



Bizminer© 2020

# Industry Market Report

NAICS [332410]

Power Boiler and Heat Exchanger Manufacturing

Tulsa OK Metro Area

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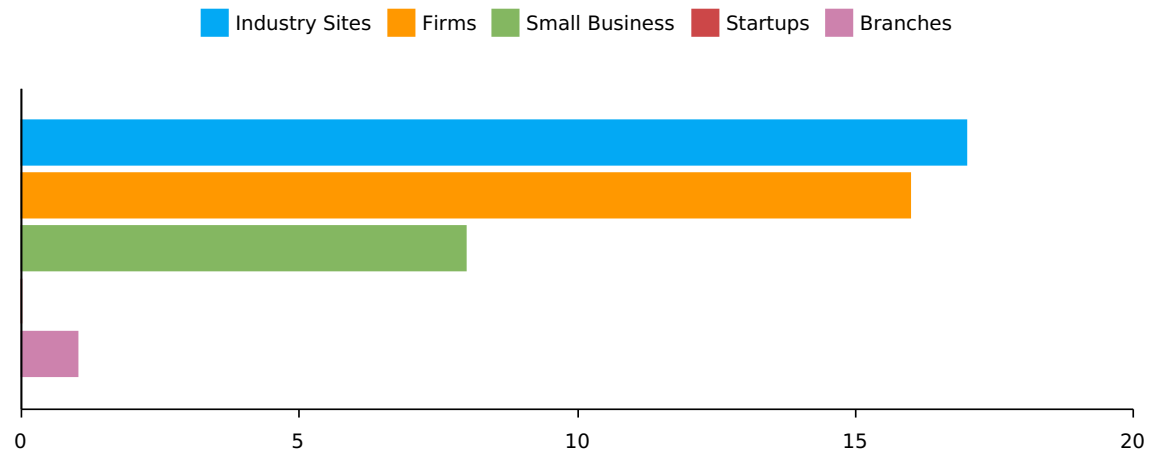
**ABOUT THE DATA**

# COMPETITORS

How many industry competitors are in this market? This section analyzes the industry population in your market area. Total industry sites are the sum of firms plus branches. Small businesses are single firms within 25 employees or less. Startups have been in operation for less than two years.

| Industry Market Area Operations |      |      |      |              |
|---------------------------------|------|------|------|--------------|
|                                 | 2017 | 2018 | 2019 | May-2020 TTM |
| Industry Sites                  | 21   | 21   | 17   | 17           |
| Firms                           | 17   | 17   | 17   | 16           |
| Small Business                  | 9    | 9    | 9    | 8            |
| Startups                        | 1    | 0    | 0    | 0            |
| Branches                        | 4    | 4    | 0    | 1            |

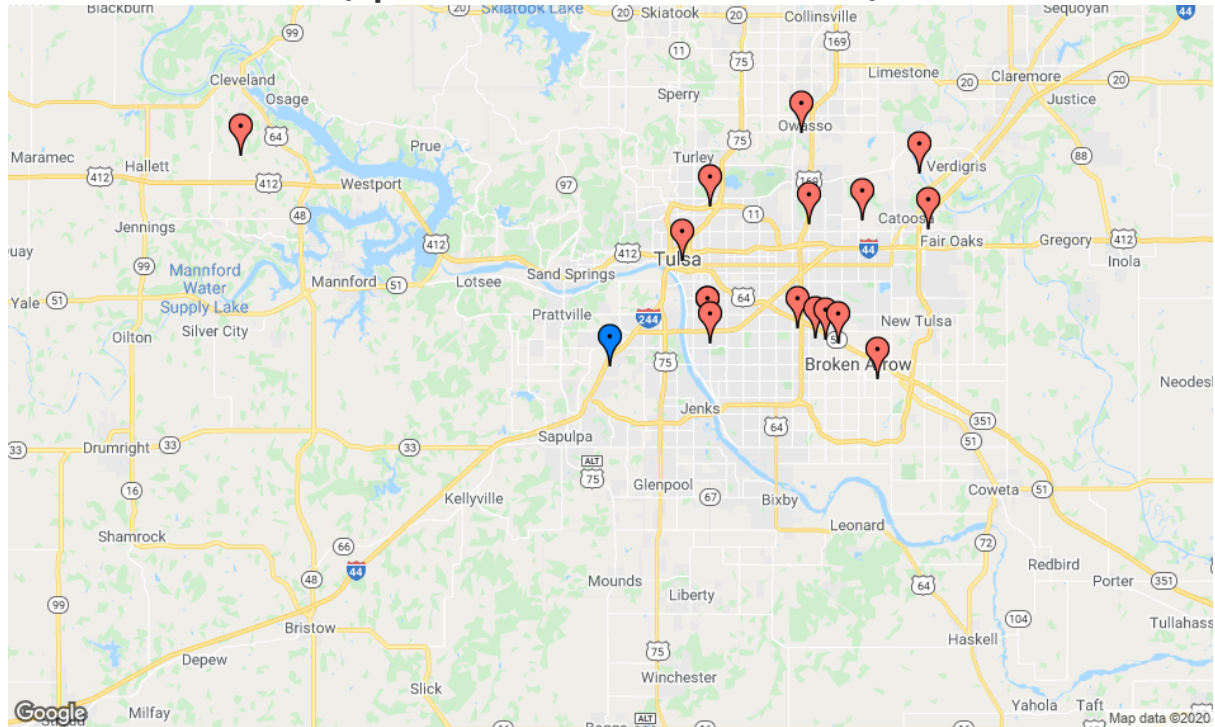
### May-2020 Industry Market Area Operations



# COMPETITOR MAP

The map displays up to 250 competitors closest to the market center-point in the selected industry market. Data tables, charts and associated business contact lists linked to this report include all competitors in the selected industry market area, not only those which are represented on the map.

## May-2020 Industry Market Area Operations (up to 250 closest in market area)



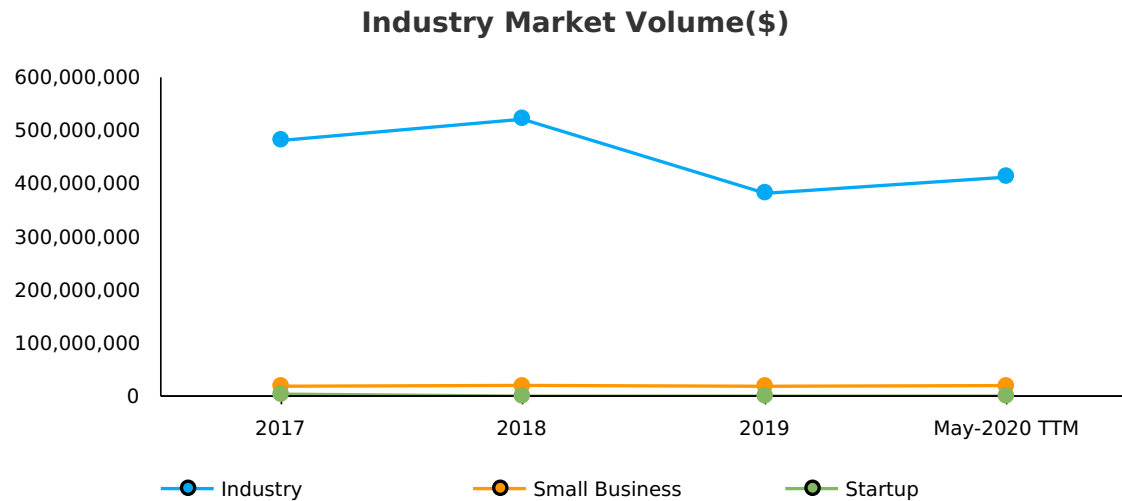
# MARKET VOLUME

What is the total size of the industry market? How much is captured by small businesses and startups?

Industry Market Volume represents sales of all industry operations in the area. Small Business Market Volume represents only those firms with fewer than 25 employees. Startup volume is calculated for firms in operation for less than two years.

Market volume and average firm sales calculations are developed with firm-level data which is integrated with BizMiner's internally generated Sales per Employee projections. SPE data is both industry- and location-specific, and is updated monthly by the application of US Census data and five industry and consumer price and productivity indices from the Bureau of Labor Statistics and other federal agencies.

| Industry Market Volume (\$) |             |             |             |              |
|-----------------------------|-------------|-------------|-------------|--------------|
|                             | 2017        | 2018        | 2019        | May-2020 TTM |
| Industry                    | 481,145,595 | 521,093,755 | 381,657,642 | 412,075,040  |
| Small Business              | 18,577,050  | 20,119,450  | 18,509,100  | 19,811,300   |
| Startup                     | 3,715,410   | 0           | 0           | 0            |



# MARKET SHARE

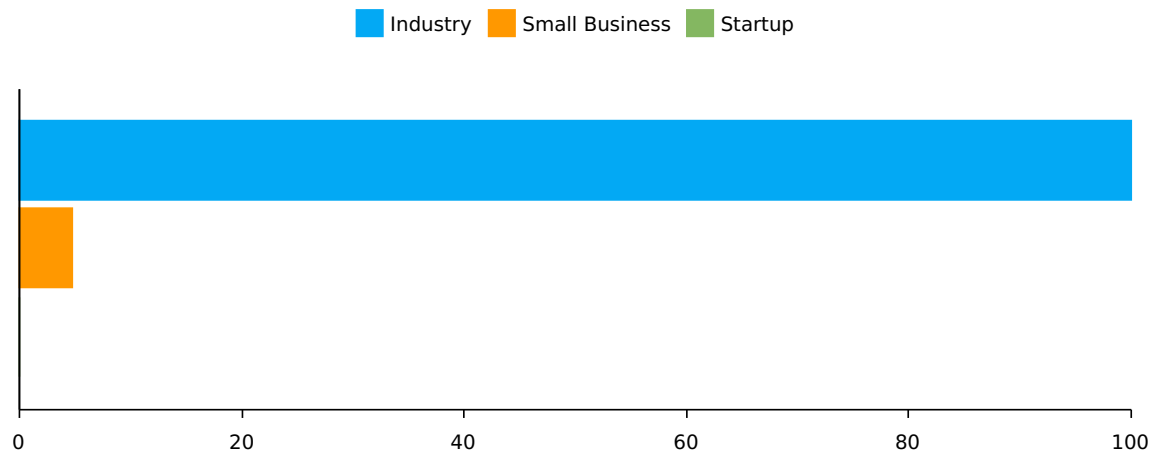
What is the small business share of total industry market? What portion is held by startups? And (if you made the necessary input) by your firm? Shares are expressed as a percent of the total.

The small business market share represents only those firms fewer than 25 employees. Startup market share is calculated for firms which have been in operation for less than two years.

Market volume and average firm sales calculations are developed with firm-level data which is integrated with BizMiner's internally generated Sales per Employee projections. SPE data is both industry- and location-specific, and is updated monthly by the application of US Census data and five industry and consumer price and productivity indices from the Bureau of Labor Statistics and other federal agencies.

| Industry Market Share (%) |        |        |        |              |
|---------------------------|--------|--------|--------|--------------|
|                           | 2017   | 2018   | 2019   | May-2020 TTM |
| Industry                  | 100.00 | 100.00 | 100.00 | 100.00       |
| Small Business            | 3.86   | 3.86   | 4.85   | 4.81         |
| Startup                   | 0.77   | 0.00   | 0.00   | 0.00         |

May-2020 Industry Market Share (%)



# ANNUAL AVERAGE SALES

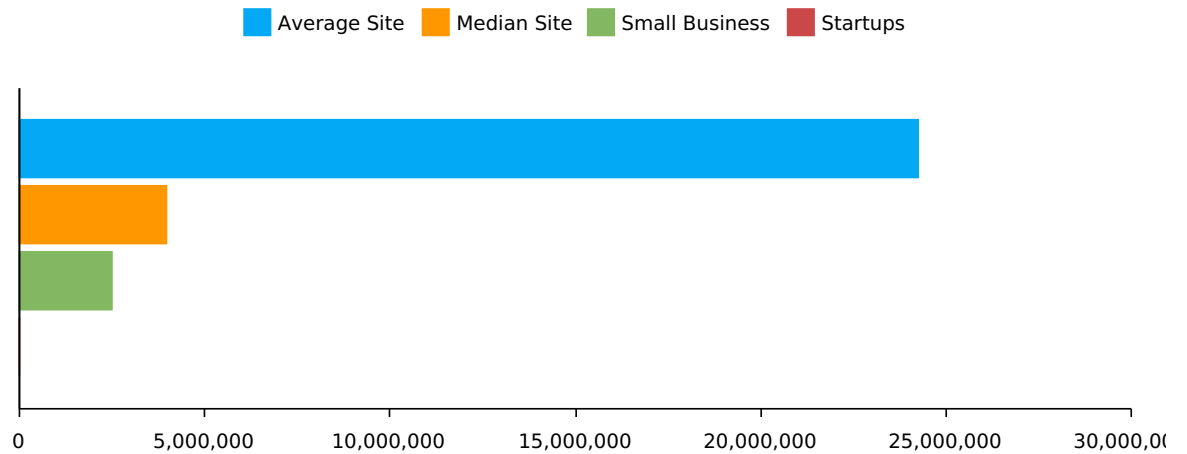
What are the average annual sales of all industry sites, small businesses and startups in this market? Median sales are also displayed to avoid distortion of averages by unusually large firms. If you made the necessary inputs, your firm sales are benchmarked.

Small business sales represent firms with <25 employees. Startup sales are calculated for firms in operation for less than two years.

Market volume and average firm sales calculations are developed with firm-level data which is integrated with BizMiner’s internally generated Sales per Employee projections. SPE data is both industry- and location-specific, and is updated monthly by the application of US Census data and five industry and consumer price and productivity indices from the Bureau of Labor Statistics and other federal agencies.

| Average Annual Sales (\$) |            |            |            |              |                                 |
|---------------------------|------------|------------|------------|--------------|---------------------------------|
|                           | 2017       | 2018       | 2019       | May-2020 TTM | % Change:<br>2019 to Mar-20 TTM |
| Average Site              | 22,911,695 | 24,813,988 | 22,450,450 | 24,239,708   | 7.97                            |
| Median Site               | 4,086,951  | 4,426,279  | 4,072,002  | 3,962,260    | -2.70                           |
| Small Business            | 2,064,117  | 2,235,494  | 2,056,567  | 2,476,413    | 20.41                           |
| Startups                  | 3,715,410  | 0          | 0          | 0            | 0                               |

## May-2020 Average Annual Sales (\$)



# ANNUAL SALES: RANK

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How do your sales rank among the competition?  
This section shows the answer in three ways.

Your absolute sales rank is shown in “x of x”  
format.

Your percentile rank calculates the percentage of  
competitors with sales that fall below yours.

Your variance from median indicates the  
percentage level of your annual sales relative to  
median sales- the level at which the number of  
operations above and below is the same.

Sales rank calculations require information about your firm to proceed. Please visit the Inputs Page to enable Sales Rank metrics.



# COVID IMPACT

Bizminer reports now adjust our raw data to better reflect the most recent changes in local and national industry markets. We accomplish this by integrating additional Census Bureau data with our proprietary content, allowing us to accelerate and refine month-to-month trends. Our content displays the new data in three ways:

- \* Our employment data is adjusted to better reflect the most recent realities at local and national levels
- \* Updates of industry market sales averages and total market volume are accelerated by one month and renamed as Trailing Twelve Month (TTM) values
- \* New content will display monthly (not annual) industry sales and employment from year-end 2019 through both Preliminary Update and Advance Projection months.

These enhanced protocols will be most obvious in our Industry Market Trend series, including a new "Monthly Change" tab in each report. Similarly, snapshot reports like the SWOT-XPRESS, Competitive Market Narrative and Company Insight series will reflect our new update protocols and add content for Preliminary Update and Advance months.

Shorter projections are more detailed and accurate than longer-term projections. Preliminary Update data is calculated on a more accurate and detailed basis than the Advance Projection month, which will adjust as it moves to "update month" status the following month. Interpret and utilize this content accordingly.

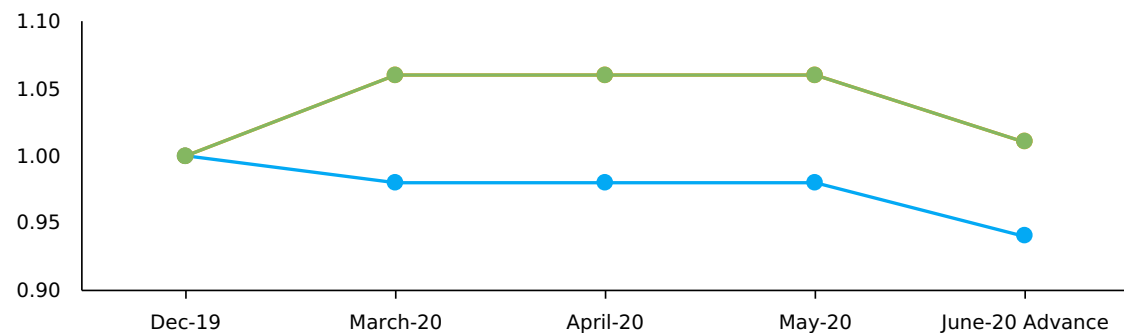
## Month-to-Month Employment-Sales

|                                | Dec-19     | March-20   | April-20   | May-20     | June-20 Advance |
|--------------------------------|------------|------------|------------|------------|-----------------|
| Employment                     | 1,031      | 1,015      | 1,015      | 1,015      | 964             |
| Monthly Industry Market Volume | 31,804,763 | 33,724,305 | 33,724,342 | 33,724,387 | 32,023,108      |
| Average Monthly Site Sales     | 1,870,868  | 1,983,783  | 1,983,785  | 1,983,787  | 1,883,712       |

## % Change from Dec-19

|                                |  | March-20 | April-20 | May-20 | June-20 Advance |
|--------------------------------|--|----------|----------|--------|-----------------|
| Employment                     |  | -1.56%   | -1.56%   | -1.56% | -6.52%          |
| Monthly Industry Market Volume |  | 6.04%    | 6.04%    | 6.04%  | 0.69%           |
| Average Monthly Site Sales     |  | 6.04%    | 6.04%    | 6.04%  | 0.69%           |

Monthly Change Index (Dec-19=1.00)



● Employment  
● Average Monthly Site Sales

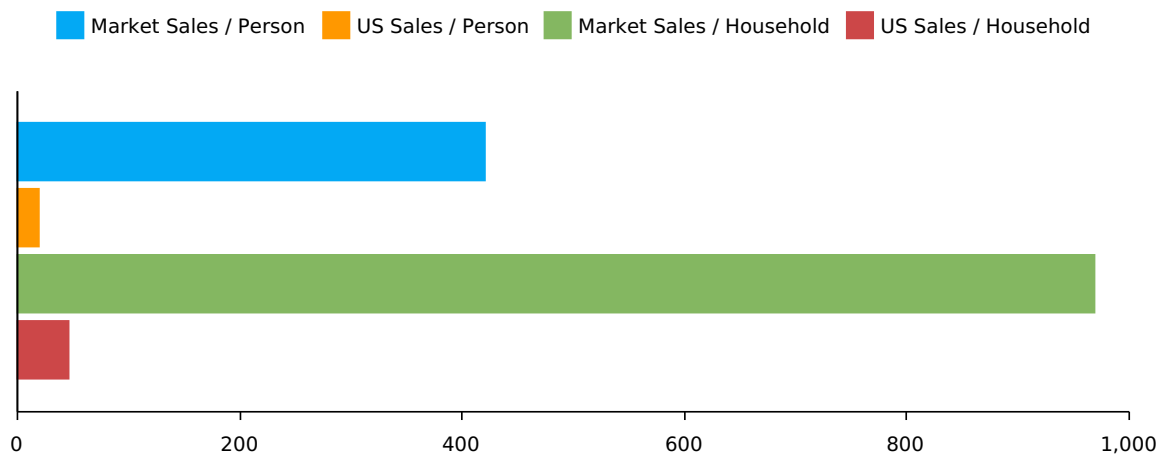
● Monthly Industry Market Volume

# MARKET PENETRATION

Is your industry market saturated or under-served? Whether sales per person, per household or per area business operation metrics are most appropriate to your industry, our “Sales Per” metrics offer an insight into whether your market area is outperforming or underperforming national levels. Although all three metrics are presented, only one or two may be relevant to your industry. For example, retail sales will find local-national Sales per Person and Sales per Household comparisons useful, while wholesalers may rely more on Business Site metrics. Note: The Sales per business Site measure is not displayed here but can be found in your IMR File-2, and may be more relevant for specific types of (especially B2B businesses).

| Market Penetration (\$)  |       |       |      |              |
|--------------------------|-------|-------|------|--------------|
|                          | 2017  | 2018  | 2019 | May-2020 TTM |
| Market Sales / Person    | 492   | 533   | 390  | 421          |
| US Sales / Person        | 18    | 19    | 18   | 19           |
| Market Sales / Household | 1,150 | 1,236 | 898  | 969          |
| US Sales / Household     | 44    | 46    | 42   | 46           |

May-2020 Market Penetration (\$)



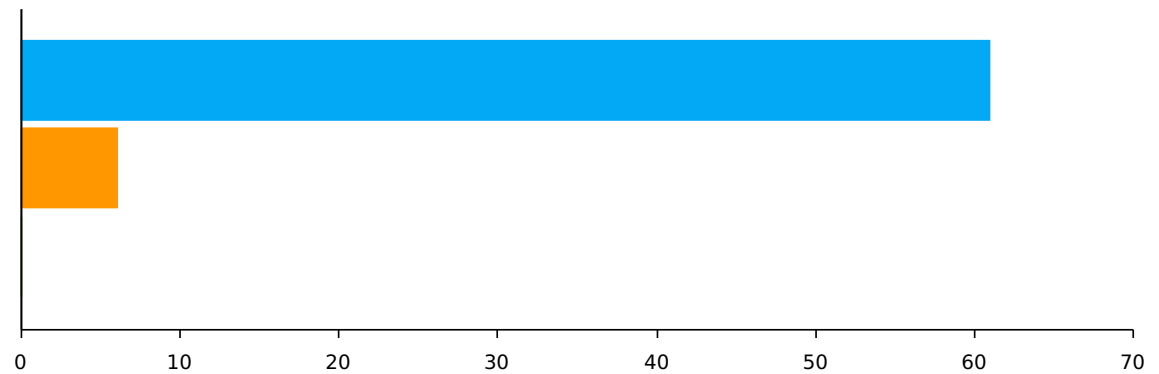
# EMPLOYMENT

How steady is industry employment? Does your firm employ more or less than the average in this industry market? This section reports on industry and small business employment. If you input employment history for your firm, it is benchmarked against the averages.

| Industry Employment    |       |       |       |              |
|------------------------|-------|-------|-------|--------------|
|                        | 2017  | 2018  | 2019  | May-2020 TTM |
| Industry Total         | 1,295 | 1,295 | 1,031 | 1,040        |
| Average Operation      | 62    | 62    | 61    | 61           |
| Average Small Business | 6     | 6     | 6     | 6            |
| Average Startups       | 10    | 0     | 0     | 0            |

## May-2020 Average Industry Employment

■ Average Operation ■ Average Small Business ■ Average Startups



# EMPLOYMENT BY SALES CLASSES

What is the employment structure in your industry market?

The Market Volume by Employment Class table displays the total market sales of industry sites in each bracket. Projected sales of operations for which sales cannot be ascertained (Unknown ) are noted in the column and are based on average industry site sales in the market area.

| Market Volume by Class (\$million) |            |              |            |         |       |
|------------------------------------|------------|--------------|------------|---------|-------|
|                                    | Small 1-24 | Medium 25-99 | Large 100+ | Unknown | Total |
| 2017                               | 25.3       | 114.7        | 341.1      | 0.0     | 481.1 |
| 2018                               | 27.4       | 124.3        | 369.4      | 0.0     | 521.1 |
| 2019                               | 18.5       | 97.4         | 265.8      | 0.0     | 381.7 |

| Percent Market Volume by Class |            |              |            |         |        |
|--------------------------------|------------|--------------|------------|---------|--------|
|                                | Small 1-24 | Medium 25-99 | Large 100+ | Unknown | Total  |
| 2017                           | 5.26       | 23.84        | 70.90      | 0.00    | 100.00 |
| 2018                           | 5.26       | 23.85        | 70.89      | 0.00    | 100.00 |
| 2019                           | 4.85       | 25.52        | 69.64      | 0.00    | 100.00 |

| Average Sales by Class (000) |            |              |            |         |          |
|------------------------------|------------|--------------|------------|---------|----------|
|                              | Small 1-24 | Medium 25-99 | Large 100+ | Unknown | Total    |
| 2017                         | 2,300.0    | 19,117.0     | 85,275.0   | 0.0     | 22,912.0 |
| 2018                         | 2,491.0    | 20,717.0     | 92,350.0   | 0.0     | 24,814.0 |
| 2019                         | 2,056.0    | 19,480.0     | 88,600.0   | 0.0     | 22,450.0 |

## EMPLOYMENT BY EMPLOYMENT CLASSES

The Establishments by Employment Class table displays the all market area industry operations. Projected employment of operations for which employment cannot be ascertained (Unknown) are based on average industry site employment in the market area.

| Establishments |            |              |            |         |       |
|----------------|------------|--------------|------------|---------|-------|
|                | Small 1-24 | Medium 25-99 | Large 100+ | Unknown | Total |
| 2017           | 11         | 6            | 4          | 0       | 21    |
| 2018           | 11         | 6            | 4          | 0       | 21    |
| 2019           | 9          | 5            | 3          | 0       | 17    |

| Total Employment |            |              |            |         |       |
|------------------|------------|--------------|------------|---------|-------|
|                  | Small 1-24 | Medium 25-99 | Large 100+ | Unknown | Total |
| 2017             | 68         | 309          | 918        | 0       | 1,295 |
| 2018             | 68         | 309          | 918        | 0       | 1,295 |
| 2019             | 50         | 263          | 718        | 0       | 1,031 |

| Average Employment |            |              |            |         |       |
|--------------------|------------|--------------|------------|---------|-------|
|                    | Small 1-24 | Medium 25-99 | Large 100+ | Unknown | Total |
| 2017               | 6          | 52           | 230        | 0       | 62    |
| 2018               | 6          | 52           | 230        | 0       | 62    |
| 2019               | 6          | 53           | 239        | 0       | 61    |

## PRODUCTIVITY: VALUES

Is your sales per employee efficiency measure above or below the US industry and market average? Sales per Employee levels are compared to your firm levels if you input both sales and employment for those years.

Average annual industry wages and rent per employee are displayed and benchmarked against your firm wage levels if they were input.

| Sales Per Employee (\$) |         |         |         |              |
|-------------------------|---------|---------|---------|--------------|
|                         | 2017    | 2018    | 2019    | May-2020 TTM |
| US                      | 317,408 | 343,761 | 316,246 | 338,496      |
| Market Area             | 371,541 | 402,389 | 370,182 | 396,226      |

| Average Annual Wage (\$) |        |        |        |              |
|--------------------------|--------|--------|--------|--------------|
|                          | 2017   | 2018   | 2019   | May-2020 TTM |
| US                       | 67,846 | 69,475 | 71,428 | 71,903       |
| Market Area              | 67,511 | 72,157 | 74,186 | 74,679       |

| Rent Per Employee (\$) |       |       |       |              |
|------------------------|-------|-------|-------|--------------|
|                        | 2017  | 2018  | 2019  | May-2020 TTM |
| US                     | 6,474 | 7,073 | 4,545 | 6,904        |
| Market Area            | 7,578 | 8,279 | 5,321 | 8,082        |

## PRODUCTIVITY: INDEX

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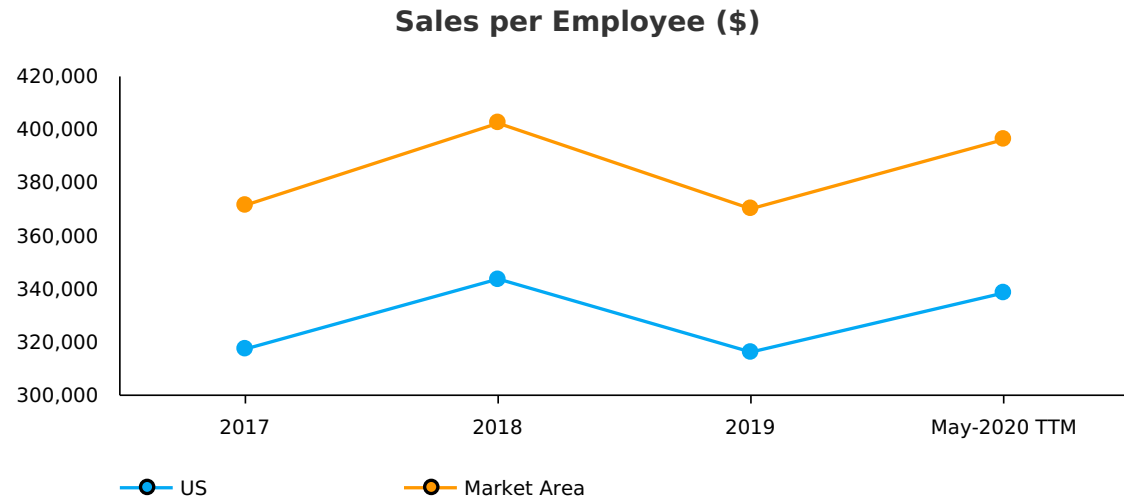
How much more or less efficient is your operation relative to the competition? The Sales per Employee Index expresses your firm's SPE as a percentage comparison to market and US levels where 100% reflects the same level. A zero per cent rating (+0%) indicates parity with the market benchmark.

The Efficiency Index divides sales per employee by average annual worker salary. Non-wage factors may also affect efficiency but are not represented by this index.

Productivity index calculations require information about your firm to proceed. Please visit the Inputs Page to enable Productivity Index metrics.

# PRODUCTIVITY: CHART

How much more or less efficient is your operation relative to the competition? The Sales per Employee Index expresses your firm's SPE as a percentage comparison to market and US levels where 100% reflects the same level.





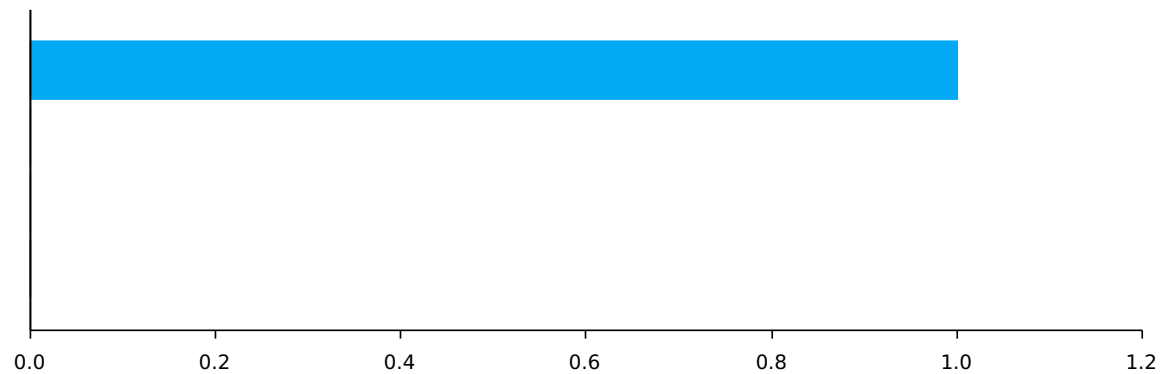
# STARTUPS: VALUES

How vigorous is entrepreneurship in your market area? In addition to displaying the market area startup population (two years or less), the table calculates average startup sales, which frequently diverge from the industry and small business average. Industry startup market share is also displayed.

| Startup Performance (Firms) |           |      |      |              |
|-----------------------------|-----------|------|------|--------------|
|                             | 2017      | 2018 | 2019 | May-2020 TTM |
| Population                  | 1         | 0    | 0    | 0            |
| Average Sales (\$)          | 3,715,410 | 0    | 0    | 0            |
| Market Volume (\$)          | 3,715,410 | 0    | 0    | 0            |
| Market Share (%)            | 0.77      | 0.00 | 0.00 | 0.00         |

## Industry Startups (<2 Years)

■ 2017 ■ 2018 ■ 2019 ■ May-2020 TTM



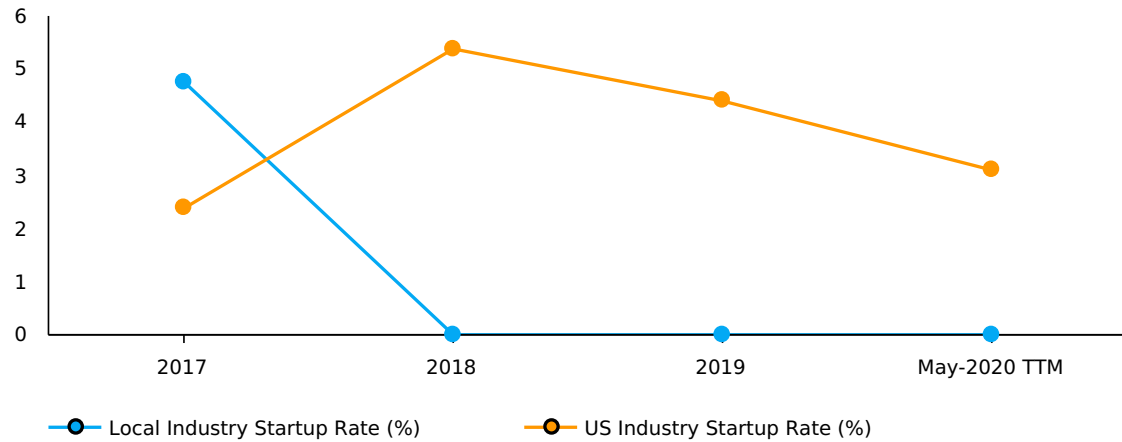
# STARTUP: INDEX

How does startup activity compare to the US industry benchmark?

Startup rates are calculated by dividing the number of industry market startups by the total number of operations for which an age is known. The Local startup index compares market area and national start rates, presenting them as a two decimal index where identical rates would be 1.00.

| Startup Activity Rates (Firms and Branches) |      |      |      |              |
|---|------|------|------|--------------|
|   | 2017 | 2018 | 2019 | May-2020 TTM |
| Local Industry Startup Rate (%)             | 4.76 | 0.00 | 0.00 | 0.00         |
| US Industry Startup Rate (%)                | 2.38 | 5.38 | 4.40 | 3.10         |
| Local Industry Startup Index (US=1.00)      | 2.00 | 0.00 | 0.00 | 0.00         |

Industry Startups (<2 Years)



# CESSATION RATES

Cessation rates track the experience of business establishments, firms, small businesses, branches and startups doing business at the start of the time series, and still in operation today.

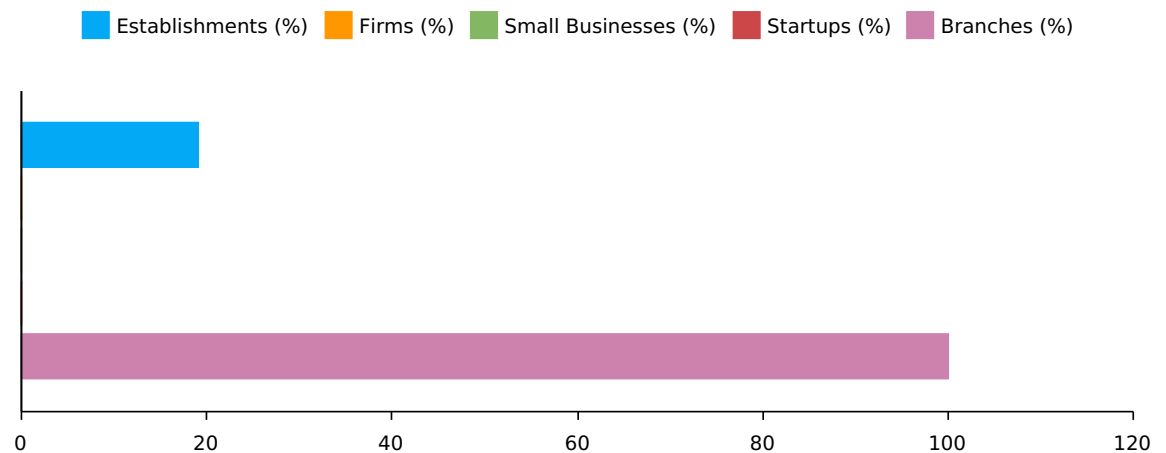
Firms which relocate but maintain independent operations are considered survivors if they do not move out of the jurisdiction being analyzed. Firms which become subsidiary locations, or whose location is terminated, are grouped with others which ceased operation. Any business entity which does not evidence ongoing operations (for example, by registering with government agencies, credit reporting services or business directories) is considered to have ceased viable operations and is classified in the "ceased operation" category.

Cessation rates occasionally reflect performance above 100% or below 0% due to business migration among industries (changes in primary business line) or (in the case of location-specific cessation rates) to business relocations. Migrants within a NAICS-2 industry sector are considered as survivors in the in-migrant classification.

## 2018-2019 Cessation Rates

|                      |        |
|----------------------|--------|
| Establishments (%)   | 19.05  |
| Firms (%)            | 0.00   |
| Small Businesses (%) | 0.00   |
| Startups (%)         | 0.00   |
| Branches (%)         | 100.00 |

## 2018-2019 Cessation Rates

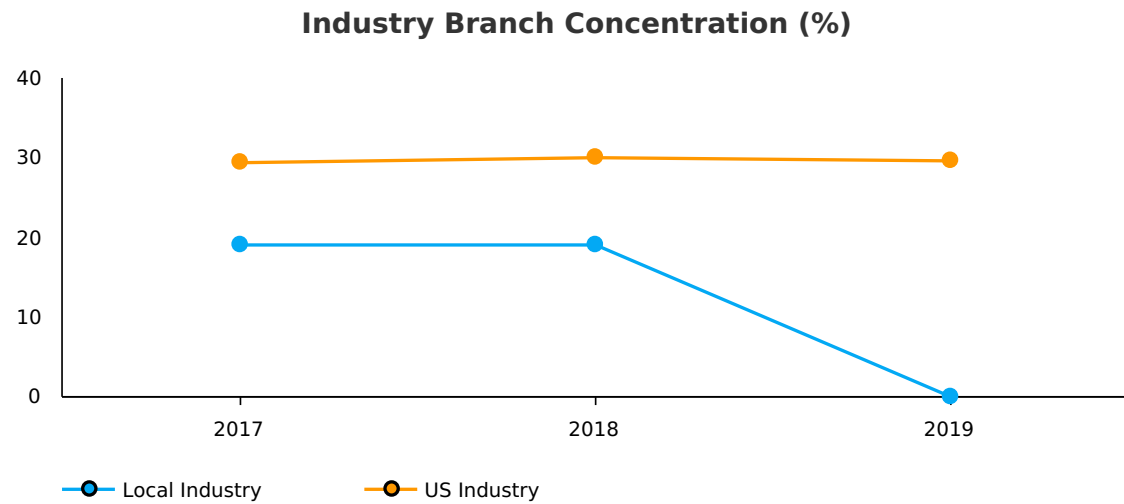


# OWNERSHIP

Is this industry becoming more subject to outside ownership decisions in your area? Are local entrepreneurs being squeezed out by franchises or branch operations?

This table shows the percentage of industry branch operations in the US and your market area as a barometer of relative consolidation trends. Increasing branch level may indicate pressure on area entrepreneurship.

| Industry Branch Concentration (%) |       |       |       |
|-----------------------------------|-------|-------|-------|
|                                   | 2017  | 2018  | 2019  |
| Local Industry                    | 19.05 | 19.05 | 0.00  |
| US Industry                       | 29.37 | 30.00 | 29.60 |



## DEMOGRAPHICS: TOTAL POPULATION & AGE

Population demographics are applied from the Census Bureau's American Community Survey. Data for zip-county-metro-state and US markets are applied directly. Demographic totals for radius-based markets are applied at the level of aggregated zip codes which are co-joined to the selected market radius. Elements of this data are also integrated into our Sales per Person and Sales per Household calculations displayed on the Penetration>Table tab.

| Total Population |         |         |
|------------------|---------|---------|
| Total population | 985,233 | 100.00% |
| Male             | 483,670 | 49.09%  |
| Female           | 501,563 | 50.91%  |

| Age           |         |        |
|---------------|---------|--------|
| 5-9 Years     | 68,229  | 6.93%  |
| 10-14 Years   | 69,377  | 7.04%  |
| 15-19 Years   | 64,891  | 6.59%  |
| 20-24 Years   | 62,876  | 6.38%  |
| 25-34 Years   | 135,837 | 13.79% |
| 35-44 Years   | 123,759 | 12.56% |
| 45-54 Years   | 122,018 | 12.38% |
| 55-59 Years   | 64,839  | 6.58%  |
| 60-64 Years   | 59,249  | 6.01%  |
| 65-74 Years   | 84,810  | 8.61%  |
| 75-84 Years   | 43,326  | 4.40%  |
| 85-plus Years | 16,752  | 1.70%  |
| Median Age    | 37      |        |

## DEMOGRAPHICS: RACE/ETHNICITY & EMPLOYMENT

Population demographics are applied from the Census Bureau's American Community Survey. Data for zip-county-metro-state and US markets are applied directly. Demographic totals for radius-based markets are applied at the level of aggregated zip codes which are co-joined to the selected market radius. Elements of this data are also integrated into our Sales per Person and Sales per Household calculations displayed on the Penetration>Table tab.

| Race/Ethnicity       |         |
|----------------------|---------|
| White                | 702,830 |
| Hispanic (all races) | 95,410  |
| African American     | 78,792  |
| Native American      | 70,732  |
| Asian                | 23,732  |
| 2-plus Races         | 80,536  |

| Employment                |         |         |
|---------------------------|---------|---------|
| Population: 16-plus Years | 766,512 | 100.00% |
| Labor force               | 491,020 | 64.06%  |
| Civilian Labor Force      | 490,509 | 63.99%  |
| Civilian employment       | 463,647 | 60.49%  |
| Unemployed                | 26,862  | 3.50%   |
| Work at Home              | 18,385  |         |
| Total Commuters           | 437,727 | 100.00% |
| Commute < 15 Minutes      | 126,728 | 28.95%  |
| Commute 15-29 Minutes     | 197,315 | 45.08%  |
| Commute 30-44 Minutes     | 79,403  | 18.14%  |
| Commute 45-89 Minutes     | 28,616  | 6.54%   |
| Commute > 90 Minutes      | 5,665   | 1.29%   |

## DEMOGRAPHICS: INCOME & EDUCATION

Population demographics are applied from the Census Bureau's American Community Survey. Data for zip-county-metro-state and US markets are applied directly. Demographic totals for radius-based markets are applied at the level of aggregated zip codes which are co-joined to the selected market radius. Elements of this data are also integrated into our Sales per Person and Sales per Household calculations displayed on the Penetration>Table tab.

| Income                 |         |         |
|------------------------|---------|---------|
| Total households       | 380,053 | 100.00% |
| Below \$10k Income     | 25,208  | 6.63%   |
| \$10k-14.9k Income     | 18,169  | 4.78%   |
| \$15k-24.9k Income     | 39,075  | 10.28%  |
| \$25k-34.9k Income     | 39,223  | 10.32%  |
| \$35k-49.9k Income     | 54,682  | 14.39%  |
| \$50k-74.9k Income     | 70,852  | 18.64%  |
| \$75k-99.9k Income     | 47,249  | 12.43%  |
| \$100k-149.9k Income   | 49,171  | 12.94%  |
| \$150k-199.9k Income   | 18,577  | 4.89%   |
| >\$200k Income         | 17,847  | 4.70%   |
| Median HH Income (\$)  | 54,110  |         |
| Mean HH Income (\$)    | 54,391  |         |
| Per Capita Income (\$) | 29,507  |         |

| Education                                |         |         |
|--|---------|---------|
| Population 25+ Years                     | 650,590 | 100.00% |
| High School Graduate                     | 190,909 | 29.34%  |
| Some College/Associate's Degree          | 213,582 | 32.83%  |
| Bachelor's degree                        | 121,841 | 18.73%  |
| Graduate/Professional degree             | 55,764  | 8.57%   |
| % High School Graduate or Higher (total) | 582,096 | 89.47%  |
| % Bachelor's Degree or Higher (total)    | 177,605 | 27.30%  |

## DEMOGRAPHICS: HOUSING

Population demographics are applied from the Census Bureau's American Community Survey. Data for zip-county-metro-state and US markets are applied directly. Demographic totals for radius-based markets are applied at the level of aggregated zip codes which are co-joined to the selected market radius. Elements of this data are also integrated into our Sales per Person and Sales per Household calculations displayed on the Penetration>Table tab.

| Housing Units                      |         |         |
|------------------------------------|---------|---------|
| Total Housing Units                | 428,297 | 100.00% |
| Occupied Housing Units             | 380,053 | 88.74%  |
| Type of Housing                    |         |         |
| 1 Unit Detached Housing Structures | 304,612 | 71.12%  |
| 1 Unit Attached Housing Structures | 9,698   | 2.26%   |
| 2 Unit Housing Structures          | 6,600   | 1.54%   |
| 3-4 Unit Housing Structures        | 12,746  | 2.98%   |
| 5-9 Unit Housing Structures        | 17,985  | 4.20%   |
| 10-19 Unit Housing Structures      | 22,405  | 5.23%   |
| 20-plus Unit Housing Structures    | 22,776  | 5.32%   |
| Mobile Home Housing Units          | 30,681  | 7.16%   |
| Boat-RV-Van Housing Units          | 794     | 0.19%   |



## DEMOGRAPHICS: HOUSING

Population demographics are applied from the Census Bureau's American Community Survey. Data for zip-county-metro-state and US markets are applied directly. Demographic totals for radius-based markets are applied at the level of aggregated zip codes which are co-joined to the selected market radius. Elements of this data are also integrated into our Sales per Person and Sales per Household calculations displayed on the Penetration>Table tab.

| Age of Housing                           |         |        |
|--|---------|--------|
| Age of Housing                           |         |        |
| Housing Built 2010 or Later              | 23,198  | 5.42%  |
| Housing Built 2000-2009                  | 62,407  | 14.57% |
| Housing Built 1990-1999                  | 53,884  | 12.58% |
| Housing Built 1980-1989                  | 62,069  | 14.49% |
| Housing Built 1970-1979                  | 83,355  | 19.46% |
| Housing Built 1960-1969                  | 45,956  | 10.73% |
| Housing Built 1950-1959                  | 46,629  | 10.89% |
| Housing Built 1940-1949                  | 19,635  | 4.58%  |
| Housing Built 1939 or Before             | 31,164  | 7.28%  |
| Occupants per Unit                       |         |        |
| Units with less than 1 Occupant Per Room | 369,382 | 86.24% |
| Units with 1.1-1.5 Occupants Per Room    | 8,193   | 1.91%  |
| Units with 1.51-plus Occupants Per Room  | 2,478   | 0.58%  |

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| Occupied Housing Value                      |         |         |
|---|---------|---------|
| Median Value of Owner Occupied Units (\$)   | 144,300 |         |
| Owner Occupied Units: Value < \$50k         | 25,271  | 18.96%  |
| Owner Occupied Units: Value \$50k-\$99.9k   | 48,679  | 36.51%  |
| Owner Occupied Units: Value \$100k-\$149.9k | 55,640  | 41.74%  |
| Owner Occupied Units: Value \$150k-\$199.9k | 46,268  | 34.71%  |
| Owner Occupied Units: Value \$200k-\$299.9k | 40,168  | 30.13%  |
| Owner Occupied Units: Value \$300k-\$499.9k | 21,107  | 15.83%  |
| Owner Occupied Units: Value \$500k-\$999.9k | 7,709   | 5.78%   |
| Owner Occupied Units: Value >\$1 Million    | 1,898   | 1.42%   |
| Owner-Occupied Units with Mortgage          | 148,748 | 111.58% |
| Owner-Occupied Units without Mortgage       | 97,992  | 73.51%  |

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| Occupied Units Paying Rent                 |         |         |
|--|---------|---------|
| Occupied Units Paying Rent                 | 133,313 | 100.00% |
| Median Rent Paid                           | 831     |         |
| Occupied Units Paying <\$500 Rent          | 14,269  | 10.70%  |
| Occupied Units Paying \$500-\$999 Rent     | 72,742  | 54.56%  |
| Occupied Units Paying \$1000-\$1499 Rent   | 30,018  | 22.52%  |
| Occupied Units Paying \$1500-\$1999 Rent   | 5,043   | 3.78%   |
| Occupied Units Paying \$2000-\$2499 Rent   | 1,135   | 0.85%   |
| Occupied Units Paying \$2500-\$3000 Rent   | 534     | 0.40%   |
| Occupied Units Paying \$3000 or More Rent  | 647     | 0.49%   |
| Rent Paid < 15% of Income (Households)     | 18,607  | 13.96%  |
| Rent Paid 15%-19.9% of Income (Households) | 18,162  | 13.62%  |
| Rent Paid 20%-24.9% of Income (Households) | 17,348  | 13.01%  |
| Rent Paid 25%-29.9% of Income (Households) | 12,984  | 9.74%   |
| Rent Paid 30%-34.9% of Income (Households) | 10,157  | 7.62%   |
| Rent Paid 35%-plus of Income (Households)  | 44,269  | 33.21%  |

## ABOUT THE DATA

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BizMiner data is widely accepted for industry analytical work, benchmarking, valuations, forensics and litigation. BizMiner content is accepted in US Tax Court (Bauer vs. IRS: T.C. Memo. 2012-156) and is utilized by state, provincial and national taxing agencies in the US and Canada.

Raw data analyzed for BizMiner reports is sourced from an array of the nation's government and private statistical sources. None of these raw data sources creates the final measures reflected in BizMiner industry profiles. In total, BizMiner accesses over a billion sourced data points from eighteen million business operations. Historical data and BizMiner algorithms are used to inform and test projections for non-reporting firms. Data elements include:

- IRS SOI Corporation Tax Book
- IRS Statistics of Income
- US Economic Census
- US Census Quarterly Financial Reports
- US Census County Business Patterns
- Bureau of Labor Statistics Monthly Employment Reports
- Bureau of Labor Statistics Monthly Unemployment Reports
- Bureau of Labor Statistics Annual Wage Survey
- Bureau of Labor Statistics Industry Productivity Reports
- Bureau of Labor Statistics Price Indices
- Bureau of Labor Statistics Consumer Price Index
- National Agricultural Statistical Service
- US Census Quarterly Financial Reports
- US Census Retail Trade Report
- InfoGroup, Inc.
- Business Valuation Resources
- American Community Survey

While 100% firm coverage is desirable for analysis purposes, the greatest value of BizMiner reports rests in discerning patterns of activity, which are reflected in the large samples used to develop our reports. The overall current coverage of the databases surpasses 13 million active business operations at any point in time.

As is the case with any databases this large, some errors are inevitable. Some firms are missed and specific information on others is lacking from the database. Not all information received is uniform or complete, resulting in the need to develop projection algorithms for specific industry segments and metrics in some report series. No representation is made as to the accuracy of the databases utilized or the results of subsequent analyses. Neither the Brandow Company nor its resellers has undertaken independent primary research to confirm the accuracy of the data utilized in the Profile analyses. Neither the Brandow Company nor its resellers are responsible for conclusions drawn or decisions made based upon this data or analysis. In no event will the Brandow Company or its resellers be liable for any damages, direct, indirect, incidental or consequential resulting from the use of the information contained in BizMiner reports.