

SCOTT MCDONALD & ASSOCIATES, INC.

# BEST SITES REPORT

Endodontic Practice



Report Prepared for:  
Sample Doctor

Concerning:  
Sample County

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# About This Report

This Best Sites Report has been created solely for the customers of Scott McDonald & Associates, LLC or Doctor Demographics, LLC.

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Analysis of a business property is valid only for the purposes for which this report was created, which is to provide insights into the value and potential of a particular site and to provide the client with information relating to practice marketing.

Most Endodontics practices prefer the following criteria for site selection:

- Projected Growth
- Historic Growth
- Housing Information
- Population Density
- Population Age
- Median Income

The results that follow are actually a compilation of all these priorities and more. For example, the Income figures may be greater in an area that is listed here but, it may not have the competition characteristics we want. In short, it is a balancing act of priorities one against another to find 5 sites that would tend to fulfill the client's priorities. Please be aware that there may or may not be available office space in these locations. We hope the client will consider these to be areas of focus rather than specific mandates for situating a practice.

The Zip Codes that most closely match these priorities follow.

# Top 5 Sites

The Client previously filled out an audit on-line. The Report that follows reflects an “intensity” analysis of those variables the Client chose among all the Zip Codes in the United States and the resulting Zip Code Centroids (center of the Zip Code area) that match them. Maps have been included for the top ten areas for easy reference

DO NOT INFER that the order of the locations is significant. Each of these locations has its virtues and liabilities. The purpose of this study is to offer several locations (5) that fit a specific profile desired by the client. We have listed the top 5 Zip Codes below and what follows is a basic demographic breakdown of these areas.

**PLEASE NOTE:** We are not saying the following are the ONLY areas that the doctor can choose to practice in successfully. As with Personality Profiles and Employment Competency, these results are merely to provide insights and ideas.

The Maps and Charts that follow are intended to give you a graphic representation of the data. When necessary and practical, we have included a data table at the bottom for your use. The discussion that follows will discuss the highlights of the demographics in these charts as they follow. From the criteria provided by us, the following Zip Codes are most representative of the desired characteristics. Here is how they break out:

Zip Code	City	County
78640	Kyle city, TX	Hays, TX
78610	Buda city, TX	Hays, TX
78702	Austin city, TX	Travis, TX
78620	Dripping Springs city,	Hays, TX
78723	Austin city, TX	Travis, TX
78602	Bastrop city, TX	Bastrop, TX

Zip Code	Dentists	Endo	Ratio
78640	13	0	None
78610	5	0	None
78702	11	0	None
78620	7	0	None
78723	4	0	None
78602	9	0	None

## Site Information

Growth is just one factor that we look at, but we do look at it considerably. We also want to look at age-targeted individuals, income levels of the households within the area, referral opportunities, and existing competition, as well as other demographic information relevant to the success of an Endodontic focused practice. Endodontic practices are reliant on professional referrals, but that is not the only factor we are looking at when it comes to referring dentists. We are also looking at how busy a practice is, and due to the daily patient flow, how likely it is for that doctor to refer a patient on to a specialist.

In general, our research took into consideration all those items listed above. In addition, we added some criteria of our own including: the amount of population within the Zip Code areas, the character of the population and the amount of competition in the immediate surrounding Zip Code areas, and the median income of the available population.

As with many areas of the country, when we look at higher income levels we see lower overall population. This area is no exception to this, we made every attempt to find a balance between a solid number of residents and higher income. We have researched hundreds of zip codes with an attempt to offer the Client locations that met this criteria.

We highly recommend that when the Client seeks the services of a real estate agent that inquiries should be made regarding new commercial properties and new stores that are moving into this region. Also, we want to note that the database of dentists and Endodontists in the area may not be perfect. It is not meant to be a census, but an overall view of the area. In other words, we have not physically traveled the streets of these areas in the past 30 days to see if new practices have opened up. The referral and competition numbers should be used as a guide, but not an absolute number.

If the Doctor would like us to recommend a broker for this area. We can provide that information upon request.

### **78640 - Kyle**

This area has gained 32.56% during 2010-2017. The U.S. Census Bureau estimates the immediate area will continue to grow at a rate of 5.16% by the year 2022.

The Zip Code has a population of 56,484 with 13 general dentists and 0 Endodontists. This area should be an excellent area for professional referrals.

The Age Characteristics tell us that there is a significant population of 45 to 64 year olds (11,324) in this Zip Code.

The income statistics show that the Median Household Income for the target Zip Code is \$84,037 which is greater in number in comparison to Hays County's average with at \$55,322.

The Median Age of 30.6 with an average household size of 3.5. These residents have average assets are households with teenaged children (or they are recent empty nesters). These residents tend to be mostly professionals with some college graduates. The area is primarily English speaking and are a mix of Home-Owners and home Home-Renters.

This area is south of Austin covering the Mountain City, Kyle, Niederwald, and Uhland areas. Austin's surrounding areas is where tremendous growth has occurred and where future growth is predicted. Interstate 35 runs through the center of this zip code.

While there are no Endodontists (that we can see) in this zip code, there are a few surrounding the area of Austin which is typical for this part of Texas. Parkside Specialty Endo is a popular choice in this area, though the ratio of General Dentists to Endo in this area is very favorable.

As far as practice placement, we like the area near the corner of SR 1626 and SR 171. This is an area that is near primary traffic areas and should provide easy access to the local potential patient-base.

### **78610 - Buda**

This area has gained 30.87% during 2010-2017. The U.S. Census Bureau estimates the immediate area will continue to grow at a rate of 5.24% by the year 2022.

The Zip Code has a population of 32,281 with 5 general dentists and 0 Endodontists. This area should be an excellent area for professional referrals.

The Age Characteristics tell us that there is a significant population of 45 to 64 year olds (8,580) in this Zip Code.

The income statistics show that the Median Household Income for the target Zip Code is \$100,934 which is greater in number in comparison to Hays County's average with at \$55,322.

The Median Age of 34.6 with an average household size of 3.2. These residents have average assets are households with teenaged children (or they are recent empty nesters). These residents tend to be mostly professionals with some college graduates. The area is primarily English speaking and are a mix of Home-Owners and home Home-Renters.

This area is south of Austin covering the Buda, Creedmoor, and Mustang Ridge areas. Austin's surrounding areas is where tremendous growth has occurred and where future growth is predicted. Interstate 35 runs through the center of this zip code.

While there are no Endodontists (that we can see) in this zip code, there are a few surrounding the area of Austin which is typical for this part of Texas. Parkside Specialty Endo is a popular choice in this area, though the ratio of General Dentists to Endo in this area is very favorable.

As far as practice placement, we like the area near main street in Buda as it provides easy access for the surround areas with the Interstate close-by. We believe that if the doctor did a good job building relationships with the general dental community, they may be able to pull some patients from the south Austin area.

### **78702 - Austin**

This area has gained 16.84% during 2010-2017. The U.S. Census Bureau estimates the immediate area will continue to grow at a rate of 4.96% by the year 2022.

The Zip Code has a population of 24,602 with 11 general dentists and 0 Endodontists. This area should be an excellent area for professional referrals.

The Age Characteristics tell us that there is a significant population of 45 to 64 year olds (4,814) in this Zip Code.

The income statistics show that the Median Household Income for the target Zip Code is \$43,038 which is lower in number in comparison to Travis County's average with at \$64,442.

The Median Age of 33.0 with an average household size of 2.6. These residents have below-average assets are households with teenaged children (or they are recent empty nesters). These residents tend to be a mix of blue-collar and professionals with some college graduates. The area is primarily English speaking and are a mix of Home-Owners and home Home-Renters.

This area covers the Chestnut, East Austin, Central East Austin, Holly, and Govalle neighborhoods. This is an area that is land-locked so there is not as much growth happening here. However, due to residential churn, there are new families moving into the area. The area historically has had lower income thus a bit of reputation for the rest of Austin. That should be taken into account when placing a practice here.

While there are no Endodontists (that we can see) in this zip code, there are a few surrounding the area of Austin which is typical for this part of Texas. Austin Endodontics is nearby.

As far as practice placement, doctors in this area are clustered near East 7<sup>th</sup> Street or East Cesar Chavez Street. We would recommend the practice be in an area with other medical/dental practices.



### **78620 – Dripping Springs**

This area has gained 33.15% during 2010-2017. The U.S. Census Bureau estimates the immediate area will continue to grow at a rate of 5.17% by the year 2022.

The Zip Code has a population of 17,477 with 7 general dentists and 0 Endodontists. This area should be an excellent area for professional referrals.

The Age Characteristics tell us that there is a significant population of 45 to 64 year olds (6,286) in this Zip Code.

The income statistics show that the Median Household Income for the target Zip Code is \$115,355 which is greater in number in comparison to Hays County's average with at \$55,322.

The Median Age of 44.0 with an average household size of 2.9. These residents have average assets are households with teenaged children (or they are recent empty nesters). These residents tend to be mostly professionals with some college graduates. The area is primarily English speaking and are a mix of Home-Owners and home Home-Renters.

This area is west of Austin covering Dripping Springs and the housing along East Highway 290. This area is trending a little older, higher income, and is gaining a reputation and the 'place to be outside of Austin proper.

Lakeway Endodontics is listed as the primary Endodontist for this area (though in in this zip code). There are a few general practices that have endodontics listed as as search keyword, though we would doubt that they could compete with a primary endodontic specialist.

As far as practice placement, we would stay in an convenient and visbile area along Hwy 290. The further you get from Austin, the less population and opportunity you will have for reaching potential patients as many in Austin still view this area as 'out of the way'.

### **78723 - Austin**

This area has gained 17.75% during 2010-2017. The U.S. Census Bureau estimates the immediate area will continue to grow at a rate of 5.13% by the year 2022.

The Zip Code has a population of 32,718 with 4 general dentists and 0 Endodontists. This area should be an excellent area for professional referrals.

The Age Characteristics tell us that there is a significant population of 45 to 64 year olds (6,911) in this Zip Code.

The income statistics show that the Median Household Income for the target Zip Code is \$54,512 which is lower in number in comparison to Travis County's average with at \$64,442.

The Median Age of 32.9 with an average household size of 2.7. These residents have below-average assets are households with teenaged children (or they are recent empty nesters). These residents tend to be a mix of blue-collar and professionals with some college graduates. The area is primarily English speaking and are a mix of Home-Owners and home Home-Renters.

This area covers the Windsor Park, University Hills, Rathgeber Village, and Meller Tower neighborhoods. This area is flanked by Interstate 35 to the west and Ed Bluestein Blvd to the east.

Dr. Jason Duggan is the closest Endodontist to this area (not in the zip code). He has a solid reputation and is likely where most the general dentist are referring currently.

As far as practice placement, we would look at the area near Mueller Blvd and East 51<sup>st</sup> as this is an area of strong medical presence. Yes, there area many here that are focused on Pediatrics, we think the visibility of medical/dental in this area may be helpful.

### **78602 – Bastrop**

This area has gained 12.45% during 2010-2017. The U.S. Census Bureau estimates the immediate area will continue to grow at a rate of 4.06% by the year 2022.

The Zip Code has a population of 28,740 with 9 general dentists and 0 Endodontists. This area should be an excellent area for professional referrals.

The Age Characteristics tell us that there is a significant population of 45 to 64 year olds (8,507) in this Zip Code.

The income statistics show that the Median Household Income for the target Zip Code is \$69,636 which is greater in number in comparison to Bastrop County's average with at \$55,808.

The Median Age of 40.3 with an average household size of 2.8. These residents have average assets are households with teenaged children (or they are recent empty nesters). These residents tend to be a mix of blue-collar and professionals with some college graduates. The area is primarily English speaking and are a mix of Home-Owners and home Home-Renters.

This area covers the Bastrop, Sayersville, Uteley, Camp Swift, Clearview, Alum Creek, and Circle D-KC Estates.

The top listing for an endodontist in this area is Endodontic Associates of Austin, which is nowhere near the Bastrop area. This shows us that there is potential as long as the doctor feels the market size is acceptable. We generally like to see closer to 10,000 age-targeted adults for an area with this much separation from the city center.

As far as practice placement, we would look at Chestnut road in Bastrop as it will provide the best access to the highest population possible.

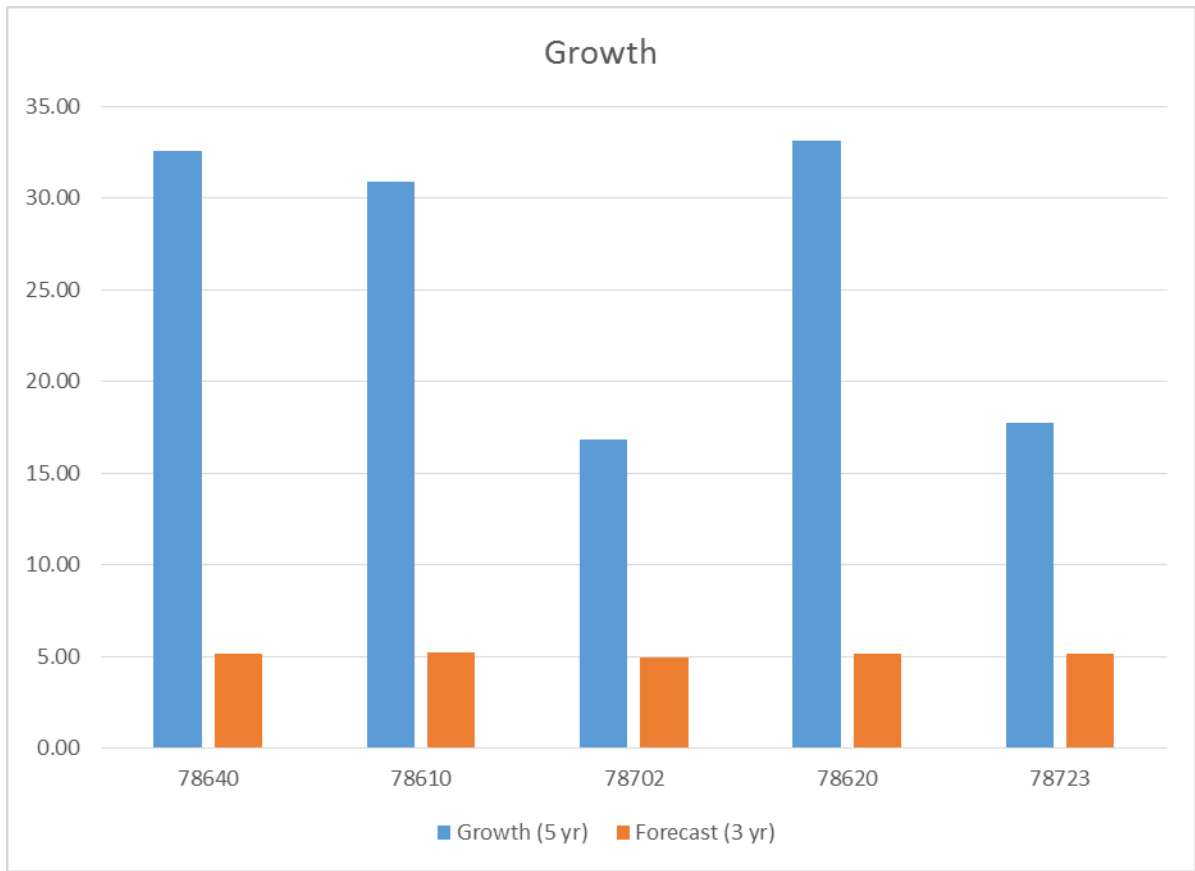
# Population Information

The chart below shows the history, present situation, and projected growth of the population in each of the areas under consideration. The first bar (dark blue) represents the 1990 Census statistics for that Zip Code. The next bar (burgundy) shows the 2000 Census data. The next bar (green) is the 2010 Census figure. The purple bar represents the 2016 U.S. Census adjusted figure. The last bar (yellow) is a projection of the 2021 population figure. The amount of difference between the give bars shows the rate of growth in population of the area. The larger the difference, the greater the growth.

It is not always important to be located in the Zip Code with the largest population. In fact, it is not unusual to find the largest population is also the most “densely populated” location. As a rule, this also has the effect of being the lowest socio-economic area in the region. What is important is ACCESS to the large population. Whenever one is considering a startup practice growth will be the most important single statistic to consider.

Zip Code	White	Black	Asian	Am. Indian	Other	2 or More	Hispanic	White Non
78640	42257	2691	569	431	8389	2147	30539	22291
78610	26164	992	333	218	3577	997	14279	16369
78702	13748	4628	282	430	4552	962	13451	5971
78620	16085	110	171	90	605	416	2420	14473
78723	16888	8232	667	428	5037	1466	14070	9398
78602	21391	2730	337	344	3077	861	8144	16699

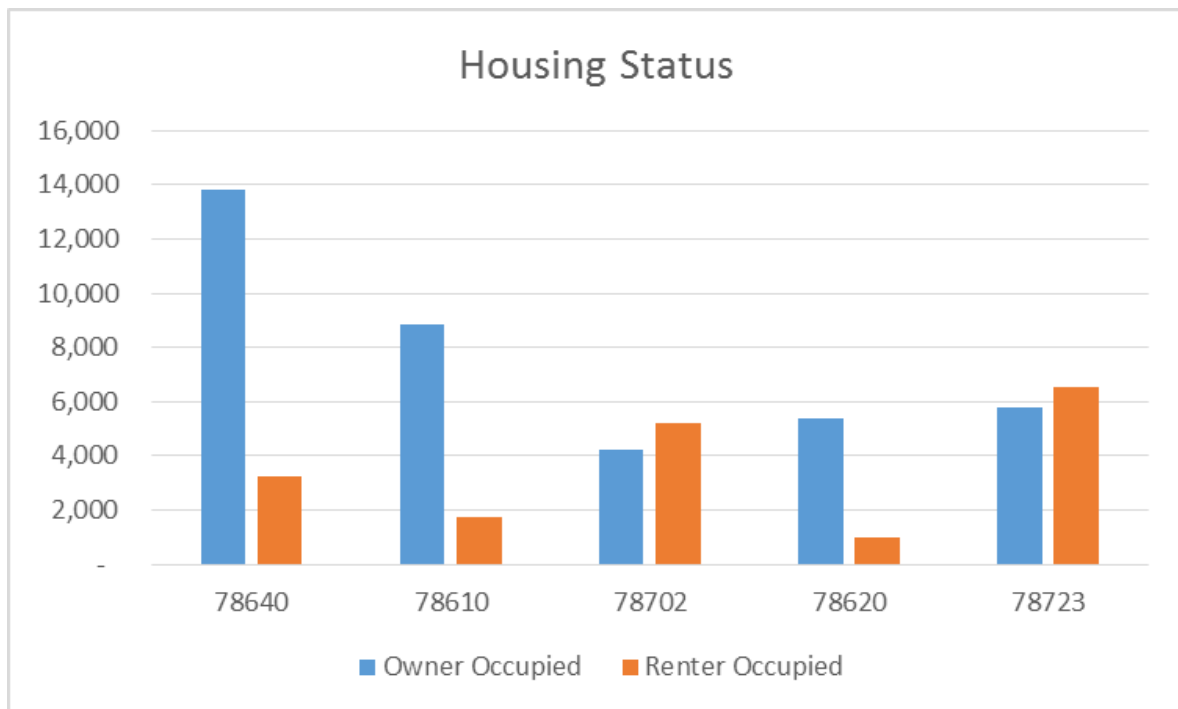
Zip Code	Growth (%)	Forecast (3 yr)
78640	32.56	5.16
78610	30.87	5.24
78702	16.84	4.96
78620	33.15	5.17
78723	17.75	5.13
78602	12.45	4.06



# Housing Information

Housing status is important to note, especially when considering how to market a practice. Marketing is almost always based upon Households rather than Population. A population that has more renters will require more marketing dollars spent on a consistent basis.

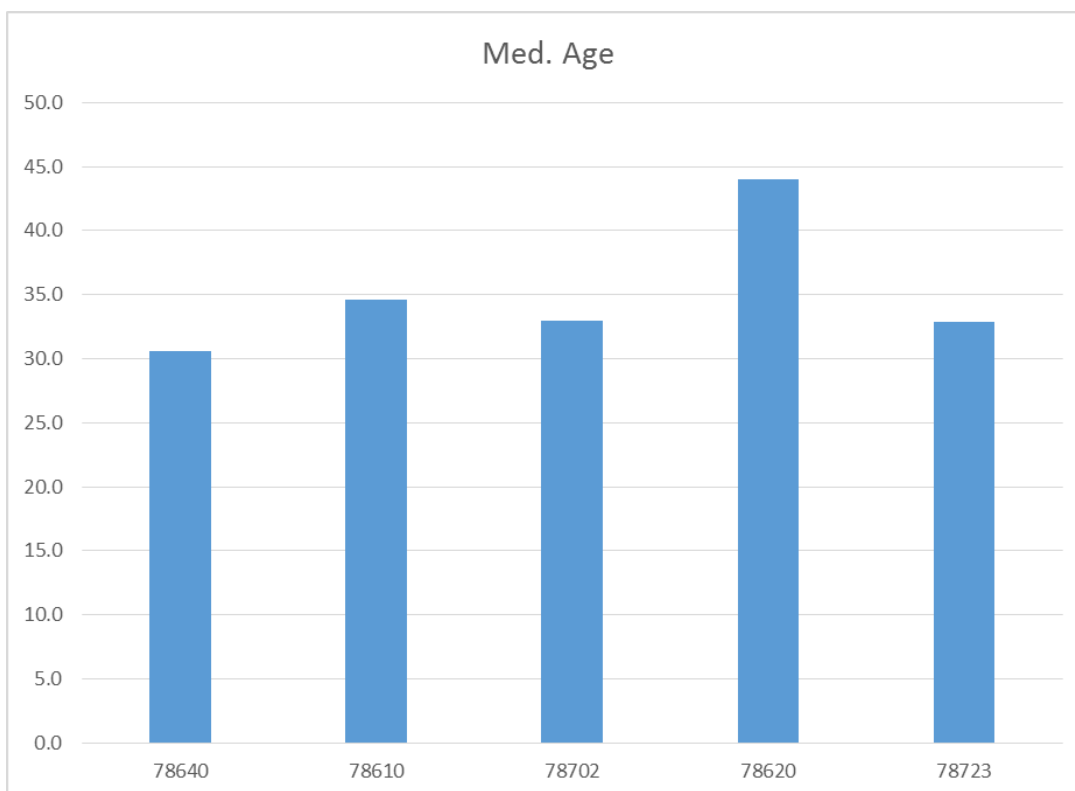
Zip Code	Owner Occupied	Renter Occupied
78640	13841	3224
78610	8869	1721
78702	4223	5197
78620	5370	967
78723	5804	6559
78602	7429	2748



## Age Information

We have found that Age is a statistic that often predicts medical need. The Age Distribution Chart shows what percentage of the population in any Zip Code falls within a given age group. The Median Age is used to look at the area as a whole. Medians reflect the top of the “Bell Curve”.

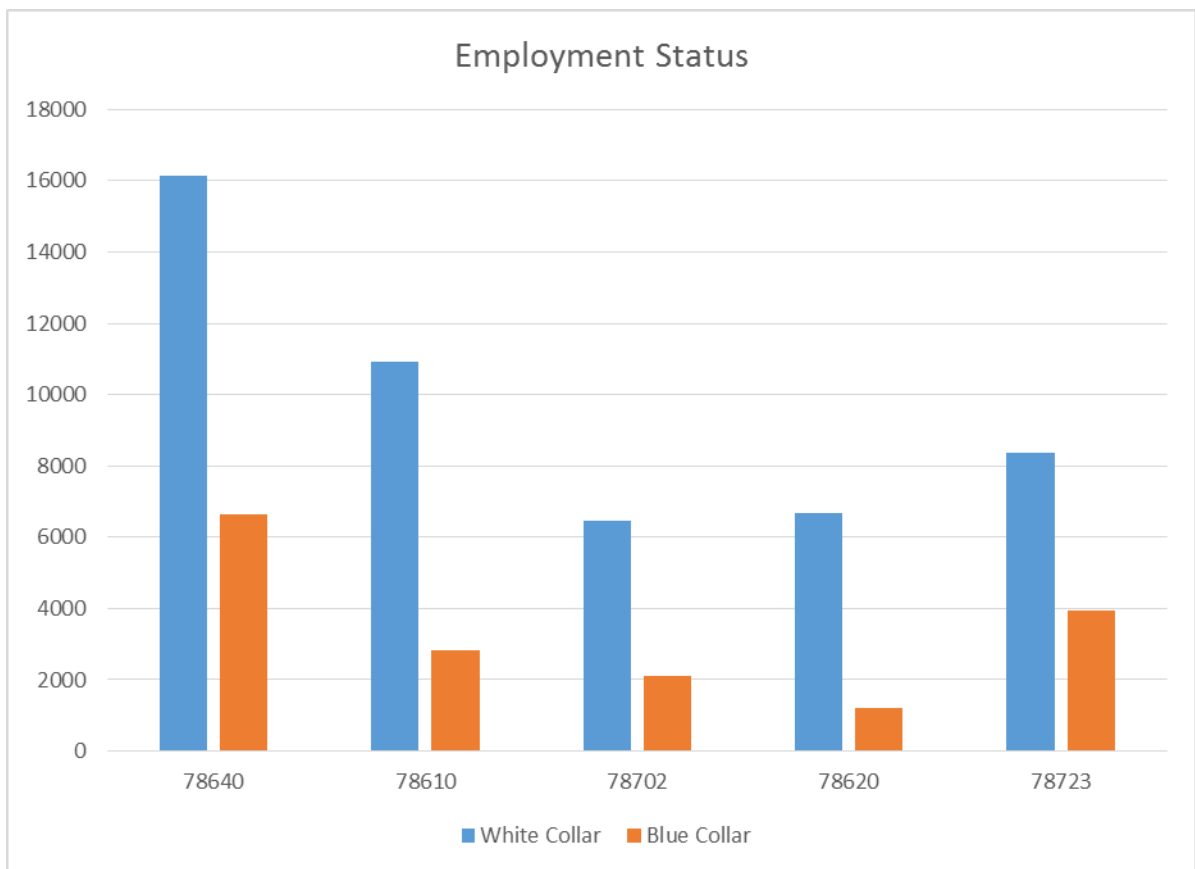
Zip Code	Av. HH Size	Med. Age
78640	3.5	30.6
78610	3.2	34.6
78702	2.6	33.0
78620	2.9	44.0
78723	2.7	32.9
78602	2.8	40.3



# Employment Information

The Total Employees by Place of Work shows the total number of people employed in any given area. The top chart reflects the total number of people employed while the bottom chart shows the TYPE of position they hold.

Zip Code	White Collar	Blue Collar
78640	16154	6632
78610	10925	2844
78702	6452	2116
78620	6659	1199
78723	8351	3955
78602	7629	2544





# Income Information

There are several ways we look at income statistics. The Median versus Average Household Income often shows how homogeneous versus heterogeneous an area might be. When there is a significant difference between the two figures, it usually means that there is a pocket of significant wealth or poverty. The Income Breakout is useful to see what percentage of households make a particular income per year.

Zip Code	Med. HH Inc.	Av. HH Inc.	Per Cap Inc.
78640	84037	93571	28494
78610	100934	114825	37933
78702	43038	60812	23952
78620	115355	137346	49912
78723	54512	72312	27737
78602	69636	88515	33363



# Language Information

Zip Code	English	Spanish	Indo Euro	Asian	Other
78640	33524	17131	333	342	15
78610	22216	7129	302	103	0
78702	12978	9327	338	241	42
78620	15032	1381	153	15	24
78723	16981	12191	400	258	246
78602	22389	4194	219	208	78

# Maps

On the following pages are the maps of the top five Zip Codes that match the criteria you have presented. The “Centroid” of the Zip Code appears in the middle. We have attempted to include all relevant information for you to have a “feel” for the location including major roads, communities, and points-of-interest.

We want to remind the reader that when an intersection is indicated, we really want to suggest that being near this intersection is what is important, not being “at” this exact site.

We do not place markers for those cross streets we recommend. Most of these locations are recommendation and we do not know if there are commercial properties available in these locations.

Please note, not all practice listings are reported accurately , yet this will give the Client an idea of the area.

# Map: Zip Code 78640

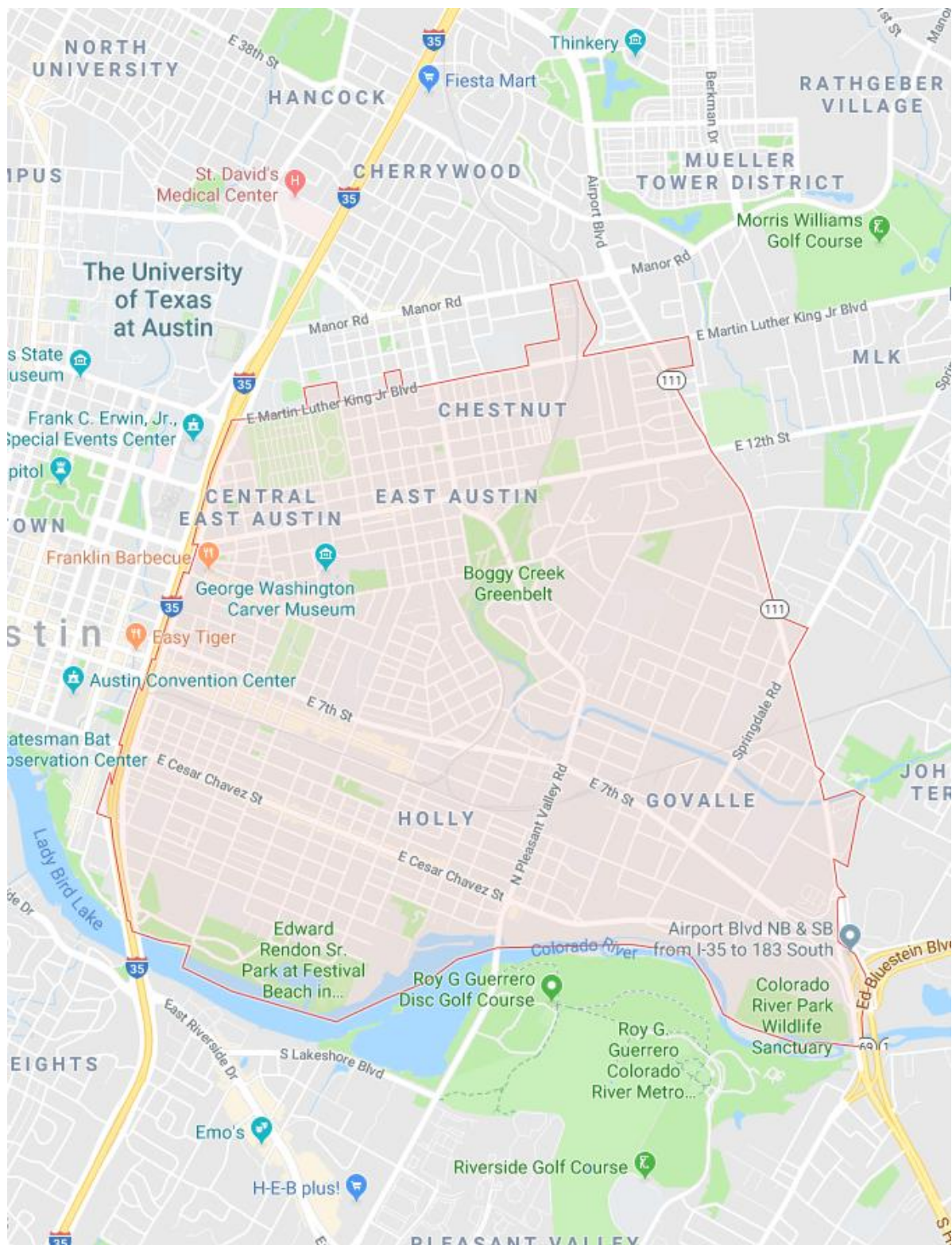


# Map: Zip Code 78610





# Map: Zip Code 78702

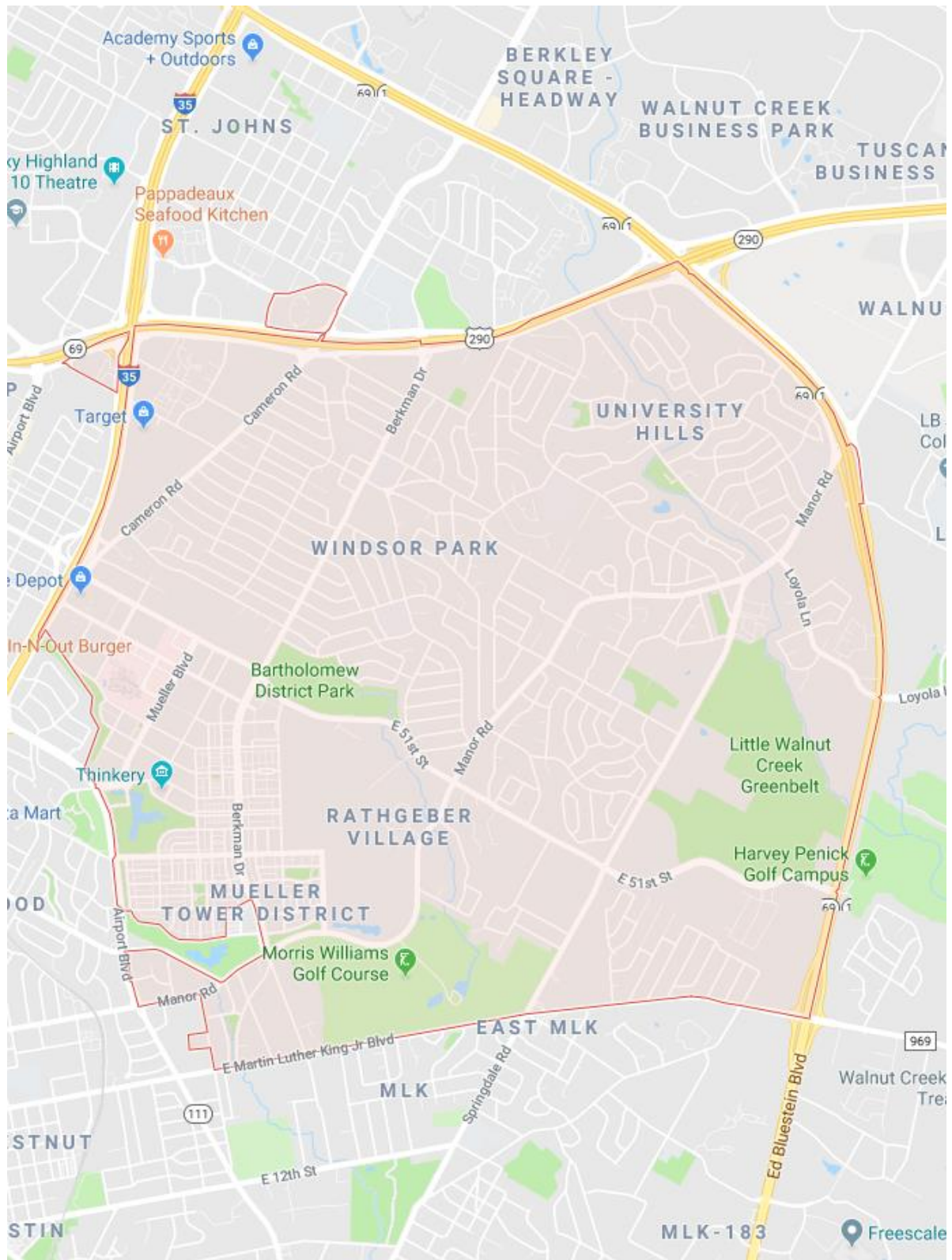


# Map: Zip Code 78620





# Map: Zip Code 78723





# Map: Zip Code 78602



# Technical Notes

## About Zip Codes and Census Geography

In developing this software, our data vendors have used the results from the 2017 Census update and it is important for the data user to understand the limitations of this product, since different applications require different levels of boundary and data accuracy. Census geography and United States Postal Service (USPS) geography cannot be linked easily. In practice, Zone Improvement Plan (ZIP) Codes are more accurately represented as an open network of lines interspersed with points. Any attempt to create Zip Codes areas requires interpretation and adjustment.

Tabulating Zip Code statistics to geographic areas replaces the 1980 census methodology of tabulating Zip Code statistics based on the mailing address associated with each census questionnaire. The Zip Code delineations in Summary Tape File (STF) 3B Zip Code/Block Equivalency (Equivalency) file are the product of Geographic Data Technology of Lyme, New Hampshire and represent this commercial vendors interpretation of the relationship of Zip Codes to 1990 Census block numbers. The particular model and methodology used to create this file are one of many possible approaches. There are no "Post Office Box Only" Zip Codes included in this file.

These Zip Code areas are for statistical purposes only. Zip Code boundaries typically follow property lines rather than the center lines of streets. For this reason, they do not coincide with census block boundaries. Data users should be aware of this inherent limitation in the Zip Code tabulations caused by including whole census blocks in a Zip Code when only some of the housing units are served by that Zip Code. Therefore, some housing units will not be allocated to their true USPS Zip Code. Unlike census geographic areas, which change only once in every ten years, the USPS can (and does) change Zip Codes at any time.