 Leander Texas		Brushy Creek Loop Cedar Park Texas		Royal Vista Boulevard Round Rock Texas		Area Average	
Radius Distances:	3 miles	4 miles	2 miles	3 miles	2 miles	3 miles	Smaller Radius	Larger Radius
POPULATION								
Population, 2022	62,343	92,696	46,331	103,159	30,685	61,234	46,453	85,696
Population >= 18 Years old	72.0%	72.1%	74.7%	74.9%	68.4%	68.5%	71.7%	71.8%
Population < 18 Years old	28.0%	27.9%	25.3%	25.1%	31.6%	31.5%	28.3%	28.2%
Projected Population, 2027	72,423	107,110	51,225	112,520	33,199	66,590	52,282	95,407
Projected Population Change, 2022 to 2027 (Next 5 Years)	16.2%	15.5%	10.6%	9.1%	8.2%	8.7%	11.7%	11.1%
Projected Annual Household Growth, 2022 to 2027 (Each of Next 5 Years)	3.0%	2.9%	2.0%	1.8%	1.6%	1.7%	2.2%	2.1%
New Projected Residents Added in the Next 5 Years (2022-2027)	10,080	14,414	4,894	9,361	2,514	5,356	5,829	9,710
Total Households, 2022	21,706	31,851	19,566	41,065	9,971	19,816	17,081	30,911
Total Households, Projected 2027	25,381	36,992	21,756	45,078	10,807	21,604	19,315	34,558
Projected Household Change, 2022 to 2027 (Next 5 Years)	16.9%	16.1%	11.2%	9.8%	8.4%	9.0%	12.2%	11.6%
Projected Annual Household Growth, 2022 to 2027 (Each of Next 5 Years)	3.2%	3.0%	2.1%	1.9%	1.6%	1.7%	2.3%	2.2%
New Projected Households Added in the Next 5 Years (2022-2027)	3,675	5,141	2,190	4,013	836	1,788	2,234	3,647

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 J Doe

Demographic Characteristics	Ranch Road 2243 Leander Texas		Brushy Creek Loop Cedar Park Texas		Royal Vista Boulevard Round Rock Texas		Area Average	
Radius Distances:	3 miles	4 miles	2 miles	3 miles	2 miles	3 miles	Smaller Radius	Larger Radius
EMPLOYMENT VS. RESIDENTIAL POPULATION								
Total Daytime Employees	13,349	25,221	18,714	51,619	5,264	12,770	12,442	29,870
Total Residents	62,343	92,696	46,331	103,159	30,685	61,234	46,453	85,696
Ratio of Daytime Employees to Residents	21.4%	27.2%	40.4%	50.0%	17.2%	20.9%	26.3%	32.7%
Total Daytime Residents	31,296	47,121	22,345	50,591	16,938	33,436	23,526	43,716
Ratio of Daytime Employees to Daytime Residents	42.7%	53.5%	83.8%	102.0%	31.1%	38.2%	52.5%	64.6%
Total Daytime Population	44,645	72,342	41,059	102,210	22,202	46,206	35,969	73,586
Ratio of Daytime Total Population to Total Resident Population	71.6%	78.0%	88.6%	99.1%	72.4%	75.5%	77.5%	84.2%
EMPLOYMENT								
Employed Population (Civilian)	96.8%	96.5%	97.3%	96.8%	94.7%	95.6%	96.3%	96.3%
Unemployed Population (Civilian)	3.2%	3.5%	2.7%	3.2%	5.3%	4.4%	3.7%	3.7%
Employment By Occupation:								
White Collar Employment	71.1%	72.3%	76.7%	79.2%	81.5%	81.3%	76.4%	77.6%
Service Occupations	11.9%	11.9%	10.7%	9.8%	7.5%	7.9%	10.0%	9.9%
Blue Collar	17.0%	15.8%	12.5%	11.0%	11.0%	10.8%	13.5%	12.5%

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

Demographic Analysis for J Doe

Demographic Characteristics Radius Distances:	Ranch Road 2243 Leander Texas		Brushy Creek Loop Cedar Park Texas		Royal Vista Boulevard Round Rock Texas		Area Average Smaller Radius	Larger Radius
	3 miles	4 miles	2 miles	3 miles	2 miles	3 miles		
MEDICAL / DENTAL MARKET POTENTIAL:								
All Health Care Expenditures per HH (Includng Insurances):	$8,103	$8,444	$7,548	$7,983	$10,713	$10,500	$8,788	$8,975
Index	114	119	107	113	151	148	124	127
% of Total HHExpenditures	7.8%	7.8%	7.5%	7.5%	7.5%	7.5%	7.6%	7.6%
Health Insurance Expenditures per HH:	$5,309	$5,531	$4,982	$5,262	$7,036	$6,895	$5,776	$5,896
Index:	113	118	106	112	150	147	123	126
Health Insurance Expenditures per Capita:	$1,848	$1,900	$2,104	$2,095	$2,286	$2,231	$2,080	$2,075
Medical Expenditures per HH:	$2,794	$2,913	$2,566	$2,720	$3,678	$3,605	$3,012	$3,080
Index	117	122	107	114	154	151	126	129
% of Total HHExpenditures	2.7%	2.7%	2.5%	2.6%	2.6%	2.6%	2.6%	2.6%
Dental Services Expenditures per HH:	$559	$581	$495	$527	$738	$722	$597	$610
Index	122	127	108	115	161	158	130	133
% of Total HHExpenditures	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
Dental Expenditures per Capita:	$195	$200	$209	$210	$240	$234	$215	$214
Dental Expenditures per Total Existing Potential Patients (i.e., Who Visited Dentist in Last 12 Months):	$471	$476	$497	$493	$534	$526	$501	$498
Above Dental Expenditures per Potential Patients for HH (i.e., above figure for # in HH):	$1,353	$1,387	$1,177	$1,238	$1,644	$1,626	$1,392	$1,417

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

Demographic Analysis for J Doe

Demographic Characteristics	Ranch Road 2243 Leander Texas		Brushy Creek Loop Cedar Park Texas		Royal Vista Boulevard Round Rock Texas		Area Average	
Radius Distances:	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:	41.3%	41.9%	42.1%	42.6%	44.9%	44.4%	42.8%	43.0%
Index:	103	105	105	106	112	111	107	107
Percent of Adults Using Mouthwash in the Last 6 Months:	65.5%	65.1%	63.5%	63.3%	60.4%	61.0%	63.1%	63.1%
Index:	100	100	97	97	93	94	97	97
Percent of Adults Using Mouthwash 8+ times in the Last 7 Days:	16.1%	15.9%	14.6%	14.6%	12.8%	13.1%	14.5%	14.5%
Index:	100	98	91	91	79	81	90	90
Percent of Adults Using Tooth Whitener (Non-Toothpaste) in the Last 6 Months:	9.8%	9.9%	10.1%	10.0%	10.2%	10.1%	10.0%	10.0%
Index:	98	99	101	100	102	101	100	100
Percent of Adults Using Denture Cleaner in the Last 6 Months:	6.2%	5.8%	5.5%	5.5%	4.0%	4.2%	5.2%	5.2%
Index:	74	70	66	66	49	51	63	62
HOUSEHOLD BUDGET EXPENDITUTES - LIFESTYLE BEHAVIORS:								
Average HH Income:	$121,856	$127,404	$118,696	$124,516	$171,257	$166,800	$137,270	$139,573
Total Average HH Expenditures:	$103,875	$108,384	$101,097	$105,830	$142,730	$139,369	$115,901	$117,861
Total Average HH Expenditures Index:	116	121	113	118	159	155	129	131
Housing Expenditures:	$32,603	$33,973	$32,220	$33,595	$44,865	$43,789	$36,563	$37,119
Index	114	119	113	118	157	153	128	130
Housing as Percent of Total Expenditures	31.4%	31.3%	31.9%	31.7%	31.4%	31.4%	31.6%	31.5%
Total Expenditures Remaining After Housing Costs	$71,272	$74,411	$68,877	$72,235	$97,865	$95,580	$79,338	$80,742
Percentage of Total Expenditures Remaining	68.6%	68.7%	68.1%	68.3%	68.6%	68.6%	68.4%	68.5%

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

Demographic Analysis for J Doe

Demographic Characteristics	Ranch Road 2243 Leander Texas		Brushy Creek Loop Cedar Park Texas		Royal Vista Boulevard Round Rock Texas		Area Average	
Radius Distances:	3 miles	4 miles	2 miles	3 miles	2 miles	3 miles	Smaller Radius	Larger Radius
Other HH Disposable Expenditures								
Food Away From Home	$5,015	$5,238	$5,033	$5,225	$6,930	$6,766	$5,659	$5,743
Index	116	121	117	121	161	157	131	133
Entertainment/Recreation	$4,203	$4,389	$4,048	$4,256	$5,793	$5,655	$4,681	$4,767
Index	115	120	110	116	158	154	128	130
Travel	$3,426	$3,586	$3,256	$3,443	$4,912	$4,772	$3,865	$3,934
Index	119	125	113	120	171	166	134	137
Personal Care Products and Services	$1,175	$1,230	$1,162	$1,215	$1,627	$1,587	$1,321	$1,344
Index	115	121	114	119	160	156	130	132
Life/Other Insurance (Not including Health Insurance)	$781	$819	$714	$766	$1,105	$1,076	$867	$887
Index	114	120	104	112	161	157	126	130
Exercise at Home >2 Times per Week	42.7%	43.1%	42.7%	43.2%	47.7%	47.1%	44.4%	44.5%
Index	105	106	105	107	118	116	109	110
Exercise Elsewhere >2 Times per Week	23.4%	23.9%	26.1%	25.9%	26.0%	25.7%	25.2%	25.2%
Index	110	113	127	125	126	125	121	121
Total Percent of Population Exercising >2 Times per Week	66.1%	67.0%	68.8%	69.2%	73.7%	72.8%	69.5%	69.7%
Buy Foods specifically Labeled as Natural/Organic	17.7%	17.7%	18.7%	18.5%	20.6%	20.3%	19.0%	18.8%
Index	108	108	114	114	126	124	116	115
Spent>$100 at Beauty Salon in Last 6 Months	18.8%	19.1%	19.0%	19.3%	21.6%	21.2%	19.8%	19.9%
Index	108	110	109	111	124	122	114	114

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

Demographic Analysis for J Doe

Demographic Characteristics	Ranch Road 2243 Leander Texas		Brushy Creek Loop Cedar Park Texas		Royal Vista Boulevard Round Rock Texas	
Radius Distances:	3 miles	4 miles	2 miles	3 miles	2 miles	3 miles
PSYCHOGRAPHIC CHARACTERIZATIONS:						
Demographic Characteristics	Leander		Cedar Park		Round Rock	
Dominant HH Tapestry Groups	50.4%	49.9%	24.1%	21.1%	79.3%	72.7%
	Up and Coming Families	Up and Coming Families	Soccer Moms	Soccer Moms	Boomburbs	Boomburbs
	15.4%	13.7%	16.0%	17.6%	9.0%	11.7%
	The Great Outdoors	Boomburbs	Up and Coming Families	Boomburbs	Exurbanites	Up and Coming Families
	11.2%	10.5%	16.0%	15.7%	8.3%	5.9%
	Boomburbs	The Great Outdoors	Metro Renters	Up and Coming Families	Up and Coming Families	Exurbanites
	7.7%	8.1%	14.4%	11.5%	3.4%	3.0%
	Home Improvement	Soccer Moms	Bright Young Professionals	Bright Young Professionals	Savvy Suburbanites	Home Improvement
	7.6%	7.4%	14.0%	11.2%		2.5%
	Soccer Moms	Home Improvement	Boomburbs	Metro Renters		Savvy Suburbanites
Total HH % Accounted For in Tapestry Groups Listed:	92.2%	89.6%	84.6%	77.1%	100.0%	95.8%

🔺🔺 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 five areas selected by the client. These five areas were narrowed down to a final round of three 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 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
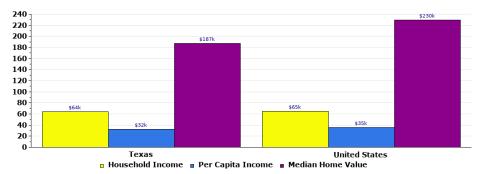
Listed below are comparisons of key demographics:
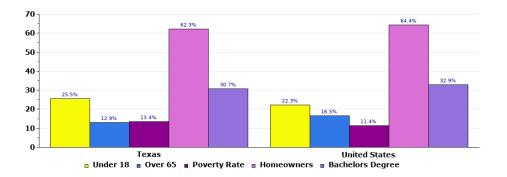
In comparison to the United States, Texas has several key demographic differences:

- 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 (%)

Williamson County in Texas

The following table summarizes key U.S. Census data for Williamson County as well as the state of Texas and the United States for a quick comparison. Leander, Cedar Park, and Round Rock are all in Williamson 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.
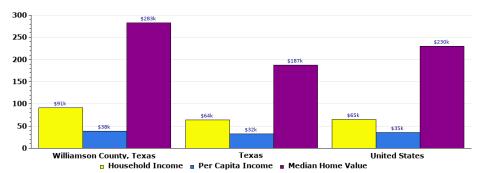
Demographics Characteristics: U.S. Census, County Level Estimates	Williamson County, Texas	Texas	United States
Population, Census, April 1, 2020	609,017	29,145,505	331,449,281
Population, Census, April 1, 2010	422,679	25,145,561	308,745,538
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)	5.6%	1.3%	0.1%
Persons under 18 years, percent	24.5%	25.5%	22.3%
Persons 65 years and over, percent	12.6%	12.9%	16.5%
Median household income (in 2020 dollars), 2016-2020	$90,834	$63,826	$64,994
Per capita income in past 12 months (in 2020 dollars), 2016-2020	$38,494	$32,177	$35,384
Persons in poverty, percent	5.6%	13.4%	11.4%
Owner-occupied housing unit rate, 2016-2020	68.2%	62.3%	64.4%
Median value of owner-occupied housing units, 2016-2020	$282,700	$187,200	$229,800
Median Home Value as % of Median Income	311.2%	293.3%	353.6%
Persons per household, 2016-2020	3.01	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	93.3%	84.4%	88.5%
Bachelor's degree or higher, percent of persons age 25 years+, 2016-2020	41.9%	30.7%	32.9%
With a disability, under age 65 years, percent, 2016-2020	7.3%	7.9%	8.7%
Persons without health insurance, under age 65 years, percent	12.4%	20.8%	10.2%
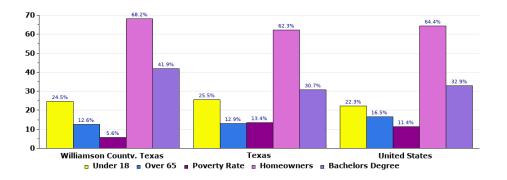
Listed below are comparisons of key demographics:

- Median Household Income: The median income for Texas is $63,826, which is lower than the U.S. median income ($1,168 lower). Williamson County ($90,834) 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). Williamson County (5.6%) is dramatically 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). Williamson County (5.6%) 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). Williamson County (24.5%) 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). Williamson County (68.2%) is higher than the state and 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). Williamson County (41.9%) 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). Williamson County (12.4%) is significantly lower than the state and higher than the U.S.

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

Williamson County in Texas: Population Characteristics (%)

Final Three Preferred Locations:

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

🔺 Leander

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

- The second highest percentage of growth between 2010-2020 at 63.1%
- The highest projected population growth, 2022 to 2027, at 16.2%
- The second highest percentage of home ownership 67.2%
- The second lowest (best) average housing cost as a percent of income 21.5%
- The second highest median income and second highest average household income
- The highest number of new residents projected in the next 5 years at 10,080
- The highest number of daytime residents at 31,296
- The second highest dental spending at $559 (MPI 122)
- The second best dentist-to-population ratio at 1 to 3,896
- The second best adjusted dentist-to-population ratio at 1 to 4,754
- The second highest DVR at 23.5

Population	Leander	Preferred Area Average
Population, 2022	62,343	46,453
Population >= 18 Years old	72.0%	71.7%
Population < 18 Years old	28.0%	28.3%
Projected Population, 2027	72,423	52,282
Median Age	34.9	35.0
Projected population growth, 2022 to 2027	16.2%	11.6%
New Projected Residents Added in the Next 5 Years (2022-2027)	10,080	5,829
New Projected Households Added in the Next 5 Years (2022-2027)	3,675	2,234
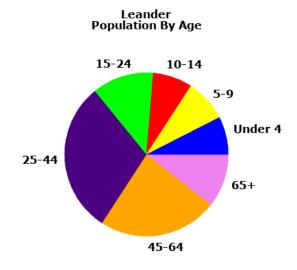
🔺 Population

Leander's population is over the average of the preferred areas with a current population of 62,343 people and 21,706 households within this smaller 3 mile radius. This area experienced positive population growth of 63.1% from 2010-2020. This area is projected to grow another 16.2% over the next five years versus the preferred area average of 11.6%. This is higher than the average and higher than the national average. Leander 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 34.9 which is slightly below the area average of 35.0 years old and also the second youngest of these final 3 areas. This area has an average household size of 2.87 persons which is slightly above the preferred areas' average of 2.76 and the second highest in this study. This area is family centric with 79.0% of the households being family households and with 52.4% having children in the home and 23.7% of the population being under 15 and an additional 12.2% being under 24. This area has the highest percentage of people 15-24 years of age compared to the final areas. Another 30.1% of this area's population is between 25 and 44 years of age and 23.5% between 45-64 years old leaving 10.5% 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. This area has the highest percentage of people 65 and older compared to the final areas.

Leander
Population By Age

Leander has a daytime employee population of 13,349 versus a permanent population of 62,343 meaning the daytime employee population is 21.4% of the permanent population living in the area and 30.0% of the total daytime population. This is not a significant daytime employee population. A practice in this 3 mile radius could greatly benefit with early or late hours and weekend times. Total daytime population is the highest in this study.

In this area, 40.3% of the population either holds a bachelor's degree or higher educational degree and is below the preferred area average of 52.4%. Leander 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 Leander area are White 64.4%, Black 5.0%, Asian 5.8%, 8.2% other races and 25.4% Hispanic or Latino of any race. This area has the largest percentage of White 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
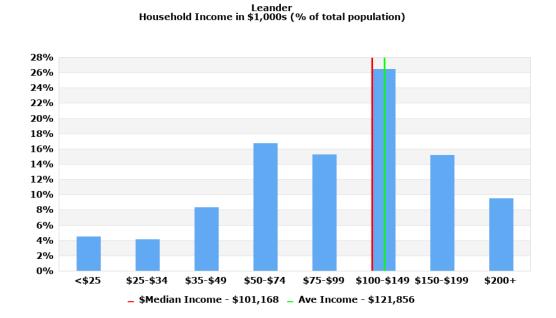
Median household income is $101,168 and per capita income is $42,209 in Leander. Median income is below the average of the preferred areas. However, it is well above the U.S. median

income. Average household income is $121,856 per year. Average income in Leander is below the average of the preferred areas and the second highest average income in this study. Leander's per capita income is also below the average of the preferred areas and is also the lowest of this study. Leander'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, 24.6% of the population earns over $150,000. The percentage of the population at poverty level (below $25,000) is 4.5%, the second highest of this study and above the preferred area average of 4.2%. All areas have a lower percentage of the population below poverty level compared to the national average. The unemployment rate is low overall at 3.2% and below the preferred area average of 3.7%. White-collar professions account for 71.1% of employment. Service occupations comprise 11.9% of the employment base, the highest in this study, while blue-collar occupations make up 17.0% of the base, the highest in this study.

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

— $Median Income - $101,168   — Ave Income - $121,856

🔺 Housing
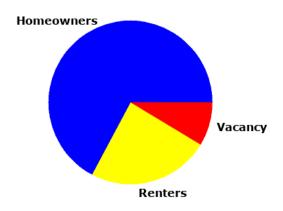
This 3 mile radius contains 23,735 housing units and a high vacancy rate of 8.5%. This area has a 67.2% home ownership rate and 24.3% of the population are renters. The ownership occupancy levels are slightly above the preferred area average of 63.6% and the second highest in this study.

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 $319,937, the lowest of the preferred locations. The median home ownership value for the United States is $204,900. This area averages spending 31.4% 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 68.6%, 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.

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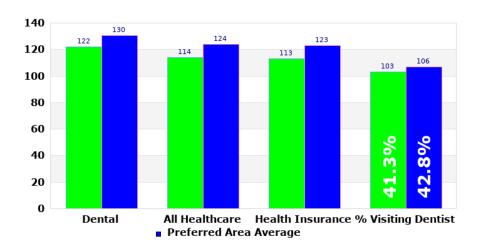
More detailed income and housing data is found in Table 2.

🔺 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:

Leander Indexes:	Preferred Market Averages
Dental $ Index/HH @ 122	130
All Health Care $ Index/HH @ 114	124
Health Ins $ Index/HH @ 113	123
Percent Visiting Dentist @ 41.3%	42.8%
Percent Visiting Dentist Index @ 103	107

Leander
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 $8,103 a year on all healthcare expenditures, an MPI of 114. The preferred areas have an average healthcare MPI of 124 and average spending of $8,788. Leander's health spending is below the preferred area average but second highest of this study and 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 130 and $597/HH. This area's MPI for dental services specifically stands at 122 and $559/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.
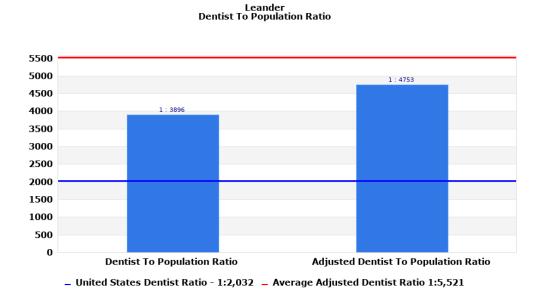
The percentage of the population that visited a dentist within the last year is 41.3% (MPI of 103). This is below the 107 preferred area average index in this study. (Note: other national studies figure dental visits differently than ESRI, and therefore may identify different percentages—what is most important, however, is that a single data source be used consistently to compare different locations.) In the last six months, 16.1% (100 MPI) of the populous used mouthwash more than 8 times per week. In the same last six months, 9.8% (98 MPI) used a non-toothpaste whitener.

Denali Viability Rating "DVR"

The preferred area average dentist-to-population ratio of 1:4,107 is much better than the industry minimum standard of 1:2,032. Leander has a dentist-to-population ratio of 1:3,896 which is worse than the area average but 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 1:5,521. Leander's adjusted dentist-to-population ratio of 1:4,754 is much better than the U.S. average but worse than the study's average but the same as the median for final areas. Leander has the second highest DVR with a ranking of 23.5. The preferred areas have an average DVR ranking of 30.9.

Leander
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 23.5.
• "DVR" with addition of J Doe and one other dentist is 20.9.

Leander's DVR at 23.5 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 23.5 is very solid with all market factors being above national average including significantly lower number of competing dentists in the area and significantly higher growth compared to the nation and state. Leander's daytime employment base of 13,349 has an insignificant impact on the overall numbers. This area has the highest total daytime population at 44,645.

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.

Leander
Tapestry Demographics (% of total population)

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

Up and Coming Families 50.4%

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.

The Great Outdoors 15.4%

The Great Outdoors neighborhoods are found in farmland settings throughout the United States. Consumers are educated empty nesters living an active but modest lifestyle. Their focus is land. They are more likely to invest in real estate or a vacation home than stocks. They are active gardeners and partial to homegrown and home-cooked meals. Although retirement beckons, most of these residents still work with incomes slightly above the US level.

Satellite dishes and riding lawn mowers are familiar sights in these rural settings along with

multiple vehicles; four-wheel drive trucks are popular, too. The Great Outdoors residents are members of AARP and veterans' clubs and support various civic causes. Technology is not central in their lives: light use of internet connectivity for shopping to entertainment. Most households have pets: dogs or cats. Television channels such as CMT, History, and Fox News are popular. They enjoy outdoor activities such as hiking, hunting, fishing, and boating.

Boomburbs 11.2%

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.

Home Improvement 7.7%

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 7.6%

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

🗻 Cedar Park

Overall the Cedar Park area contains a good combined set of demographics.

- The second highest projected population growth, 2022 to 2027, at 10.6%
- The second highest median home value at $331,211
- The second highest percentage of the population with a bachelor's degree at 51.7%
- The second highest per capita income
- The second highest number of new residents projected in the next 5 years at 4,894
- The second highest number of daytime residents at 22,345
- The second highest percentage of the population visiting a dentist at 42.1% (MPI 105)
- DVR at 18.4

Population	Cedar Park	Preferred Area Average
Population, 2022	46,331	46,453
Population >= 18 Years old	74.7%	71.7%
Population < 18 Years old	25.3%	28.3%
Projected Population, 2027	51,225	52,282
Median Age	34.4	35.0
Projected population growth, 2022 to 2027	10.6%	11.6%
New Projected Residents Added in the Next 5 Years (2022-2027)	4,894	5,829
New Projected Households Added in the Next 5 Years (2022-2027)	2,190	2,234
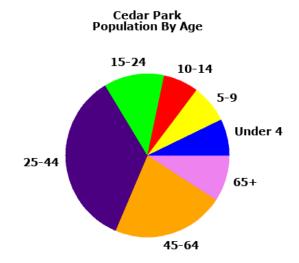
🗻 Population

Cedar Park's population is under the average of the preferred areas with a current population of 46,331 people and 19,566 households within this smaller 2 mile radius. This area experienced positive population growth of 52.9% from 2010-2020. This area is projected to grow another 10.6% over the next five years versus the preferred area average of 11.6%. This is lower than the average but higher than the national average. Cedar Park 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 34.4 which is slightly below the area average of 35.0 years old and also the youngest of these final 3 areas. This area has an average household size of 2.35 persons which is below the preferred areas' average of

2.76. This area is somewhat family centric with 63.0% of the households being family households and with 41.7% having children in the home and 21.8% of the population being under 15 and an additional 12.0% being under 24. Another 34.9% of this area's population is between 25 and 44 years of age and 22.3% between 45-64 years old leaving 9.1% 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.

Cedar Park Population By Age

Cedar Park has a daytime employee population of 18,714 versus a permanent population of 46,331 meaning the daytime employee population is 40.4% of the permanent population living in the area and 46.0% 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 highest in this study.

In this area, 51.7% of the population either holds a bachelor's degree or higher educational degree and is slightly below the preferred area average of 52.4%. Cedar Park 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 Cedar Park area are White 57.9%, Black 5.4%, Asian 15.8%, 6.5% other races and 20.5% Hispanic or Latino of any race. This area has the largest percentage of Black people of the areas in this study.

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

Income
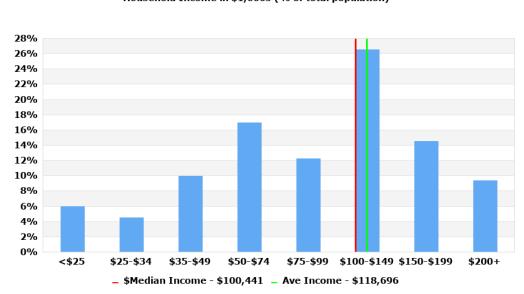
Median household income is $100,441 and per capita income is $49,283 in Cedar Park. Median income is below the average of the preferred areas. However, it is well above the U.S. median income. Average household income is $118,696 per year. Average income in Cedar Park is below the average of the preferred areas. Cedar Park's per capita income is above the average of the preferred areas and is the second highest of this study. It also is above Texas and the U.S. 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 29.1%. Additionally, 23.9% of the population

earns over $150,000. The percentage of the population at poverty level (below $25,000) is 6.0%, the highest of this study and well above the preferred area average of 4.2%. All areas have a lower percentage of the population below poverty level compared to the national average. The unemployment rate is low overall at 2.7% and well below the preferred area average of 3.7%. White-collar professions account for 76.7% of employment, the second highest in this study. Service occupations comprise 10.7% of the employment base while blue-collar occupations make up 12.5% of the base.

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

— **$Median Income - $100,441**   — **Ave Income - $118,696**

Housing
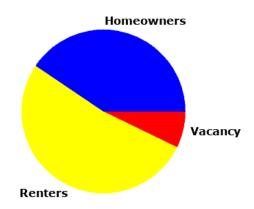
This 2 mile radius contains 21,068 housing units and a high vacancy rate of 7.1%. This area has a 40.6% home ownership rate and 52.3% of the population are renters. The ownership occupancy levels are well below the preferred area average of 63.6% and the lowest in this study. The home ownership is also below the national average.

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 $331,211, the second highest of the preferred locations. This area averages spending 31.9% 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 68.1%. The average housing cost of just shelter as a percent of income in this area at 22.0%. 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.

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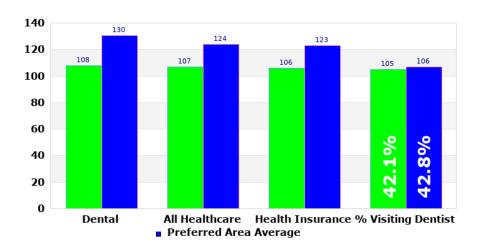
More detailed income and housing data is found in Table 2.

▲▲ 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:

Cedar Park Indexes:	Preferred Market Averages
Dental $ Index/HH @ 108	130
All Health Care $ Index/HH @ 107	124
Health Ins $ Index/HH @ 106	123
Percent Visiting Dentist @ 42.1%	42.8%
Percent Visiting Dentist Index @ 105	107

Cedar Park
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 $7,548 a year on all healthcare expenditures, an MPI of 107. The preferred areas have an average healthcare MPI of 124 and average spending of $8,788. Cedar Park's health spending is 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 130 and $597/HH. This area's MPI for dental services specifically stands at 108 and $495/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.
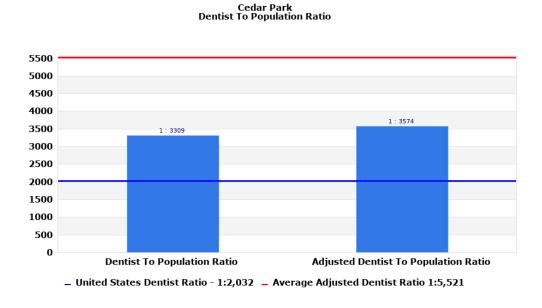
The percentage of the population that visited a dentist within the last year is 42.1% (MPI of 105). This is slightly below the 107 preferred area average index but the second highest in this study. (Note: other national studies figure dental visits differently than ESRI, and therefore may identify different percentages—what is most important, however, is that a single data source be used consistently to compare different locations.) In the last six months, 14.6% (91 MPI) of the populous used mouthwash more than 8 times per week. In the same last six months, 10.1% (101 MPI) used a non-toothpaste whitener.

Denali Viability Rating "DVR"

The preferred area average dentist-to-population ratio of 1:4,107 is much better than the industry minimum standard of 1:2,032. Cedar Park has a dentist-to-population ratio of 1:3,309 which is 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 1:5,521. Cedar Park's adjusted dentist-to-population ratio of 1:3,574 is much better than the U.S. average but much worse than the study's average and much worse than the median for final areas. Cedar Park has the lowest DVR with a ranking of 18.4. The preferred areas have an average DVR ranking of 30.9.

Cedar Park
Dentist To Population Ratio

_ United States Dentist Ratio - 1:2,032   _ Average Adjusted Dentist Ratio 1:5,521

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 18.4.
• "DVR" with addition of J Doe and one other dentist is 16.1.

Cedar Park - Denali Viability Ranking (DVR) and Denali Viability Ranking +2 (DVR+2)

Cedar Park's DVR at 18.4 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 18.4 is very solid with all market factors being above national average including significantly lower number of competing dentists in the area, significantly higher education levels, and significantly higher growth compared to the nation and state. Cedar Park's daytime employment base of 18,714 has an insignificant impact on the overall numbers. This area has the second highest total daytime population at 41,059.

🔺 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.

Cedar Park
Tapestry Demographics (% of total population)

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

Soccer Moms 24.1%

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.

Up and Coming Families 16.0%

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.

Metro Renters 16.0%

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. Metro Renters is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is above the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

Metro Renters enjoy wine at bars and restaurants. They shop at Trader Joe's and Whole Foods for groceries; they are partial to organic foods. Metro Renters own a Mac computer and use it for reading and writing blogs, accessing dating websites, and watching TV programs and movies. Favorite websites include Facebook, Twitter, YouTube, and LinkedIn. They use a tablet for reading newspapers and magazines, participate in leisure activities including yoga, Pilates, and downhill skiing, and shop for clothes at Banana Republic, The Gap, and Nordstrom.

Bright Young Professionals 14.4%

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.

Boomburbs 14.0%

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.

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

🔺 Round Rock

Overall the Round Rock area contains a great combined set of demographics.

- The highest percentage of growth between 2010-2020 at 84.9%
- The highest median home value at $393,175
- The highest percentage of home ownership 82.9%
- 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 65.1%
- The highest per capita income, highest median income, and highest average household income
- The highest dental spending at $738 (MPI 161)
- The best dentist-to-population ratio at 1 to 5,114
- The best adjusted dentist-to-population ratio at 1 to 8,234
- The highest percentage of the population visiting a dentist at 44.9% (MPI 112)
- The highest DVR at 50.9

Population	Round Rock	Preferred Area Average
Population, 2022	30,685	46,453
Population >= 18 Years old	68.4%	71.7%
Population < 18 Years old	31.6%	28.3%
Projected Population, 2027	33,199	52,282
Median Age	35.8	35.0
Projected population growth, 2022 to 2027	8.2%	11.6%
New Projected Residents Added in the Next 5 Years (2022-2027)	2,514	5,829
New Projected Households Added in the Next 5 Years (2022-2027)	836	2,234
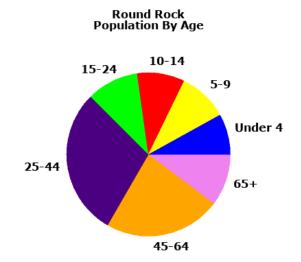
🔺 Population

Round Rock's population is under the average of the preferred areas with a current population of 30,685 people and 9,971 households within this smaller 2 mile radius. This area experienced positive population growth of 84.9% from 2010-2020. This area is projected to grow another 8.2% over the next five years versus the preferred area average of 11.6%. This is lower than the average but higher than the national average.

The median age of the population in this area is 35.8 which is slightly above the area average of 35.0 years old and also the oldest of these final 3 areas. This area has an

average household size of 3.07 persons which is above the preferred areas' average of 2.76 and the highest in this study. This area is family centric with 79.3% of the households being family households and with 52.8% having children in the home and 27.1% of the population being under 15 and an additional 10.5% being under 24. Another 29.0% of this area's population is between 25 and 44 years of age and 23.2% between 45-64 years old leaving 10.2% of the population over 65 years old.

Round Rock Population By Age

Round Rock has a daytime employee population of 5,264 versus a permanent population of 30,685 meaning the daytime employee population is 17.2% of the permanent population living in the area and 24.0% of the total daytime population. This is not a significant daytime employee population. Total daytime population is the lowest in this study.

In this area, 65.1% of the population either holds a bachelor's degree or higher educational degree and is above the preferred area average of 52.4%. Round Rock 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 Round Rock area are White 55.8%, Black 3.8%, Asian 24.9%, 2.8% other races and 13.5% Hispanic or Latino of any race. This area has the largest percentage of Asian people of the areas in this study.

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

Income
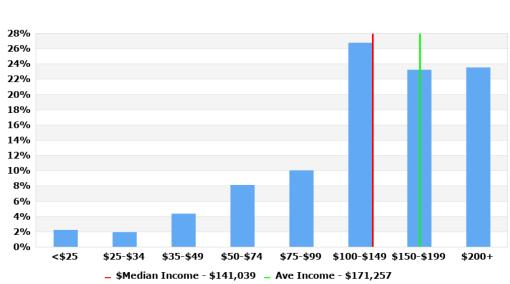
Median household income is $141,039 and per capita income is $54,390 in Round Rock. Median income is above the average of the preferred areas. It is also well above the U.S. median income. Average household income is $171,257 per year. Average income in Round Rock is above the average of the preferred areas and the highest average income in this study. Round Rock's per capita income is also above the average of the preferred areas and is also the highest of this study. It also is above Texas and the U.S. The percentage of households with an average income between $50,000-$99,999 is 18.1%. Additionally, 46.7% 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 2.2% and well below the preferred area average of 4.2%. All areas have a lower percentage of the population below poverty level compared to the national average. The unemployment rate is average at 5.3% and well above the preferred area average of 3.7%. White-collar professions account for 81.5% of employment, the highest in this study. Service occupations comprise 7.5% of the employment base while blue-collar occupations make up 11.0% of the base.

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

_ $Median Income - $141,039   _ Ave Income - $171,257

🔺 Housing
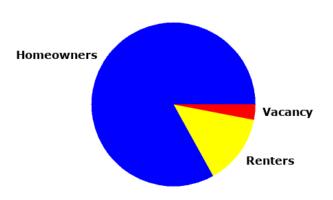
This 2 mile radius contains 10,280 housing units and a vacancy rate of 3.0%. This area has a high 82.9% home ownership rate and 14.1% of the population are renters. The ownership occupancy levels are well above the preferred area average of 63.6% and the highest in this study.

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 $393,175, the highest of the preferred locations. This area averages spending 31.4% 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 68.6%, the second best in this study. 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.

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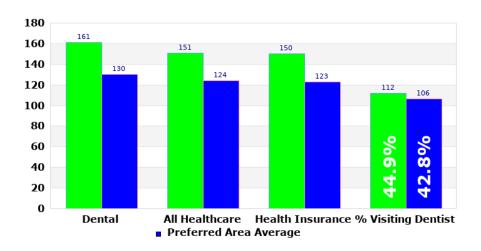
More detailed income and housing data is found in Table 2.

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:

Round Rock Indexes:	Preferred Market Averages
Dental $ Index/HH @ 161	130
All Health Care $ Index/HH @ 151	124
Health Ins $ Index/HH @ 150	123
Percent Visiting Dentist @ 44.9%	42.8%
Percent Visiting Dentist Index @ 112	107

Round Rock
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 $10,713 a year on all healthcare expenditures, an MPI of 151. The preferred areas have an average healthcare MPI of 124 and average spending of $8,788. Round Rock's health spending is 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 130 and $597/HH. This area's MPI for dental services specifically stands at 161 and $738/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.
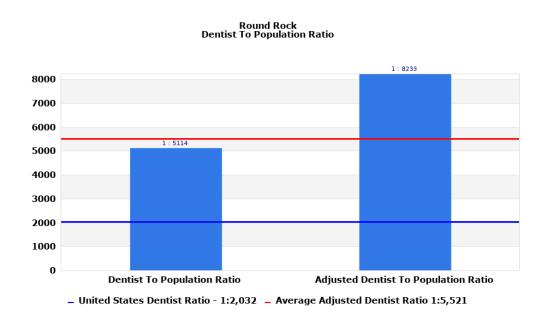
The percentage of the population that visited a dentist within the last year is 44.9% (MPI of 112). This is above the 107 preferred area average index and the highest in this study. (Note: other national studies figure dental visits differently than ESRI, and therefore may identify different percentages—what is most important, however, is that a single data source be used consistently to compare different locations.) In the last six months, 12.8% (79 MPI) of the populous used mouthwash more than 8 times per week. In the same last six months, 10.2% (102 MPI) used a non-toothpaste whitener.

Denali Viability Rating "DVR"

The preferred area average dentist-to-population ratio of 1:4,107 is much better than the industry minimum standard of 1:2,032. Round Rock has a dentist-to-population ratio of 1:5,114 which is 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 1:5,521. Round Rock's adjusted dentist-to-population ratio of 1:8,234 is much better than the U.S. average and much better than the study's average and much better than the median for final areas. Round Rock has the highest DVR with a ranking of 50.9. The preferred areas have an average DVR ranking of 30.9.

**Round Rock
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 50.9.
• "DVR" with addition of J Doe and one other dentist is 38.2.

Round Rock - Denali Viability Ranking (DVR) and Denali Viability Ranking +2 (DVR+2)

Round Rock's DVR at 50.9 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 50.9 is very solid with all market factors being above national average including significantly lower number of competing dentists in the area, significantly higher dental spending, significantly higher education levels, and significantly higher growth compared to the nation and state.

When the radius is expanded to a 3 miles radius, the marketing DVR decreases to 35.0. The reason is dental spending decreases to $722.26 (MPI 158), dental visits decreases to 44.4% (MPI 111), the dentist-to-population ratio declines, and the percentage of the population with higher education decreases. In the larger radius, Round Rock's DVR at 35.0 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 35.0 is very solid with all market factors being above national average including significantly lower number of competing dentists in the area, significantly higher dental spending, significantly higher education levels, and significantly higher growth compared to the nation and state. Round Rock's daytime employment base of 5,264 has an insignificant impact on the overall numbers. This area has the lowest total daytime population at 22,202.
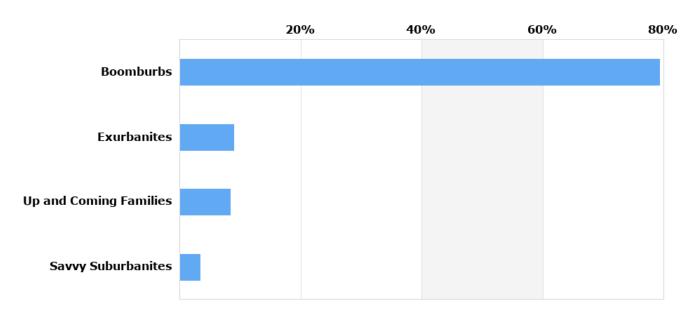
Tapestry Demographics

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.

**Round Rock
Tapestry Demographics (% of total population)**

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

Boomburbs 79.3%

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.

Exurbanites 9.0%

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.

Up and Coming Families 8.3%

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.
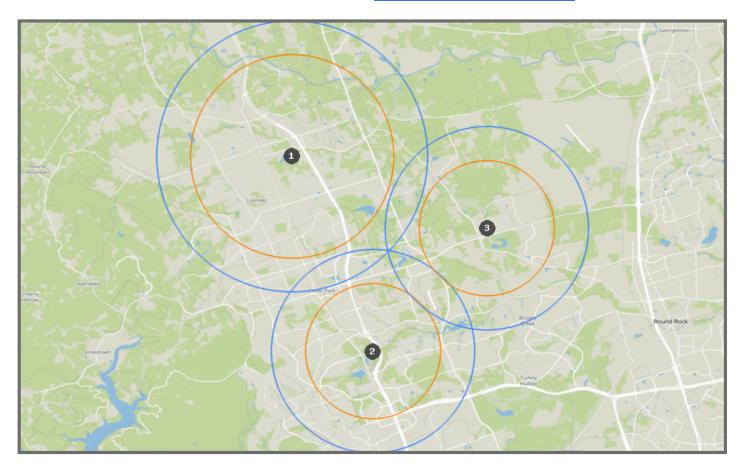
Savvy Suburbanites 3.4%

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
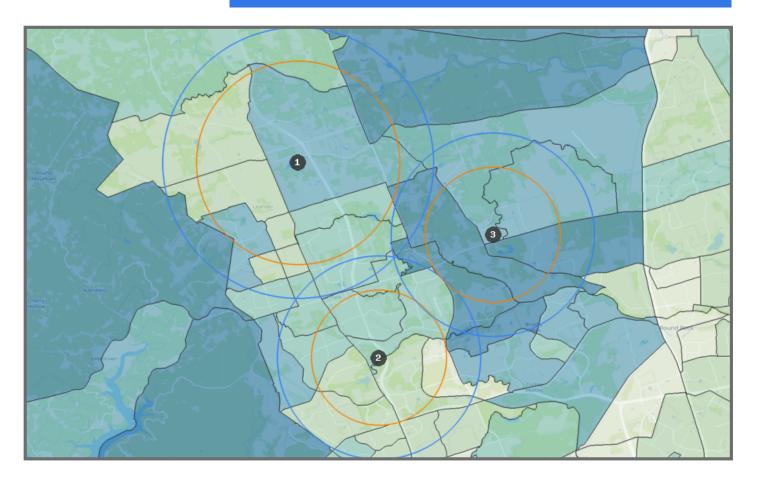
⛰ Locations

1. Leander - Orange circle is 3 miles and Blue circle is 4 miles. Marketing radius is 3 miles.
2. Cedar Park - Orange circle is 2 miles and Blue circle is 3 miles. Marketing radius is 2 miles.
3. Round Rock - Orange circle is 2 miles and Blue circle is 3 miles. Marketing radius is 3 miles.

Demographic Research For J Doe

Average Dental Expenditures

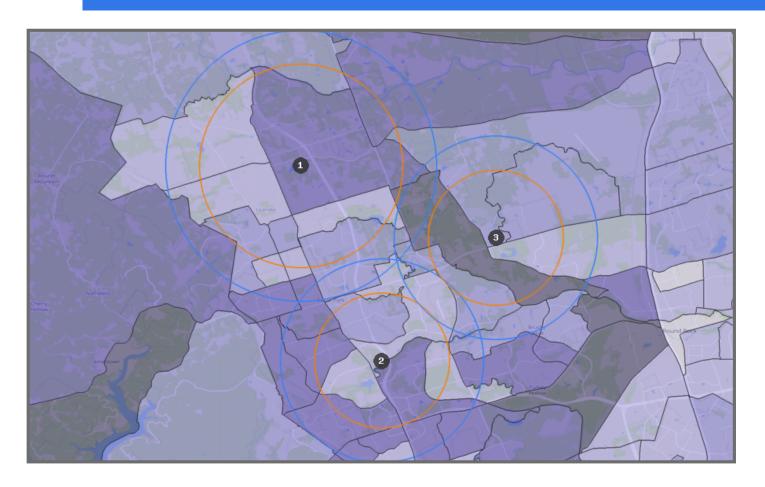Dental Services per HH
(Avg by Census Tract)

$646 to $800

$553 to $646

$456 to $553

$349 to $456

$246 to $349

1. Leander
2. Cedar Park
3. Round Rock

*Demographic Research
For J 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
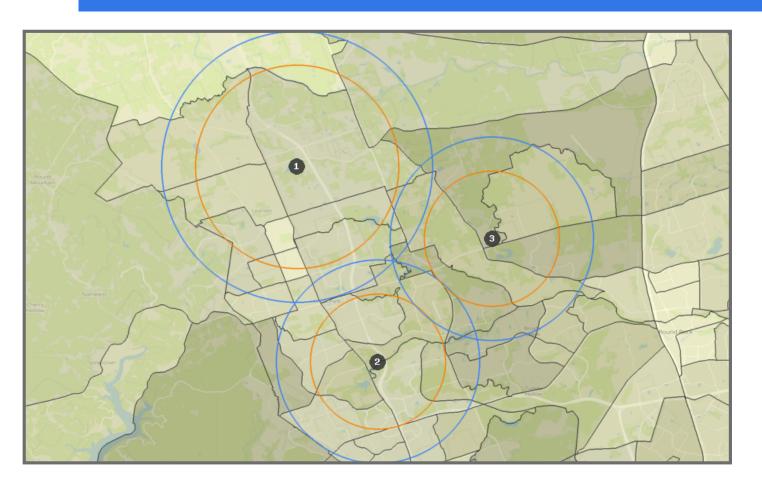
35.68% to 39.77%

30.37% to 35.68%

27.27% to 30.37%

22.78% to 27.27%

21.06% to 22.78%

1. Leander
2. Cedar Park
3. Round Rock

Demographic Research For J Doe

Darker locations have the highest combination of characteristics.

Percentage of the Population with a Bachelor's Degree

Education: Bach Deg by Census Tract
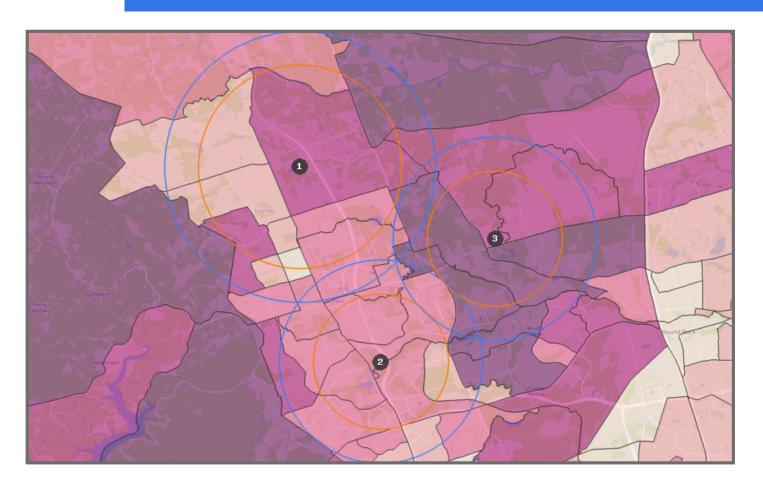
- 59.06% to 72.89%
- 48.97% to 59.06%
- 40.80% to 48.97%
- 27.12% to 40.80%
- 16.54% to 27.12%

1. Leander
2. Cedar Park
3. Round Rock

Demographic Research For J Doe

Darker locations have the highest combination of characteristics.

Household Entertainment/Recreation Expenditure

Ent/Recreation Per HH (Avg by Census Tract)
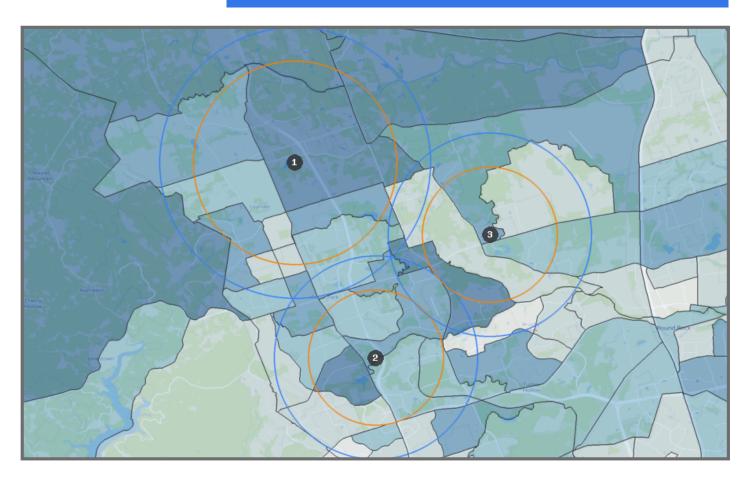
- $5,062 to $6,363
- $4,108 to $5,062
- $3,427 to $4,108
- $2,764 to $3,427
- $2,016 to $2,764

1. Leander
2. Cedar Park
3. Round Rock

Demographic Research For J Doe

Darker locations have the highest combination of characteristics.

Projected Population Growth Rate

Projected Population Growth Per Year
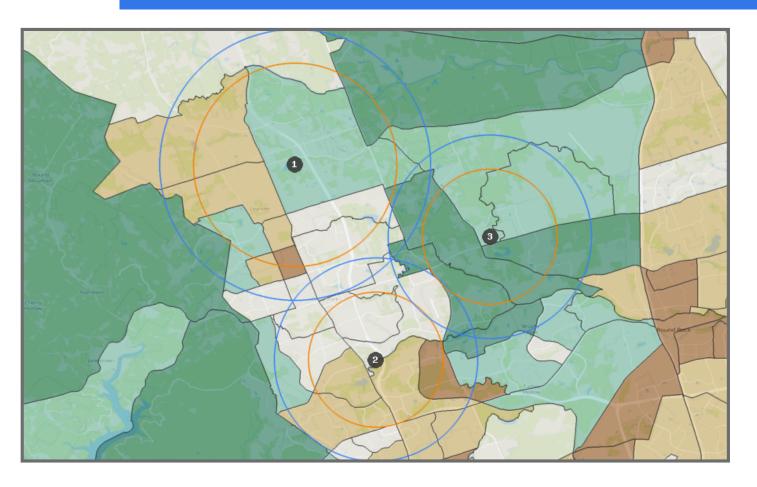
- 4.45% to 9.48%
- 3.18% to 4.45%
- 2.11% to 3.18%
- 1.26% to 2.11%
- 0.48% to 1.26%

1. Leander
2. Cedar Park
3. Round Rock

Demographic Research
For J Doe

Darker locations have the highest combination of characteristics.

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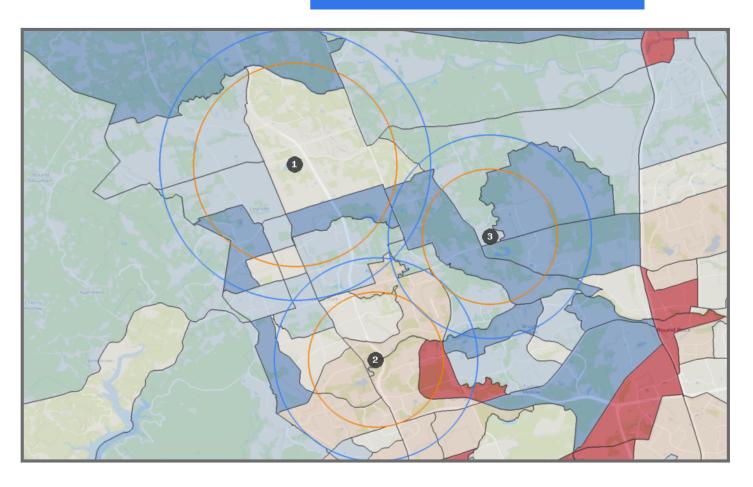
Health Insurance Avg/HH by Census Tract

- $6,389 to $7,645
- $5,377 to $6,389
- $4,457 to $5,377
- $3,470 to $4,457
- $2,504 to $3,470

1. Leander
2. Cedar Park
3. Round Rock

Demographic Research For J Doe

Blue-green locations have the highest combination of characteristics.

Home Ownership Rates

Owner Occupied Households by Census Tract
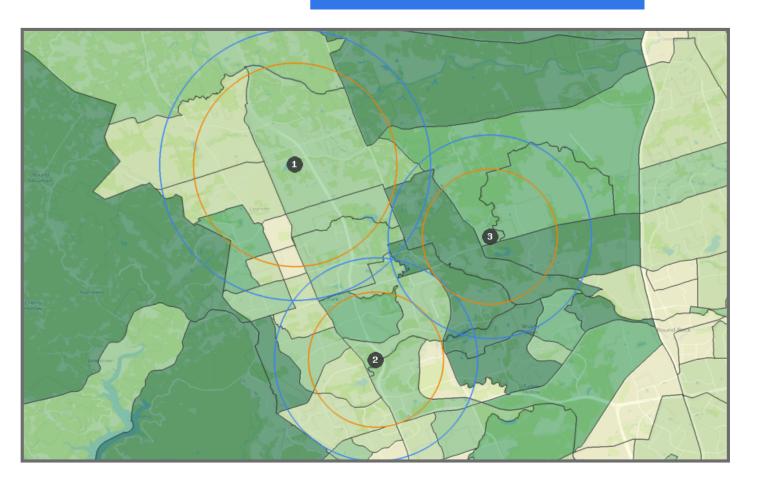
- 84.54% to 95.74%
- 71.21% to 84.54%
- 54.17% to 71.21%
- 34.01% to 54.17%
- 9.88% to 34.01%

1. Leander
2. Cedar Park
3. Round Rock

Demographic Research For J Doe

Blue locations have the highest combination of characteristics.

Median Household Income

Median Household Income by Census Tract
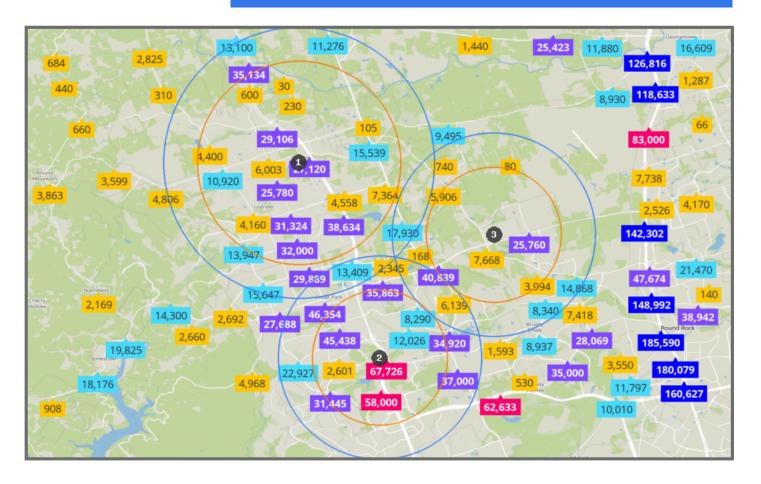
- $126k to $162k
- $106k to $126k
- $89k to $106k
- $65k to $89k
- $45k to $65k

1. Leander
2. Cedar Park
3. Round Rock

Demographic Research For J Doe

Darker locations have the highest combination of characteristics.

Practice Demographic Research

Preliminary Location Search Explanation

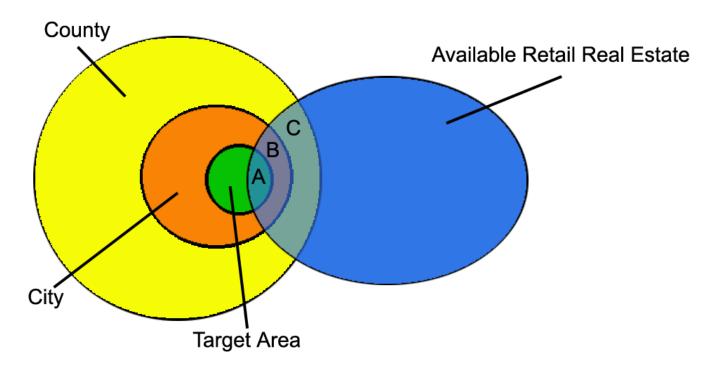**AVAILABLE REAL ESTATE IN PREFERRED AREAS:**
Although demographics can identify the best potential locations for a startup for a family practice office, it is the real estate search that drives where a dentist can actually locate.

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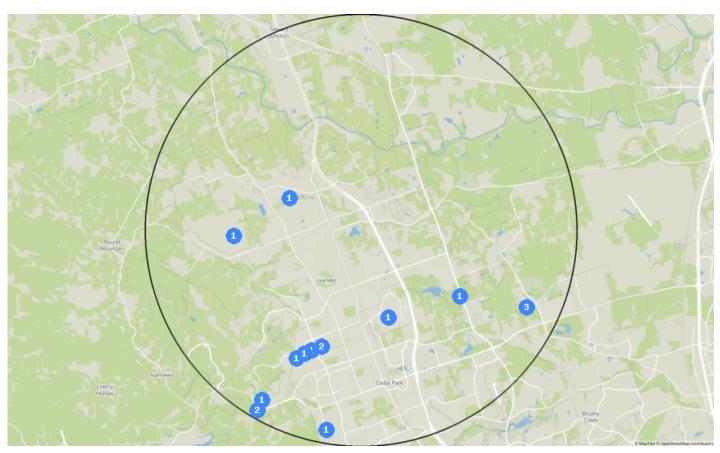
As with all demographics, this figure should never be looked at in a vacuum. These ranking figures in conjunction with many other variables help make accurate decisions about the best location.

Client Selected Competition

Ranch Road 2243 (Leander, Texas)

Blue dots are general practice dentists

General Practice Dentists

User Confirmed Count	Competitor Name	Address	Website	Telephone
1	Gorgeous Smiles	11880 Old 2243 W, Leander, TX 78641, USA		(512) 528-9944
1	G's Dental Studio - Leander	901 Crystal Falls Pkwy #205, Leander, TX 78641, USA	gsdentalstudio.com	(512) 379-0193
3	Grace Dental Nguyen Truly N DDS	15609 Ronald W Reagan Blvd, Leander, TX 78641, USA 15609 Ronald W Reagan Blvd b150, Leander, TX 78641, USA	grace.dental	(512) 817-3777
1	Crystal Lake Dental	3550 Lakeline Blvd Suite 110, Leander, TX 78641, USA	crystallakefamilydentist.com	(512) 528-9100
1	Leander Dental Care	604 Crystal Falls Pkwy, Leander, TX 78641, USA	leanderdental.com	(512) 260-0111
1	Live Oak Family Dental Care	2906 S Bagdad Rd UNIT 100, Leander, TX 78641, USA	liveoakfamilydentalcare.com	(512) 259-1250
2	Crystal Falls Dental Dr. Thomas C. Gent, DDS Jensen Jay J DDS	500 Crystal Falls Pkwy, Leander, TX 78641, USA	crystalfallsdental.com	(512) 260-7400
2	Apple Springs Family Dentistry	3421 Lakeline Blvd #230, Leander, TX 78641, USA	applespringsfamilydentistry.com	(512) 212-9711
1	Jonathan Tucker D.D.S. Tucker Family Dentistry	10703 E Crystal Falls Pkwy, Leander, TX 78641, USA	tuckerfamilydentistry.com	(512) 260-9333
1	Hagen Family & Cosmetic Dentistry	800 Crystal Falls Pkwy BLDG 2, Leander, TX 78641, USA	heatherhagendds.com	(512) 259-4700

|	Aliisha Choucair D.M.D.	10824 E Crystal Falls Pkwy #303, Leander, TX 78641, USA	laureldentaltx.com	(512) 900-1720
	Austin Children's Dentistry	1395 US-183 #140a, Leander, TX 78641, USA	austinchildrensdentistry.com	(512) 220-2729
	Leander Orthodontics	505 Crystal Falls Pkwy, Leander, TX 78641, USA	leanderorthodontics.com	(512) 260-5300
	Hogge Robert C DDS Leander Smiles	651 US-183 #150, Leander, TX 78641, USA 651 N US Hwy 183 Ste. 150, Leander, TX 78641, USA	leandersmiles.com	(512) 260-0123
	Leander Pediatric Dentistry	903 Old Bagdad Rd, Leander, TX 78641, USA	leanderpediatricdentistry.com	(512) 337-6499
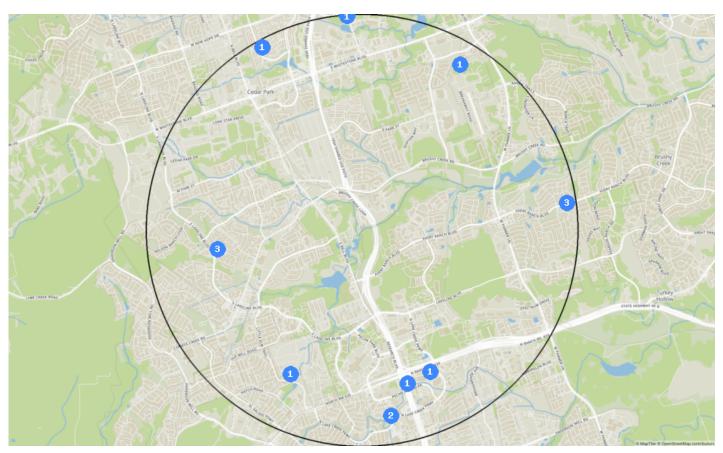
Total number of dentists verfied by user: 16

Brushy Creek Loop (Cedar Park, Texas)

Blue dots are general practice dentists

🏔 General Practice Dentists

User Confirmed Count	Competitor Name	Address	Website	Telephone
1	Lakeline Ranch Dental: Ardalan Zahedi, BDS, DDS, DMD	10900 Lakeline Mall Dr #250, Austin, TX 78717, USA	lakelineranchdental.net	(512) 361-2090
2	Dr. Quynh-Nhu T. Pham, DDS Northwest Dental Associates	11066 Pecan Park Blvd, Cedar Park, TX 78613, USA 11066 Pecan Park Blvd #411, Cedar Park, TX 78613, USA	northwestdentalteam.com	(512) 219-7484
3	Arpita Patel Judy, DDS Avery Ranch Dental Hadden Katie S DDS Krista DeCoursin, DDS	15004 Avery Ranch Blvd Building A, Suite 100, Austin, TX 78717, USA 14900 Avery Ranch Blvd, Austin, TX 78717, USA	averyranchdental.com	(512) 246-7645
3	Buttercup Dental Darrell J. Park, DDS Scott P. Smith, DDS Steven J. Stancey, DDS	901 Cypress Creek Road, Cedar Park, TX 78613, USA 901 Cypress Creek Road #203, Cedar Park, TX 78613, USA 901 Cypress Creek Road # 203, Cedar Park, TX 78613, USA	buttercupdental.com	(512) 335-8121
1	Chris Hastings, D.D.S.	715 Discovery Blvd #119, Cedar Park, TX 78613, USA	affordableaustindentist.com	(512) 260-8330
1	Wu Diana C DDS	10900 Lakeline Mall Dr # 600, Austin, TX 78717, USA		(512) 336-5401
0	Rising Stars Pediatric Dentistry - Lakeline	14005 US-183 Ste 800, Austin, TX 78717, USA	risingstarsdental.com	(512) 430-5947
1	Blooming Dental	111 N Vista Ridge Blvd #100, Cedar Park, TX 78613, USA	bloomingdentalpllc.com	(512) 250-2356

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0	Dental Select	109 N Winecup Trail, Cedar Park, TX 78613, USA		(512) 343-2616
1	Bowcutt Dental Cedar Park	2501 S Lakeline Blvd, Cedar Park, TX 78613, USA	bowcuttdental.com	(512) 559-8967
0	Austin Children's Dentistry	10510 W Parmer Ln #100, Austin, TX 78717, USA	austinchildrensdentistry.com	(512) 716-1500
1	Smile Doctors	1464 E Whitestone Blvd #1501, Cedar Park, TX 78613, USA	orthodontist.smiledoctors.com	(512) 258-6979
0	Ortho 360 Orthodontics	10510 W Parmer Ln #112, Austin, TX 78717, USA	ortho360.com	(512) 716-0307
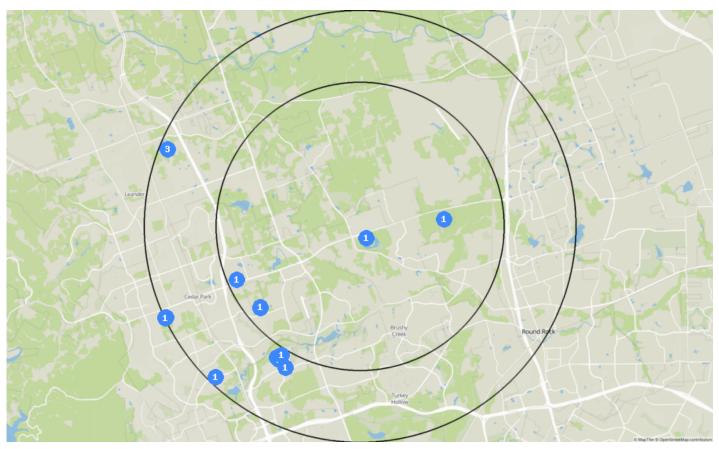
Total number of dentists verfied by user: 14

Client Selected Competition

Royal Vista Boulevard (Round Rock, Texas)

Blue dots are general practice dentists

General Practice Dentists - Initial Radius

User Confirmed Count	Competitor Name	Address	Website	Telephone
2	Dr. Hristina Kiprovska-Gavrilova G's Dental Studio - Cedar Park	12920 W Parmer Ln #101, Cedar Park, TX 78613, USA 12920 W Parmer Ln Suite 101, Cedar Park, TX 78613, USA	gsdentalstudio.com	(512) 410-7774
1	Dental Salon Dr. Ana M. Torres, DDS	13625 Ronald W Reagan Blvd Bldg 4 Suite 100, Cedar Park, TX 78613, USA 13625 Ronald W Reagan Blvd #100, Cedar Park, TX 78613, USA	mydentalsalon.com	(512) 980-0089
0	Cedar Smiles Pediatric Dentistry	13625 Ronald W Reagan Blvd Bldg 8, Unit #100, Cedar Park, TX 78613, USA	cedarsmilesdentistry.com	(512) 236-5111
1	Rhodes Kevin R DDS Royal Vista Dental	3401 Royal Vista Blvd, Round Rock, TX 78681, USA 3401 Royal Vista Blvd #A-102, Round Rock, TX 78681, USA	royalvistadental.com	(512) 310-2000
0	Chester Endodontics	13625 Ronald W Reagan Blvd Building 10, Suite 300, Cedar Park, TX 78613, USA	chesterendodontics.com	(512) 986-7524
1	Advanced Dental Care of Round Rock	1025 Sendero Springs Dr, Round Rock, TX 78681, USA	adcroundrock.com	(512) 720-5868
0	Big Smile Orthodontics	1025 Sendero Springs Dr Suite 110, Round Rock, TX 78681, USA	bigsmileorthodontics.com	(512) 828-7900
1	Gavrilov Aleksandar DDS	12920 W Parmer Ln # 101, Cedar Park, TX 78613, USA		(512) 260-5252

Total number of dentists verfied by user: 6

General Practice Dentists - Marketing Radius

User Confirmed Count	Competitor Name	Address	Website	Telephone
1	Dr. Jennifer L. Kiening, DDS	205 Denali Pass Dr, Cedar Park, TX 78613, USA	drjennysmiles.com	(512) 218-1500
0	Avery Orthodontics	12151 W Parmer Ln unit a suite 101, Cedar Park, TX 78613, USA	averyortho.com	(512) 260-0084
1	Cedar Park Premier Dentistry	209 Denali Pass Dr B, Cedar Park, TX 78613, USA	cedarparkdental.com	(512) 598-8973
0	Cedar Park Periodontics Valderrama Pilar DDS	7500, 209 Denali Pass Dr A, Cedar Park, TX 78613, USA	cedarparkperio.com	(512) 528-1400
1	Parmer Oaks Dental Care	12171 W Parmer Ln Ste 101, Cedar Park, TX 78613, USA	parmeroaksdental.com	(512) 808-5649
1	Campbell Dental	11901 W Parmer Ln #100, Cedar Park, TX 78613, USA	jarrodcampbelldds.com	(512) 259-9400
0	Martin Nelson Endodontic Group	209 Denali Pass Dr A, Cedar Park, TX 78613, USA	martinendodontics.com	(512) 275-4222
3	Grace Dental	15609 Ronald W Reagan Blvd, Leander, TX 78641, USA	grace.dental	(512) 817-3777
1	Blooming Dental	111 N Vista Ridge Blvd #100, Cedar Park, TX 78613, USA	bloomingdentalpllc.com	(512) 250-2356
1	Reveal Dental	1785 E Whitestone Blvd #400, Cedar Park, TX 78613, USA	revealdental.com	(512) 337-2316

1	Cunningham Barry D DDS	1785 E Whitestone Blvd UNIT 100, Cedar Park, TX 78613, USA	austinoralsurgery.com	(512) 402-6677
1	Knell Craig DDS	1785 E Whitestone Blvd UNIT 100, Cedar Park, TX 78613, USA	austinoralsurgery.com	(512) 258-3764

Total number of dentists for the marketing radius not including client or others added: 11