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# Industry Market Area Operations

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry Sites</td>
<td>213</td>
<td>206</td>
<td>199</td>
<td>194</td>
</tr>
<tr>
<td>Firms</td>
<td>192</td>
<td>186</td>
<td>178</td>
<td>173</td>
</tr>
<tr>
<td>Small Business</td>
<td>146</td>
<td>108</td>
<td>105</td>
<td>102</td>
</tr>
<tr>
<td>Startups</td>
<td>8</td>
<td>13</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Branches</td>
<td>21</td>
<td>20</td>
<td>21</td>
<td>21</td>
</tr>
</tbody>
</table>

## 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.
Industry Market Report Series
[111411] Mushroom Production
ALL US


Notes
This most recent update month chart displays industry competitors are in this market during the latest update month, usually about three months after real time. 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 Volume ($)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry</td>
<td>668,656,586</td>
<td>670,800,042</td>
<td>672,185,808</td>
<td>636,390,624</td>
</tr>
<tr>
<td>Small Business</td>
<td>79,157,112</td>
<td>42,297,120</td>
<td>42,480,144</td>
<td>42,430,764</td>
</tr>
<tr>
<td>Startup</td>
<td>3,872,922</td>
<td>10,403,184</td>
<td>1,180,004</td>
<td>1,133,376</td>
</tr>
</tbody>
</table>

### Notes

This table displays the total size of the industry market for the 12 months ending in the latest update month. Market volumes captured by small businesses and startups during the same period are also displayed.

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 update month chart for a graphic representation of market shares.
Industry Market Share (%)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry</td>
<td>100.00</td>
<td>100.00</td>
<td>100.00</td>
<td>100.00</td>
</tr>
<tr>
<td>Small Business</td>
<td>11.84</td>
<td>6.31</td>
<td>6.32</td>
<td>6.67</td>
</tr>
<tr>
<td>Startup</td>
<td>0.58</td>
<td>1.55</td>
<td>0.18</td>
<td>0.18</td>
</tr>
</tbody>
</table>

**Notes**

What is the small business share of total industry market in the most recent update month? 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 update month chart for a graphic representation of market shares.
Notes
The chart displays the small business share of total industry market in the most recent update month, 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.

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 update month year Share table for detailed market share values.
## Industry Market Report Series

**[111411] Mushroom Production**  
**ALL US**

### Average Annual Sales ($)

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>Change (%)</th>
<th>Nov-2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Site</td>
<td>3,139,233</td>
<td>3,256,311</td>
<td>3,377,818</td>
<td>7.60</td>
<td>3,280,364</td>
</tr>
<tr>
<td>Median Site</td>
<td>679,460</td>
<td>752,862</td>
<td>694,120</td>
<td>2.16</td>
<td>779,196</td>
</tr>
<tr>
<td>Firms</td>
<td>3,482,586</td>
<td>3,606,452</td>
<td>3,776,325</td>
<td>8.43</td>
<td>3,678,559</td>
</tr>
<tr>
<td>Small Business</td>
<td>542,172</td>
<td>391,640</td>
<td>404,573</td>
<td>-25.38</td>
<td>415,988</td>
</tr>
<tr>
<td>Startups</td>
<td>484,115</td>
<td>800,245</td>
<td>295,001</td>
<td>-39.06</td>
<td>283,344</td>
</tr>
</tbody>
</table>

**Notes**

What are the average annual sales of all industry sites, small businesses and startups in this market for the year ending in the most recent update month? 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 update month chart for a graphic representation of market sales.
Notes

This chart of the year ending in the current update month 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.

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.
## Notes

Is your industry market saturated or under-served? These most recent update month “Sales Per” metrics offer 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 update month chart for a graphic representation of Sales Per Person and Sales per Household results.
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 update month Penetration table, the Sales per business Site measure is not charted here—but may be more relevant for specific types of (especially B2B) businesses.
Industry Market Report Series
[111411] Mushroom Production
ALL US

## Average Industry Employment

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry Total</td>
<td>9,841</td>
<td>9,801</td>
<td>9,684</td>
<td>8,984</td>
</tr>
<tr>
<td>Average Operation</td>
<td>46</td>
<td>48</td>
<td>49</td>
<td>46</td>
</tr>
<tr>
<td>Average Small Business</td>
<td>8</td>
<td>6</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Average Startups</td>
<td>7</td>
<td>12</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

### Notes

How stable is industry employment? Does your client firm have more or fewer employees than the average in this industry market? This update month 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 update month chart for a graphic representation of average employment of the same segments.
Notes
This chart displays industry, small business and startup average employment at the end of the most recent update month. If you input employment history for your firm, it is benchmarked against the averages.
## Industry Market Report Series

**[111411] Mushroom Production**

**ALL US**

### Sales Trends by Employment Class

#### Market Volume by Class ($million)

<table>
<thead>
<tr>
<th>Year</th>
<th>Small 1-24</th>
<th>Medium 25-99</th>
<th>Large 100+</th>
<th>Unknown</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>47.1</td>
<td>184.2</td>
<td>405.0</td>
<td>0.1</td>
<td>636.4</td>
</tr>
<tr>
<td>2015</td>
<td>45.5</td>
<td>185.9</td>
<td>439.4</td>
<td>0.0</td>
<td>670.8</td>
</tr>
<tr>
<td>2016</td>
<td>47.1</td>
<td>171.3</td>
<td>453.8</td>
<td>0.0</td>
<td>672.2</td>
</tr>
</tbody>
</table>

#### Percent Market Volume by Class

<table>
<thead>
<tr>
<th>Year</th>
<th>Small 1-24</th>
<th>Medium 25-99</th>
<th>Large 100+</th>
<th>Unknown</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>7.40</td>
<td>28.94</td>
<td>63.64</td>
<td>0.02</td>
<td>100.00</td>
</tr>
<tr>
<td>2015</td>
<td>6.78</td>
<td>27.71</td>
<td>65.50</td>
<td>0.00</td>
<td>100.00</td>
</tr>
<tr>
<td>2016</td>
<td>7.01</td>
<td>25.48</td>
<td>67.51</td>
<td>0.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>

#### Average Sales by Class (000)

<table>
<thead>
<tr>
<th>Year</th>
<th>Small 1-24</th>
<th>Medium 25-99</th>
<th>Large 100+</th>
<th>Unknown</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 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

<table>
<thead>
<tr>
<th>Year</th>
<th>Small 1-24</th>
<th>Medium 25-99</th>
<th>Large 100+</th>
<th>Unknown</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>110</td>
<td>64</td>
<td>20</td>
<td>0</td>
<td>194</td>
</tr>
<tr>
<td>2015</td>
<td>114</td>
<td>70</td>
<td>22</td>
<td>0</td>
<td>206</td>
</tr>
<tr>
<td>2016</td>
<td>113</td>
<td>63</td>
<td>23</td>
<td>0</td>
<td>199</td>
</tr>
</tbody>
</table>

#### Total Employment

<table>
<thead>
<tr>
<th>Year</th>
<th>Small 1-24</th>
<th>Medium 25-99</th>
<th>Large 100+</th>
<th>Unknown</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>665</td>
<td>2,601</td>
<td>5,718</td>
<td>0</td>
<td>8,984</td>
</tr>
<tr>
<td>2015</td>
<td>665</td>
<td>2,716</td>
<td>6,420</td>
<td>0</td>
<td>9,801</td>
</tr>
<tr>
<td>2016</td>
<td>678</td>
<td>2,468</td>
<td>6,538</td>
<td>0</td>
<td>9,684</td>
</tr>
</tbody>
</table>

### 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.
### Average Employment

<table>
<thead>
<tr>
<th></th>
<th>Small 1-24</th>
<th>Medium 25-99</th>
<th>Large 100+</th>
<th>Unknown</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>6</td>
<td>41</td>
<td>286</td>
<td>0</td>
<td>46</td>
</tr>
<tr>
<td>2015</td>
<td>6</td>
<td>39</td>
<td>292</td>
<td>0</td>
<td>48</td>
</tr>
<tr>
<td>2016</td>
<td>6</td>
<td>39</td>
<td>284</td>
<td>0</td>
<td>49</td>
</tr>
</tbody>
</table>

**Industry Market Report Series**

[111411] Mushroom Production

**ALL US**

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### Productivity

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Per Employee ($)</td>
<td>67,946</td>
<td>68,442</td>
<td>69,412</td>
<td>70,836</td>
</tr>
<tr>
<td>Average Annual Wage ($)</td>
<td>39,530</td>
<td>40,183</td>
<td>41,242</td>
<td>41,750</td>
</tr>
<tr>
<td>Rent Per Employee ($)</td>
<td>3,134</td>
<td>3,462</td>
<td>3,511</td>
<td>3,267</td>
</tr>
</tbody>
</table>

**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.
How much more or less efficient is your operation relative to the competition? The update month 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.
### Industry Market Report Series

#### [111411] Mushroom Production

**ALL US**

## Startup Performance (Firms)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Population</strong></td>
<td>8</td>
<td>13</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td><strong>Average Sales ($)</strong></td>
<td>484,115</td>
<td>800,245</td>
<td>295,001</td>
<td>283,344</td>
</tr>
<tr>
<td><strong>Market Volume ($)</strong></td>
<td>3,872,922</td>
<td>10,403,184</td>
<td>1,180,004</td>
<td>1,133,376</td>
</tr>
<tr>
<td><strong>Market Share (%)</strong></td>
<td>0.58</td>
<td>1.55</td>
<td>0.18</td>
<td>0.18</td>
</tr>
</tbody>
</table>

### 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.
**Industry Market Report Series**

**[111411] Mushroom Production**

**ALL US**

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**Startup Activity Rates (Firms and Branches)**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>US Industry Startup Rate (%)</td>
<td>3.76</td>
<td>6.31</td>
<td>2.51</td>
<td>2.06</td>
</tr>
<tr>
<td>US Industry Startup Index</td>
<td>0.52</td>
<td>0.64</td>
<td>0.25</td>
<td>0.21</td>
</tr>
</tbody>
</table>

**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.
Industry Market Report Series
[111411] Mushroom Production
ALL US

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.
## Industry Concentrations (% of Area Economy)

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establishments</td>
<td>0.0014</td>
<td>0.0013</td>
<td>0.0013</td>
</tr>
<tr>
<td>Employment</td>
<td>0.0060</td>
<td>0.0058</td>
<td>0.0060</td>
</tr>
<tr>
<td>Sales</td>
<td>0.0015</td>
<td>0.0016</td>
<td>0.0016</td>
</tr>
</tbody>
</table>

### 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.
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.
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

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.

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### Ownership/Consolidation Trends

<table>
<thead>
<tr>
<th>Industry Branch Concentration (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
</tr>
</tbody>
</table>

**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

<table>
<thead>
<tr>
<th></th>
<th>Total Population</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>156,765,322</td>
<td>49.21%</td>
</tr>
<tr>
<td>Female</td>
<td>161,792,840</td>
<td>50.79%</td>
</tr>
</tbody>
</table>

### Age

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

**Median Age**: 38
### Race / Ethnicity

<table>
<thead>
<tr>
<th>Race / Ethnicity</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>233,657,078</td>
</tr>
<tr>
<td>Hispanic (all races)</td>
<td>55,199,107</td>
</tr>
<tr>
<td>African American</td>
<td>40,241,818</td>
</tr>
<tr>
<td>Native American</td>
<td>2,597,817</td>
</tr>
<tr>
<td>Asian</td>
<td>16,614,625</td>
</tr>
<tr>
<td>Asian Indian</td>
<td>3,456,447</td>
</tr>
<tr>
<td>2-plus Races</td>
<td>9,752,947</td>
</tr>
</tbody>
</table>

### Employment

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

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Total Households</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10k-14.9k Income</td>
<td>6,836,800</td>
<td>5.10%</td>
</tr>
<tr>
<td>$15k-24.9k Income</td>
<td>13,727,222</td>
<td>10.24%</td>
</tr>
<tr>
<td>$25k-34.9k Income</td>
<td>13,244,624</td>
<td>9.88%</td>
</tr>
<tr>
<td>$35k-49.9k Income</td>
<td>17,748,869</td>
<td>13.24%</td>
</tr>
<tr>
<td>$50k-74.9k Income</td>
<td>23,821,556</td>
<td>17.77%</td>
</tr>
<tr>
<td>$75k-99.9k Income</td>
<td>16,354,698</td>
<td>12.20%</td>
</tr>
<tr>
<td>$100k-149.9k Income</td>
<td>18,097,411</td>
<td>13.50%</td>
</tr>
<tr>
<td>$150k-199.9k Income</td>
<td>7,252,370</td>
<td>5.41%</td>
</tr>
<tr>
<td>&gt;$200k Income</td>
<td>7,600,913</td>
<td>5.67%</td>
</tr>
<tr>
<td>Median HH Income ($)</td>
<td>48,579</td>
<td></td>
</tr>
<tr>
<td>Mean HH Income ($)</td>
<td>68,376</td>
<td></td>
</tr>
<tr>
<td>Per Capita Income ($)</td>
<td>29,829</td>
<td></td>
</tr>
</tbody>
</table>

### Education

<table>
<thead>
<tr>
<th>Education Category</th>
<th>Total Population</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population 25+ Years</td>
<td>213,649,147</td>
<td>100%</td>
</tr>
<tr>
<td>High School Graduate</td>
<td>58,820,411</td>
<td>27.5%</td>
</tr>
<tr>
<td>Some College (no degree)</td>
<td>44,772,845</td>
<td>21.0%</td>
</tr>
<tr>
<td>Associate's Degree</td>
<td>17,469,724</td>
<td>8.2%</td>
</tr>
<tr>
<td>Bachelor's degree</td>
<td>40,189,920</td>
<td>18.8%</td>
</tr>
<tr>
<td>Graduate/Professional degree</td>
<td>24,577,867</td>
<td>11.5%</td>
</tr>
<tr>
<td>% High School Graduate or Higher (total)</td>
<td>185,874,758</td>
<td>87.0%</td>
</tr>
<tr>
<td>% Bachelor's Degree or Higher (total)</td>
<td>64,735,692</td>
<td>30.3%</td>
</tr>
<tr>
<td>Housing</td>
<td>Count</td>
<td>Percentage</td>
</tr>
<tr>
<td>---------------------------------------------</td>
<td>-------------</td>
<td>------------</td>
</tr>
<tr>
<td>Total Housing Units</td>
<td>134,054,899</td>
<td>100%</td>
</tr>
<tr>
<td>Occupied Housing Units</td>
<td>117,716,237</td>
<td>87.81%</td>
</tr>
<tr>
<td>Type of Housing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Unit Detached Housing Structures</td>
<td>82,631,864</td>
<td>61.64%</td>
</tr>
<tr>
<td>1 Unit Attached Housing Structures</td>
<td>7,812,612</td>
<td>5.83%</td>
</tr>
<tr>
<td>2 Unit Housing Structures</td>
<td>4,961,792</td>
<td>3.70%</td>
</tr>
<tr>
<td>3-4 Unit Housing Structures</td>
<td>5,927,797</td>
<td>4.42%</td>
</tr>
<tr>
<td>5-9 Unit Housing Structures</td>
<td>6,417,429</td>
<td>4.79%</td>
</tr>
<tr>
<td>10-19 Unit Housing Structures</td>
<td>6,027,469</td>
<td>4.50%</td>
</tr>
<tr>
<td>20-plus Unit Housing Structures</td>
<td>11,712,558</td>
<td>8.74%</td>
</tr>
<tr>
<td>Mobile Home Housing Units</td>
<td>8,454,133</td>
<td>6.31%</td>
</tr>
<tr>
<td>Boat-RV-Van Housing Units</td>
<td>109,245</td>
<td>0.08%</td>
</tr>
<tr>
<td>Age of Housing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Housing Built 2010 or Later</td>
<td>3,098,053</td>
<td>2.31%</td>
</tr>
<tr>
<td>Housing Built 2000-2009</td>
<td>19,705,347</td>
<td>14.70%</td>
</tr>
<tr>
<td>Housing Built 1990-1999</td>
<td>18,762,073</td>
<td>14.00%</td>
</tr>
<tr>
<td>Housing Built 1980-1989</td>
<td>18,355,676</td>
<td>13.69%</td>
</tr>
<tr>
<td>Housing Built 1970-1979</td>
<td>20,901,765</td>
<td>15.59%</td>
</tr>
<tr>
<td>Housing Built 1960-1969</td>
<td>14,563,783</td>
<td>10.86%</td>
</tr>
<tr>
<td>Housing Built 1950-1959</td>
<td>14,255,447</td>
<td>10.63%</td>
</tr>
<tr>
<td>Housing Built 1940-1949</td>
<td>6,954,604</td>
<td>5.19%</td>
</tr>
<tr>
<td>Housing Built 1939 or Before</td>
<td>17,458,151</td>
<td>13.02%</td>
</tr>
<tr>
<td>Occupants per Unit</td>
<td>134,054,899</td>
<td>134,054,899</td>
</tr>
<tr>
<td>Units with less than 1 Occupant Per Room</td>
<td>113,783,631</td>
<td>96.66%</td>
</tr>
<tr>
<td>Units with 1.1-1.5 Occupants Per Room</td>
<td>2,732,978</td>
<td>2.32%</td>
</tr>
<tr>
<td>Units with 1.51-plus Occupants Per Room</td>
<td>1,199,628</td>
<td>1.02%</td>
</tr>
<tr>
<td>Description</td>
<td>Count</td>
<td>Percentage</td>
</tr>
<tr>
<td>--------------------------------------------------</td>
<td>-----------</td>
<td>------------</td>
</tr>
<tr>
<td>Median Value of Owner Occupied Units ($)</td>
<td>184,700</td>
<td></td>
</tr>
<tr>
<td>Owner Occupied Units: Value &lt; $50k</td>
<td>6,562,913</td>
<td>8.76%</td>
</tr>
<tr>
<td>Owner Occupied Units: Value $50k-$99.9k</td>
<td>11,046,600</td>
<td>14.75%</td>
</tr>
<tr>
<td>Owner Occupied Units: Value $100k-$149.9k</td>
<td>11,490,390</td>
<td>15.34%</td>
</tr>
<tr>
<td>Owner Occupied Units: Value $150k-$199.9k</td>
<td>11,138,581</td>
<td>14.88%</td>
</tr>
<tr>
<td>Owner Occupied Units: Value $200k-$299.9k</td>
<td>13,811,951</td>
<td>18.45%</td>
</tr>
<tr>
<td>Owner Occupied Units: Value $300k-$499.9k</td>
<td>12,284,402</td>
<td>16.41%</td>
</tr>
<tr>
<td>Owner Occupied Units: Value $500k-$999.9k</td>
<td>6,711,185</td>
<td>8.96%</td>
</tr>
<tr>
<td>Owner Occupied Units: Value &gt;$1 Million</td>
<td>1,835,046</td>
<td>2.45%</td>
</tr>
<tr>
<td>Owner-Occupied Units with Mortgage</td>
<td>48,016,540</td>
<td>40.79%</td>
</tr>
<tr>
<td>Owner-Occupied Units without Mortgage</td>
<td>26,864,528</td>
<td>22.82%</td>
</tr>
<tr>
<td>Occupied Units Paying Rent</td>
<td>40,589,851</td>
<td>100%</td>
</tr>
<tr>
<td>Median Rent Paid</td>
<td>949</td>
<td></td>
</tr>
<tr>
<td>Occupied Units Paying &lt;$500 Rent</td>
<td>4,584,612</td>
<td>11.29%</td>
</tr>
<tr>
<td>Occupied Units Paying $500-$999 Rent</td>
<td>17,571,872</td>
<td>43.29%</td>
</tr>
<tr>
<td>Occupied Units Paying $1000-$1499 Rent</td>
<td>11,233,560</td>
<td>27.68%</td>
</tr>
<tr>
<td>Occupied Units Paying $1500-$1999 Rent</td>
<td>4,353,437</td>
<td>10.73%</td>
</tr>
<tr>
<td>Occupied Units Paying $2000-$2499 Rent</td>
<td>1,613,799</td>
<td>3.98%</td>
</tr>
<tr>
<td>Occupied Units Paying $2500-$3000 Rent</td>
<td>640,435</td>
<td>1.58%</td>
</tr>
<tr>
<td>Occupied Units Paying $3000 or More Rent</td>
<td>592,136</td>
<td>1.46%</td>
</tr>
<tr>
<td>Rent Paid &lt; 15% of Income (Households)</td>
<td>4,890,736</td>
<td>12.05%</td>
</tr>
<tr>
<td>Rent Paid 15%-19.9% of Income (Households)</td>
<td>4,924,867</td>
<td>12.13%</td>
</tr>
<tr>
<td>Rent Paid 20%-24.9% of Income (Households)</td>
<td>5,016,743</td>
<td>12.36%</td>
</tr>
<tr>
<td>Rent Paid 25%-29.9% of Income (Households)</td>
<td>4,549,860</td>
<td>11.21%</td>
</tr>
<tr>
<td>Rent Paid 30%-34.9% of Income (Households)</td>
<td>3,603,580</td>
<td>8.88%</td>
</tr>
<tr>
<td>Rent Paid 35%-plus of Income (Households)</td>
<td>16,643,165</td>
<td>41.00%</td>
</tr>
</tbody>
</table>
Notes
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.
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