

Developed By: CPA



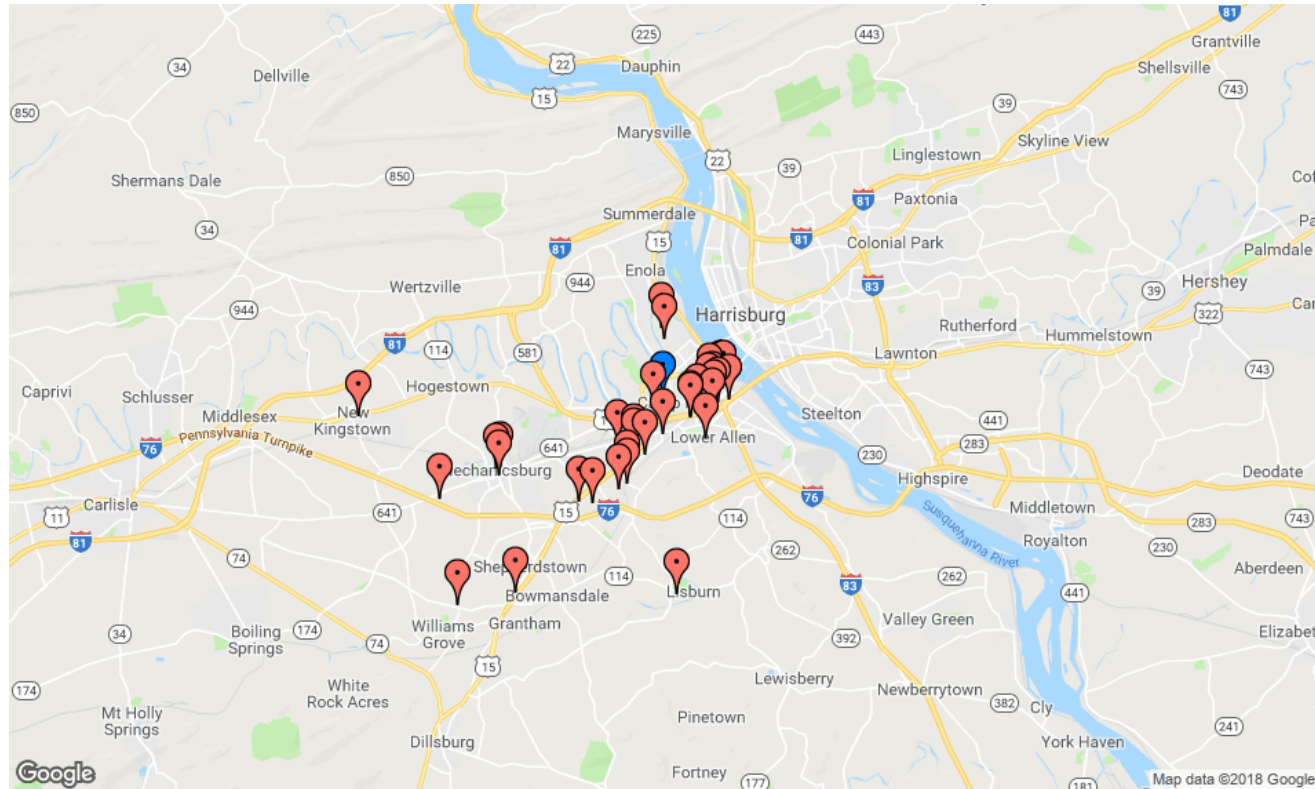
Developed For: Prime Plumbing

Prime Plumbing

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Industry Market Area Operations





Industry Market Area Operations

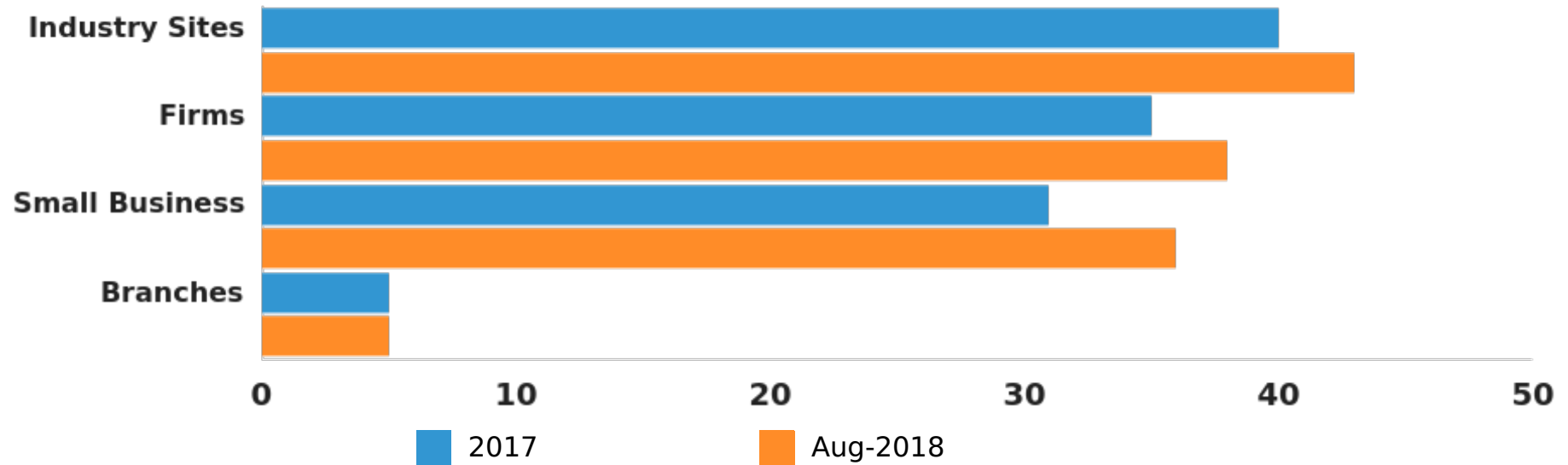
	2015	2016	2017	Aug-2018
Industry Sites	47	45	40	43
Firms	43	41	35	38
Small Business	40	39	31	36
Startups	2	2	2	4
Branches	4	4	5	5

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.

2017 & Aug-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.

Industry Market Volume (\$)

	2015	2016	2017	Aug-2018
Industry	75,300,406	69,025,024	76,903,002	67,528,576
Small Business	46,542,462	46,141,728	38,260,200	40,438,624
Startup	6,432,698	1,125,408	765,204	2,944,560

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.

Industry Market Share (%)

	2015	2016	2017	Aug-2018
Industry	100	100	100	100
Small Business	61.81	66.85	49.75	59.88
Startup	8.54	1.63	1.00	4.36
Prime Plumbing	2.24	2.31	2.27	2.73

Notes

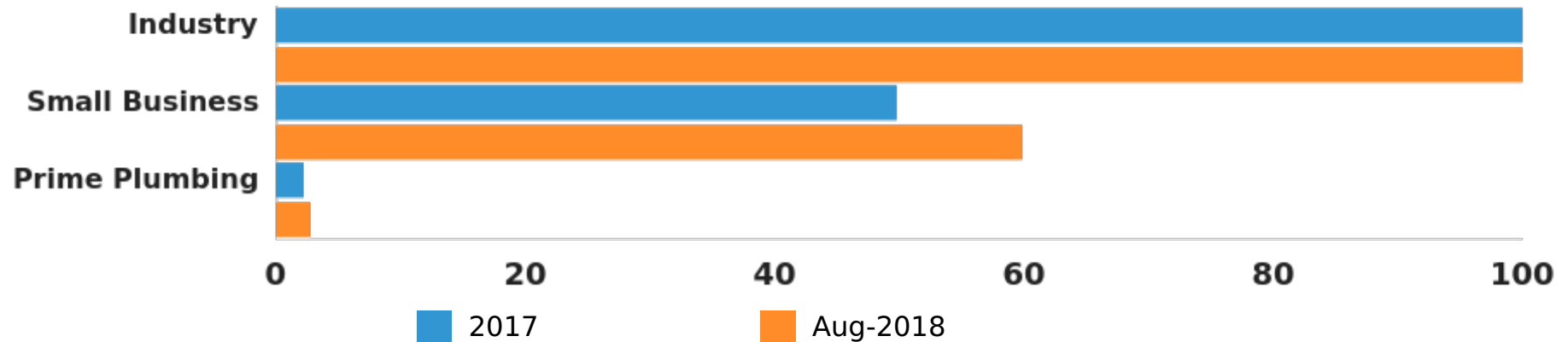
What is the small business share of total industry market in the latest calendar year? What portion is held by startups? And (if you made the necessary input) by the benchmark firm? Shares are expressed as a percent of the total.

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 & Aug-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.

Average Annual Sales (\$)

	2015	2016	2017	Change (%)	Aug-2018
Average Site	1,602,136	1,533,889	1,922,575	20.00	1,570,432
Median Site	756,788	750,272	956,505	26.39	785,216
Small Business	1,163,562	1,183,121	1,234,200	6.07	1,123,295
Startups	3,216,349	562,704	382,602	-88.10	736,140
Prime Plumbing	1,687,956	1,596,786	1,746,796	3.49	1,840,698

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.



Sales Rank

	2017	Aug-2018
Sales Rank	13 of 40	10 of 43
Sales Percentile	68	77
Variance from Average Sales (%)	-9.14	17.21
Variance from Median Sales (%)	82.62	134.42

Notes

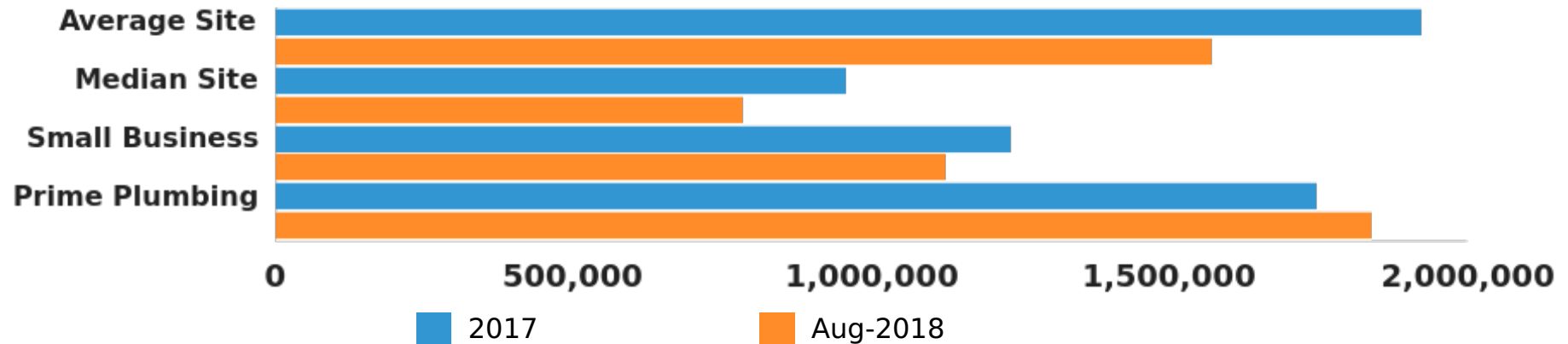
How do your sales rank among the competition? This section shows the answer in three ways.

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.

2017 & Aug-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 (\$)

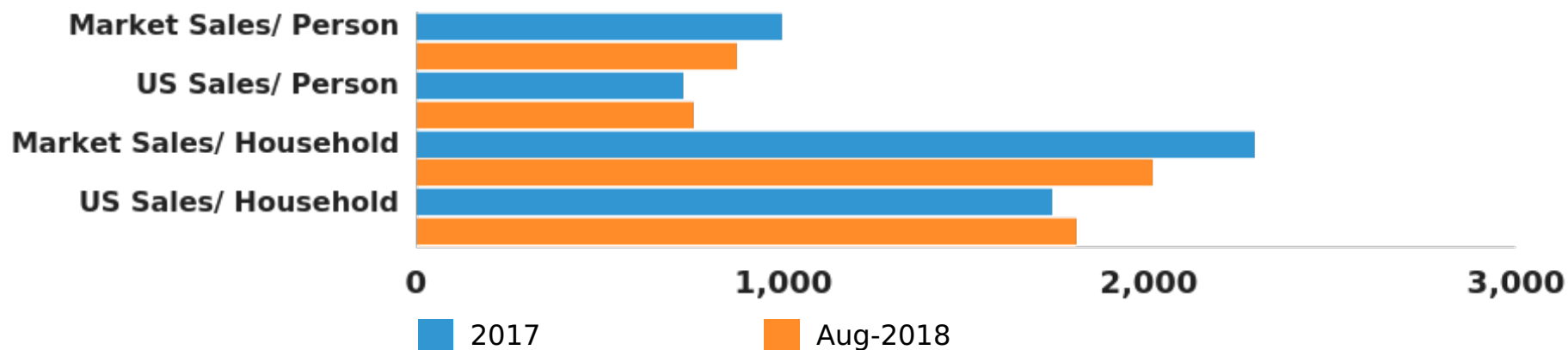
	2015	2016	2017	Aug-2018
Market Sales/ Person	991	904	996	875
US Sales/ Person	842	742	730	758
Market Sales/ Household	2,239	2,053	2,287	2,008
US Sales/ Household	1,992	1,762	1,735	1,801

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 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: 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 & Aug-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.

Industry Employment

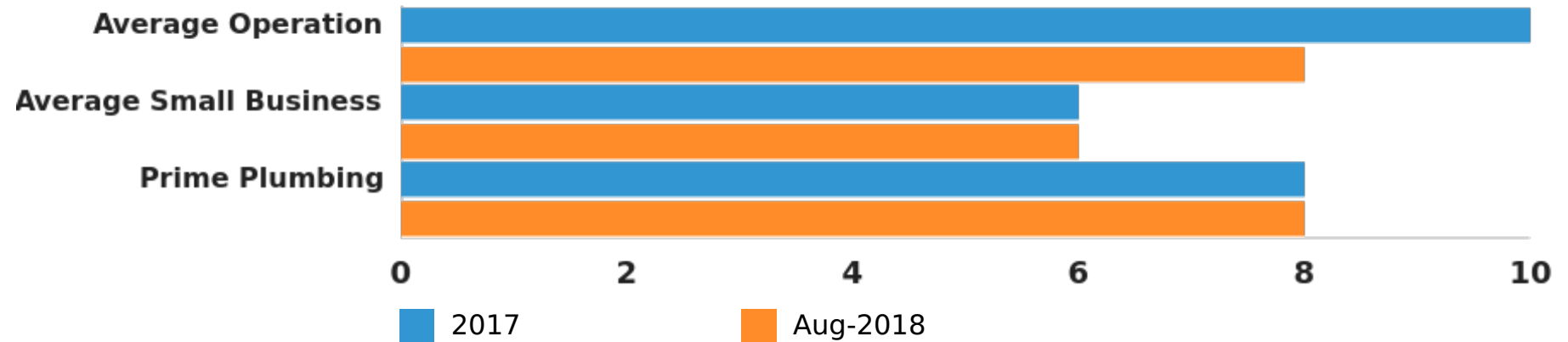
	2015	2016	2017	Aug-2018
Industry Total	398	368	402	344
Average Operation	8	8	10	8
Average Small Business	6	6	6	6
Average Startups	17	3	2	4
Prime Plumbing	8	8	8	8

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.

2017 & Aug-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	57.5	17.8	0.0	0.0	75.3
2016	57.0	12.0	0.0	0.0	69.0
2017	51.1	25.8	0.0	0.0	76.9

Percent Market Volume by Class

	Small 1-24	Medium 25-99	Large 100+	Unknown	Total
2015	76.36	23.64	0.00	0.00	100.00
2016	82.61	17.39	0.00	0.00	100.00
2017	66.45	33.55	0.00	0.00	100.00

Average Sales by Class (000)

	Small 1-24	Medium 25-99	Large 100+	Unknown	Total
2015	1,307	5,933	0	0	1,602
2016	1,326	6,000	0	0	1,534
2017	1,419	6,450	0	0	1,923

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	44	3	0	0	47
2016	43	2	0	0	45
2017	36	4	0	0	40

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.

Total Employment

	Small 1-24	Medium 25-99	Large 100+	Unknown	Total
2015	304	94	0	0	398
2016	304	64	0	0	368
2017	267	135	0	0	402

Average Employment

	Small 1-24	Medium 25-99	Large 100+	Unknown	Total
2015	7	31	0	0	8
2016	7	32	0	0	8
2017	7	34	0	0	10

Productivity

Sales Per Employee (\$)

	2015	2016	2017	Aug-2018
US	188,576	186,952	190,673	195,659
Market Area	189,197	187,568	191,301	196,304
Prime Plumbing	210,995	199,598	218,350	230,087

Average Annual Wage (\$)

	2015	2016	2017	Aug-2018
US	57,311	58,525	59,973	57,367
Market Area	60,581	61,865	63,395	60,640
Prime Plumbing	43,456	45,643	44,356	44,857

Rent Per Employee (\$)

	2015	2016	2017	Aug-2018
US	3,367	3,338	3,461	3,493
Market Area	3,378	3,349	3,472	3,505
Prime Plumbing	682	707	683	684

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.

Productivity Indices (Prime Plumbing)

	2015	2016	2017	Aug-2018
US Sales per Employee Index	+12%	+7%	+15%	+18%
Market Area Sales per Employee Index	+12%	+6%	+14%	+17%
US Efficiency Index	+48%	+37%	+55%	+50%
Market Area Efficiency Index	+55%	+44%	+63%	+58%

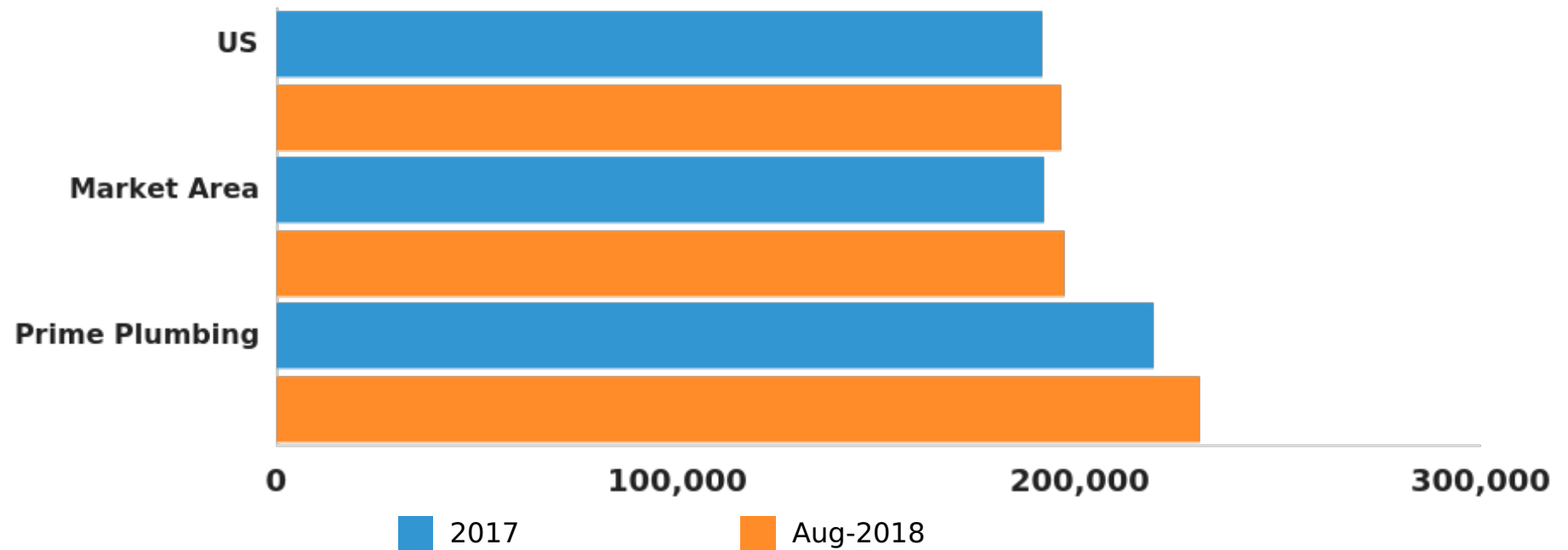
Notes

How much more or less efficient is your operation relative to the competition? This calendar year 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.

See the Productivity table to review average wages and sales per employee levels for your firm, the US and market areas. See the calendar year chart for a graphic representation of relative sales per employee levels.

2017 & Aug-2018 Sales per Employee (\$)



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.

Startup Performance (Firms)

	2015	2016	2017	Aug-2018
Population	2	2	2	4
Average Sales (\$)	3,216,349	562,704	382,602	736,140
Market Volume (\$)	6,432,698	1,125,408	765,204	2,944,560
Market Share (%)	8.54	1.63	1.00	4.36

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.

Startup Activity Rates (Firms and Branches)

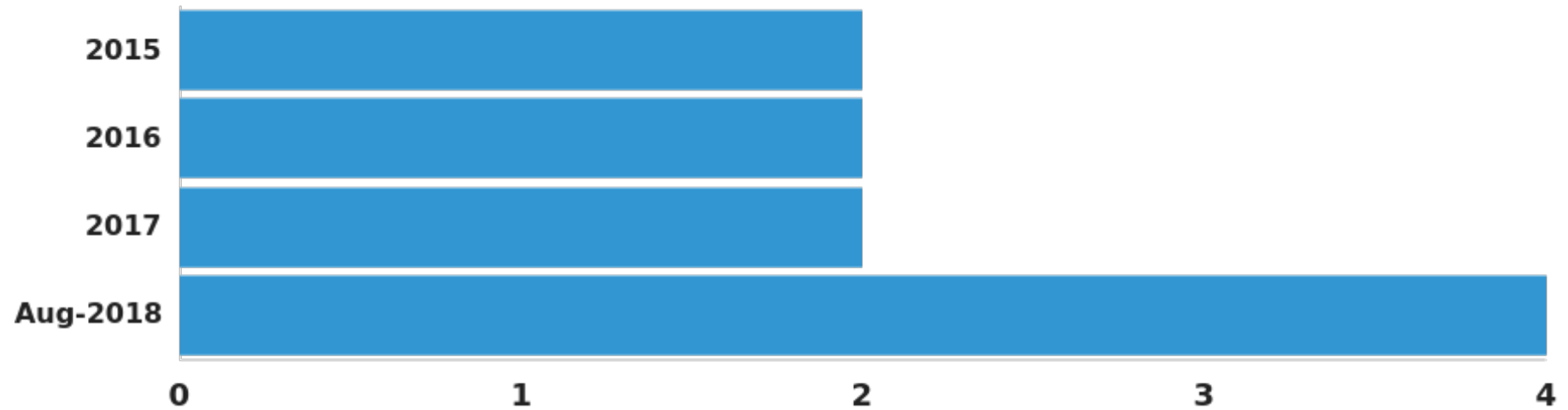
	2015	2016	2017	Aug-2018
Local Industry Startup Rate (%)	4.26	4.44	5.00	9.30
US Industry Startup Rate (%)	6.96	6.35	5.22	5.70
Local Industry Startup Index	0.61	0.70	0.96	1.63

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 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.

Cessation Rates

Establishments (%)	20.00
Firms (%)	21.95
Small Businesses (%)	25.64
Startups (%)	50.00
Branches (%)	0.00

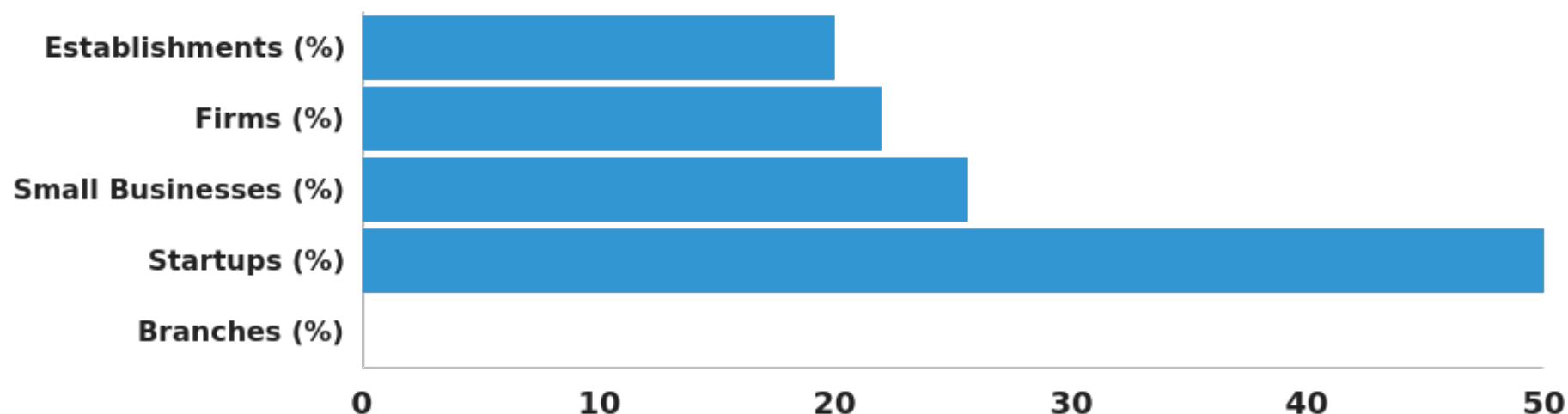
Notes

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.

Cessation Rates



Notes

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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

	2015	2016	2017
Local Industry	8.51	8.89	12.50
US Industry	6.14	5.91	5.70

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	77,214	100%
Male	39,276	50.87%
Female	37,938	49.13%

Age

5-9 Years	4,127	5.34%
10-14 Years	4,104	5.32%
15-19 Years	3,729	4.83%
20-24 Years	4,145	5.37%
25-34 Years	11,335	14.68%
35-44 Years	10,255	13.28%
45-54 Years	10,345	13.40%
55-59 Years	5,641	7.31%
60-64 Years	4,954	6.42%
65-74 Years	7,519	9.74%
75-84 Years	4,419	5.72%
85-plus Years	2,836	3.67%
Median Age	42	



Industry Market Report Series
[238220] Plumbing, Heating, And Air-Conditioning Contractors
Zip Code 17011,17043,17055

Race / Ethnicity

White	67,551
Hispanic (all races)	2,611
African American	3,535
Native American	96
Asian	3,272
Asian Indian	1,178
2-plus Races	1,628

Employment

Population: 16-plus Years	64,347	100%
Labor force	40,609	63.11%
Mean Commute (minutes)	33.2	
Civilian Labor Force	40,553	63.02%
Civilian employment	38,653	60.07%
Unemployed	1,900	2.95%
Work at Home	1,267	1.97%

Income

Total households	33,628	100%
Below \$10k Income	1,063	3.16%
\$10k-14.9k Income	1,079	3.21%
\$15k-24.9k Income	3,121	9.28%
\$25k-34.9k Income	3,121	9.28%
\$35k-49.9k Income	4,698	13.97%
\$50k-74.9k Income	6,201	18.44%
\$75k-99.9k Income	4,980	14.81%
\$100k-149.9k Income	5,273	15.68%
\$150k-199.9k Income	2,256	6.71%
>\$200k Income	1,833	5.45%
Median HH Income (\$)	56,531	
Mean HH Income (\$)	75,554	
Per Capita Income (\$)	35,315	

Education

Population 25+ Years	57,304	100%
High School Graduate	17,001	29.7%
Some College (no degree)	9,449	16.5%
Associate's Degree	5,222	9.1%
Bachelor's degree	13,763	24.0%
Graduate/Professional degree	7,794	13.6%
% High School Graduate or Higher (total)	53,220	92.9%
% Bachelor's Degree or Higher (total)	21,555	37.6%

Housing

Total Housing Units	33,628	100%
Occupied Housing Units	31,814	94.61%
Type of Housing		
1 Unit Detached Housing Structures	20,765	61.75%
1 Unit Attached Housing Structures	4,568	13.58%
2 Unit Housing Structures	946	2.81%
3-4 Unit Housing Structures	1,361	4.05%
5-9 Unit Housing Structures	1,918	5.70%
10-19 Unit Housing Structures	1,543	4.59%
20-plus Unit Housing Structures	2,113	6.28%
Mobile Home Housing Units	399	1.19%
Boat-RV-Van Housing Units	15	0.04%



Industry Market Report Series

[238220] Plumbing, Heating, And Air-Conditioning Contractors

Zip Code 17011,17043,17055

Age of Housing		
Housing Built 2010 or Later	885	2.63%
Housing Built 2000-2009	3,018	8.97%
Housing Built 1990-1999	2,779	8.26%
Housing Built 1980-1989	3,698	11.00%
Housing Built 1970-1979	5,290	15.73%
Housing Built 1960-1969	5,433	16.16%
Housing Built 1950-1959	5,391	16.03%
Housing Built 1940-1949	2,064	6.14%
Housing Built 1939 or Before	5,070	15.08%
Occupants per Unit		
Units with less than 1 Occupant Per Room	31,598	99.32%
Units with 1.1-1.5 Occupants Per Room	186	0.58%
Units with 1.51-plus Occupants Per Room	30	0.09%



Industry Market Report Series

[238220] Plumbing, Heating, And Air-Conditioning Contractors

Zip Code 17011,17043,17055

Median Value of Owner Occupied Units (\$)	187,600	
Owner Occupied Units: Value < \$50k	613	2.83%
Owner Occupied Units: Value \$50k-\$99.9k	918	4.24%
Owner Occupied Units: Value \$100k-\$149.9k	4,088	18.87%
Owner Occupied Units: Value \$150k-\$199.9k	6,502	30.01%
Owner Occupied Units: Value \$200k-\$299.9k	6,220	28.71%
Owner Occupied Units: Value \$300k-\$499.9k	2,690	12.42%
Owner Occupied Units: Value \$500k-\$999.9k	634	2.93%
Owner Occupied Units: Value >\$1 Million	0	0.00%
Owner-Occupied Units with Mortgage	14,288	44.91%
Owner-Occupied Units without Mortgage	7,471	23.48%



Industry Market Report Series

[238220] Plumbing, Heating, And Air-Conditioning Contractors

Zip Code 17011,17043,17055

Occupied Units Paying Rent	9,674	100%
Median Rent Paid	926	
Occupied Units Paying <\$500 Rent	767	7.93%
Occupied Units Paying \$500-\$999 Rent	4,774	49.35%
Occupied Units Paying \$1000-\$1499 Rent	3,397	35.11%
Occupied Units Paying \$1500-\$1999 Rent	421	4.35%
Occupied Units Paying \$2000-\$2499 Rent	81	0.84%
Occupied Units Paying \$2500-\$3000 Rent	73	0.75%
Occupied Units Paying \$3000 or More Rent	161	1.66%
Rent Paid < 15% of Income (Households)	1,456	15.05%
Rent Paid 15%-19.9% of Income (Households)	1,464	15.13%
Rent Paid 20%-24.9% of Income (Households)	1,296	13.40%
Rent Paid 25%-29.9% of Income (Households)	1,019	10.53%
Rent Paid 30%-34.9% of Income (Households)	0	0.00%
Rent Paid 35%-plus of Income (Households)	0	0.00%

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