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Dental Clinics — Market Report

■ Houston-The Woodlands-Sugar Land, TX Metro Area | NAICS 621210 | CBP 2022 · ACS 2023

Sample Report | **Source:** market.dataproducts.us | **Date:** September 28, 2026 | **ID:** RPT-26420-621210-SAMPLE

Business Data — Census County Business Patterns (CBP)

The CBP survey counts employer establishments with at least one paid employee. Solo operators are NOT included.

Metric	Value	What it means
Establishments	3,326	Number of employer businesses at physical locations
Employees	20,814	Total paid employees across all establishments
Annual Payroll	$1107.7M	Total wages paid annually
Per 100K residents (local)	45.7%	Establishments per 100,000 people in this metro
Per 100K residents (US avg)	40.6%	National average — the benchmark
Market saturation vs US avg	+12.6%	Positive = more competitive; Negative = potentially underserved

5-Year Historical Trend

Shows how establishment counts changed over 5 years. YoY = Year-over-Year percentage change.

Year	Establishments	YoY Change	Interpretation
2021	3,320	—	—
2022	3,326	+0.2%	Stable

Geographic Market Comparison

Per 100K normalizes for population. vs National shows above/below average density.

Geography	Establishments	Per 100K	vs US Average
Houston-The Woodlands-Sugar Land, TX Metro Ar	3,326	45.7%	+12.6%
United States (national total)	136,140	40.6%	—

Age Profile — ACS 5-Year Estimates

Age distribution identifies key customer segments. Median age = midpoint of population.

Metric	Value	Metric	Value
Total population	7,274,714	Median age	35.3 yrs
Under 18 (children)	1,898,982	Ages 18-34 (young adults)	2,056,595
Ages 35-54 (peak earners)	1,862,540	Ages 55-64 (pre-retirement)	392,507
Ages 65+ (seniors)	875,814		

Household Profile — ACS 5-Year Estimates

MHI = Median Household Income. PCI = Per Capita Income. Poverty rate = % below federal poverty line.

Metric	Value	Metric	Value
Total households	2,601,888	Median HH income (MHI)	$80,458
Per capita income (PCI)	$41,559	Homeownership rate	61.2%
Avg household size	2.76	Median home value	$275,200
Median gross rent	$1,378	HH with children under 18	859,472
Poverty rate	13.6%		

Education Profile — ACS 5-Year Estimates

Covers adults 25+. Professional Degree = JD/MD/DDS. Doctorate = PhD.

Metric	Value	Metric	Value
Population 25+ (base)	4,718,703	Bachelor's degree (BA/BS)	1,043,551
Master's degree (MA/MS)	437,986	Professional degree (JD/MD/DDS)	107,746
Doctorate (PhD)	79,355	Bachelor's or higher (%)	22.1%
Graduate or higher (%)	13.2%		

School and College Enrollment — ACS 5-Year Estimates

Metric	Value	What it means
Total enrolled (all levels)	6,989,802	All people currently in school
K-12 enrollment	1,955,123	Kindergarten through 12th grade
College undergraduate	441,015	2-year and 4-year degree programs
Graduate school	346,359	Master's, PhD, and professional programs

Technology Profile — ACS 5-Year Estimates

High broadband and smartphone penetration indicates readiness for digital services.

Metric	Rate	What it means
Internet access (any type)	91.8%	Households with any internet connection
Broadband (high-speed)	91.7%	Cable, fiber, or DSL
Smartphone access	2.0%	Households where someone has a smartphone
Computer + broadband	0.1%	Fully connected households

Health Profile — CDC PLACES: Local Data for Better Health

Model-based estimates from BRFSS survey. CrdPrv = Crude Prevalence (% of adults reporting condition). County data averaged across MSA.

Health Measure	Rate (%)	What it means
Smoking	12.9%	Adults who currently smoke cigarettes
Obesity	35.4%	Adults with BMI >= 30
Physical inactivity (LPA)	26.9%	No leisure-time physical activity
Binge drinking	17.2%	Adults who binge drink
Short sleep	38.8%	Adults sleeping less than 7 hours/night
Dental visit (last year)	55.4%	Adults who visited a dentist in the past year
Uninsured (ACCESS2)	17.1%	Adults without health insurance
Diabetes	12.4%	Adults diagnosed with diabetes
High blood pressure (BPHIGH)	33.9%	Adults diagnosed with hypertension
Depression	21.2%	Adults diagnosed with a depressive disorder
Heart disease (CHD)	5.7%	Adults diagnosed with coronary heart disease
Any disability	30.4%	Adults with any type of disability
Poor general health (GHLTH)	21.0%	Adults reporting fair or poor health
All teeth lost (TEETHLOST)	12.6%	Adults 65+ who lost all natural teeth

Economic Profile — BLS and BEA

BLS LAUS = unemployment rate. BEA MAIRPD = income adjusted for regional prices (100 = US avg).

Metric	Value	What it means
Unemployment rate (BLS LAUS)	4.1% (December 2024)	Below 4% = tight labor market
Income index (BEA MAIRPD)	114.7 (100=US avg)	Above 100 = higher purchasing power than US average
Real income index (BEA MARPP)	98.8	Above 100 = income growing faster than inflation

Coming Soon for Paid Subscribers

Module	Status	What it will include
Crime and Safety	Next Release	FBI UCR violent and property crime rates per 100K, MSA national rank
Traffic and Commute	Coming Soon	Average commute times, drive vs transit vs remote work rates
Cross-Tab Analysis	Planned	Custom customer profiles — how many people match your ideal buyer
Consumer Spending	Planned	BLS Consumer Expenditure data by category and income level
AI Market Narrative	Future	Plain English summary of what the data means for your business

Data Sources and References

Source	Dataset	Year	URL
US Census Bureau	County Business Patterns (CBP)	2022	census.gov/programs-surveys/cbp.html
US Census Bureau	American Community Survey (ACS) 5-Year	2023	census.gov/programs-surveys/acs
CDC	PLACES: Local Data for Better Health	2023	cdc.gov/places
Bureau of Labor Statistics	Local Area Unemployment Statistics (LAUS)	Latest	bls.gov/lau
Bureau of Economic Analysis	Metropolitan Area Personal Income (MAPI)	2022	bea.gov/data/income-saving

Acronym Reference

Acronym	Full Name	Acronym	Full Name
ACS	American Community Survey	CBP	County Business Patterns
CBSA	Core Based Statistical Area	CDC	Centers for Disease Control
BEA	Bureau of Economic Analysis	BLS	Bureau of Labor Statistics
BRFSS	Behavioral Risk Factor Surveillance System	LAUS	Local Area Unemployment Statistics
MAIRPD	Metro Area Income and Regional Price Disparity	MARPP	Metro Area Real Personal Income
MHI	Median Household Income	MSA	Metropolitan Statistical Area
NAICS	North American Industry Classification System	PCI	Per Capita Income
LPA	Leisure-time Physical Activity	CHD	Coronary Heart Disease
CrdPrv	Crude Prevalence (unadjusted rate)	YoY	Year over Year
JD	Juris Doctor	MD	Doctor of Medicine
DDS	Doctor of Dental Surgery	PhD	Doctor of Philosophy
BMI	Body Mass Index	K-12	Kindergarten through 12th Grade

Disclaimer: This report is from publicly available US government data for informational purposes only. CBP counts employer establishments only. ACS estimates carry margins of error. CDC PLACES estimates are model-based. This is not business, financial, legal, or investment advice. DataProducts makes no warranty regarding accuracy.

Questions? Contact us at solomon@dataproducts.us or visit market.dataproducts.us