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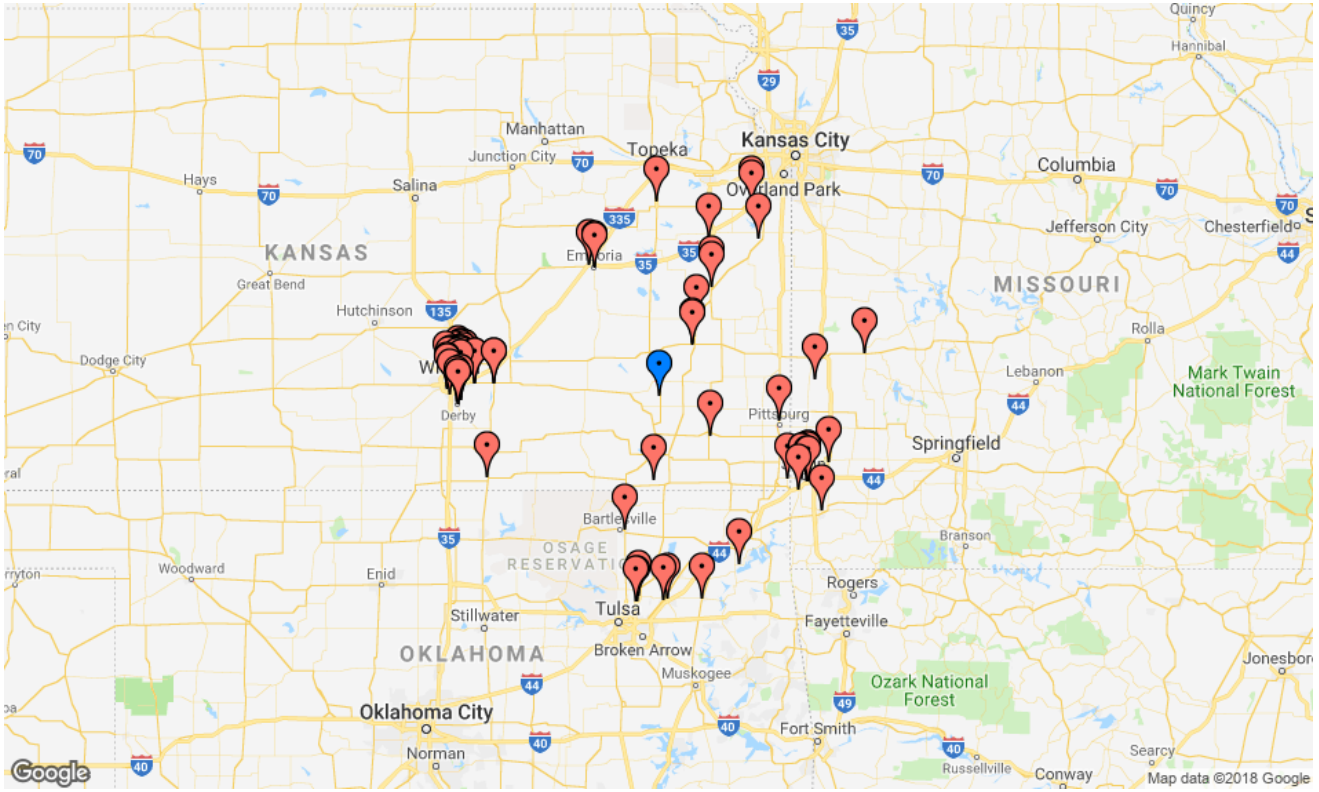
Industry Market Report Series
[722515.01] Coffee Shops
ALL US

Industry Market Area Operations



June-2018 Developer Comments

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

2017 Developer Comments

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

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[722515.01] Coffee Shops
ALL US

Industry Market Area Operations

	2015	2016	2017	June-2018
Industry Sites	24,601	23,130	28,322	28,165
Firms	11,736	11,114	11,669	11,434
Small Business	11,582	10,954	11,491	11,245
Startups	1,325	964	1,009	1,049
Branches	12,865	12,016	16,653	16,731

Notes

How many industry competitors are in this market? This section analyzes the industry population in your market area for the last three calendar years. 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.

See the latest calendar year Chart option to graphically review industry population totals for the most recent calendar year. See the map to display the industry players closest to the market center-point with up to 250 operation specific drop pins and data extracts.

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[722515.01] Coffee Shops
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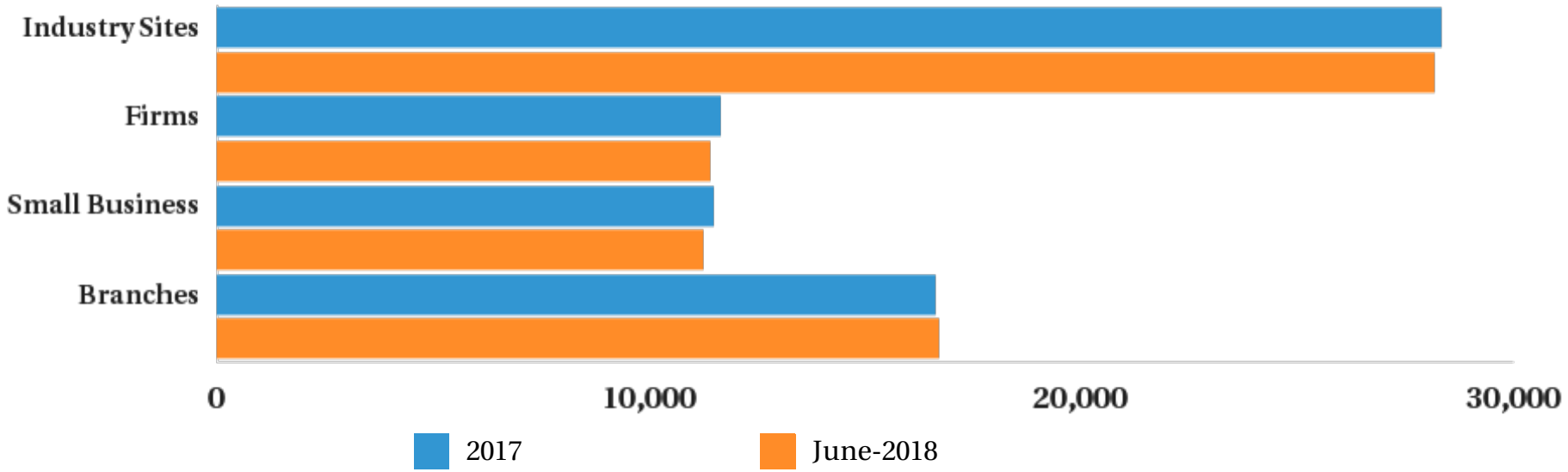
2017 & June-2018 Industry Market Area Operations



Notes

This latest calendar year chart displays industry competitors are in this market over the last three calendar years. 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.

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Industry Market Volume ($)

	2015	2016	2017	June-2018
Industry	15,891,351,584	15,723,290,209	20,411,865,760	20,830,566,708
Small Business	3,987,034,008	3,860,610,259	4,249,354,716	4,290,949,824
Startup	420,643,168	344,561,162	392,412,828	412,730,556

Notes

This table displays the total size of the industry market for the last three calendar years, as well as market volumes captured by small businesses and startups during the same period.

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. See the Share page to review the percentage share of total Industry Market Volume for small business and startup segments.

See the calendar year chart for a graphic representation of market shares in the last calendar year.

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[722515.01] Coffee Shops
ALL US

Industry Market Share (%)

	2015	2016	2017	June-2018
Industry	100.00	100.00	100.00	100.00
Small Business	25.09	24.55	20.82	20.60
Startup	2.65	2.19	1.92	1.98

Notes

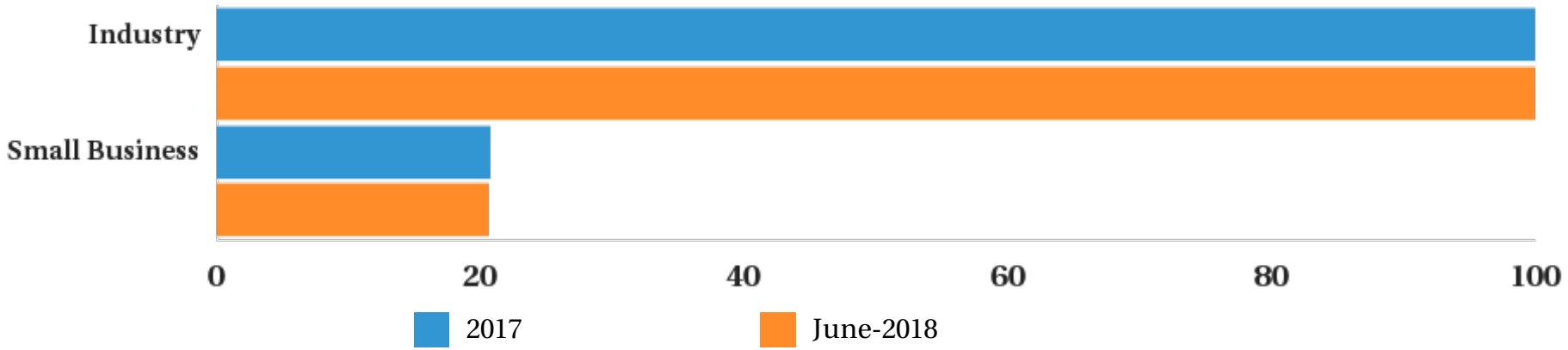
What is the small business share of total industry market in the latest calendar year? What portion is held by startups? And (if you made the necessary input) by the benchmark firm? Shares are expressed as a percent of the total.

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.

See the Market Volume tables to review the annual dollar sales of these segments. See the calendar year chart for a graphic representation of market shares.

2017 & June-2018 Industry Market Share (%)



Notes

The chart displays the small business share of total industry market in the latest calendar year, as well as the portion is held by startups. If you made the necessary input by the benchmark firm, its share is also 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.

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See the Market Volume tables to review the annual dollar sales of these segments. See the calendar year Share table for detailed market share values.

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Average Annual Sales ($)

	2015	2016	2017	Change (%)	June-2018
Average Site	645,964	679,779	720,707	11.57	739,591
Median Site	531,936	600,490	738,312	38.80	748,944
Firms	1,354,069	1,414,728	1,749,239	29.18	1,821,809
Small Business	344,244	352,438	369,799	7.42	381,587
Startups	317,467	357,429	388,913	22.51	393,451

Notes

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

If you input your firm sales, see the calendar year Rank table to review your sales rank and percentile among market area industry operations. See the calendar year chart for a graphic representation of market sales.

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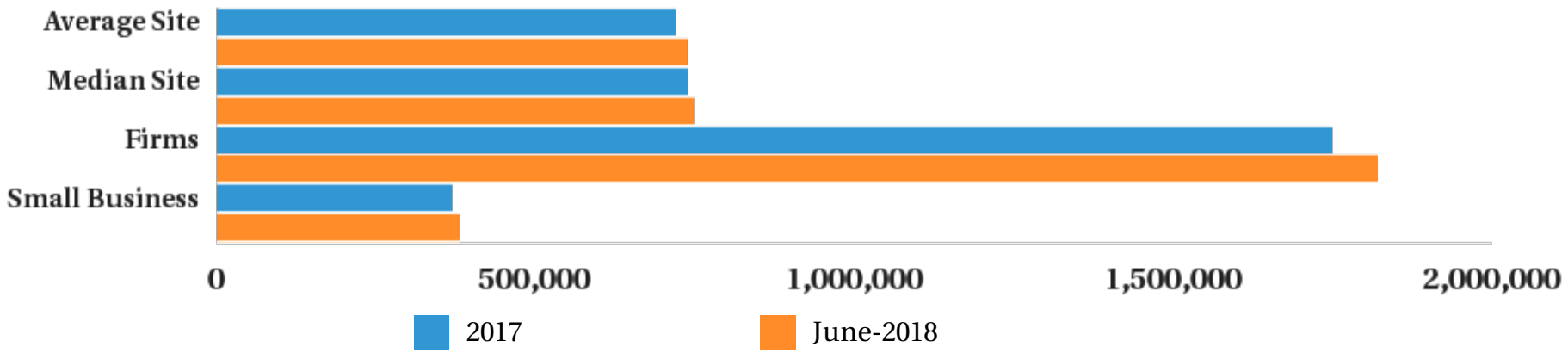
2017 & June-2018 Average Annual Sales ($)



Notes

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

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

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Market Penetration ($)

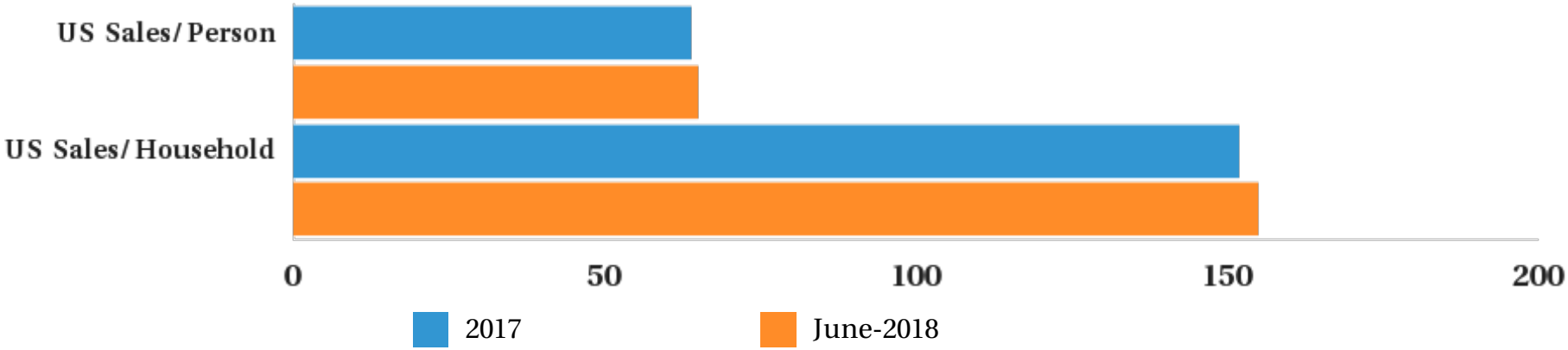
	2015	2016	2017	June-2018
US Sales/ Person	51	50	64	65
US Sales/ Household	120	118	152	155
US Sales/ Business Site	1,010	1,047	1,359	1,424

Notes

Is your industry market saturated or under served? This calendar year “Sales Per” metrics table offers insight into whether your market area penetration is outperforming or underperforming national levels. Sales per person, per household or per area business operation metrics are presented. Although all three metrics are present, only 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: Sales per Business Site values are not displayed in radius market area reports due to unavoidably long load times.

See the calendar year chart for a graphic representation of Sales Per Person and Sales per Household results.

2017 & June-2018 Market Penetration ($)



Notes

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, “Sales Per” metrics offer insight into whether your market area is outperforming or underperforming national levels. Although three metrics are presented on the calendar year Penetration table, the Sales per business Site measure is not charted here—but may be more relevant for specific types of (especially B2B) businesses.

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ALL US

Industry Employment

	2015	2016	2017	June-2018
Industry Total	268,871	261,841	331,760	333,759
Average Operation	11	11	12	12
Average Small Business	6	6	6	6
Average Startups	5	6	6	6

Notes

How stable is industry employment? Does your client firm have more or fewer employees than the average in this industry market? This calendar year table reports on industry, small business and startup average employment in addition to industry totals. If you input employment history for a client firm, it is benchmarked against the averages.

See the calendar year chart for a graphic representation of average employment of the same segments.

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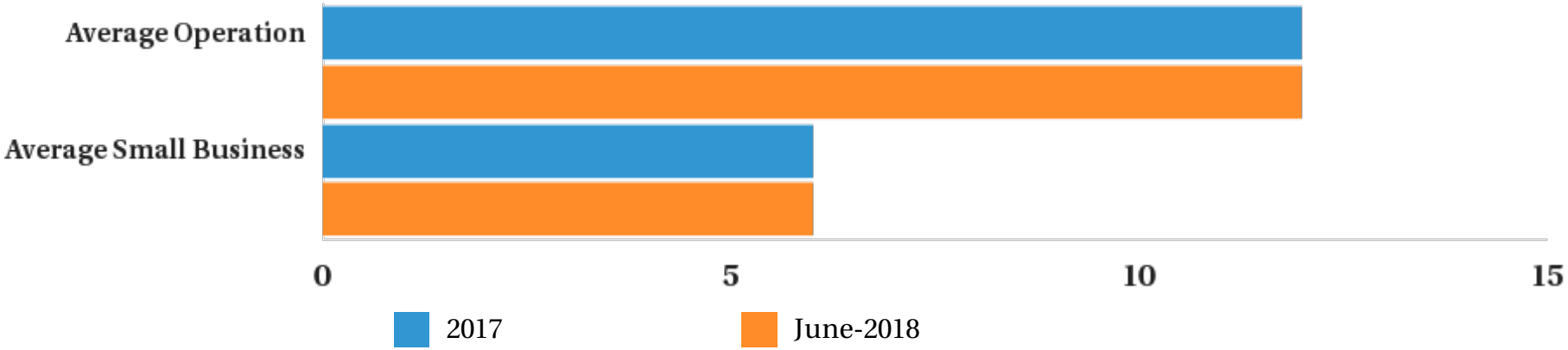
ALL US

2017 & June-2018 Average Industry Employment



Notes
This chart displays industry, small business and startup average employment at the end of the most recent calendar year. If you input employment history for your firm, it is benchmarked against the averages.

Sales Trends by Employment Class

Market Volume by Class ($million)

	Small 1 24	Medium 25 99	Large 100+	Unknown	Total
2015	17,834.6	2,306.6	689.4	0.0	20,830.6
2016	13,306.5	2,035.2	381.6	0.0	15,723.3
2017	17,462.6	2,269.3	679.9	0.1	20,411.9

Percent Market Volume by Class

	Small 1 24	Medium 25 99	Large 100+	Unknown	Total
2015	85.62	11.07	3.31	0.00	100.00
2016	84.63	12.94	2.43	0.00	100.00
2017	85.55	11.12	3.33	0.00	100.00

Average Sales by Class (000)

	Small 1 24	Medium 25 99	Large 100+	Unknown	Total
2015	663	1,889	20,276	0	740
2016	605	1,812	15,900	0	680
2017	645	1,869	20,603	0	721

Notes

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 for three years. Percentage share for each bracket is displayed in the Percent Market Volume table; the average sales for each bracket follow. The companion Employment by Class tables follow.

Employment Trends by Employment Class

Establishments

	Small 1 24	Medium 25 99	Large 100+	Unknown	Total
2015	26,910	1,221	34	0	28,165
2016	21,983	1,123	24	0	23,130
2017	27,075	1,214	33	0	28,322

Total Employment

	Small 1 24	Medium 25 99	Large 100+	Unknown	Total
2015	285,756	36,957	11,046	0	333,759
2016	221,594	33,892	6,355	0	261,841
2017	283,825	36,884	11,051	0	331,760

Average Employment

	Small 1 24	Medium 25 99	Large 100+	Unknown	Total
2015	11	30	325	0	12
2016	10	30	265	0	11
2017	10	30	335	0	12

Notes

What is the employment bracket structure in your industry market?

The Establishments by Employment Class table displays the all market area industry operations, followed by bracket totals in the Total Employment table and average establishment employment in the Average Employment table.

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Productivity

Sales Per Employee ($)

	2015	2016	2017	June-2018
US	59,104	60,049	61,526	62,412

Average Annual Wage ($)

	2015	2016	2017	June-2018
US	15,190	15,806	16,398	15,437

Rent Per Employee ($)

	2015	2016	2017	June-2018
US	4,618	4,692	4,882	4,877

Notes

Is your sales per employee efficiency measure above or below the US industry and market average? Sales per Employee levels for three calendar years are compared to your client 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 client firm wage levels if they were input.

See the Index option to review sales per employee and efficiency indices for your client firm. See the calendar year chart for a graphic representation of sales per employee metrics.

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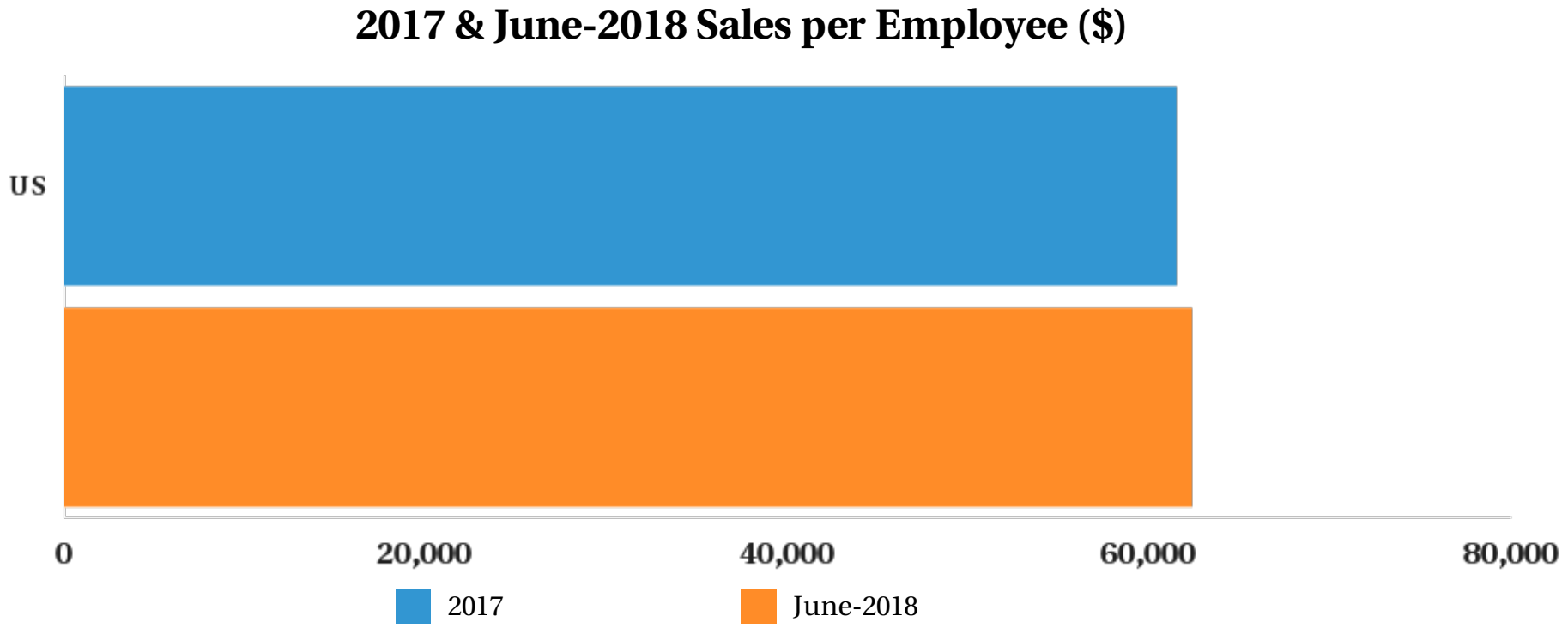

Notes

How much more or less efficient is your operation relative to the competition? The calendar year Sales per Employee chart provides part of the answer by expressing US and local industry levels, benchmarking your client firm if inputs have been made.

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Startup Performance (Firms)

	2015	2016	2017	June-2018
Population	1,325	964	1,009	1,049
Average Sales ($)	317,467	357,429	388,913	393,451
Market Volume ($)	420,643,168	344,561,162	392,412,828	412,730,556
Market Share (%)	2.65	2.19	1.92	1.98

Notes

How vigorous is entrepreneurship in your market area? In addition to displaying the market area startup population for three calendar years, the table calculates average startup sales, which frequently diverge from the industry and small business average. Industry startup market share is also displayed. Startups are defined as firms in operations for two years or less

See the Startup Activity table for US and local industry startup activity rates for the last three calendar years. See the startup chart for a graphic representation of startups by year.

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Startup Activity Rates (Firms and Branches)

	2015	2016	2017	June-2018
US Industry Startup Rate (%)	8.71	7.82	15.89	15.90
US Industry Startup Index	0.88	0.79	1.60	1.60

Notes

How does startup activity in this industry market compare to the US industry benchmark? Startup rates for the last three calendar years 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.

See the three-year startup performance table for US and local industry startup population and sales. See the startup chart for a graphic representation startups by year.

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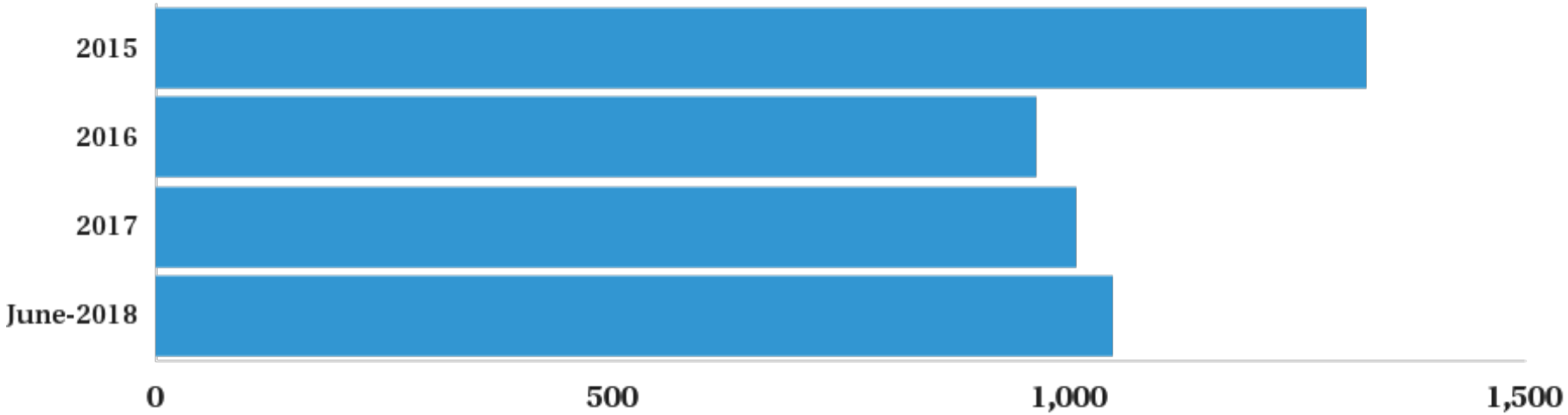
Industry Startups (<2 Years)



Notes
How vigorous is entrepreneurship in your market area? The chart displays the industry market area startup population for three calendar years plus the update month.

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Industry Concentrations (% of Area Economy)

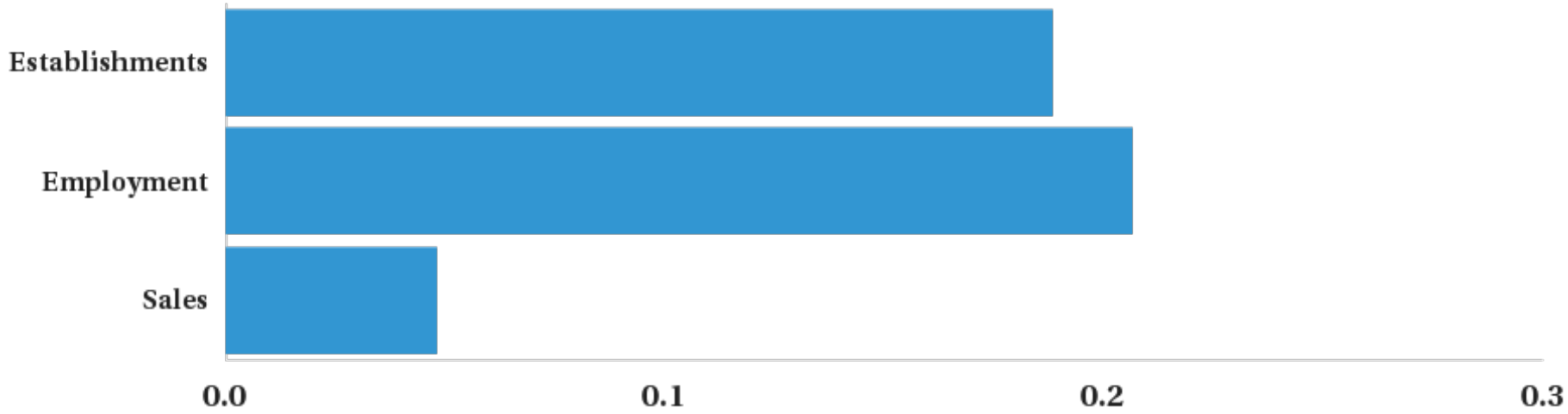
	2015	2016	2017
Establishments	0.1563	0.1540	0.1885
Employment	0.1583	0.1630	0.2065
Sales	0.0375	0.0371	0.0482

Notes

Is this industry becoming more or less important to the market area? To find out, this section measures the percentages of total industry sales, employment and operations population relative to the entire market area economy over a three year period. For this set of metrics only, radius reports apply data from zip codes which are co-joined to the selected market radius. Zip code, county, metro, state and national reports apply market-specific data only.

See the Concentration chart to compare industry population, sales and employment growth trends in the selected market area in the latest calendar year.

Industry Concentrations (% of Area Economy)



Notes

How is this market faring relative to national trends? This chart displays industry site, sales and employment trends as a percentage of the total market area economy in the last three calendar years. For this set of metrics only, radius reports apply data from zip codes which are co-joined to the selected market radius. Zip code, county, metro, state and national reports apply market-specific data only.

See the Concentration table to evaluate whether this industry is becoming more or less important in your market area, as indicated by the detailed percentages of total industry sales, employment and operations population relative to the entire market area economy over a three-year period.

Cessation Rates

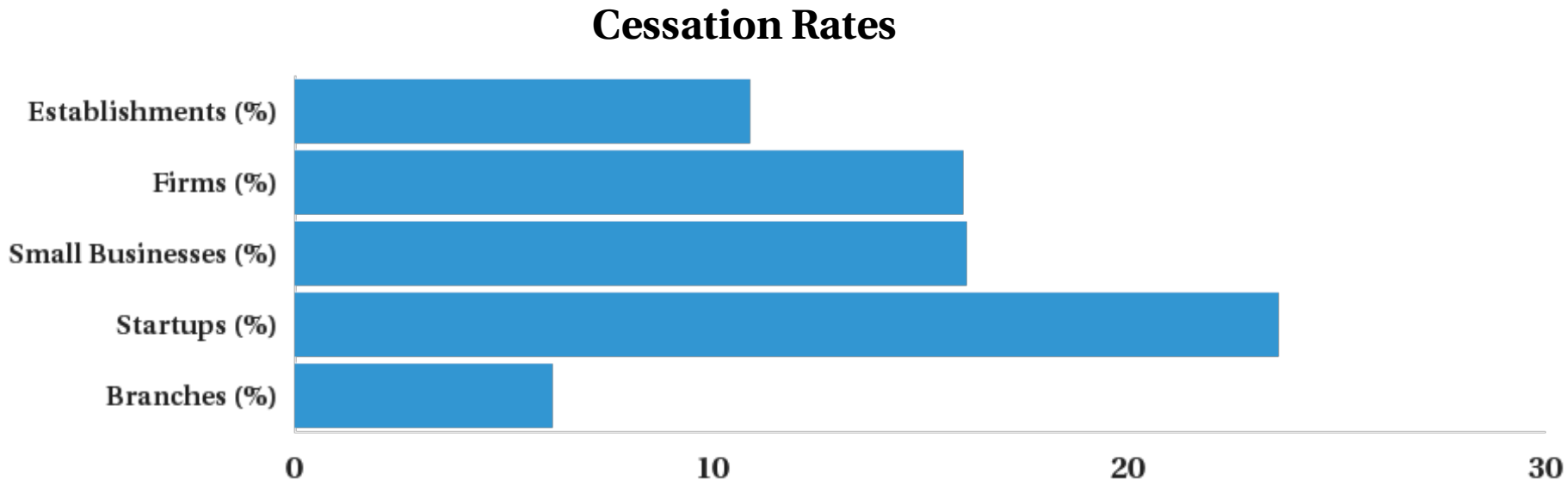
Establishments (%)	10.92
Firms (%)	16.04
Small Businesses (%)	16.13
Startups (%)	23.59
Branches (%)	6.18

Notes

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.



Notes

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Ownership/Consolidation Trends

	2015	2016	2017
US Industry	52.29	51.95	58.80

Notes

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.

Demographics

Total Population

Total population	318,558,162	100%
Male	156,765,322	49.21%
Female	161,792,840	50.79%

Age

5-9 Years	20,508,363	6.44%
10-14 Years	20,664,537	6.49%
15-19 Years	21,256,545	6.67%
20-24 Years	22,612,610	7.10%
25-34 Years	43,397,907	13.62%
35-44 Years	40,548,400	12.73%
45-54 Years	43,460,466	13.64%
55-59 Years	21,291,513	6.68%
60-64 Years	18,770,229	5.89%
65-74 Years	26,355,308	8.27%
75-84 Years	13,768,433	4.32%
85-plus Years	6,056,891	1.90%
Median Age	38	

Race / Ethnicity

White	233,657,078
Hispanic (all races)	55,199,107
African American	40,241,818
Native American	2,597,817
Asian	16,614,625
Asian Indian	3,456,447
2-plus Races	9,752,947

Employment

Population: 16-plus Years	253,323,709	100%
Labor force	160,818,740	63.48%
Mean Commute (minutes)	44.7	
Civilian Labor Force	159,807,099	63.08%
Civilian employment	148,001,326	58.42%
Unemployed	11,805,773	4.66%
Work at Home	6,661,892	2.63%

Income

Total households	134,054,899	100%
Below $10k Income	9,383,843	7.00%
$10k-14.9k Income	6,836,800	5.10%
$15k-24.9k Income	13,727,222	10.24%
$25k-34.9k Income	13,244,624	9.88%
$35k-49.9k Income	17,748,869	13.24%
$50k-74.9k Income	23,821,556	17.77%
$75k-99.9k Income	16,354,698	12.20%
$100k-149.9k Income	18,097,411	13.50%
$150k-199.9k Income	7,252,370	5.41%
>$200k Income	7,600,913	5.67%
Median HH Income ($)	48,579	
Mean HH Income ($)	68,376	
Per Capita Income ($)	29,829	

Education

Population 25+ Years	213,649,147	100%
High School Graduate	58,820,411	27.5%
Some College (no degree)	44,772,845	21.0%
Associate's Degree	17,469,724	8.2%
Bachelor's degree	40,189,920	18.8%
Graduate/Professional degree	24,577,867	11.5%
% High School Graduate or Higher (total)	185,874,758	87.0%
% Bachelor's Degree or Higher (total)	64,735,692	30.3%

Housing

Total Housing Units	134,054,899	100%
Occupied Housing Units	117,716,237	87.81%
Type of Housing		
1 Unit Detached Housing Structures	82,631,864	61.64%
1 Unit Attached Housing Structures	7,812,612	5.83%
2 Unit Housing Structures	4,961,792	3.70%
3-4 Unit Housing Structures	5,927,797	4.42%
5-9 Unit Housing Structures	6,417,429	4.79%
10-19 Unit Housing Structures	6,027,469	4.50%
20-plus Unit Housing Structures	11,712,558	8.74%
Mobile Home Housing Units	8,454,133	6.31%
Boat-RV-Van Housing Units	109,245	0.08%

Age of Housing		
Housing Built 2010 or Later	3,098,053	2.31%
Housing Built 2000-2009	19,705,347	14.70%
Housing Built 1990-1999	18,762,073	14.00%
Housing Built 1980-1989	18,355,676	13.69%
Housing Built 1970-1979	20,901,765	15.59%
Housing Built 1960-1969	14,563,783	10.86%
Housing Built 1950-1959	14,255,447	10.63%
Housing Built 1940-1949	6,954,604	5.19%
Housing Built 1939 or Before	17,458,151	13.02%
Occupants per Unit		
Units with less than 1 Occupant Per Room	113,783,631	96.66%
Units with 1.1-1.5 Occupants Per Room	2,732,978	2.32%
Units with 1.51-plus Occupants Per Room	1,199,628	1.02%

Median Value of Owner Occupied Units ($)	184,700	
Owner Occupied Units: Value < $50k	6,562,913	8.76%
Owner Occupied Units: Value $50k-$99.9k	11,046,600	14.75%
Owner Occupied Units: Value $100k-$149.9k	11,490,390	15.34%
Owner Occupied Units: Value $150k-$199.9k	11,138,581	14.88%
Owner Occupied Units: Value $200k-$299.9k	13,811,951	18.45%
Owner Occupied Units: Value $300k-$499.9k	12,284,402	16.41%
Owner Occupied Units: Value $500k-$999.9k	6,711,185	8.96%
Owner Occupied Units: Value >$1 Million	1,835,046	2.45%
Owner-Occupied Units with Mortgage	48,016,540	40.79%
Owner-Occupied Units without Mortgage	26,864,528	22.82%

Occupied Units Paying Rent	40,589,851	100%
Median Rent Paid	949	
Occupied Units Paying <$500 Rent	4,584,612	11.29%
Occupied Units Paying $500-$999 Rent	17,571,872	43.29%
Occupied Units Paying $1000-$1499 Rent	11,233,560	27.68%
Occupied Units Paying $1500-$1999 Rent	4,353,437	10.73%
Occupied Units Paying $2000-$2499 Rent	1,613,799	3.98%
Occupied Units Paying $2500-$3000 Rent	640,435	1.58%
Occupied Units Paying $3000 or More Rent	592,136	1.46%
Rent Paid < 15% of Income (Households)	4,890,736	12.05%
Rent Paid 15%-19.9% of Income (Households)	4,924,867	12.13%
Rent Paid 20%-24.9% of Income (Households)	5,016,743	12.36%
Rent Paid 25%-29.9% of Income (Households)	4,549,860	11.21%
Rent Paid 30%-34.9% of Income (Households)	3,603,580	8.88%
Rent Paid 35%-plus of Income (Households)	16,643,165	41.00%

About The Data

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 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 content. In total, BizMiner accesses over a billion sourced data points from thirteen million business operations. Historical data and BizMiner algorithms are used to inform and test projections for non-reporting firms. Sources include:

- IRS SOI Corporation Tax Book
- IRS Statistics of Income
- US Economic Census
- US Census Quarterly Financial Reports
- US Census County Business Patterns
- BLS Monthly Employment Reports
- BLS Monthly Unemployment Reports
- BLS Annual Wage Survey
- BLS Industry Productivity Reports
- BLS Price Indices
- National Agricultural Statistical Service
- US Census Quarterly Financial Reports
- US Census Retail Trade Report
- InfoGroup, Inc.
- Credit Reporting Agencies
- Business Directories
- American Community Survey