

# Kentley Insights

## 2024 Market Research Report Health Clubs

March 2024

Report: 713940

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## Report Methodology

Kentley Insights is the leader in data-driven industry market research reports. This report includes extensive data sets and forecasts on the Health Clubs industry, which will provide you with key insights and benchmarks to create a broad and in-depth diagnostic and understanding of any company in the industry.

For this report, the core data is sourced from comprehensive business surveys filled out by companies in the Health Clubs industry. Our analysts create the industry forecasts utilizing historical trends, industry dynamics, econometrics, and macroeconomic trends. Data sources include the Bureau of Labor, the Census Bureau, the IRS, the Bureau of Economic Analysis, the Federal Reserve, and the Department of Commerce.

If you need the data and charts in an Excel file visit us at <https://www.kentleyinsights.com/data/>.

## Industry Definition

### Health Clubs

The Health Club industry includes companies primarily engaged in operating fitness and recreational sports facilities featuring exercise and other active physical fitness conditioning or recreational sports activities, such as swimming, skating, or racquet sports.

## Industry Examples

Aerobic dance centers : Athletic clubs, physical fitness facilities : Body building studios, physical fitness : Exercise centers : Fitness centers : Gymnasiums : Health club, physical fitness : Health spas (without lodging), physical fitness : Health studio, physical fitness : Ice skating rinks : Physical fitness centers : Physical fitness studio : Racquetball clubs : Rinks, ice or roller skating : Roller skating rinks : Skating rinks, ice or roller : Spas, fitness (without lodging) : Sports clubs, physical fitness facilities : Squash clubs : Strength development centers : Swimming pools : Tennis clubs : Wave pools : Weight training centers

## Industry Snapshot - Revenue & Growth

Below is the revenue and growth snapshot for the Health Clubs industry, covering industry size, growth, forecasts, revenue per company, product line concentration, pricing, sales per capita, and sales per location, and benchmark how many of these metrics compare to the industries within the service sector.

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### Overall Industry Size

The overall 2023 revenue for the Health Clubs industry was \$41.1 billion. The industry is above average in industry size, ranking in the top 40% of service industries in terms of size.

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### Overall Industry Growth

Over the past 3 years, industry revenue have been growing at an annual rate of 17.9% per year. This growth rate is significantly outpacing the 8.1% average for service industries and ranks it in the top 20% of all service industries.

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### Overall Industry Growth Forecast

Given the macroeconomic climate and industry dynamics, the forecasted industry revenue growth rate for the next 5 years is 4.5% per year for the Health Clubs industry.

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### Revenue per Company

In 2023, the average revenue per company for the industry was approximately \$1.3 million, which grew at a 16.8% annual rate over the past 3 years.

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### Product Line Concentration

In the Health Clubs industry, the top 3 product lines make up 79% of revenue, which ranks in the bottom 40% of service industries.

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### Pricing & Inflation

From 2022 to 2023, price inflation for the industry was 4.7%. While over the past 5 years, inflation has averaged 2% per year.

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### Sales per Capita

For the Health Clubs industry, D.C. has the highest sales per capita at \$323. This is 185% higher than the average \$114 per capita across the U.S.

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### Sales per Location

For the industry, Hawaii has the highest sales per location at \$1.9 million, which is 84% higher than the U.S. average of \$1.1 million in sales per location.

## Industry Snapshot - Costs, Capital & Profit

Below is an industry snapshot on operating expenses, employee productivity, payroll, job categorization, profitability, and relevant benchmarks.

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### Operating Expenses

In 2023, the operating expenses as a percent of revenue for the Health Clubs industry was 89.7%, and over the past 3 years total operating expenses for the industry grew at 14.1% per year.

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### Operating Expense Breakdown

The breakdown of operating expenses for the industry is as follows: 42% for employee expenses, 11% for property expenses, 17.3% for equipment expenses, 1.3% for IT expenses, 10.8% for miscellaneous expenses, while 17.6% was spent on other operating expenses.

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### Employee Productivity

For the Health Clubs industry, in 2023 the sales per employee grew 7.4% over 2022 to \$55,472, which ranks the industry in the top 40% of service industries.

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### Profitability

63.8% of Companies in the Health Clubs industry are profitable, with an average net income of 12.4% of revenue, which ranks the industry in the top 60% of service industries.

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### Payroll per Employee

In 2023, payroll per employee equaled \$16,971 for the industry, which ranks it in the bottom 20% of service industries. Payroll per employee has grown at an annual rate of 4.9% over the past 3 years.

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### Payroll by State

D.C. is the highest paying state in the Health Clubs industry, with a payroll per employee of \$21,647, which is 27.6% higher than the U.S. average.

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### Job Categorization

The jobs breakdown in the Health Clubs industry is as follows: 18% of the jobs are in management and finance, 69.4% of the jobs are in sales, service and marketing, while 12.7% of the jobs are in operations and technology.

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### Top Jobs

The top job in the Health Clubs industry is Recreation and Fitness Workers at 36% of the industry employees. While the second ranked job is Miscellaneous Entertainment Attendants and Related Workers at 8.7% of the industry employees.

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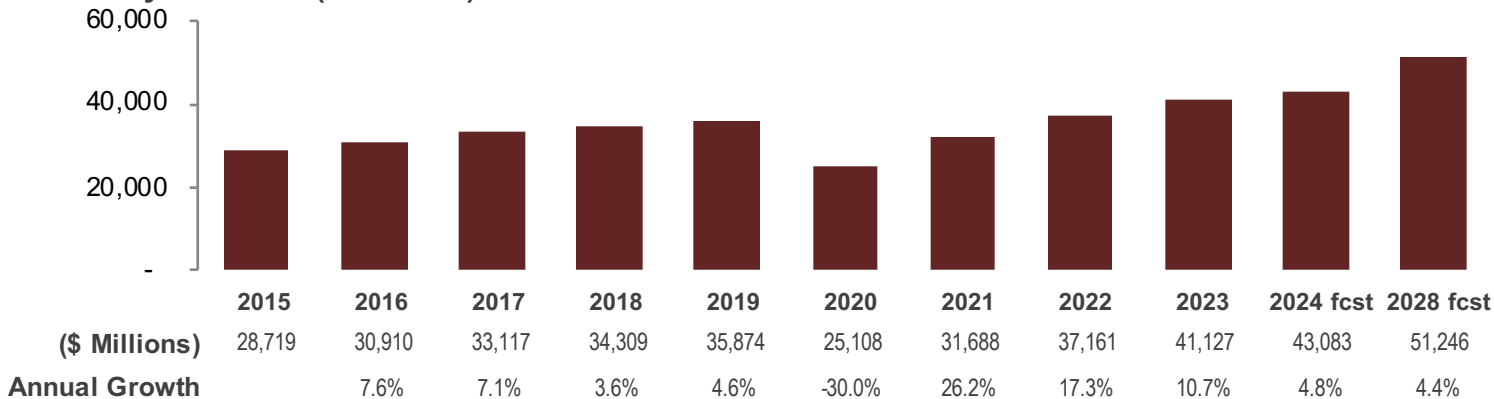
# **Section One**

## **Revenue & Growth Analysis**

# Industry Growth Details

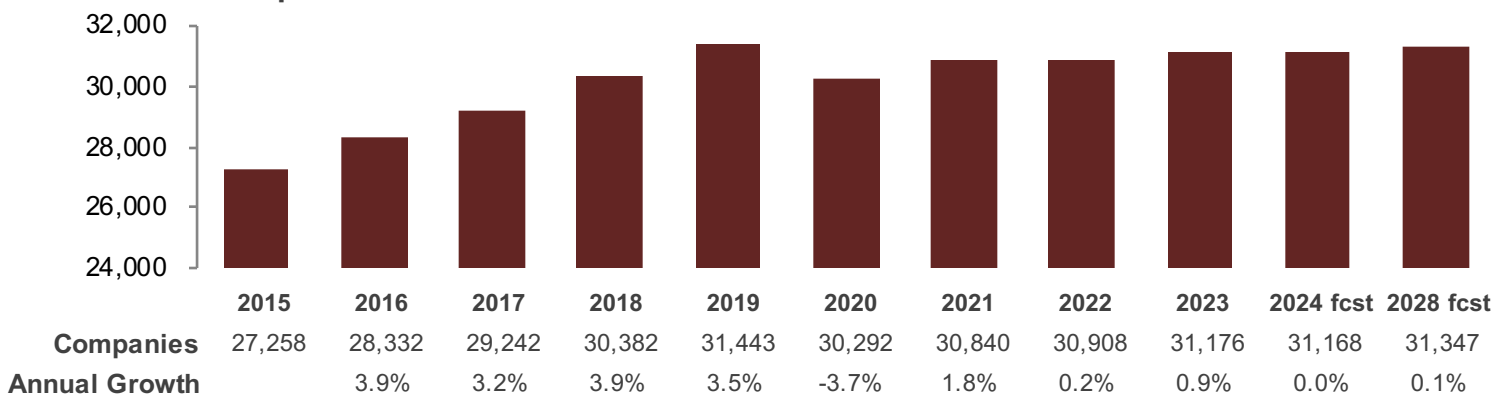
To get a macro level view of the Health Clubs industry, below are the historical details and industry growth forecasts for total industry revenue, number of companies, and number of locations.

## Industry Revenue (\$ Millions)



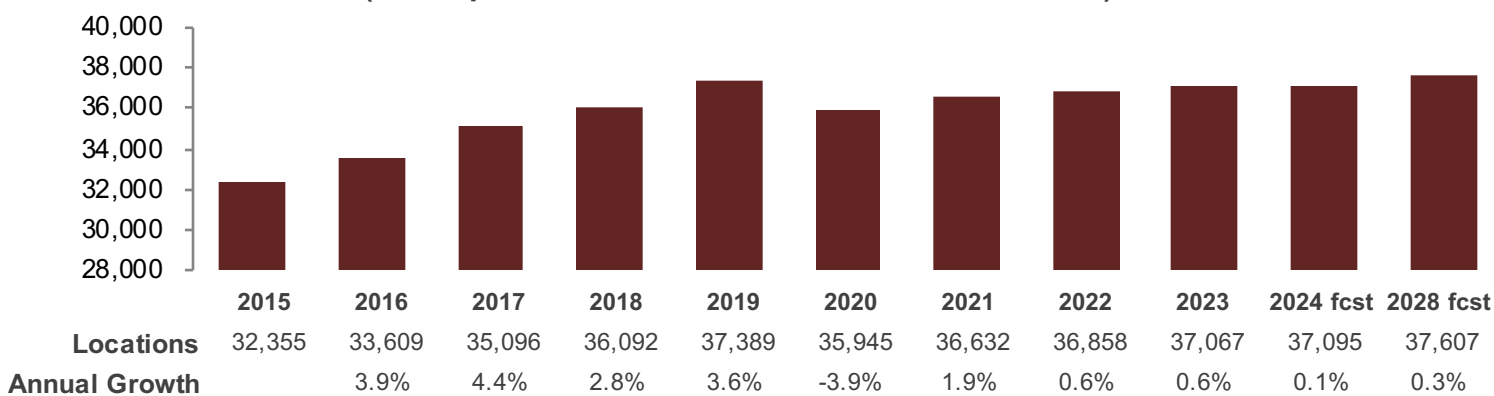
Compound Annual Growth Rate **17.9%** 3-Year **3.7%** 5-Year

## Number of Companies



Compound Annual Growth Rate **1.0%** 3-Year **0.5%** 5-Year

## Number of Locations (i.e., separate facilities, offices, or retail locations)

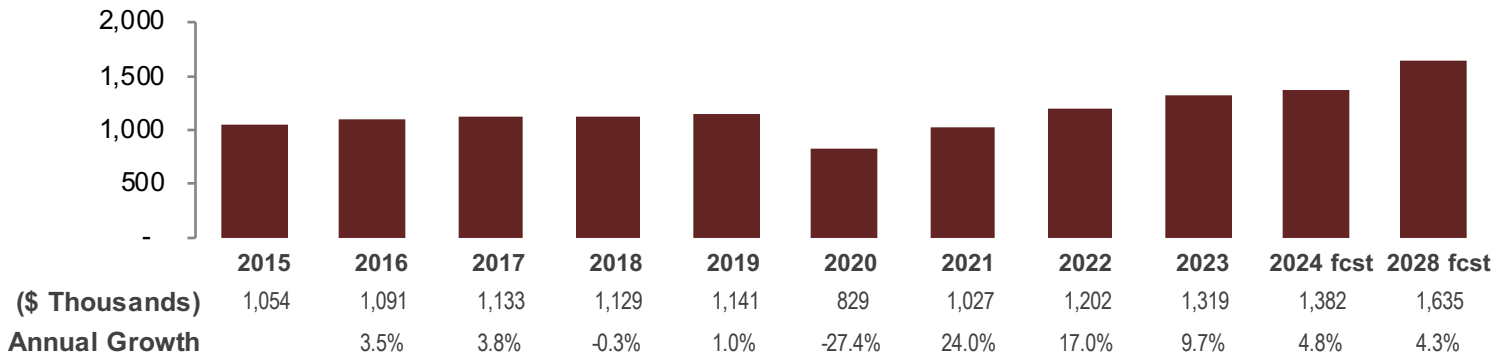


Compound Annual Growth Rate **1.0%** 3-Year **0.5%** 5-Year

# Growth Benchmarks

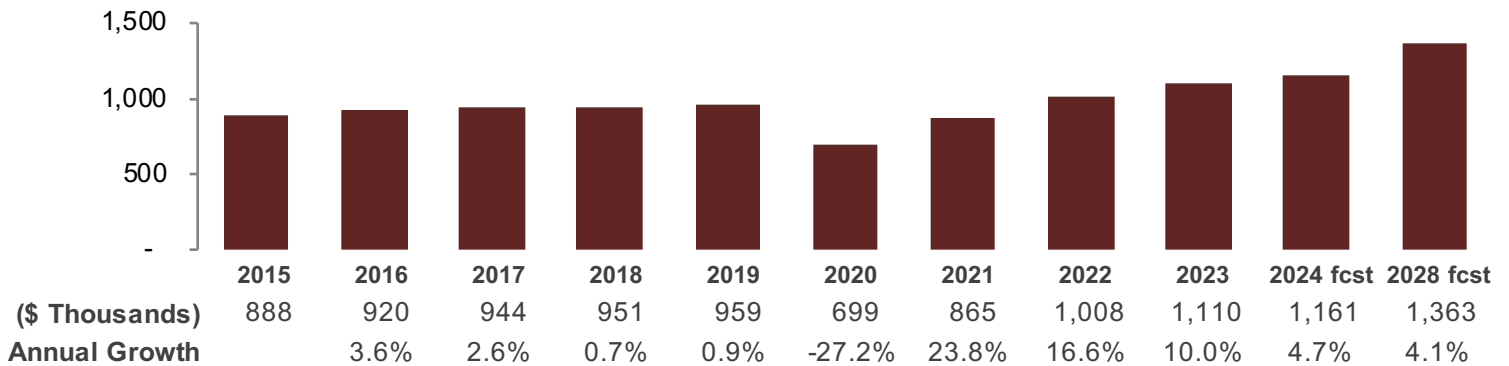
Below are the normalized growth benchmarks for the Health Clubs industry, including revenue per company, revenue per location, and locations per company. These metrics are typically better to use to benchmark a company's performance, since they normalize for company and location growth.

## Revenue per Company (\$ Thousands)



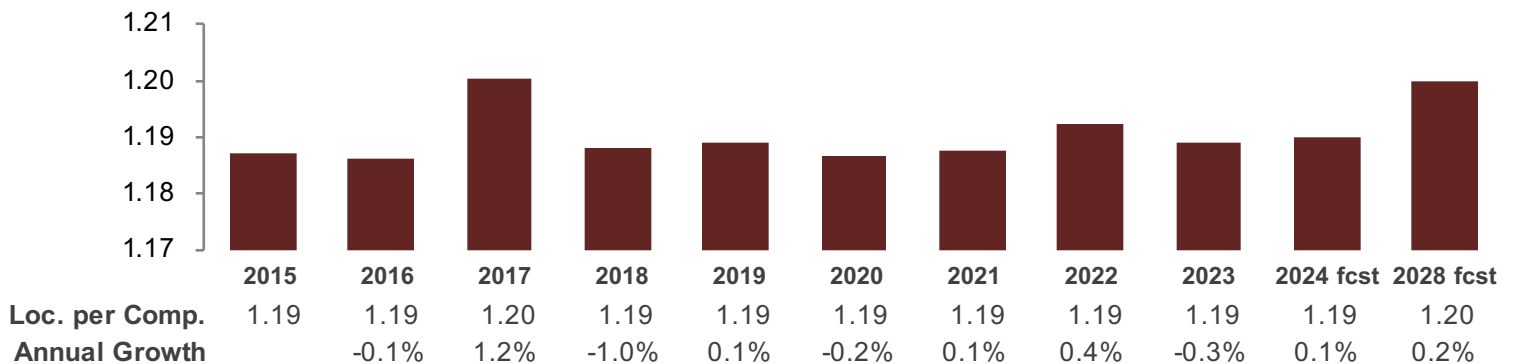
Compound Annual Growth Rate **16.8%** 3-Year **3.2%** 5-Year

## Revenue per Location (\$ Thousands)



Compound Annual Growth Rate **16.7%** 3-Year **3.1%** 5-Year

## Locations per Company



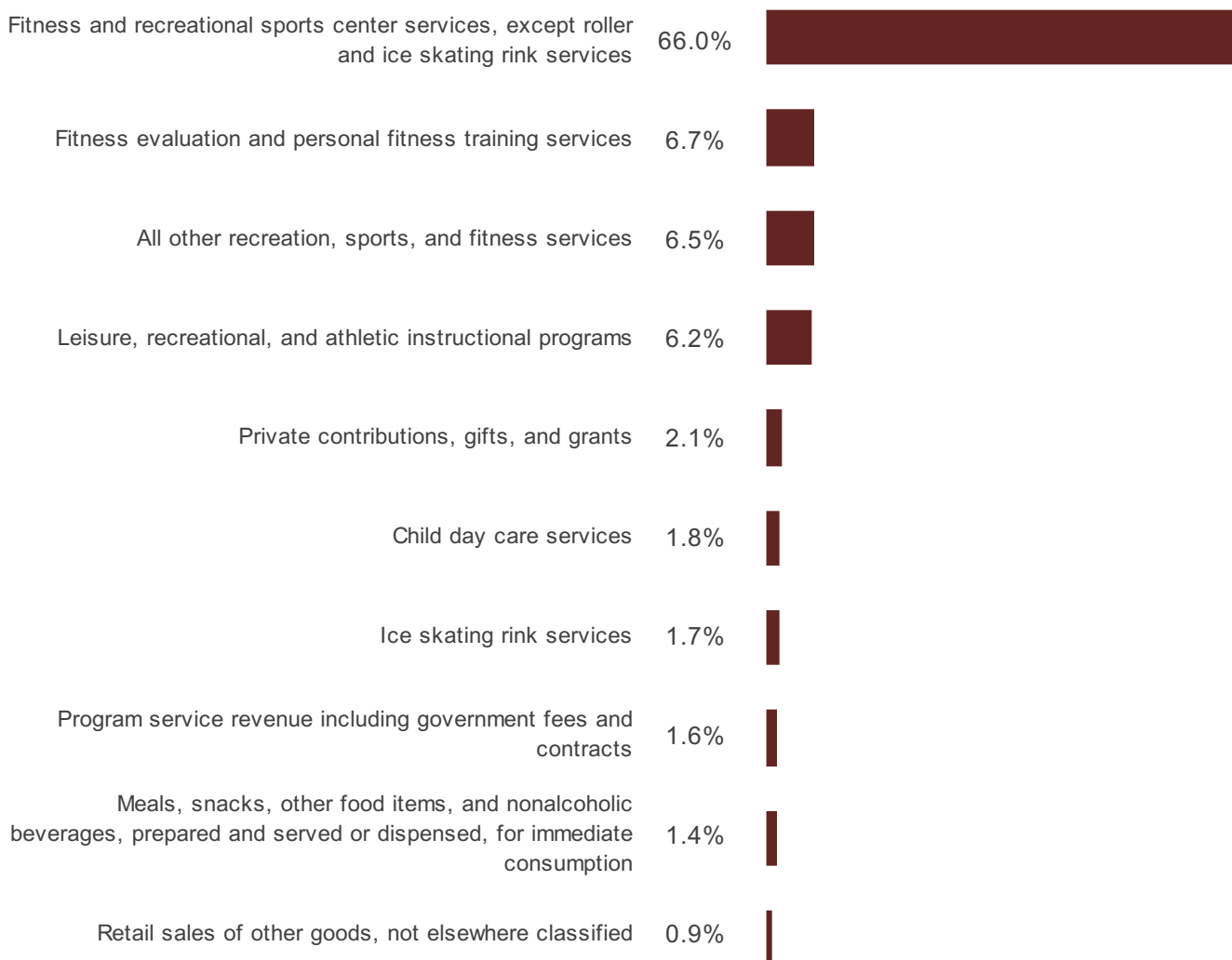
Compound Annual Growth Rate **0.1%** 3-Year **0.0%** 5-Year



## Breakdown of Top Product Lines

Below represents Health Clubs industry sales as a percentage of the top product lines, which is used to highlight potential growth opportunities, strengths, and weaknesses.

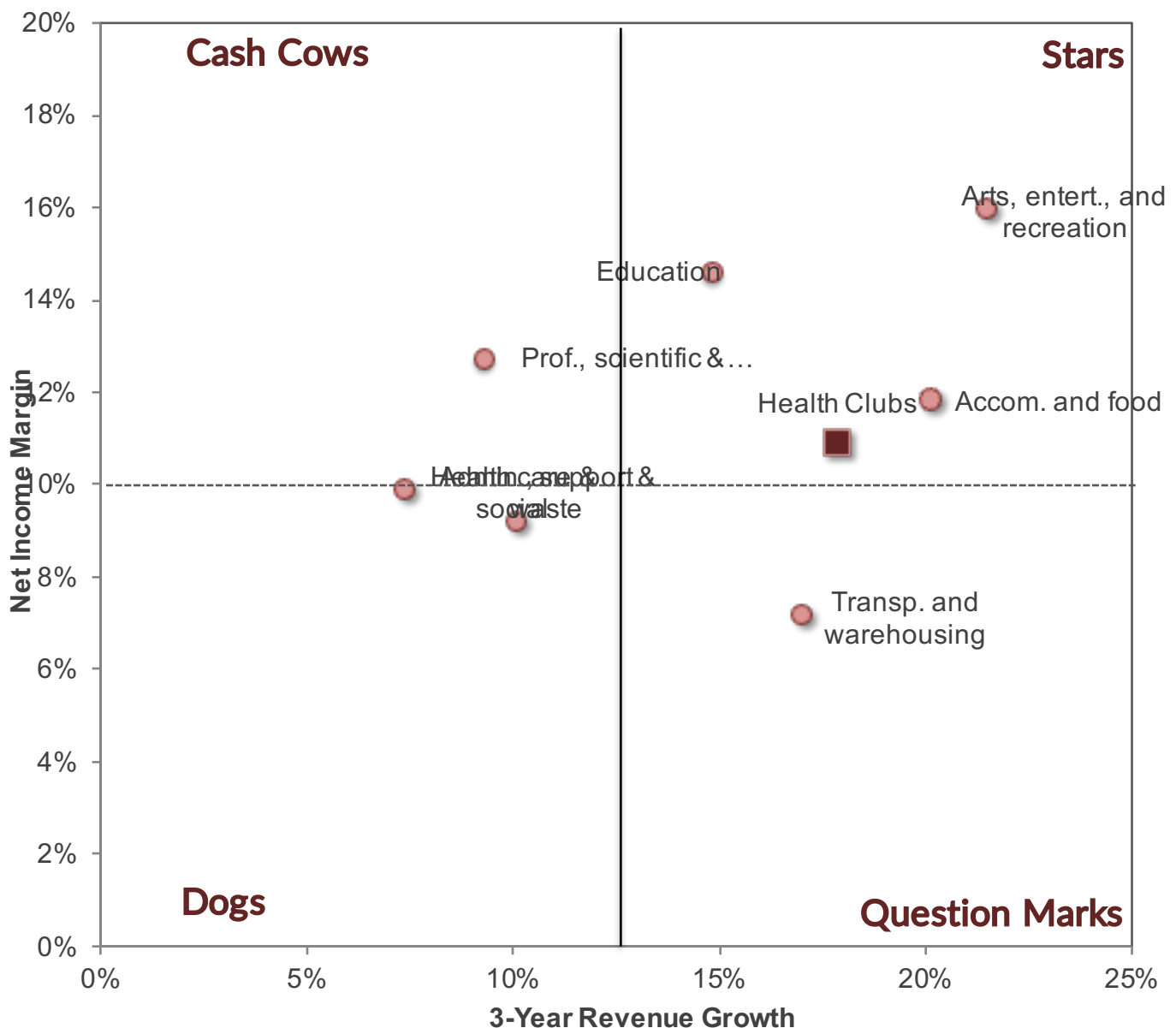
### Breakdown of Sales by Top Product Lines (%)



## Income vs. Revenue Growth Matrix

Similar to the famous BCG Matrix, though substituting net income margin for relative market share and taking it to the industry level, the Income vs. Revenue Growth Matrix is an insightful tool to create context for an industry and companies. Where is your industry on the matrix? And, more importantly, where does your company fall on the matrix?

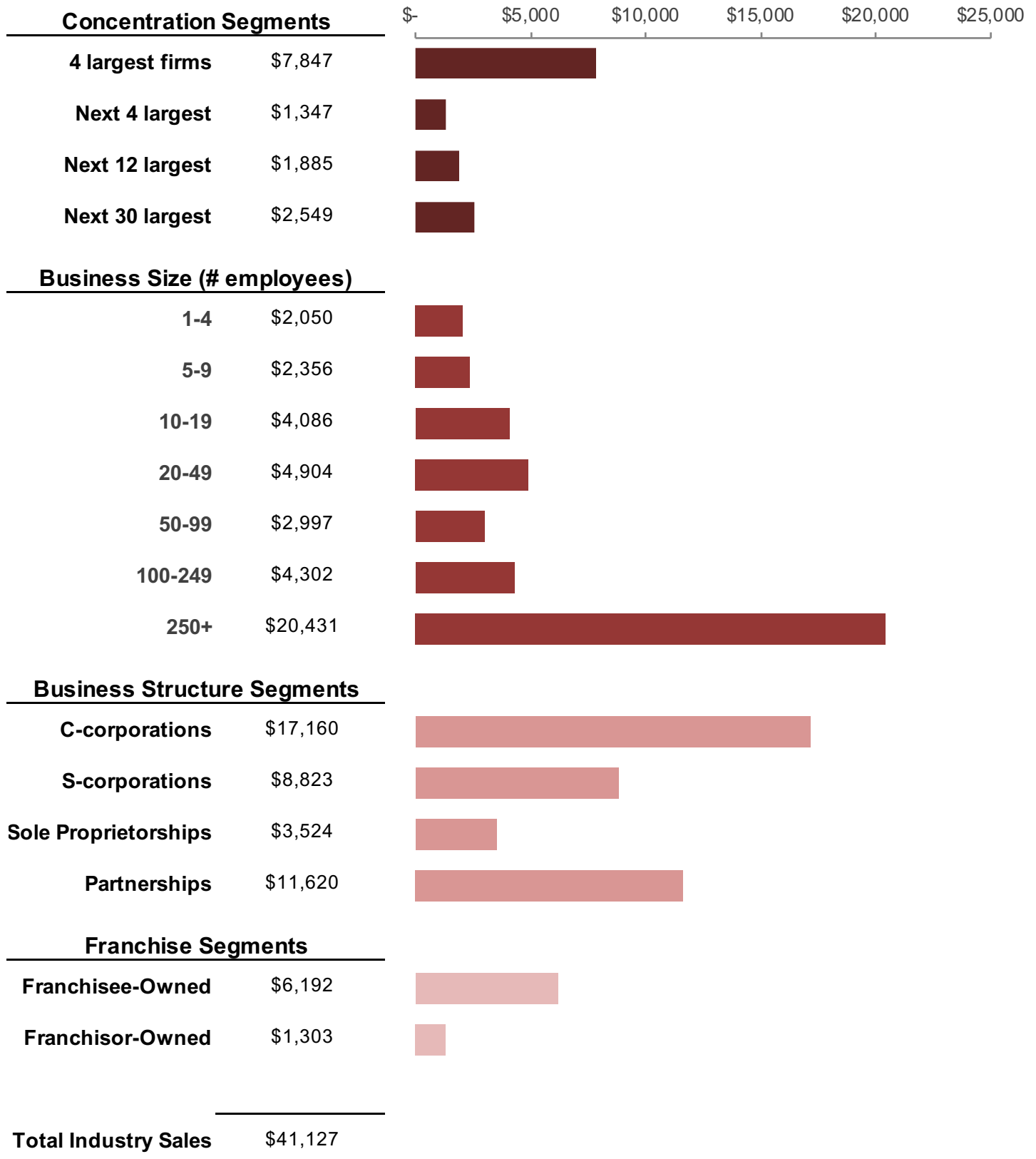
Industries which can generate high net income margin and high revenue growth are known as the Star industries, which often attract higher levels of competition chasing the growth. While, those that generate low net income margin and low revenue growth are known as the Dogs. Often, Dog industries are very mature, and growth comes from consolidation and driving costs out of the business. Industries with high net income margin and low revenue growth are Cash Cows, which typically are more mature and have less overall investment, but have nice industry dynamics to protect the margins of the industry. While Question Mark industries are those that have high revenue growth, but low net income margin. Companies in Question Mark industries, which can drive competitive differentiation and a higher net income margin, can often realize significant profit growth.



# Total Sales by Segments

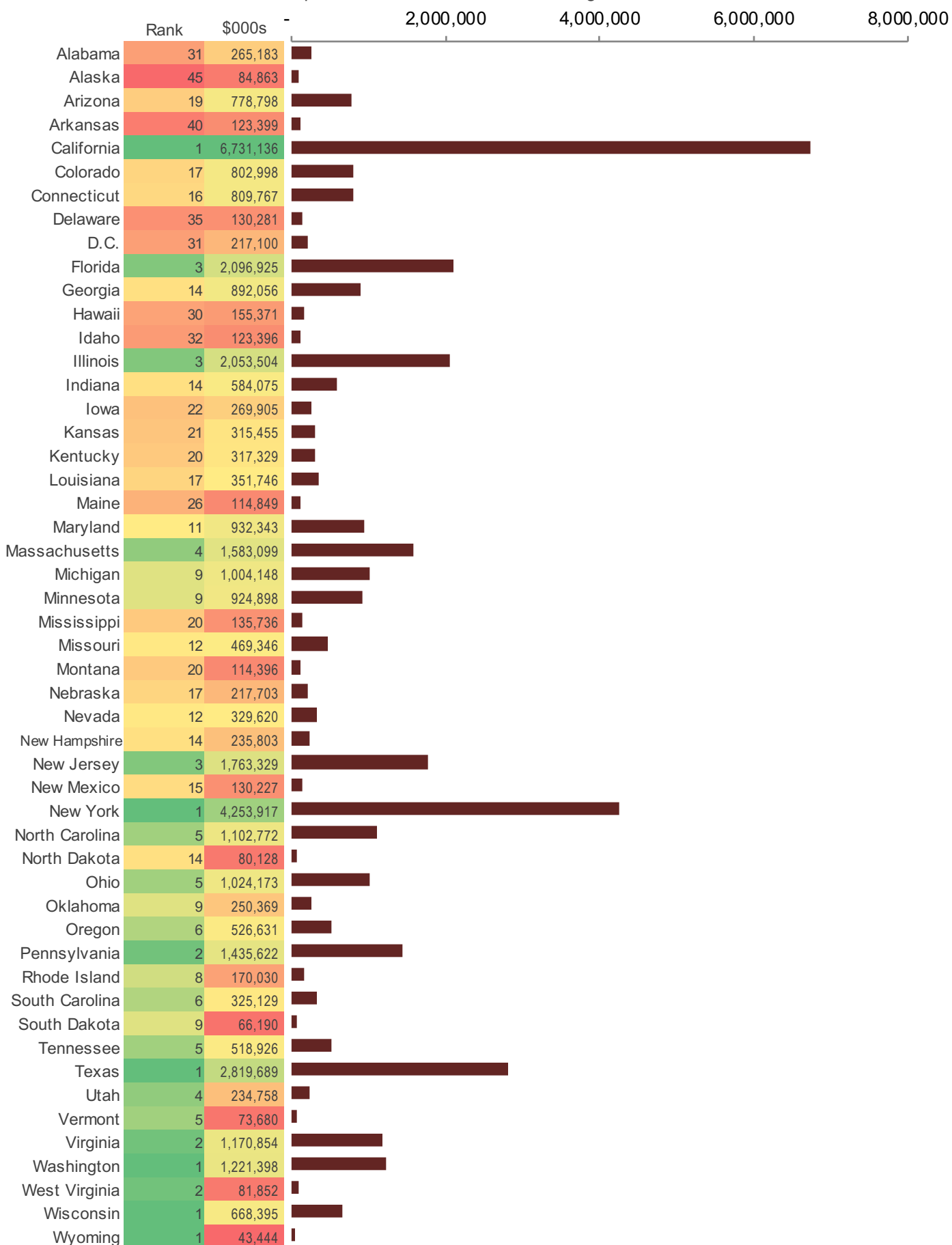
Below is total sales for various industry segmentations including concentration, business size by employees, business structure and franchises.

All figures in \$ millions



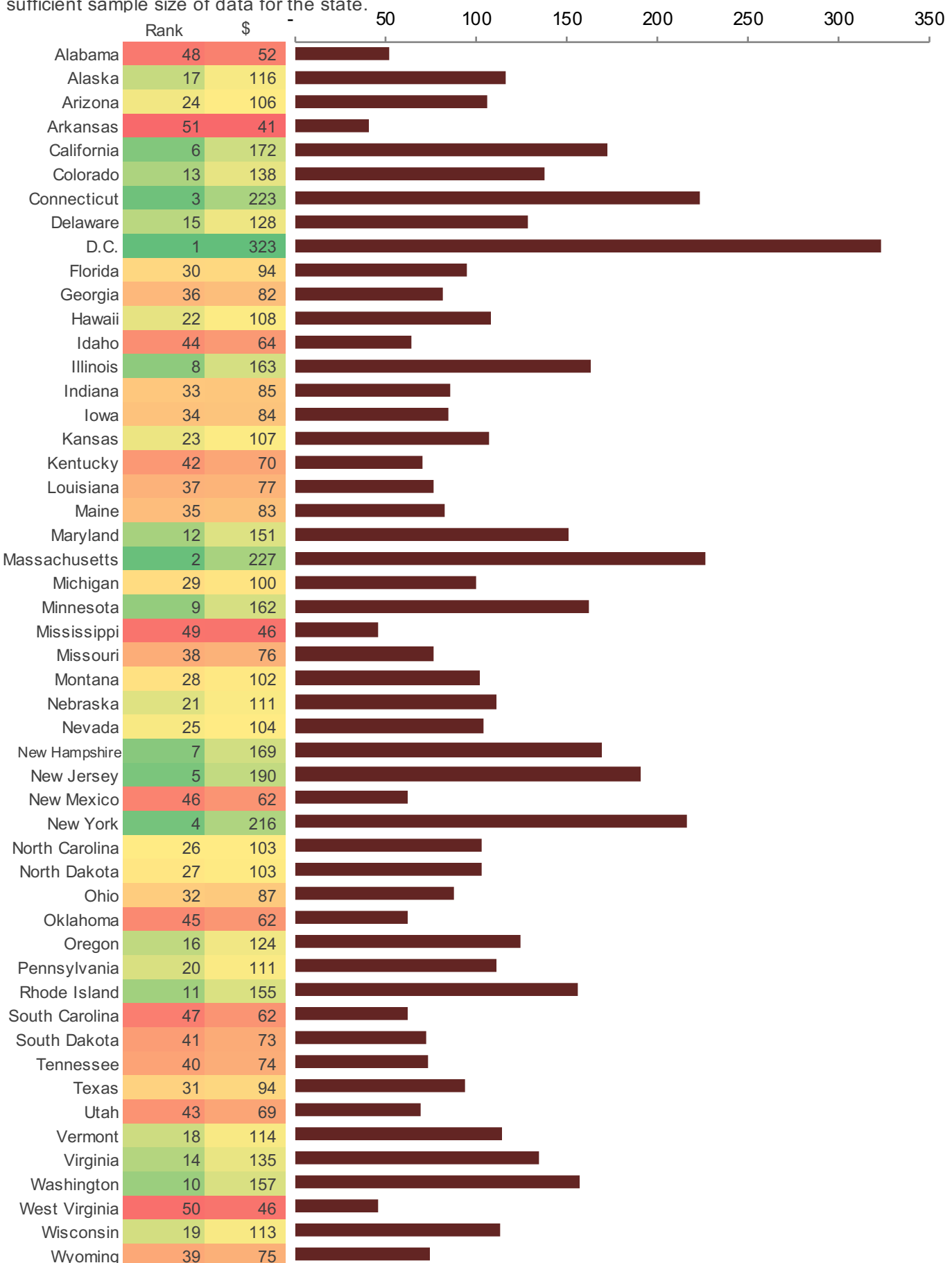
# Sales per State

Below is industry sales per state, which is useful to understand the total market potential by state. When it states "no data", there wasn't a sufficient sample size of data for the state. All figures are in \$000s.



# Sales per Capita by State

Below is industry sales per capita by state, which is useful to understand the total market potential by state. The metric is enhanced when compared to the sales per location in each state. When it states "no data", there wasn't a sufficient sample size of data for the state.



## Sales per Metropolitan Area

Sales per metropolitan area. When it states "no data", there wasn't a sufficient sample size of data for the MSA.

Metropolitan Statistical Area	\$000s	Metropolitan Statistical Area	\$000s
Abilene, TX	10,403	Brunswick, GA	2,065
Akron, OH	45,791	Buffalo-Cheektowaga-Niagara Falls, NY	111,461
Albany, GA	12,693	Burlington, NC	17,110
Albany, OR	3,055	Burlington-South Burlington, VT	44,534
Albany-Schenectady-Troy, NY	130,445	California-Lexington Park, MD	5,484
Albuquerque, NM	89,722	Canton-Massillon, OH	33,600
Alexandria, LA	6,115	Cape Coral-Fort Myers, FL	52,241
Allentown-Bethlehem-Easton, PA-NJ	63,064	Cape Girardeau, MO-IL	1,434
Altoona, PA	9,557	Carbondale-Marion, IL	5,106
Amarillo, TX	17,778	Carson City, NV	5,078
Ames, IA	7,071	Casper, WY	9,140
Anchorage, AK	64,404	Cedar Rapids, IA	25,820
Ann Arbor, MI	55,483	Chambersburg-Waynesboro, PA	13,208
Anniston-Oxford-Jacksonville, AL	1,236	Champaign-Urbana, IL	10,280
Appleton, WI	37,322	Charleston, WV	15,676
Asheville, NC	40,037	Charleston-North Charleston, SC	71,836
Athens-Clarke County, GA	24,254	Charlotte-Concord-Gastonia, NC-SC	394,062
Atlanta-Sandy Springs-Roswell, GA	717,048	Charlottesville, VA	40,046
Atlantic City-Hammonton, NJ	28,387	Chattanooga, TN-GA	57,065
Auburn-Opelika, AL	5,828	Cheyenne, WY	7,639
Augusta-Richmond County, GA-SC	51,563	Chicago-Naperville-Elgin, IL-IN-WI	1,849,665
Austin-Round Rock, TX	351,333	Chico, CA	22,863
Bakersfield, CA	66,044	Cincinnati, OH-KY-IN	286,627
Baltimore-Columbia-Towson, MD	477,153	Clarksville, TN-KY	15,067
Bangor, ME	13,176	Cleveland, TN	6,924
Barnstable Town, MA	33,890	Cleveland-Elyria, OH	197,247
Baton Rouge, LA	89,576	Coeur d'Alene, ID	15,362
Battle Creek, MI	9,927	College Station-Bryan, TX	22,288
Bay City, MI	6,716	Colorado Springs, CO	89,909
Beaumont-Port Arthur, TX	22,187	Columbia, MO	17,895
Beckley, WV	4,546	Columbia, SC	54,247
Bellingham, WA	26,635	Columbus, GA-AL	12,391
Bend-Redmond, OR	22,764	Columbus, IN	7,471
Billings, MT	23,815	Columbus, OH	265,370
Binghamton, NY	20,653	Corpus Christi, TX	32,927
Birmingham-Hoover, AL	125,975	Corvallis, OR	10,154
Bismarck, ND	19,268	Crestview-Fort Walton Beach-Destin, FL	15,123
Blacksburg-Christiansburg-Radford, VA	7,212	Cumberland, MD-WV	4,605
Bloomington, IL	22,223	Dallas-Fort Worth-Arlington, TX	921,681
Bloomington, IN	20,570	Dalton, GA	5,695
Bloomsburg-Berwick, PA	4,541	Danville, IL	3,997
Boise City, ID	59,310	Daphne-Fairhope-Foley, AL	9,633
Boston-Cambridge-Newton, MA-NH	1,365,026	Davenport-Moline-Rock Island, IA-IL	37,229
Boulder, CO	69,466	Dayton, OH	66,391
Bowling Green, KY	8,796	Decatur, AL	4,637
Bremerton-Silverdale, WA	30,280	Decatur, IL	10,127
Bridgeport-Stamford-Norwalk, CT	422,322	Deltona-Daytona Beach-Ormond, FL	49,409
Brownsville-Harlingen, TX	13,326	Denver-Aurora-Lakewood, CO	518,756

## Sales per Metropolitan Area

Sales per metropolitan area. When it states "no data", there wasn't a sufficient sample size of data for the MSA.

<b>Metropolitan Statistical Area</b>	<b>\$000s</b>	<b>Metropolitan Statistical Area</b>	<b>\$000s</b>
Des Moines-West Des Moines, IA	103,932	Greenville-Anderson-Mauldin, SC	69,762
Detroit-Warren-Dearborn, MI	617,630	Gulfport-Biloxi-Pascagoula, MS	24,025
Dothan, AL	2,568	Hagerstown-Martinsburg, MD-WV	19,507
Dover, DE	18,881	Hammond, LA	10,460
Dubuque, IA	16,124	Hanford-Corcoran, CA	7,794
Duluth, MN-WI	22,349	Harrisburg-Carlisle, PA	48,894
Durham-Chapel Hill, NC	64,660	Harrisonburg, VA	17,841
East Stroudsburg, PA	8,575	Hartford-West Hartford-East Hartford, CT	208,072
Eau Claire, WI	17,996	Hattiesburg, MS	12,733
El Centro, CA	4,537	Hickory-Lenoir-Morganton, NC	13,796
Elizabethtown-Fort Knox, KY	6,706	Hilton Head Island-Bluffton-Beaufort, SC	27,909
Elkhart-Goshen, IN	9,099	Hinesville, GA	8,448
Elmira, NY	7,761	Homosassa Springs, FL	1,726
El Paso, TX	44,528	Hot Springs, AR	3,870
Enid, OK	5,409	Houma-Thibodaux, LA	9,441
Erie, PA	32,178	Houston-The Woodlands-Sugar Land, TX	860,766
Eugene, OR	31,490	Huntington-Ashland, WV-KY-OH	17,798
Evansville, IN-KY	40,587	Huntsville, AL	35,557
Fairbanks, AK	8,572	Idaho Falls, ID	9,817
Fargo, ND-MN	43,692	Indianapolis-Carmel-Anderson, IN	251,261
Farmington, NM	3,759	Iowa City, IA	23,227
Fayetteville, NC	22,945	Ithaca, NY	8,697
Fayetteville-Springdale-Rogers, AR-MO	34,456	Jackson, MI	5,044
Flagstaff, AZ	14,532	Jackson, MS	42,438
Flint, MI	11,449	Jackson, TN	9,658
Florence, SC	11,130	Jacksonville, FL	137,453
Florence-Muscle Shoals, AL	6,817	Jacksonville, NC	16,167
Fond du Lac, WI	7,283	Janesville-Beloit, WI	18,199
Fort Collins, CO	48,851	Jefferson City, MO	11,935
Fort Smith, AR-OK	4,635	Johnson City, TN	5,142
Fort Wayne, IN	44,115	Johnstown, PA	5,454
Fresno, CA	75,995	Jonesboro, AR	4,283
Gadsden, AL	4,164	Joplin, MO	10,004
Gainesville, FL	35,488	Kahului-Wailuku-Lahaina, HI	17,446
Gainesville, GA	25,272	Kalamazoo-Portage, MI	26,419
Gettysburg, PA	401	Kankakee, IL	10,718
Glens Falls, NY	9,800	Kansas City, MO-KS	259,052
Goldsboro, NC	7,524	Kennewick-Richland, WA	32,759
Grand Forks, ND-MN	11,998	Killeen-Temple, TX	27,352
Grand Island, NE	1,817	Kingsport-Bristol-Bristol, TN-VA	16,607
Grand Junction, CO	12,408	Kingston, NY	16,543
Grand Rapids-Wyoming, MI	120,853	Knoxville, TN	71,014
Grants Pass, OR	10,681	Kokomo, IN	6,507
Great Falls, MT	7,948	La Crosse-Onalaska, WI-MN	22,985
Greeley, CO	7,608	Lafayette, LA	39,358
Green Bay, WI	42,884	Lafayette-West Lafayette, IN	24,287
Greensboro-High Point, NC	74,059	Lake Charles, LA	9,071
Greenville, NC	17,918	Lake Havasu City-Kingman, AZ	12,971

## Sales per Metropolitan Area

Sales per metropolitan area. When it states "no data", there wasn't a sufficient sample size of data for the MSA.

Metropolitan Statistical Area	\$000s	Metropolitan Statistical Area	\$000s
Lakeland-Winter Haven, FL	23,967	Muncie, IN	4,622
Lancaster, PA	60,284	Muskegon, MI	7,192
Lansing-East Lansing, MI	40,620	Myrtle-Conway-North Myrtle Beach, SC-NC	20,207
Laredo, TX	22,108	Napa, CA	31,701
Las Cruces, NM	5,773	Naples-Immokalee-Marco Island, FL	54,038
Las Vegas-Henderson-Paradise, NV	253,304	Nashville-Davidson--Murfrees.--Franklin, TN	210,984
Lawrence, KS	12,501	New Bern, NC	5,067
Lawton, OK	2,557	New Haven-Milford, CT	135,278
Lebanon, PA	7,928	New Orleans-Metairie, LA	138,391
Lewiston, ID-WA	1,507	New York-Newark-Jersey City, NY-NJ-PA	5,058,450
Lewiston-Auburn, ME	6,384	Niles-Benton Harbor, MI	15,034
Lexington-Fayette, KY	61,618	North Port-Sarasota-Bradenton, FL	106,738
Lima, OH	9,139	Norwich-New London, CT	25,835
Lincoln, NE	35,972	Ocala, FL	10,555
Little Rock-North Little Rock-Conway, AR	55,236	Ocean City, NJ	11,898
Logan, UT-ID	9,808	Odessa, TX	16,131
Longview, TX	11,141	Ogden-Clearfield, UT	33,853
Longview, WA	4,323	Oklahoma City, OK	128,622
Los Angeles-Long Beach-Anaheim, CA	2,404,268	Olympia-Tumwater, WA	32,725
Louisville/Jefferson County, KY-IN	147,541	Omaha-Council Bluffs, NE-IA	135,387
Lubbock, TX	32,606	Orlando-Kissimmee-Sanford, FL	316,442
Lynchburg, VA	19,117	Oshkosh-Neenah, WI	25,030
Macon-Bibb County, GA	5,341	Owensboro, KY	9,827
Madera, CA	3,851	Oxnard-Thousand Oaks-Ventura, CA	124,915
Madison, WI	113,161	Palm Bay-Melbourne-Titusville, FL	34,691
Manchester-Nashua, NH	75,058	Panama City, FL	7,939
Manhattan, KS	3,921	Parkersburg-Vienna, WV	9,411
Mankato-North Mankato, MN	10,152	Pensacola-Ferry Pass-Brent, FL	19,658
Mansfield, OH	7,524	Peoria, IL	30,342
McAllen-Edinburg-Mission, TX	31,238	Philadelphia-Camden-Wilmin., PA-NJ-DE-MD	1,056,567
Medford, OR	23,952	Phoenix-Mesa-Scottsdale, AZ	620,666
Memphis, TN-MS-AR	121,730	Pine Bluff, AR	7,232
Merced, CA	17,204	Pittsburgh, PA	264,609
Miami-Fort Lauderdale-West Palm Beach, FL	799,126	Pittsfield, MA	6,538
Michigan City-La Porte, IN	8,303	Pocatello, ID	4,120
Midland, MI	5,426	Portland-South Portland, ME	58,231
Midland, TX	28,073	Portland-Vancouver-Hillsboro, OR-WA	393,862
Milwaukee-Waukesha-West Allis, WI	240,336	Port St. Lucie, FL	32,258
Minneapolis-St. Paul-Bloomington, MN-WI	809,568	Prescott, AZ	15,175
Missoula, MT	22,983	Providence-Warwick, RI-MA	260,703
Mobile, AL	11,982	Provo-Orem, UT	30,844
Modesto, CA	44,127	Pueblo, CO	12,262
Monroe, LA	11,146	Punta Gorda, FL	5,324
Monroe, MI	4,425	Racine, WI	8,409
Montgomery, AL	28,363	Raleigh, NC	266,613
Morgantown, WV	8,689	Rapid City, SD	12,524
Morristown, TN	1,215	Reading, PA	33,892
Mount Vernon-Anacortes, WA	13,687	Redding, CA	11,709



## Sales per Metropolitan Area

Sales per metropolitan area. When it states "no data", there wasn't a sufficient sample size of data for the MSA.

<b>Metropolitan Statistical Area</b>	<b>\$000s</b>	<b>Metropolitan Statistical Area</b>	<b>\$000s</b>
Reno, NV	58,746	Staunton-Waynesboro, VA	7,504
Richmond, VA	198,640	Stockton-Lodi, CA	56,376
Riverside-San Bernardino-Ontario, CA	484,087	Sumter, SC	10,488
Roanoke, VA	23,334	Syracuse, NY	60,596
Rochester, MN	24,559	Tallahassee, FL	28,975
Rochester, NY	154,460	Tampa-St. Petersburg-Clearwater, FL	313,673
Rockford, IL	41,182	Terre Haute, IN	6,790
Rocky Mount, NC	6,847	Texarkana, TX-AR	7,401
Rome, GA	2,652	The Villages, FL	4,154
Sacramento--Roseville--Arden-Arcade, CA	330,119	Toledo, OH	78,937
Saginaw, MI	12,573	Topeka, KS	14,175
St. Cloud, MN	18,084	Trenton, NJ	85,227
St. George, UT	13,073	Tucson, AZ	111,583
St. Joseph, MO-KS	8,595	Tulsa, OK	82,933
St. Louis, MO-IL	324,373	Tuscaloosa, AL	5,417
Salem, OR	44,921	Tyler, TX	10,360
Salinas, CA	67,683	Urban Honolulu, HI	125,108
Salisbury, MD-DE	32,121	Utica-Rome, NY	13,071
Salt Lake City, UT	131,431	Valdosta, GA	5,350
San Angelo, TX	8,739	Vallejo-Fairfield, CA	67,795
San Antonio-New Braunfels, TX	233,556	Victoria, TX	4,773
San Diego-Carlsbad, CA	682,850	Vineland-Bridgeton, NJ	5,011
San Francisco-Oakland-Hayward, CA	1,258,268	Virginia Beach-Norfolk-Newport, VA-NC	180,212
San Jose-Sunnyvale-Santa Clara, CA	515,275	Visalia-Porterville, CA	19,770
San Luis Obispo-Paso Robles-Arroyo Gr., CA	36,444	Waco, TX	25,467
Santa Cruz-Watsonville, CA	181,248	Walla Walla, WA	4,556
Santa Fe, NM	13,968	Warner Robins, GA	4,343
Santa Maria-Santa Barbara, CA	62,820	Washing.-Arling.-Alexan., DC-VA-MD-WV	1,258,520
Santa Rosa, CA	93,475	Waterloo-Cedar Falls, IA	21,262
Savannah, GA	18,633	Watertown-Fort Drum, NY	2,685
Scranton--Wilkes-Barre--Hazleton, PA	41,045	Wausau, WI	10,576
Seattle-Tacoma-Bellevue, WA	906,949	Weirton-Steubenville, WV-OH	1,255
Sebastian-Vero Beach, FL	13,461	Wenatchee, WA	11,755
Sebring, FL	4,953	Wheeling, WV-OH	8,964
Sheboygan, WI	13,673	Wichita, KS	89,438
Sherman-Denison, TX	6,514	Wichita Falls, TX	3,108
Shreveport-Bossier City, LA	26,035	Williamsport, PA	2,041
Sierra Vista-Douglas, AZ	3,008	Wilmington, NC	37,934
Sioux City, IA-NE-SD	11,312	Winchester, VA-WV	13,444
Sioux Falls, SD	36,447	Winston-Salem, NC	56,885
South Bend-Mishawaka, IN-MI	28,623	Worcester, MA-CT	109,289
Spartanburg, SC	16,740	Yakima, WA	14,634
Spokane-Spokane Valley, WA	69,794	York-Hanover, PA	44,906
Springfield, IL	23,766	Youngstown-Warren-Boardman, OH-PA	22,041
Springfield, MA	63,882	Yuba City, CA	15,435
Springfield, MO	21,486	Yuma, AZ	6,120
Springfield, OH	3,607		
State College, PA	14,669		

## Sales per Capita per Metropolitan Area

Sales per capita per MSA. When it states "no data", there wasn't a sufficient sample size of data for the MSA.

<b>Metropolitan Statistical Area</b>	<b>\$</b>	<b>Metropolitan Statistical Area</b>	<b>\$</b>
Abilene, TX	59	Brunswick, GA	18
Akron, OH	65	Buffalo-Cheektowaga-Niagara Falls, NY	96
Albany, GA	86	Burlington, NC	100
Albany, OR	24	Burlington-South Burlington, VT	197
Albany-Schenectady-Troy, NY	145	California-Lexington Park, MD	48
Albuquerque, NM	98	Canton-Massillon, OH	84
Alexandria, LA	40	Cape Coral-Fort Myers, FL	68
Allentown-Bethlehem-Easton, PA-NJ	73	Cape Girardeau, MO-IL	15
Altoona, PA	78	Carbondale-Marion, IL	38
Amarillo, TX	66	Carson City, NV	87
Ames, IA	56	Casper, WY	114
Anchorage, AK	162	Cedar Rapids, IA	93
Ann Arbor, MI	149	Chambersburg-Waynesboro, PA	85
Anniston-Oxford-Jacksonville, AL	11	Champaign-Urbana, IL	46
Appleton, WI	153	Charleston, WV	61
Asheville, NC	85	Charleston-North Charleston, SC	89
Athens-Clarke County, GA	112	Charlotte-Concord-Gastonia, NC-SC	148
Atlanta-Sandy Springs-Roswell, GA	118	Charlottesville, VA	181
Atlantic City-Hammonton, NJ	104	Chattanooga, TN-GA	101
Auburn-Opelika, AL	33	Cheyenne, WY	76
Augusta-Richmond County, GA-SC	84	Chicago-Naperville-Elgin, IL-IN-WI	193
Austin-Round Rock, TX	153	Chico, CA	109
Bakersfield, CA	73	Cincinnati, OH-KY-IN	127
Baltimore-Columbia-Towson, MD	168	Clarksville, TN-KY	47
Bangor, ME	87	Cleveland, TN	55
Barnstable Town, MA	148	Cleveland-Elyria, OH	95
Baton Rouge, LA	103	Coeur d'Alene, ID	89
Battle Creek, MI	74	College Station-Bryan, TX	83
Bay City, MI	65	Colorado Springs, CO	119
Beaumont-Port Arthur, TX	56	Columbia, MO	85
Beckley, WV	40	Columbia, SC	65
Bellingham, WA	117	Columbus, GA-AL	38
Bend-Redmond, OR	114	Columbus, IN	91
Billings, MT	129	Columbus, OH	124
Binghamton, NY	84	Corpus Christi, TX	78
Birmingham-Hoover, AL	113	Corvallis, OR	107
Bismarck, ND	144	Crestview-Fort Walton Beach-Destin, FL	53
Blacksburg-Christiansburg-Radford, VA	43	Cumberland, MD-WV	49
Bloomington, IL	130	Dallas-Fort Worth-Arlington, TX	120
Bloomington, IN	128	Dalton, GA	40
Bloomsburg-Berwick, PA	55	Danville, IL	54
Boise City, ID	77	Daphne-Fairhope-Foley, AL	41
Boston-Cambridge-Newton, MA-NH	277	Davenport-Moline-Rock Island, IA-IL	97
Boulder, CO	210	Dayton, OH	82
Bowling Green, KY	49	Decatur, AL	30
Bremerton-Silverdale, WA	110	Decatur, IL	98
Bridgeport-Stamford-Norwalk, CT	442	Deltona-Daytona Beach-Ormond, FL	74
Brownsville-Harlingen, TX	32	Denver-Aurora-Lakewood, CO	175

## Sales per Capita per Metropolitan Area

Sales per capita per MSA. When it states "no data", there wasn't a sufficient sample size of data for the MSA.

<b>Metropolitan Statistical Area</b>	<b>\$</b>	<b>Metropolitan Statistical Area</b>	<b>\$</b>
Des Moines-West Des Moines, IA	146	Greenville-Anderson-Mauldin, SC	75
Detroit-Warren-Dearborn, MI	141	Gulfport-Biloxi-Pascagoula, MS	58
Dothan, AL	17	Hagerstown-Martinsburg, MD-WV	66
Dover, DE	104	Hammond, LA	78
Dubuque, IA	162	Hanford-Corcoran, CA	51
Duluth, MN-WI	77	Harrisburg-Carlisle, PA	83
Durham-Chapel Hill, NC	99	Harrisonburg, VA	132
East Stroudsburg, PA	51	Hartford-West Hartford-East Hartford, CT	172
Eau Claire, WI	105	Hattiesburg, MS	74
El Centro, CA	25	Hickory-Lenoir-Morganton, NC	38
Elizabethtown-Fort Knox, KY	43	Hilton Head Island-Bluffton-Beaufort, SC	129
Elkhart-Goshen, IN	44	Hinesville, GA	104
Elmira, NY	93	Homosassa Springs, FL	11
El Paso, TX	51	Hot Springs, AR	39
Enid, OK	86	Houma-Thibodaux, LA	46
Erie, PA	119	Houston-The Woodlands-Sugar Land, TX	121
Eugene, OR	82	Huntington-Ashland, WV-KY-OH	50
Evansville, IN-KY	129	Huntsville, AL	72
Fairbanks, AK	90	Idaho Falls, ID	62
Fargo, ND-MN	175	Indianapolis-Carmel-Anderson, IN	119
Farmington, NM	31	Iowa City, IA	132
Fayetteville, NC	44	Ithaca, NY	83
Fayetteville-Springdale-Rogers, AR-MO	63	Jackson, MI	31
Flagstaff, AZ	100	Jackson, MS	72
Flint, MI	28	Jackson, TN	54
Florence, SC	56	Jacksonville, FL	85
Florence-Muscle Shoals, AL	45	Jacksonville, NC	79
Fond du Lac, WI	70	Janesville-Beloit, WI	111
Fort Collins, CO	136	Jefferson City, MO	79
Fort Smith, AR-OK	19	Johnson City, TN	25
Fort Wayne, IN	105	Johnstown, PA	41
Fresno, CA	75	Jonesboro, AR	32
Gadsden, AL	40	Joplin, MO	55
Gainesville, FL	104	Kahului-Wailuku-Lahaina, HI	106
Gainesville, GA	124	Kalamazoo-Portage, MI	101
Gettysburg, PA	4	Kankakee, IL	100
Glens Falls, NY	77	Kansas City, MO-KS	118
Goldsboro, NC	64	Kennewick-Richland, WA	108
Grand Forks, ND-MN	115	Killeen-Temple, TX	57
Grand Island, NE	24	Kingsport-Bristol-Bristol, TN-VA	54
Grand Junction, CO	80	Kingston, NY	91
Grand Rapids-Wyoming, MI	111	Knoxville, TN	81
Grants Pass, OR	121	Kokomo, IN	78
Great Falls, MT	94	La Crosse-Onalaska, WI-MN	165
Greeley, CO	23	Lafayette, LA	82
Green Bay, WI	131	Lafayette-West Lafayette, IN	109
Greensboro-High Point, NC	95	Lake Charles, LA	41
Greenville, NC	105	Lake Havasu City-Kingman, AZ	61

## Sales per Capita per Metropolitan Area

Sales per capita per MSA. When it states "no data", there wasn't a sufficient sample size of data for the MSA.

<b>Metropolitan Statistical Area</b>	<b>\$</b>	<b>Metropolitan Statistical Area</b>	<b>\$</b>
Lakeland-Winter Haven, FL	33	Muncie, IN	41
Lancaster, PA	109	Muskegon, MI	41
Lansing-East Lansing, MI	75	Myrtle-Conway-North Myrtle, SC-NC	41
Laredo, TX	83	Napa, CA	230
Las Cruces, NM	26	Naples-Immokalee-Marco Island, FL	143
Las Vegas-Henderson-Paradise, NV	111	Nashville-Davidson--Murfr.--Franklin, TN	106
Lawrence, KS	105	New Bern, NC	42
Lawton, OK	20	New Haven-Milford, CT	157
Lebanon, PA	55	New Orleans-Metairie, LA	109
Lewiston, ID-WA	23	New York-Newark-Jersey City, NY-NJ-PA	252
Lewiston-Auburn, ME	57	Niles-Benton Harbor, MI	98
Lexington-Fayette, KY	119	North Port-Sarasota-Bradenton, FL	128
Lima, OH	90	Norwich-New London, CT	96
Lincoln, NE	106	Ocala, FL	28
Little Rock-North Little Rock-Conway, AR	74	Ocean City, NJ	125
Logan, UT-ID	66	Odessa, TX	97
Longview, TX	39	Ogden-Clearfield, UT	49
Longview, WA	39	Oklahoma City, OK	90
Los Angeles-Long Beach-Anaheim, CA	183	Olympia-Tumwater, WA	111
Louisville/Jefferson County, KY-IN	115	Omaha-Council Bluffs, NE-IA	140
Lubbock, TX	101	Orlando-Kissimmee-Sanford, FL	118
Lynchburg, VA	73	Oshkosh-Neenah, WI	146
Macon-Bibb County, GA	23	Owensboro, KY	81
Madera, CA	25	Oxnard-Thousand Oaks-Ventura, CA	148
Madison, WI	166	Palm Bay-Melbourne-Titusville, FL	57
Manchester-Nashua, NH	178	Panama City, FL	46
Manhattan, KS	29	Parkersburg-Vienna, WV	106
Mankato-North Mankato, MN	98	Pensacola-Ferry Pass-Brent, FL	38
Mansfield, OH	60	Peoria, IL	76
McAllen-Edinburg-Mission, TX	36	Philadelphia-Camden-Wilm., PA-NJ-DE-MD	169
Medford, OR	107	Phoenix-Mesa-Scottsdale, AZ	128
Memphis, TN-MS-AR	91	Pine Bluff, AR	83
Merced, CA	61	Pittsburgh, PA	112
Miami-Fort Lauderdale-West Palm Beach, FL	130	Pittsfield, MA	51
Michigan City-La Porte, IN	74	Pocatello, ID	43
Midland, MI	65	Portland-South Portland, ME	105
Midland, TX	160	Portland-Vancouver-Hillsboro, OR-WA	157
Milwaukee-Waukesha-West Allis, WI	153	Port St. Lucie, FL	66
Minneapolis-St. Paul-Bloomington, MN-WI	219	Prescott, AZ	64
Missoula, MT	194	Providence-Warwick, RI-MA	156
Mobile, AL	28	Provo-Orem, UT	46
Modesto, CA	80	Pueblo, CO	73
Monroe, LA	54	Punta Gorda, FL	28
Monroe, MI	29	Racine, WI	43
Montgomery, AL	74	Raleigh, NC	188
Morgantown, WV	62	Rapid City, SD	90
Morristown, TN	9	Reading, PA	79
Mount Vernon-Anacortes, WA	105	Redding, CA	64

## Sales per Capita per Metropolitan Area

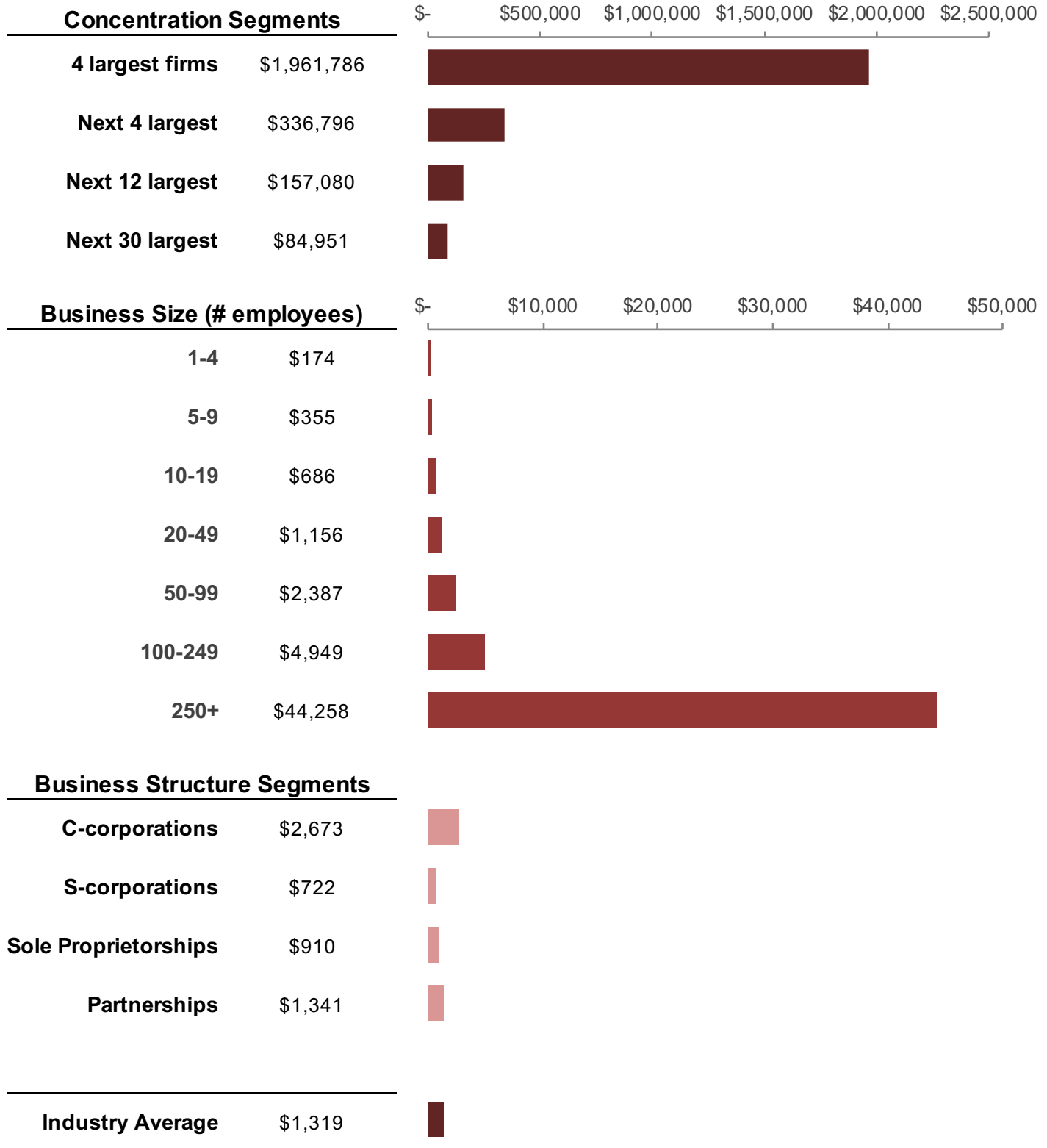
Sales per capita per MSA. When it states "no data", there wasn't a sufficient sample size of data for the MSA.

<b>Metropolitan Statistical Area</b>	<b>\$</b>	<b>Metropolitan Statistical Area</b>	<b>\$</b>
Reno, NV	120	Staunton-Waynesboro, VA	60
Richmond, VA	151	Stockton-Lodi, CA	72
Riverside-San Bernardino-Ontario, CA	105	Sumter, SC	77
Roanoke, VA	74	Syracuse, NY	92
Rochester, MN	108	Tallahassee, FL	75
Rochester, NY	142	Tampa-St. Petersburg-Clearwater, FL	99
Rockford, IL	122	Terre Haute, IN	37
Rocky Mount, NC	48	Texarkana, TX-AR	50
Rome, GA	27	The Villages, FL	32
Sacramento--Roseville--Arden-Arcade, CA	138	Toledo, OH	122
Saginaw, MI	66	Topeka, KS	61
St. Cloud, MN	91	Trenton, NJ	220
St. George, UT	72	Tucson, AZ	107
St. Joseph, MO-KS	71	Tulsa, OK	82
St. Louis, MO-IL	115	Tuscaloosa, AL	20
Salem, OR	103	Tyler, TX	44
Salinas, CA	154	Urban Honolulu, HI	123
Salisbury, MD-DE	77	Utica-Rome, NY	45
Salt Lake City, UT	104	Valdosta, GA	36
San Angelo, TX	71	Vallejo-Fairfield, CA	150
San Antonio-New Braunfels, TX	91	Victoria, TX	49
San Diego-Carlsbad, CA	207	Vineland-Bridgeton, NJ	33
San Francisco-Oakland-Hayward, CA	265	Virginia Beach-Norfolk-Newport, VA-NC	100
San Jose-Sunnyvale-Santa Clara, CA	258	Visalia-Porterville, CA	42
San Luis Obispo-Paso Robles-Arroyo Gr., CA	129	Waco, TX	92
Santa Cruz-Watsonville, CA	670	Walla Walla, WA	73
Santa Fe, NM	90	Warner Robins, GA	23
Santa Maria-Santa Barbara, CA	140	Washing.-Arling.-Alexan., DC-VA-MD-WV	197
Santa Rosa, CA	191	Waterloo-Cedar Falls, IA	126
Savannah, GA	46	Watertown-Fort Drum, NY	23
Scranton--Wilkes-Barre--Hazleton, PA	72	Wausau, WI	64
Seattle-Tacoma-Bellevue, WA	225	Weirton-Steubenville, WV-OH	11
Sebastian-Vero Beach, FL	84	Wenatchee, WA	96
Sebring, FL	49	Wheeling, WV-OH	65
Sheboygan, WI	116	Wichita, KS	138
Sherman-Denison, TX	48	Wichita Falls, TX	21
Shreveport-Bossier City, LA	66	Williamsport, PA	18
Sierra Vista-Douglas, AZ	24	Wilmington, NC	132
Sioux City, IA-NE-SD	76	Winchester, VA-WV	94
Sioux Falls, SD	131	Winston-Salem, NC	84
South Bend-Mishawaka, IN-MI	88	Worcester, MA-CT	112
Spartanburg, SC	51	Yakima, WA	57
Spokane-Spokane Valley, WA	119	York-Hanover, PA	98
Springfield, IL	114	Youngstown-Warren-Boardman, OH-PA	41
Springfield, MA	92	Yuba City, CA	85
Springfield, MO	45	Yuma, AZ	30
Springfield, OH	27		
State College, PA	93		

# Sales per Company by Segments

Below is the average sales per company for industry segmentations including concentration, business size by employees, business structure and franchises.

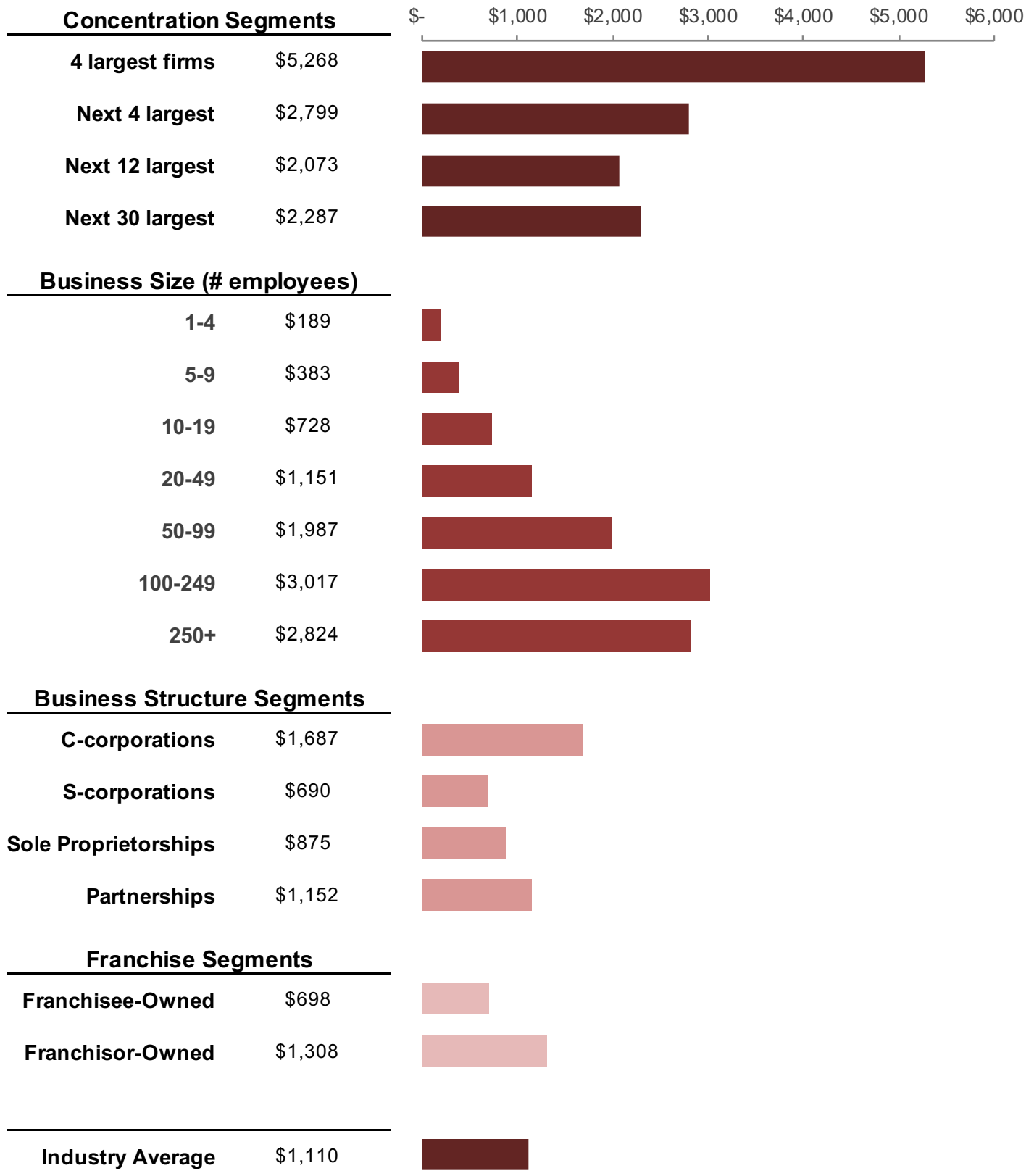
All figures in \$ thousands



# Sales per Location by Segments

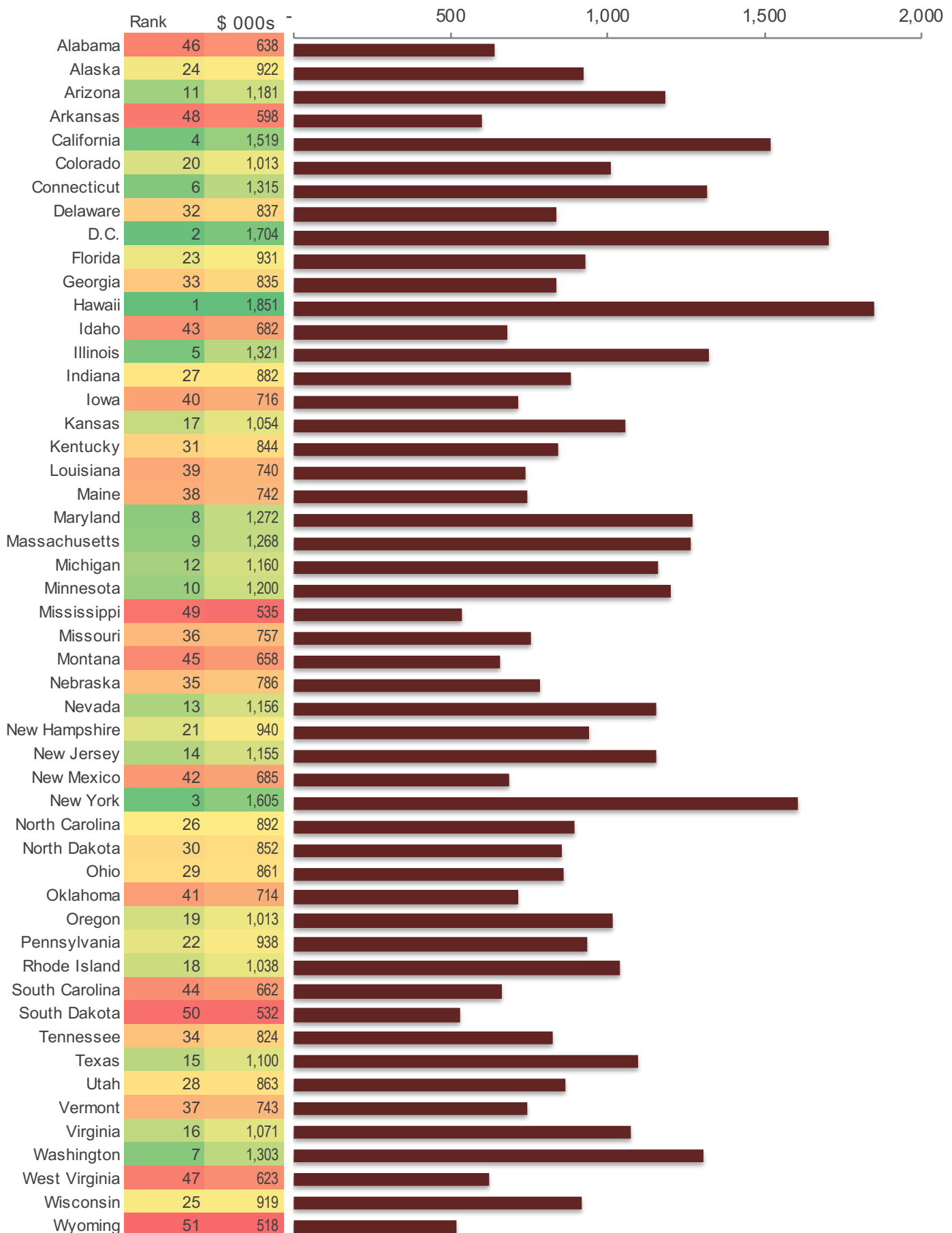
Below is the average sales per location for the industry segments of concentration, business size by employees, business structure and franchises.

All figures in \$ thousands



# Sales per Location by State

Below is sales per location by state. "No data" means there wasn't a sufficient sample size of data for the state.





## Sales per Location per Metropolitan Area

Sales per location for each MSA. When it states "no data", there wasn't a sufficient sample size for the MSA.

<b>Metropolitan Statistical Area</b>	<b>\$000s</b>	<b>Metropolitan Statistical Area</b>	<b>\$000s</b>
Abilene, TX	572	Brunswick, GA	255
Akron, OH	596	Buffalo-Cheektowaga-Niagara Falls, NY	725
Albany, GA	1,395	Burlington, NC	1,128
Albany, OR	275	Burlington-South Burlington, VT	1,190
Albany-Schenectady-Troy, NY	1,217	California-Lexington Park, MD	775
Albuquerque, NM	944	Canton-Massillon, OH	1,038
Alexandria, LA	550	Cape Coral-Fort Myers, FL	861
Allentown-Bethlehem-Easton, PA-NJ	671	Cape Girardeau, MO-IL	236
Altoona, PA	788	Carbondale-Marion, IL	421
Amarillo, TX	879	Carson City, NV	717
Ames, IA	437	Casper, WY	532
Anchorage, AK	1,225	Cedar Rapids, IA	880
Ann Arbor, MI	1,097	Chambersburg-Waynesboro, PA	726
Anniston-Oxford-Jacksonville, AL	204	Champaign-Urbana, IL	391
Appleton, WI	1,273	Charleston, WV	674
Asheville, NC	660	Charleston-North Charleston, SC	732
Athens-Clarke County, GA	750	Charlotte-Concord-Gastonia, NC-SC	926
Atlanta-Sandy Springs-Roswell, GA	963	Charlottesville, VA	1,070
Atlantic City-Hammonton, NJ	851	Chattanooga, TN-GA	868
Auburn-Opelika, AL	640	Cheyenne, WY	839
Augusta-Richmond County, GA-SC	1,000	Chicago-Naperville-Elgin, IL-IN-WI	1,509
Austin-Round Rock, TX	1,117	Chico, CA	1,077
Bakersfield, CA	1,166	Cincinnati, OH-KY-IN	1,058
Baltimore-Columbia-Towson, MD	1,262	Clarksville, TN-KY	596
Bangor, ME	869	Cleveland, TN	978
Barnstable Town, MA	713	Cleveland-Elyria, OH	826
Baton Rouge, LA	952	Coeur d'Alene, ID	608
Battle Creek, MI	1,091	College Station-Bryan, TX	787
Bay City, MI	949	Colorado Springs, CO	1,170
Beaumont-Port Arthur, TX	665	Columbia, MO	536
Beckley, WV	749	Columbia, SC	706
Bellingham, WA	693	Columbus, GA-AL	583
Bend-Redmond, OR	625	Columbus, IN	672
Billings, MT	604	Columbus, OH	1,075
Binghamton, NY	786	Corpus Christi, TX	880
Birmingham-Hoover, AL	1,013	Corvallis, OR	717
Bismarck, ND	1,191	Crestview-Fort Walton Beach-Destin, FL	453
Blacksburg-Christiansburg-Radford, VA	357	Cumberland, MD-WV	911
Bloomington, IL	916	Dallas-Fort Worth-Arlington, TX	1,242
Bloomington, IN	1,130	Dalton, GA	1,408
Bloomsburg-Berwick, PA	374	Danville, IL	494
Boise City, ID	752	Daphne-Fairhope-Foley, AL	433
Boston-Cambridge-Newton, MA-NH	1,336	Davenport-Moline-Rock Island, IA-IL	898
Boulder, CO	1,010	Dayton, OH	706
Bowling Green, KY	512	Decatur, AL	655
Bremerton-Silverdale, WA	1,033	Decatur, IL	835
Bridgeport-Stamford-Norwalk, CT	1,777	Deltona-Daytona Beach-Ormond, FL	729
Brownsville-Harlingen, TX	659	Denver-Aurora-Lakewood, CO	1,132

## Sales per Location per Metropolitan Area

Sales per location for each MSA. When it states "no data", there wasn't a sufficient sample size for the MSA.

Metropolitan Statistical Area	\$000s	Metropolitan Statistical Area	\$000s
Des Moines-West Des Moines, IA	1,018	Greenville-Anderson-Mauldin, SC	616
Detroit-Warren-Dearborn, MI	1,465	Gulfport-Biloxi-Pascagoula, MS	566
Dothan, AL	254	Hagerstown-Martinsburg, MD-WV	877
Dover, DE	1,334	Hammond, LA	940
Dubuque, IA	1,063	Hanford-Corcoran, CA	1,101
Duluth, MN-WI	631	Harrisburg-Carlisle, PA	722
Durham-Chapel Hill, NC	780	Harrisonburg, VA	1,764
East Stroudsburg, PA	652	Hartford-West Hartford-East Hartford, CT	1,077
Eau Claire, WI	847	Hattiesburg, MS	741
El Centro, CA	499	Hickory-Lenoir-Morganton, NC	568
Elizabethtown-Fort Knox, KY	442	Hilton Head Island-Bluffton-Beaufort, SC	862
Elkhart-Goshen, IN	600	Hinesville, GA	8,354
Elmira, NY	767	Homosassa Springs, FL	244
El Paso, TX	579	Hot Springs, AR	638
Enid, OK	535	Houma-Thibodaux, LA	424
Erie, PA	1,061	Houston-The Woodlands-Sugar Land, TX	1,304
Eugene, OR	778	Huntington-Ashland, WV-KY-OH	765
Evansville, IN-KY	1,147	Huntsville, AL	549
Fairbanks, AK	565	Idaho Falls, ID	1,942
Fargo, ND-MN	1,200	Indianapolis-Carmel-Anderson, IN	1,014
Farmington, NM	531	Iowa City, IA	1,351
Fayetteville, NC	810	Ithaca, NY	506
Fayetteville-Springdale-Rogers, AR-MO	710	Jackson, MI	384
Flagstaff, AZ	845	Jackson, MS	699
Flint, MI	472	Jackson, TN	735
Florence, SC	847	Jacksonville, FL	855
Florence-Muscle Shoals, AL	421	Jacksonville, NC	1,332
Fond du Lac, WI	600	Janesville-Beloit, WI	1,000
Fort Collins, CO	743	Jefferson City, MO	694
Fort Smith, AR-OK	241	Johnson City, TN	565
Fort Wayne, IN	948	Johnstown, PA	490
Fresno, CA	989	Jonesboro, AR	529
Gadsden, AL	515	Joplin, MO	899
Gainesville, FL	1,003	Kahului-Wailuku-Lahaina, HI	784
Gainesville, GA	2,083	Kalamazoo-Portage, MI	843
Gettysburg, PA	99	Kankakee, IL	883
Glens Falls, NY	692	Kansas City, MO-KS	970
Goldsboro, NC	620	Kennewick-Richland, WA	926
Grand Forks, ND-MN	1,318	Killeen-Temple, TX	820
Grand Island, NE	180	Kingsport-Bristol-Bristol, TN-VA	530
Grand Junction, CO	1,115	Kingston, NY	606
Grand Rapids-Wyoming, MI	1,160	Knoxville, TN	826
Grants Pass, OR	1,320	Kokomo, IN	715
Great Falls, MT	786	La Crosse-Onalaska, WI-MN	947
Greeley, CO	342	Lafayette, LA	671
Green Bay, WI	1,060	Lafayette-West Lafayette, IN	1,413
Greensboro-High Point, NC	852	Lake Charles, LA	528
Greenville, NC	886	Lake Havasu City-Kingman, AZ	855

## Sales per Location per Metropolitan Area

Sales per location for each MSA. When it states "no data", there wasn't a sufficient sample size for the MSA.

<b>Metropolitan Statistical Area</b>	<b>\$000s</b>	<b>Metropolitan Statistical Area</b>	<b>\$000s</b>
Lakeland-Winter Haven, FL	624	Muncie, IN	508
Lancaster, PA	1,146	Muskegon, MI	711
Lansing-East Lansing, MI	1,255	Myrtle-Conway-North Myrtle, SC-NC	500
Laredo, TX	1,215	Napa, CA	1,306
Las Cruces, NM	408	Naples-Immokalee-Marco Island, FL	1,091
Las Vegas-Henderson-Paradise, NV	1,399	Nashville-Davidson--Murfr.--Franklin, TN	903
Lawrence, KS	883	New Bern, NC	557
Lawton, OK	361	New Haven-Milford, CT	1,143
Lebanon, PA	784	New Orleans-Metairie, LA	912
Lewiston, ID-WA	248	New York-Newark-Jersey City, NY-NJ-PA	1,618
Lewiston-Auburn, ME	574	Niles-Benton Harbor, MI	1,144
Lexington-Fayette, KY	923	North Port-Sarasota-Bradenton, FL	1,147
Lima, OH	904	Norwich-New London, CT	824
Lincoln, NE	808	Ocala, FL	652
Little Rock-North Little Rock-Conway, AR	867	Ocean City, NJ	692
Logan, UT-ID	746	Odessa, TX	1,063
Longview, TX	648	Ogden-Clearfield, UT	761
Longview, WA	329	Oklahoma City, OK	826
Los Angeles-Long Beach-Anaheim, CA	1,586	Olympia-Tumwater, WA	1,156
Louisville/Jefferson County, KY-IN	1,105	Omaha-Council Bluffs, NE-IA	930
Lubbock, TX	1,112	Orlando-Kissimmee-Sanford, FL	1,208
Lynchburg, VA	727	Oshkosh-Neenah, WI	1,179
Macon-Bibb County, GA	311	Owensboro, KY	810
Madera, CA	476	Oxnard-Thousand Oaks-Ventura, CA	1,223
Madison, WI	895	Palm Bay-Melbourne-Titusville, FL	635
Manchester-Nashua, NH	964	Panama City, FL	413
Manhattan, KS	554	Parkersburg-Vienna, WV	846
Mankato-North Mankato, MN	772	Pensacola-Ferry Pass-Brent, FL	432
Mansfield, OH	620	Peoria, IL	811
McAllen-Edinburg-Mission, TX	965	Philadelphia-Camden-Wilm., PA-NJ-DE-MD	1,148
Medford, OR	718	Phoenix-Mesa-Scottsdale, AZ	1,376
Memphis, TN-MS-AR	1,047	Pine Bluff, AR	3,576
Merced, CA	740	Pittsburgh, PA	831
Miami-Fort Lauderdale-West Palm Beach, FL	1,043	Pittsfield, MA	497
Michigan City-La Porte, IN	746	Pocatello, ID	679
Midland, MI	766	Portland-South Portland, ME	748
Midland, TX	1,735	Portland-Vancouver-Hillsboro, OR-WA	1,277
Milwaukee-Waukesha-West Allis, WI	1,085	Port St. Lucie, FL	709
Minneapolis-St. Paul-Bloomington, MN-WI	1,435	Prescott, AZ	625
Missoula, MT	988	Providence-Warwick, RI-MA	1,083
Mobile, AL	370	Provo-Orem, UT	693
Modesto, CA	839	Pueblo, CO	1,010
Monroe, LA	689	Punta Gorda, FL	376
Monroe, MI	547	Racine, WI	693
Montgomery, AL	758	Raleigh, NC	1,198
Morgantown, WV	452	Rapid City, SD	619
Morristown, TN	240	Reading, PA	657
Mount Vernon-Anacortes, WA	1,041	Redding, CA	551

## Sales per Location per Metropolitan Area

Sales per location for each MSA. When it states "no data", there wasn't a sufficient sample size for the MSA.

<b>Metropolitan Statistical Area</b>	<b>\$000s</b>	<b>Metropolitan Statistical Area</b>	<b>\$000s</b>
Reno, NV	867	Staunton-Waynesboro, VA	530
Richmond, VA	1,162	Stockton-Lodi, CA	1,093
Riverside-San Bernardino-Ontario, CA	1,482	Sumter, SC	2,593
Roanoke, VA	563	Syracuse, NY	788
Rochester, MN	1,104	Tallahassee, FL	774
Rochester, NY	1,212	Tampa-St. Petersburg-Clearwater, FL	874
Rockford, IL	1,131	Terre Haute, IN	560
Rocky Mount, NC	967	Texarkana, TX-AR	732
Rome, GA	291	The Villages, FL	685
Sacramento--Roseville--Arden-Arcade, CA	1,209	Toledo, OH	1,323
Saginaw, MI	777	Topeka, KS	584
St. Cloud, MN	559	Trenton, NJ	1,277
St. George, UT	616	Tucson, AZ	912
St. Joseph, MO-KS	944	Tulsa, OK	837
St. Louis, MO-IL	930	Tuscaloosa, AL	335
Salem, OR	838	Tyler, TX	539
Salinas, CA	1,969	Urban Honolulu, HI	2,632
Salisbury, MD-DE	588	Utica-Rome, NY	417
Salt Lake City, UT	1,111	Valdosta, GA	441
San Angelo, TX	864	Vallejo-Fairfield, CA	1,426
San Antonio-New Braunfels, TX	1,110	Victoria, TX	472
San Diego-Carlsbad, CA	1,631	Vineland-Bridgeton, NJ	413
San Francisco-Oakland-Hayward, CA	1,790	Virginia Beach-Norfolk-Newport, VA-NC	887
San Jose-Sunnyvale-Santa Clara, CA	1,704	Visalia-Porterville, CA	850
San Luis Obispo-Paso Robles-Arroyo Gr., CA	801	Waco, TX	1,095
Santa Cruz-Watsonville, CA	4,844	Walla Walla, WA	901
Santa Fe, NM	531	Warner Robins, GA	429
Santa Maria-Santa Barbara, CA	887	Washing.-Arling.-Alexan., DC-VA-MD-WV	1,394
Santa Rosa, CA	1,200	Waterloo-Cedar Falls, IA	1,168
Savannah, GA	614	Watertown-Fort Drum, NY	664
Scranton--Wilkes-Barre--Hazleton, PA	738	Wausau, WI	654
Seattle-Tacoma-Bellevue, WA	1,664	Weirton-Steubenville, WV-OH	177
Sebastian-Vero Beach, FL	783	Wenatchee, WA	684
Sebring, FL	544	Wheeling, WV-OH	739
Sheboygan, WI	1,229	Wichita, KS	1,734
Sherman-Denison, TX	716	Wichita Falls, TX	384
Shreveport-Bossier City, LA	525	Williamsport, PA	404
Sierra Vista-Douglas, AZ	425	Wilmington, NC	962
Sioux City, IA-NE-SD	621	Winchester, VA-WV	831
Sioux Falls, SD	621	Winston-Salem, NC	721
South Bend-Mishawaka, IN-MI	745	Worcester, MA-CT	974
Spartanburg, SC	534	Yakima, WA	762
Spokane-Spokane Valley, WA	1,030	York-Hanover, PA	925
Springfield, IL	870	Youngstown-Warren-Boardman, OH-PA	507
Springfield, MA	929	Yuba City, CA	1,526
Springfield, MO	483	Yuma, AZ	466
Springfield, OH	396		
State College, PA	537		

# Industry Segmentation by Business Size

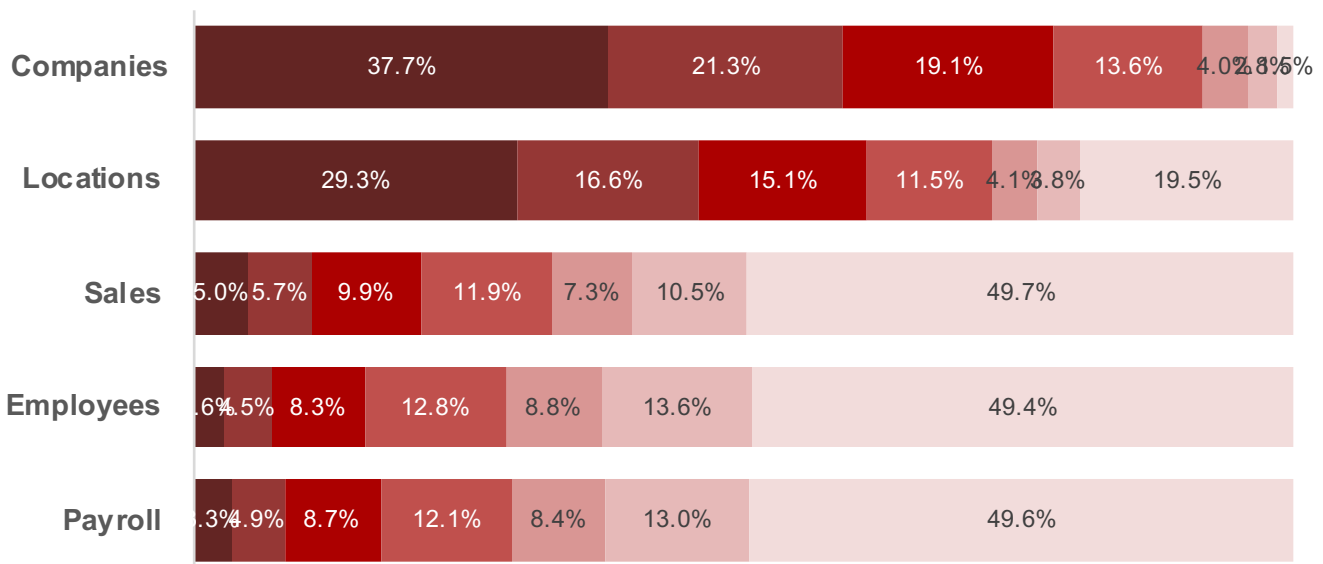
Below are industry segmentation statistics by business size, including companies, locations, sales, employees, and payroll. The business size segments are based on the number of employees per company. Both absolute and as a percent of the industry figures are included.

## Health Clubs Segmentation by Business Size

	Number of Employees						
	1-4	5-9	10-19	20-49	50-99	100-249	250+
<b>Companies</b>	11,758	6,633	5,955	4,243	1,255	869	462
<b>Locations</b>	10,875	6,151	5,610	4,262	1,508	1,426	7,235
<b>Sales (\$ M)</b>	2,050	2,356	4,086	4,904	2,997	4,302	20,431
<b>Employees</b>	19,590	33,386	61,550	95,172	65,237	100,492	365,964
<b>Payroll (\$ M)</b>	419	615	1,091	1,522	1,056	1,633	6,246

	Number of Employees						
	1-4	5-9	10-19	20-49	50-99	100-249	250+
<b>Companies</b>	37.7%	21.3%	19.1%	13.6%	4.0%	2.8%	1.5%
<b>Locations</b>	29.3%	16.6%	15.1%	11.5%	4.1%	3.8%	19.5%
<b>Sales</b>	5.0%	5.7%	9.9%	11.9%	7.3%	10.5%	49.7%
<b>Employees</b>	2.6%	4.5%	8.3%	12.8%	8.8%	13.6%	49.4%
<b>Payroll</b>	3.3%	4.9%	8.7%	12.1%	8.4%	13.0%	49.6%

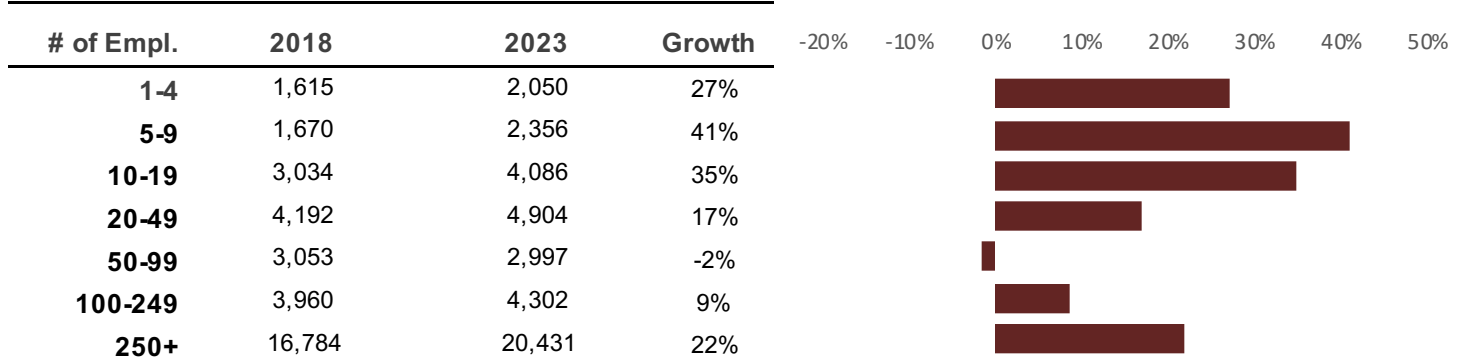
■ 1-4 ■ 5-9 ■ 10-19 ■ 20-49 ■ 50-99 ■ 100-249 ■ 250+



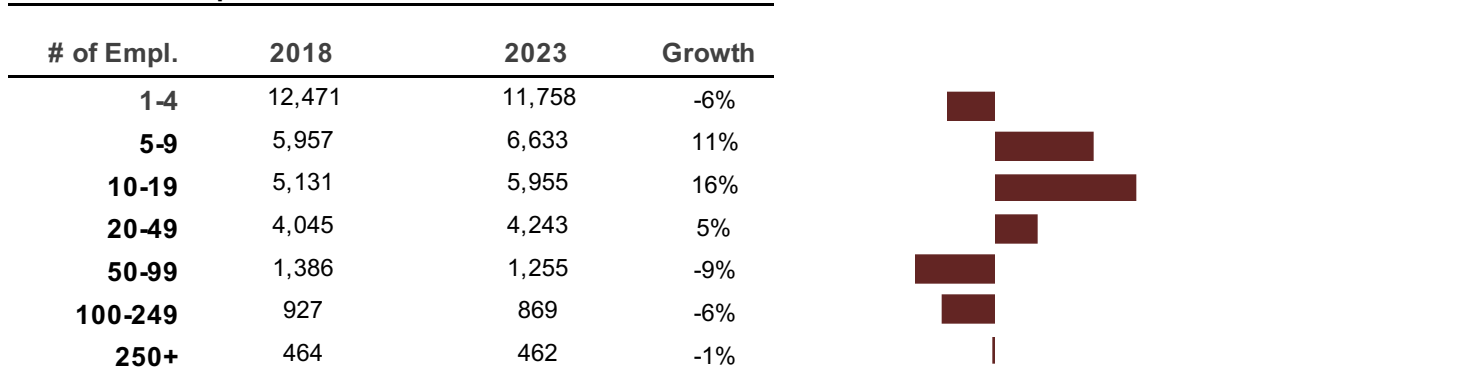
# Industry Consolidation Analysis

Below is the consolidation analysis for the industry outlining sales, number of companies, locations and employees by size of company based on number of employees for 2018 and 2023.

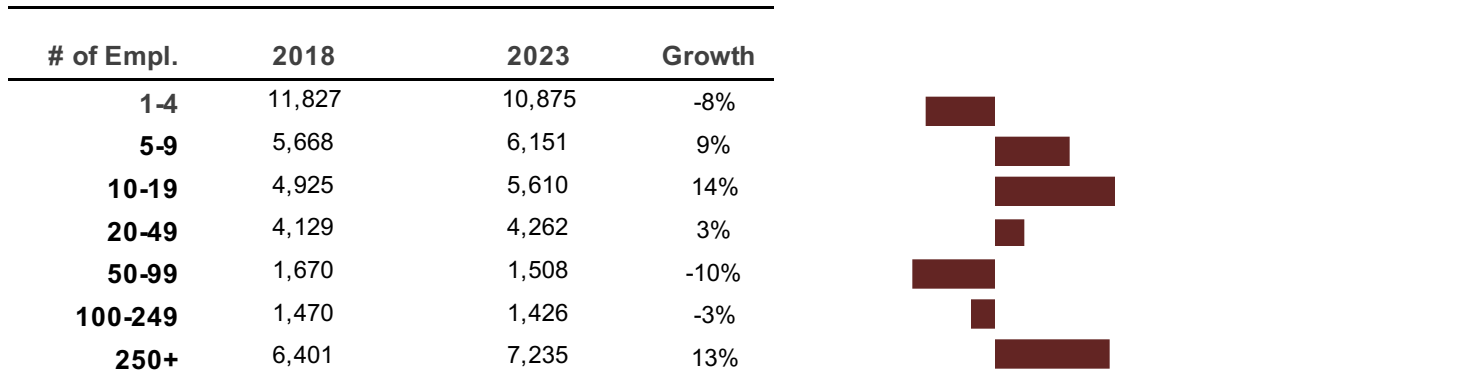
## Sales (\$ M)



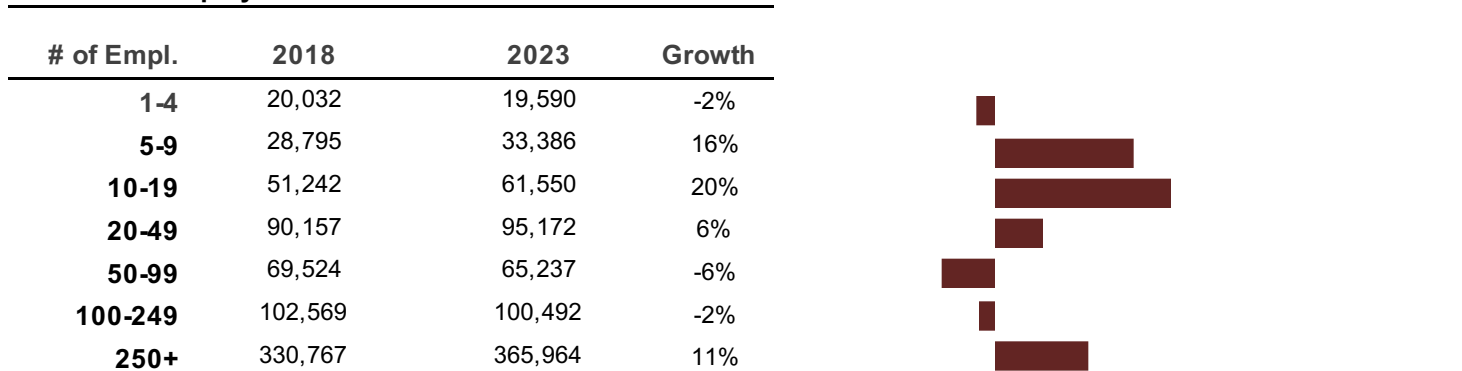
## Number of Companies



## Number of Locations



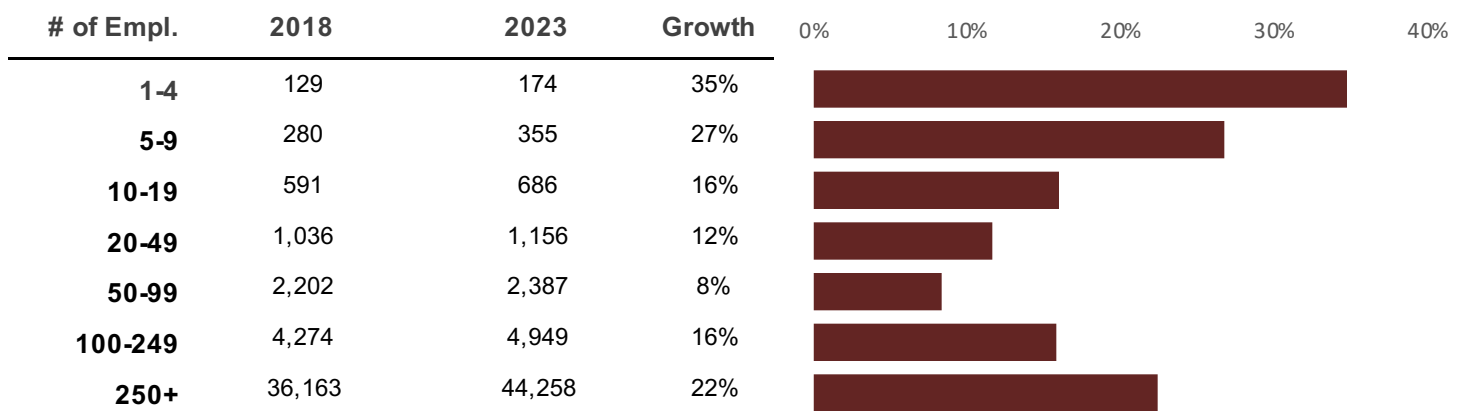
## Number of Employees



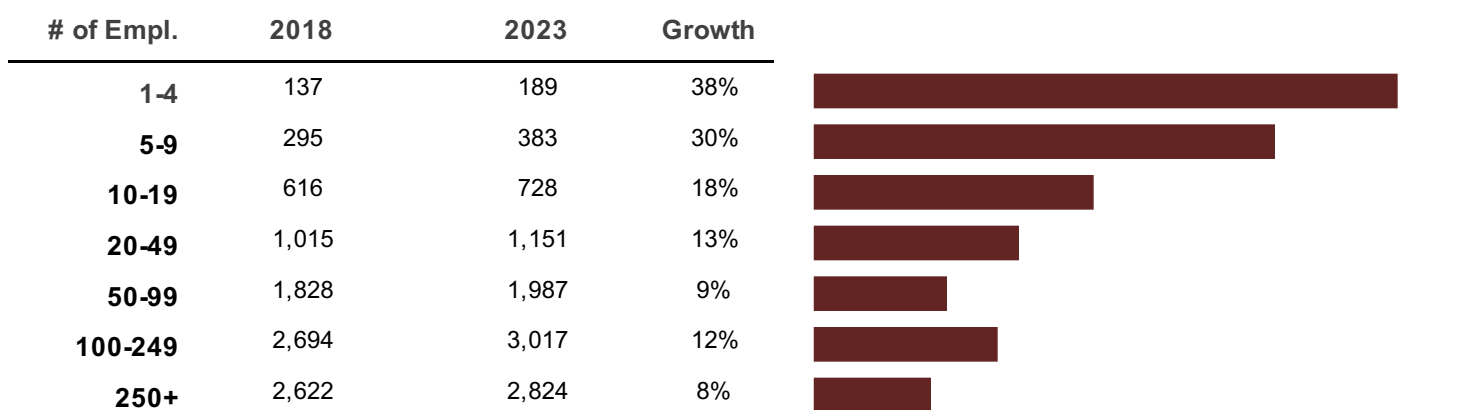
# Industry Consolidation Benchmarks

Below are consolidation benchmarks including sales per company, location and employee by size of company based on number of employees for 2018 and 2023.

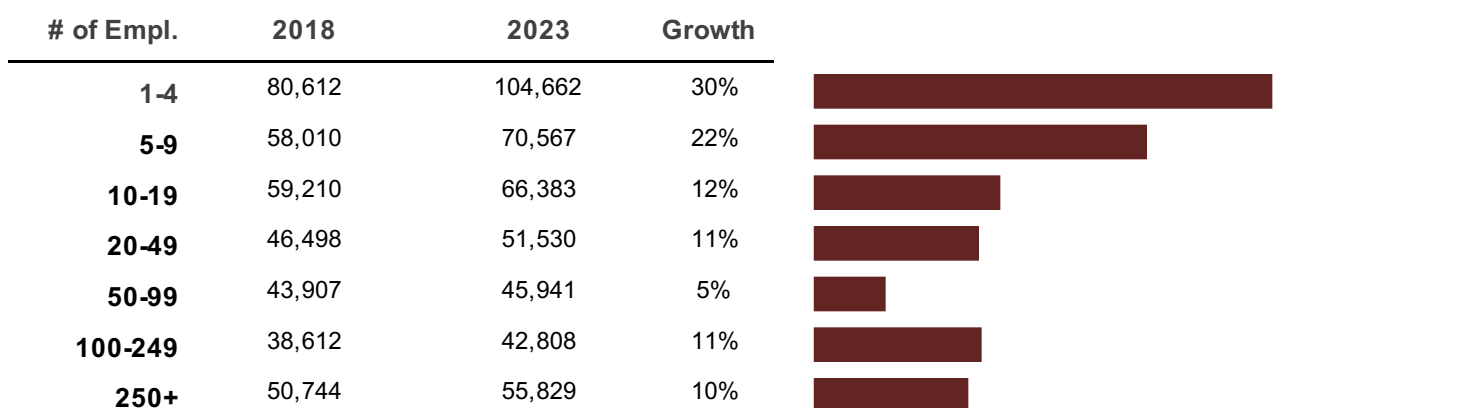
## Sales per Company (\$ thousands)



## Sales per Location (\$ thousands)



## Sales per Employee (\$)



# Industry Segmentation by Concentration

Below are industry segmentation statistics by industry sales concentration, including companies, locations, sales, employees, and payroll. The concentration segmentation is based on the 50 largest companies in the industry (top 4 largest companies, next 4 largest, next 12 largest, and next 30 largest). Both absolute and as a percent of the industry figures are included.

## Health Clubs Segmentation by Top 50 Companies Concentration

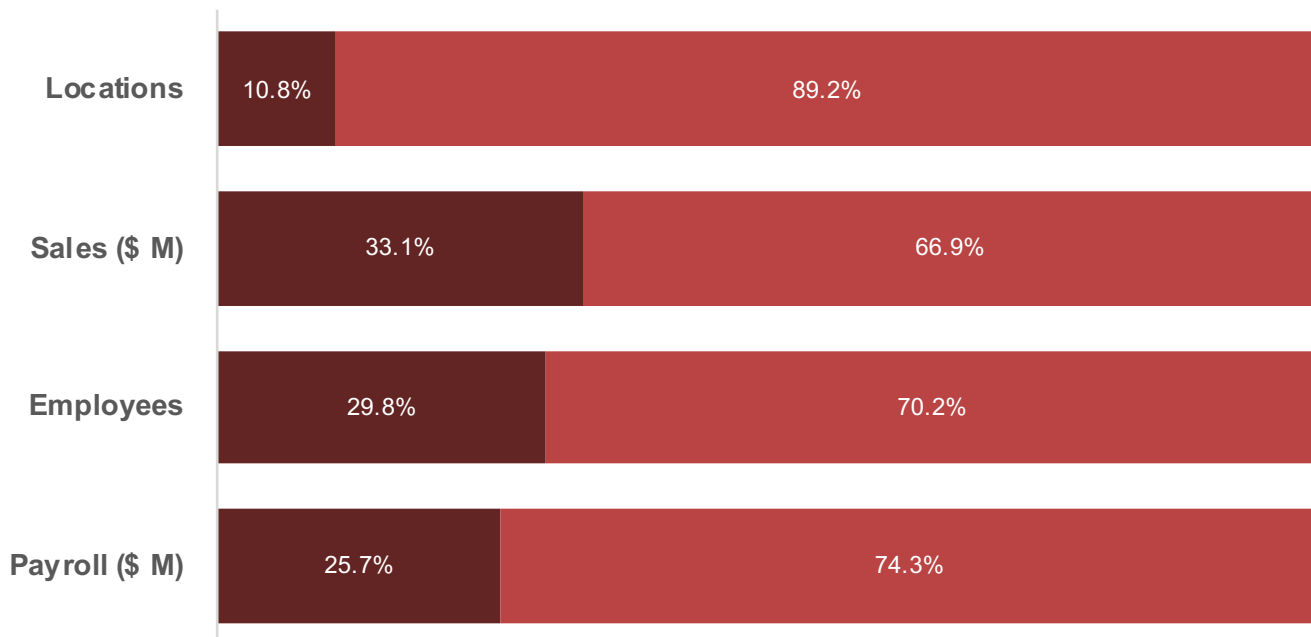
### Largest Companies Ranked by Revenue

	1-4	5-8	9-20	21-50	Top 50	Rest of Industry
<b>Companies</b>	4	4	12	30	50	31,126
<b>Locations</b>	1,490	481	909	1,114	3,994	33,073
<b>Sales (\$ M)</b>	7,847	1,347	1,885	2,549	13,628	27,499
<b>Employees</b>	114,804	21,421	33,381	51,552	221,158	520,233
<b>Payroll (\$ M)</b>	1,474	428	484	848	3,234	9,348

### Largest Companies Ranked by Revenue

	1-4	5-8	9-20	21-50	Top 50	Rest of Industry
<b>Locations</b>	4.0%	1.3%	2.5%	3.0%	10.8%	89.2%
<b>Sales (\$ M)</b>	19.1%	3.3%	4.6%	6.2%	33.1%	66.9%
<b>Employees</b>	15.5%	2.9%	4.5%	7.0%	29.8%	70.2%
<b>Payroll (\$ M)</b>	11.7%	3.4%	3.8%	6.7%	25.7%	74.3%

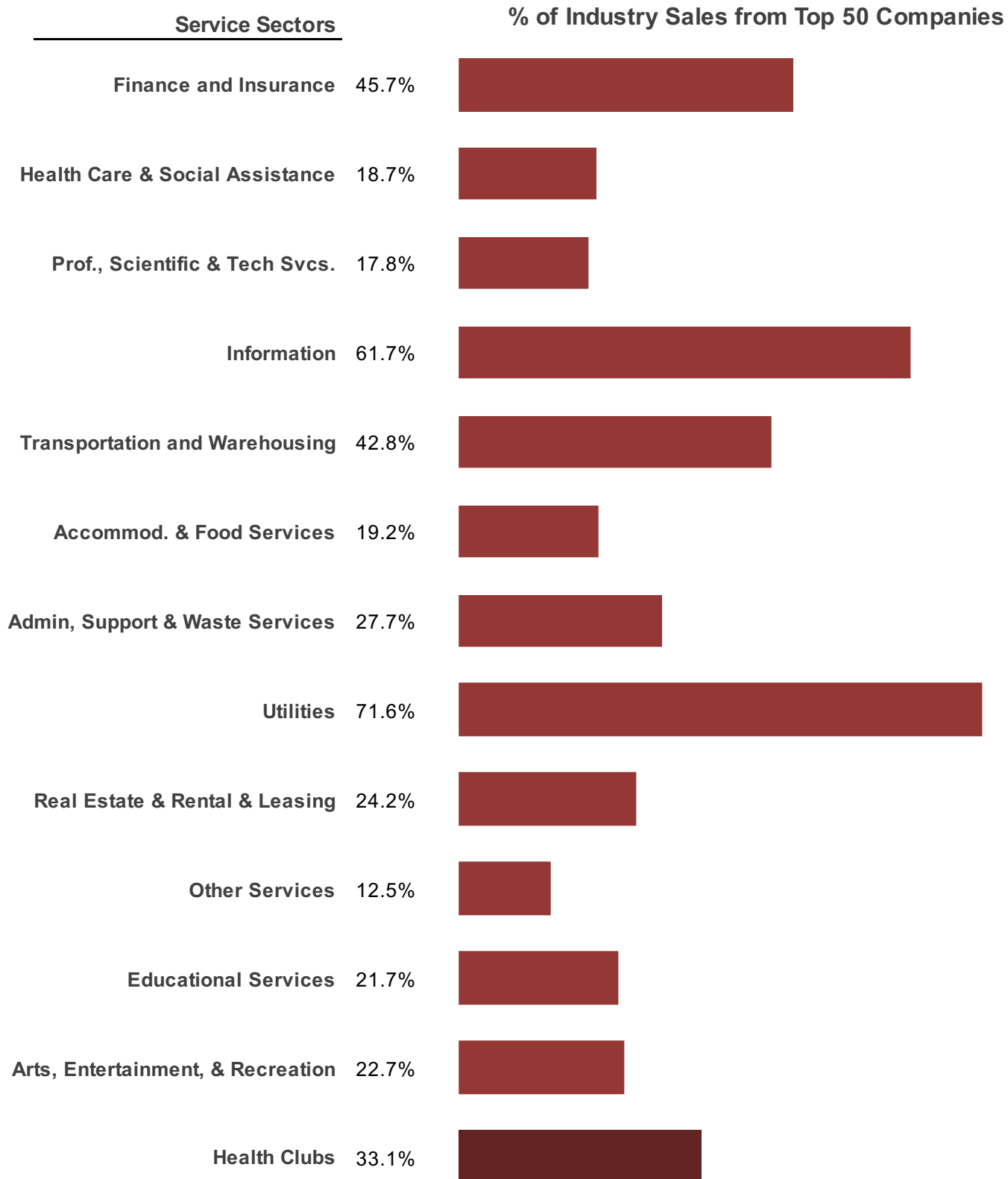
■ Top 50 ■ Rest of Industry





## Sector Concentration Benchmarks

Below are sales concentration benchmarks; % of industry sales the top 50 companies represent per major service sector, with the Health Clubs sales concentration reflected on the bottom for comparison.



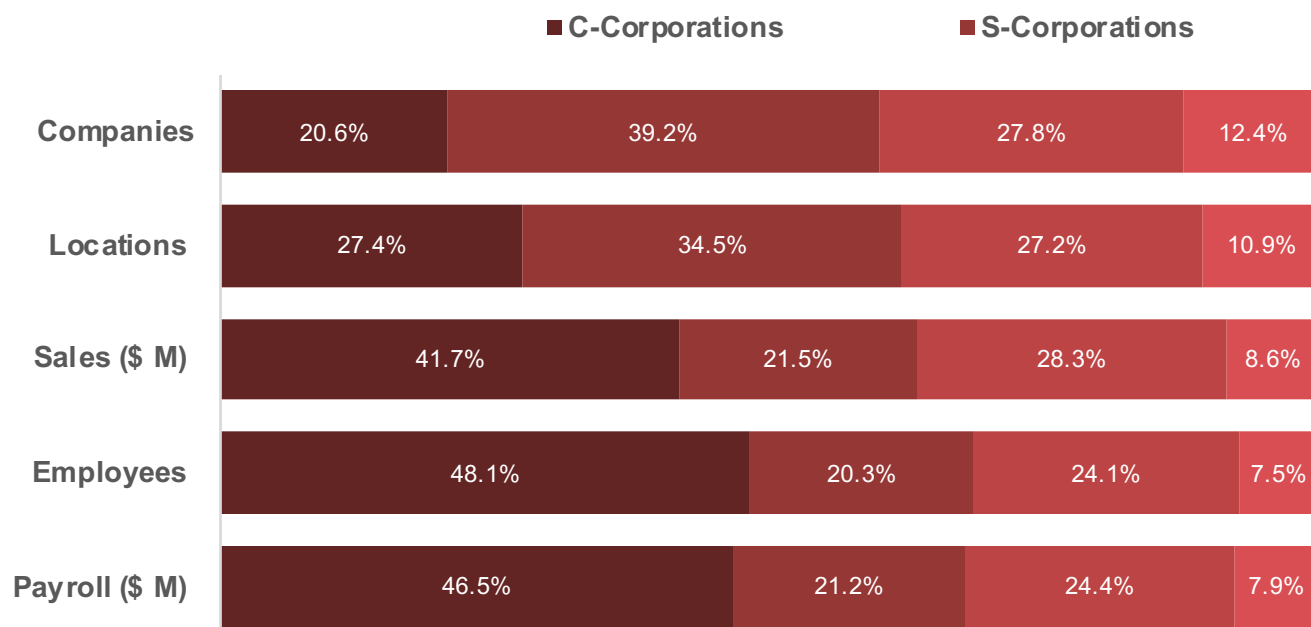
# Industry Segmentation by Business Structure

Below are the various industry segmentation metrics including locations, sales, employees and payroll by business structure including C-Corporations, S-Corporations, Partnerships, and Sole Proprietorships. Both absolute and as a percent of the industry figures are included.

## Health Clubs Segmentation by Business Structure

	Business Structure			
	C-Corporations	S-Corporations	Partnerships	Sole Proprietorships
<b>Companies</b>	6,419	12,218	8,667	3,872
<b>Locations</b>	10,172	12,781	10,086	4,028
<b>Sales (\$ M)</b>	17,160	8,823	11,620	3,524
<b>Employees</b>	356,396	150,659	178,732	55,603
<b>Payroll (\$ M)</b>	5,850	2,666	3,067	999

	Business Structure			
	C-Corporations	S-Corporations	Partnerships	Sole Proprietorships
<b>Companies</b>	20.6%	39.2%	27.8%	12.4%
<b>Locations</b>	27.4%	34.5%	27.2%	10.9%
<b>Sales (\$ M)</b>	41.7%	21.5%	28.3%	8.6%
<b>Employees</b>	48.1%	20.3%	24.1%	7.5%
<b>Payroll (\$ M)</b>	46.5%	21.2%	24.4%	7.9%

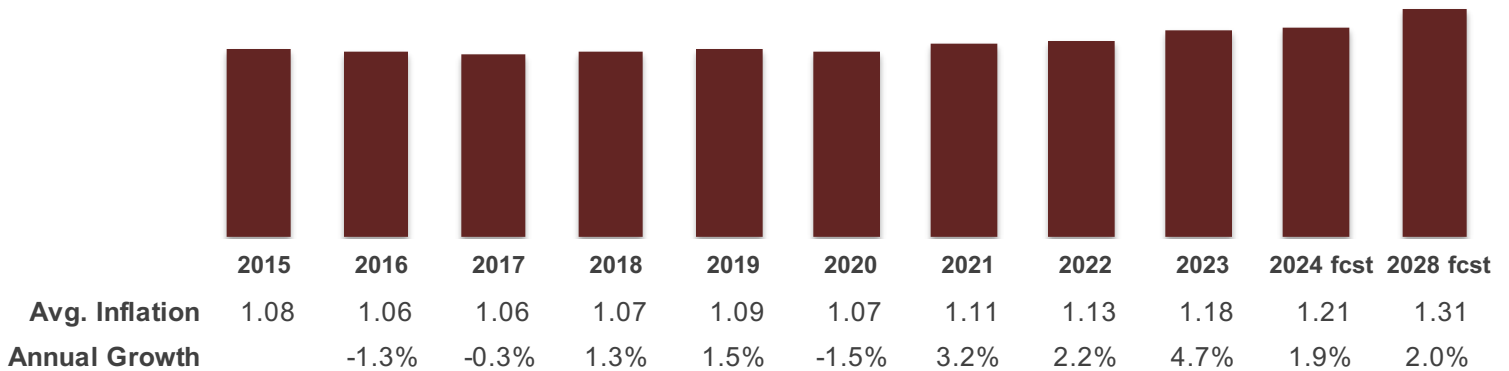


# Pricing & Inflation

Understanding the pricing and inflation dynamics of an industry is critical to help inform the pricing decisions of a company. Below is the historical and forecasted inflation of the industry, and the seasonality of inflation over the past 4 years.

## Health Clubs Industry Inflation

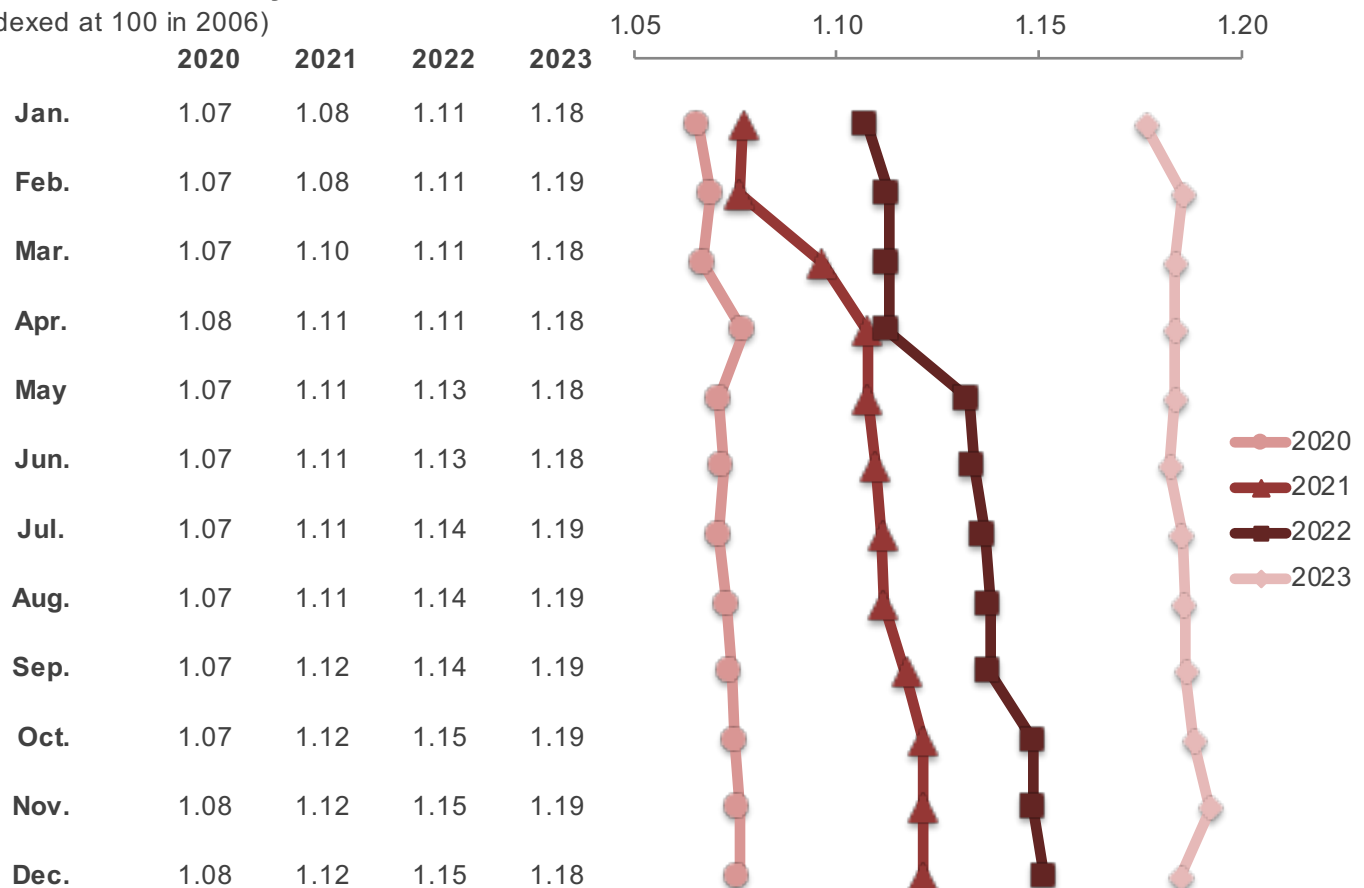
(Indexed at 100 in 2006)



Compound Annual Growth Rate **3.4%** 3-Year **2.0%** 5-Year

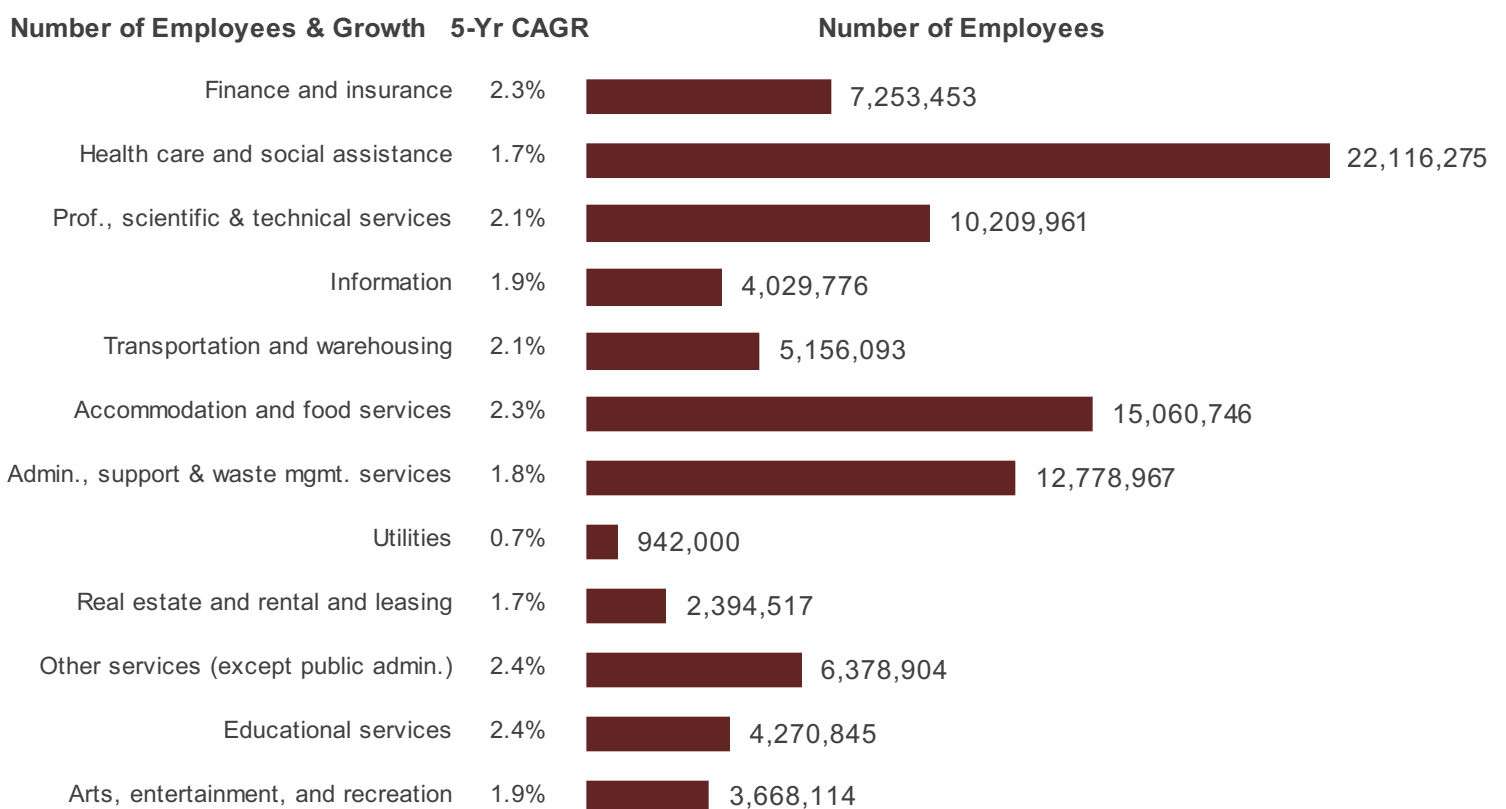
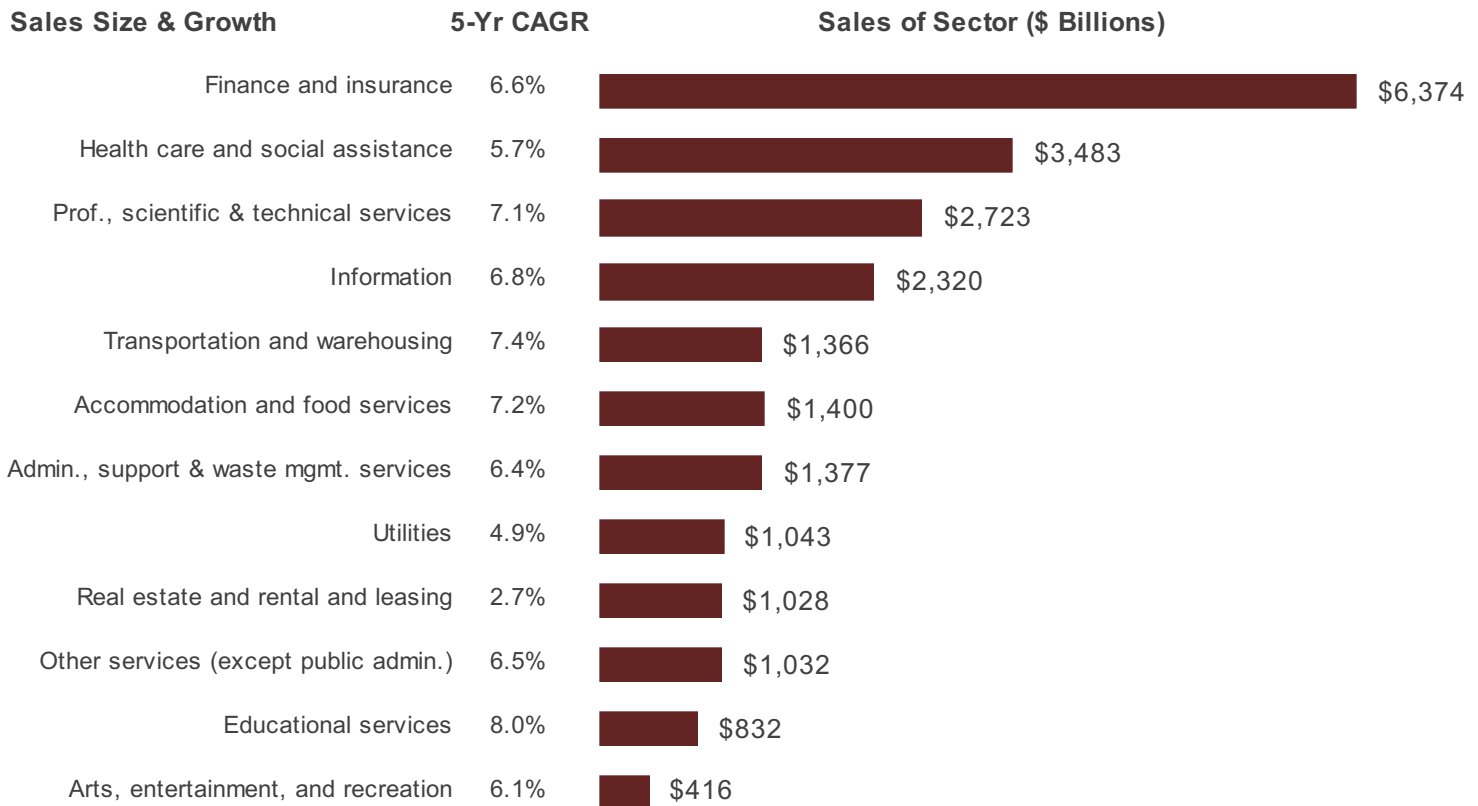
## Health Clubs Industry Inflation

(Indexed at 100 in 2006)



# Services Sector Growth

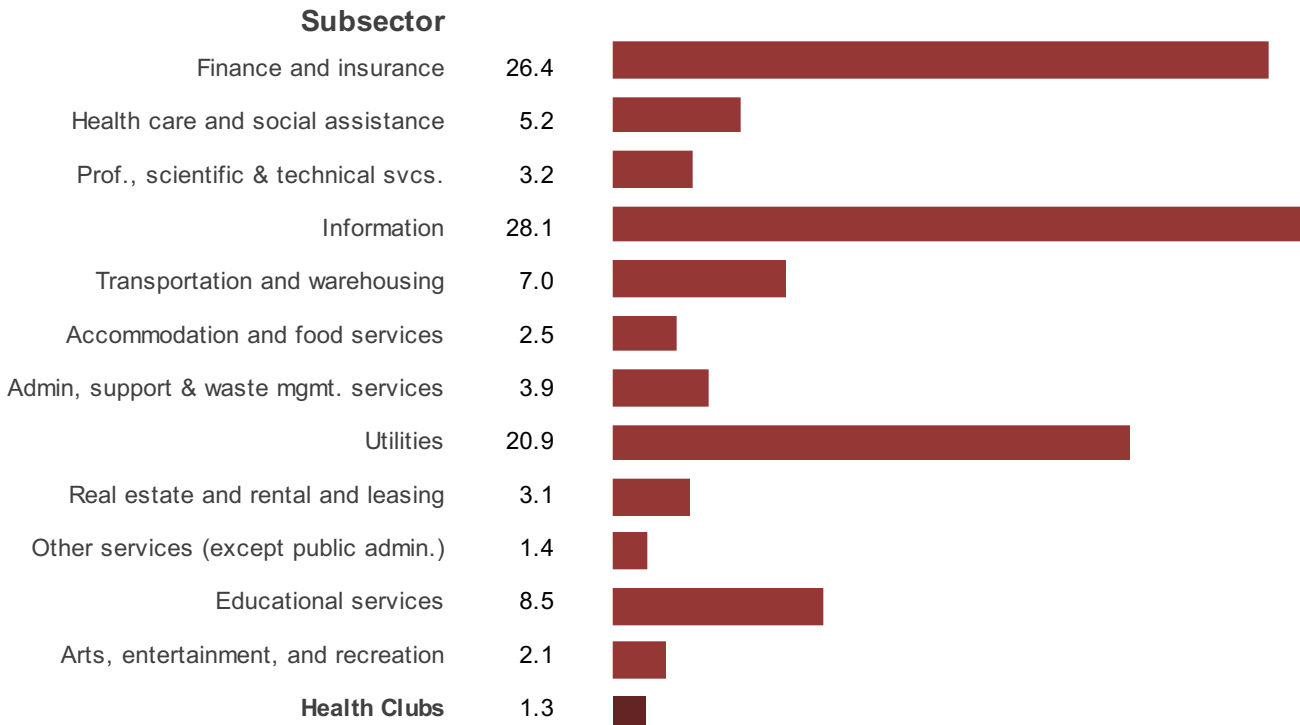
Below is the size and growth of all of the major service subsectors, which is typically utilized to understand how an industry is performing against the macro economy.



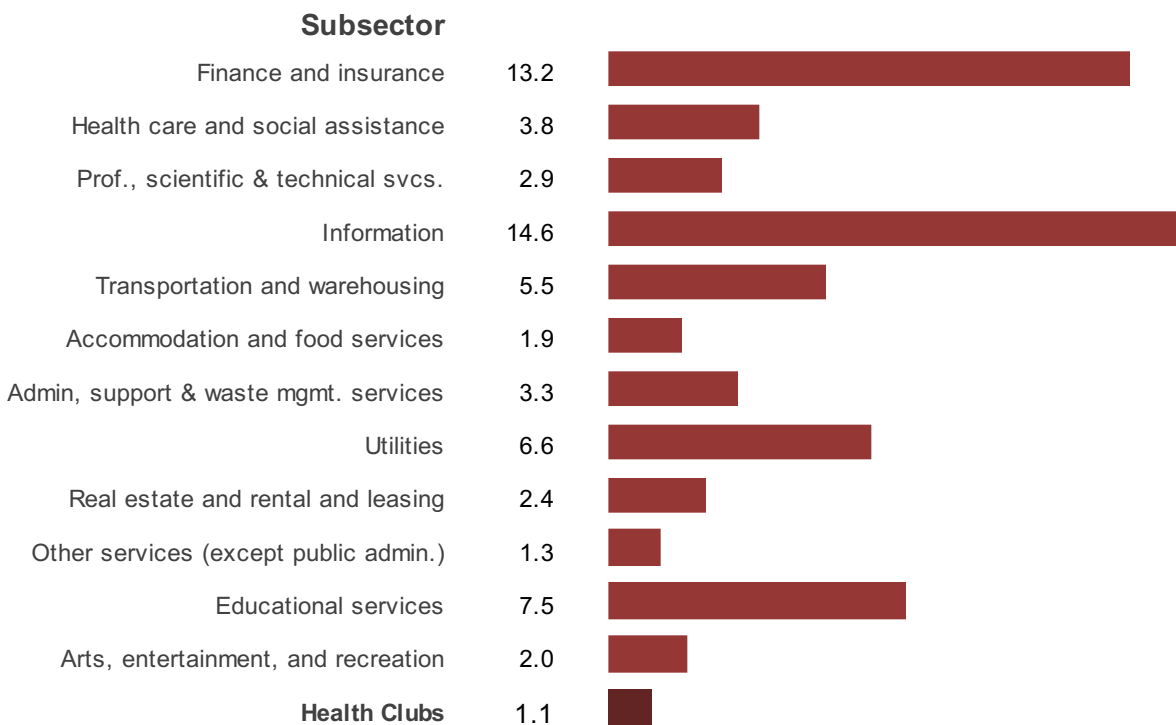
## Subsector Analysis (1/2)

Below are revenue per company and location for all of the major services subsectors with the Health Clubs industry metric at the bottom of the chart.

### Revenue per Company (\$ M)



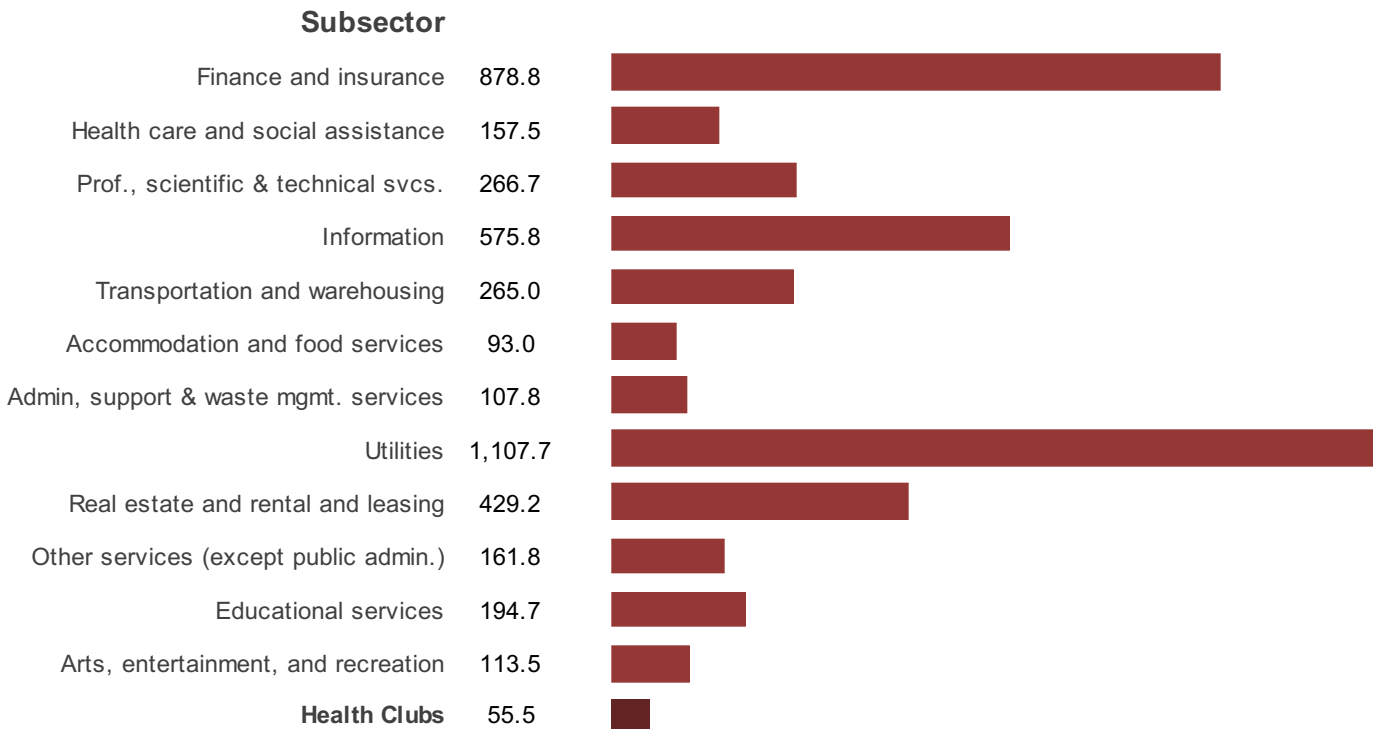
### Revenue per Location (\$ M)



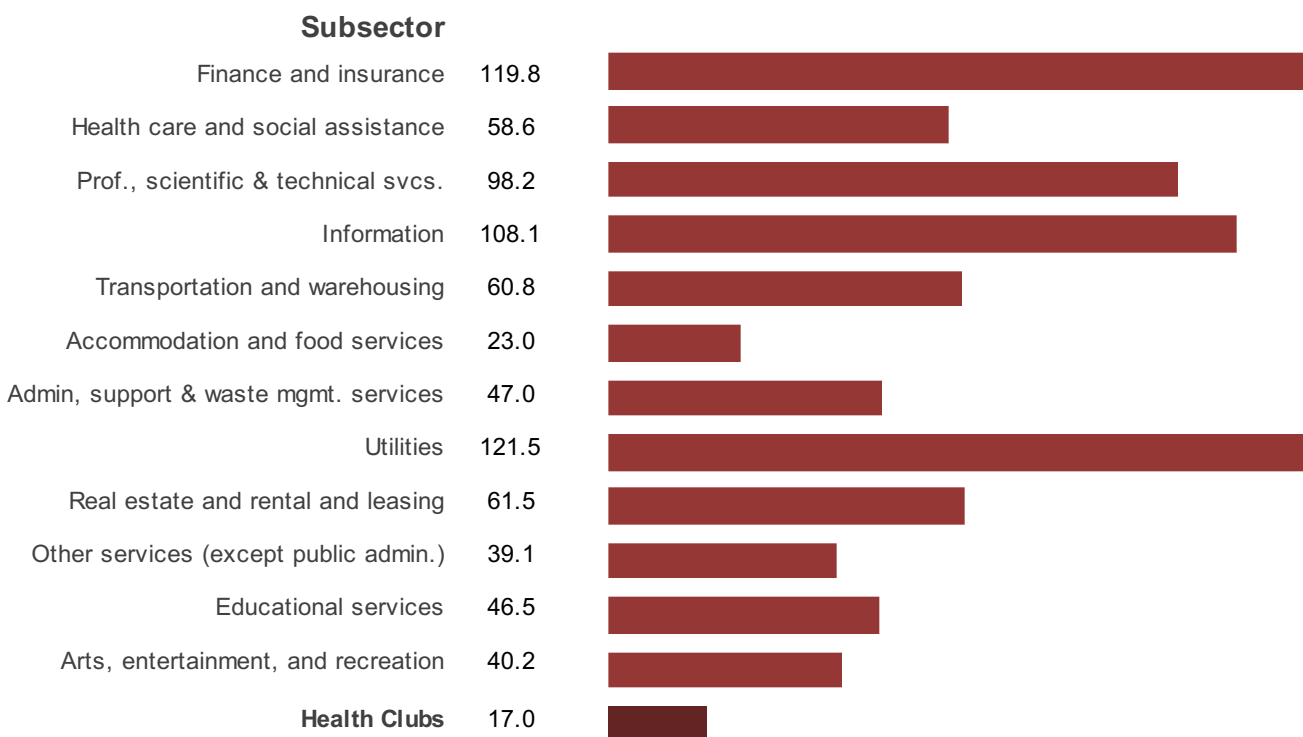
## Subsector Analysis (2/2)

Below are sales per employee and payroll per employee for all major services subsectors with the Health Clubs industry metric at the bottom of the chart.

### Sales per Employee (\$ 000s)



### Payroll per Employee (\$ 000s)



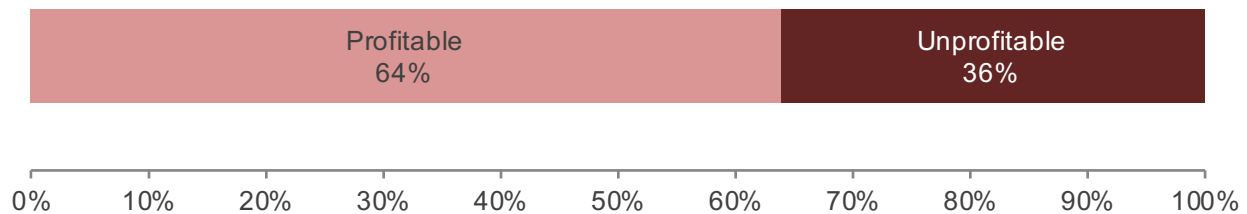
## **Section Two**

# **Cost & Financial Analysis**

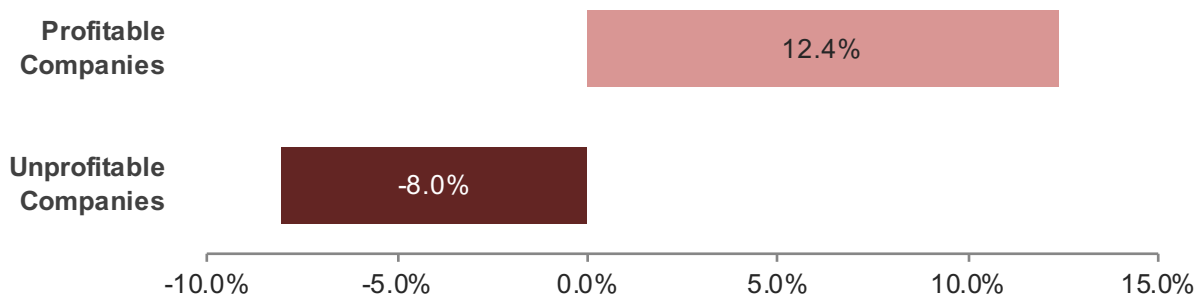
# Profitability & Financial Ratio Analysis

Below are benchmarks for the percent of companies that are profitable, average net income as a percent of revenue, and financial ratios including total asset turnover, fixed asset turnover, fixed assets to total assets ratio, total assets to total liabilities ratio, return on sales, return on total assets, return on net worth, total liabilities to net worth ratio, fixed assets to net worth ratio, and solvency ratio.

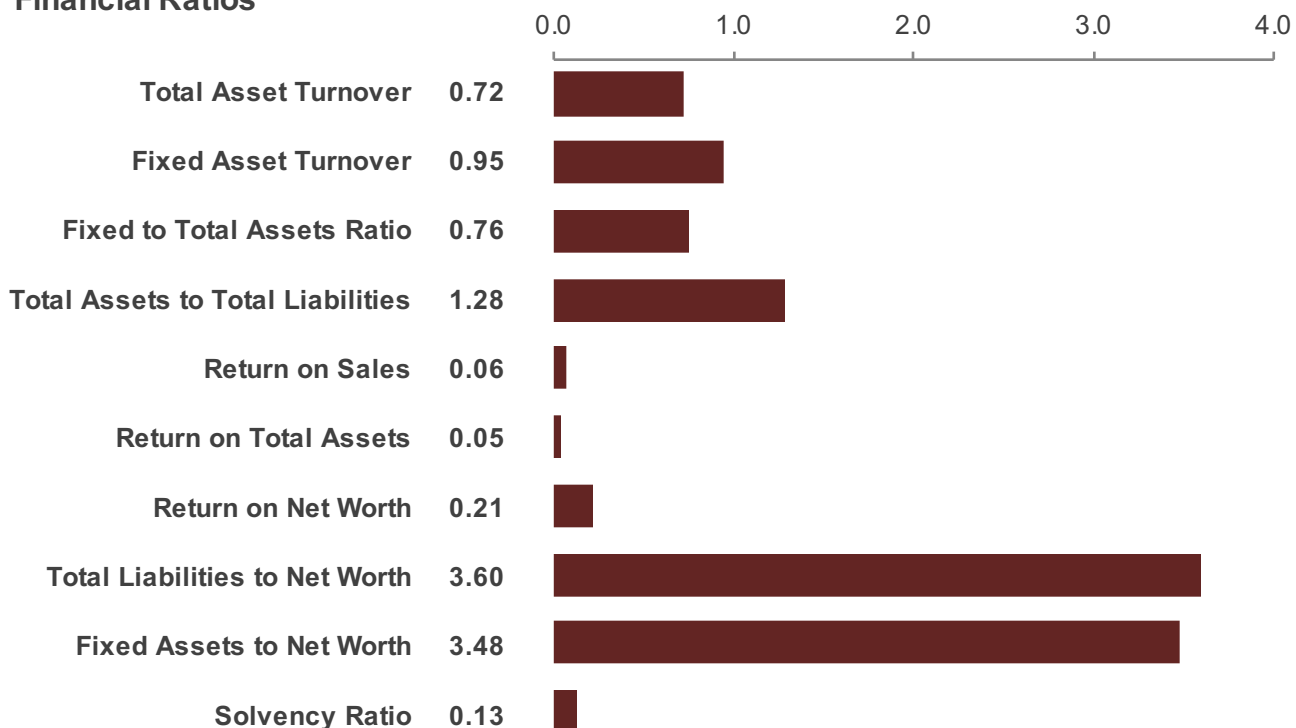
## Percent of Companies that are Profitable



## Average Net Income as a Percent of Revenue



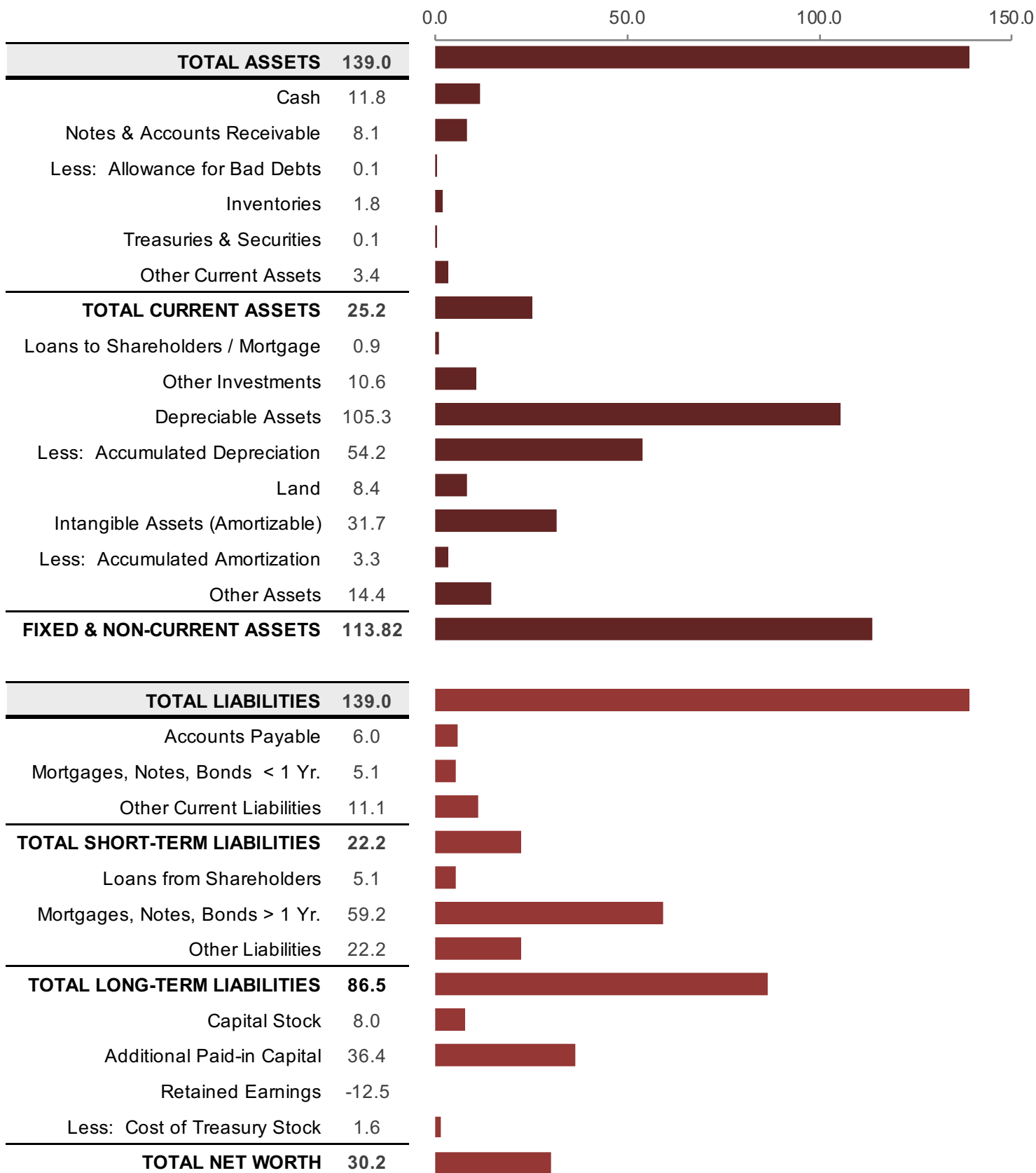
## Financial Ratios





## Balance Sheet Benchmarks - Assets, Liabilities & Equity

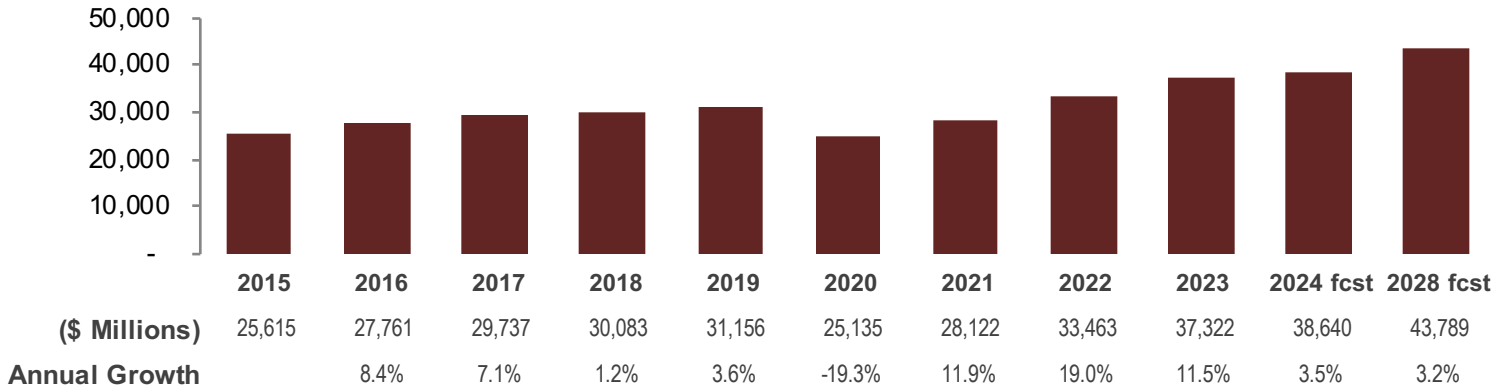
Below are balance sheet benchmarks with a breakdown of assets, liabilities & equity. All the benchmarks are indexed to total revenue at 100.



# Operating Expenses

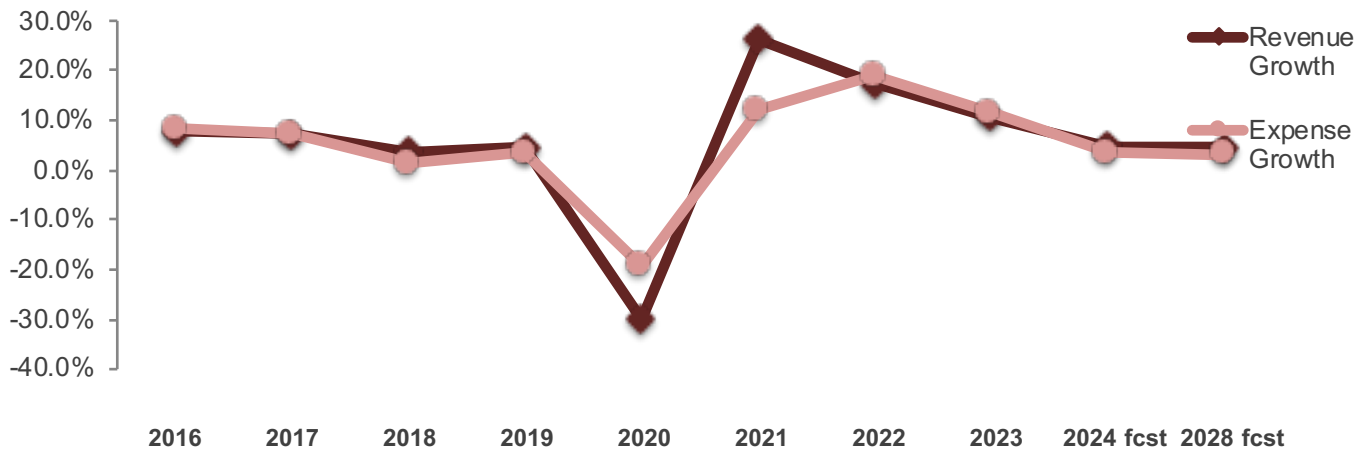
Below is total industry operating expense, industry revenue vs. industry opex growth, and opex as a percentage of revenue for the Health Clubs industry. The data sets include historical and forecasts.

## Industry Operating Expenses

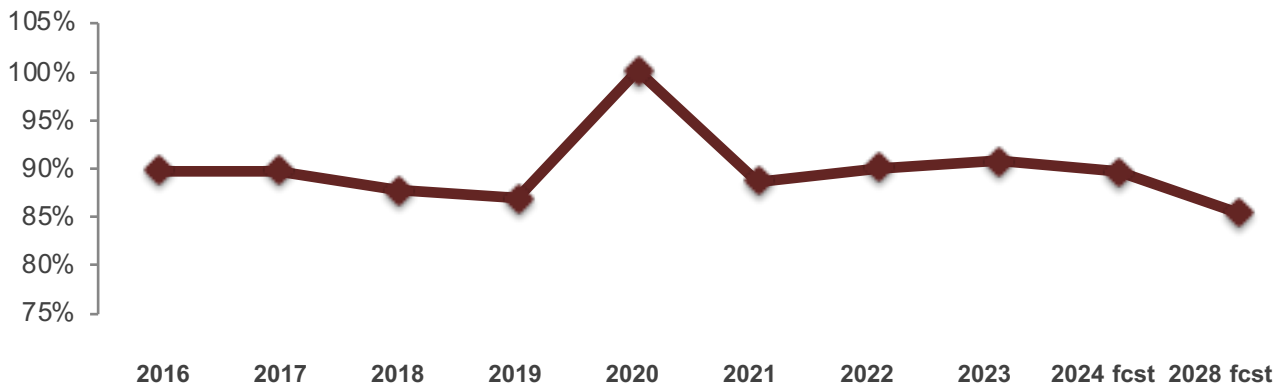


Compound Annual Growth Rate **14.1%** 3-Year **4.4%** 5-Year

## Industry Revenue vs. Operating Expense Growth



## Operating Expense as a Percent of Revenue

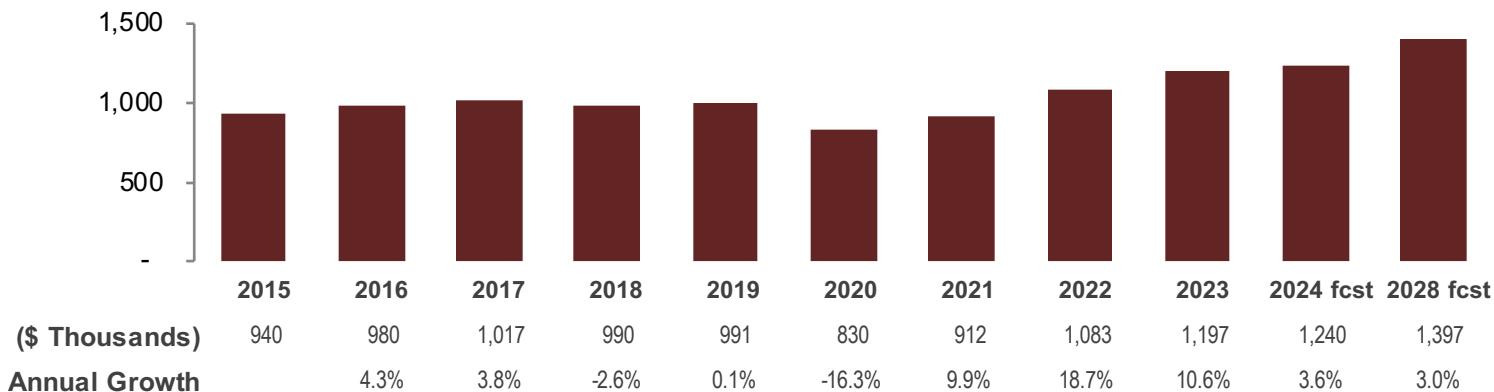


OPEX / Revenue 90% 89.8% 87.7% 86.8% 100.1% 88.7% 90.0% 90.7% 89.7% 85.4%

## Operating Expenses per Company & Location

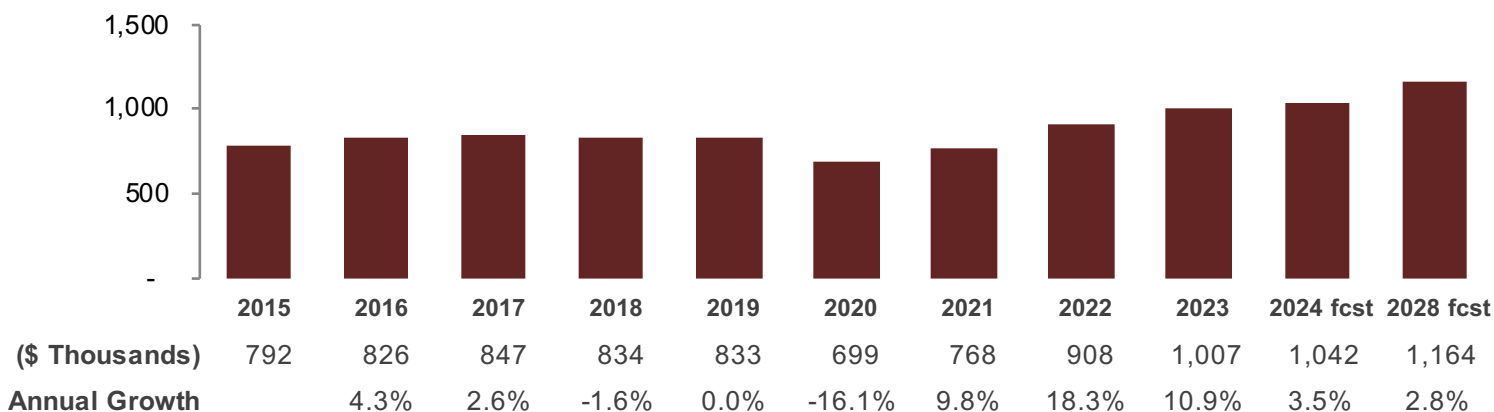
Given the dynamics of company and location growth and consolidation in the industry, it is important to normalize operating expense growth by company and location, which are below. This serves as a better benchmark for operating expense comparisons.

### Industry Operating Expenses per Company



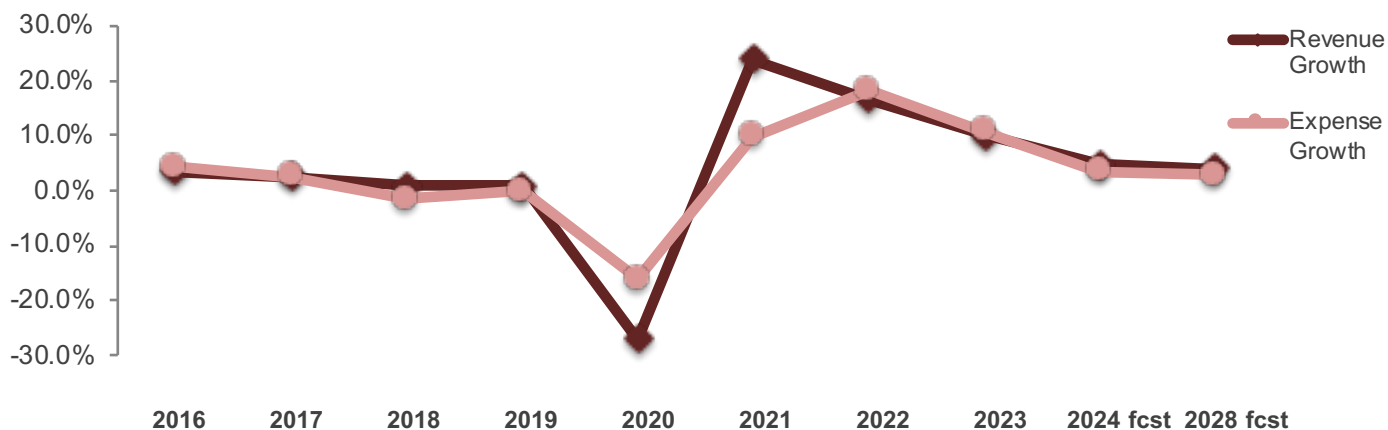
Compound Annual Growth Rate **13.0%** 3-Year **3.9%** 5-Year

### Industry Operating Expenses per Location



Compound Annual Growth Rate **12.9%** 3-Year **3.9%** 5-Year

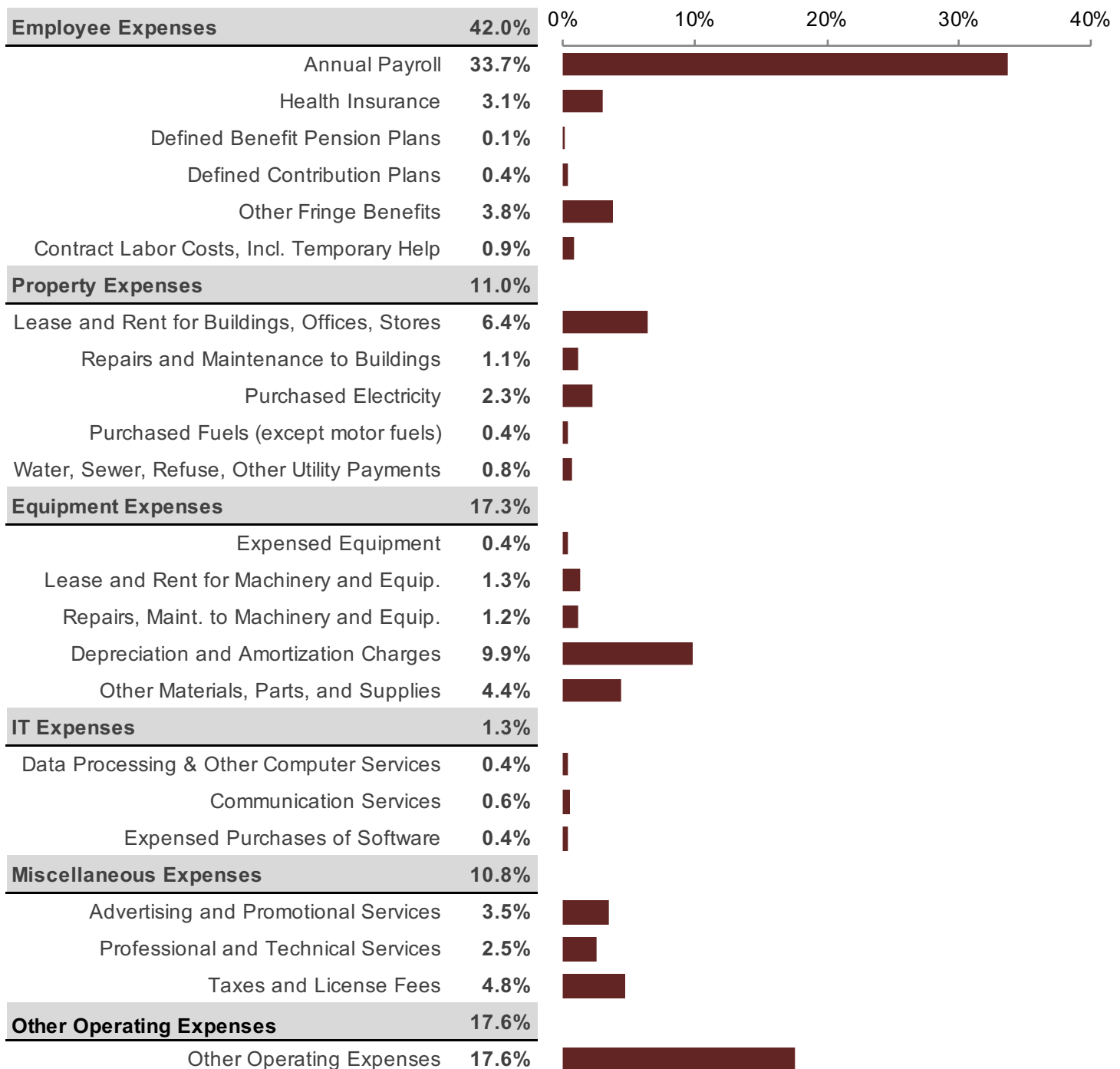
### Revenue Growth per Location vs. Operating Expense Growth per Location



## Operating Expense Detail

Below outlines the breakdown of operating expenses, broken down by employee, property, equipment, IT, and other categories. Operating expense detail is typically used in a gap analysis to highlight opportunities where a company has variances to the benchmark expense data.

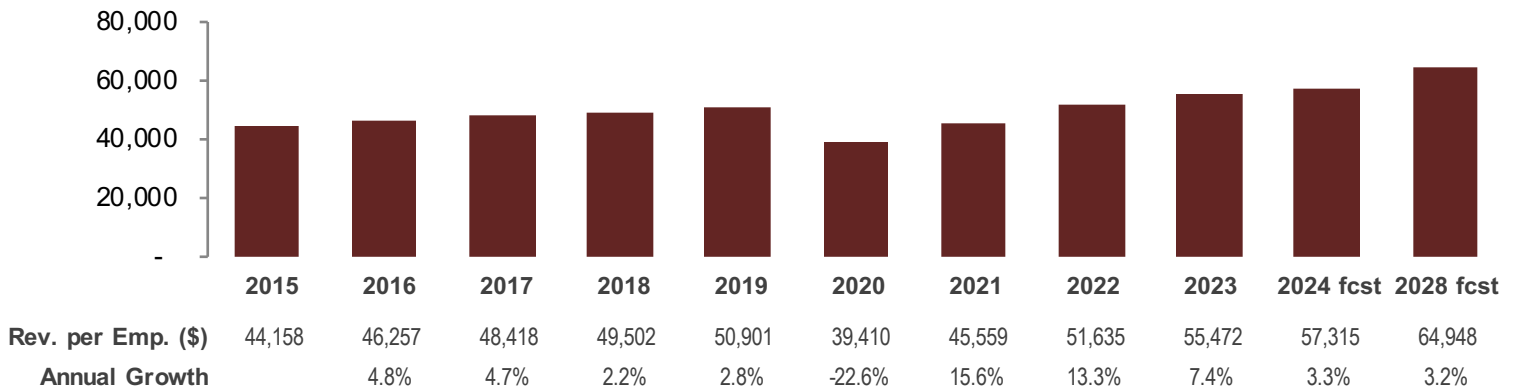
### Operating Expense Breakdown



# Employee Productivity & Industry Employment

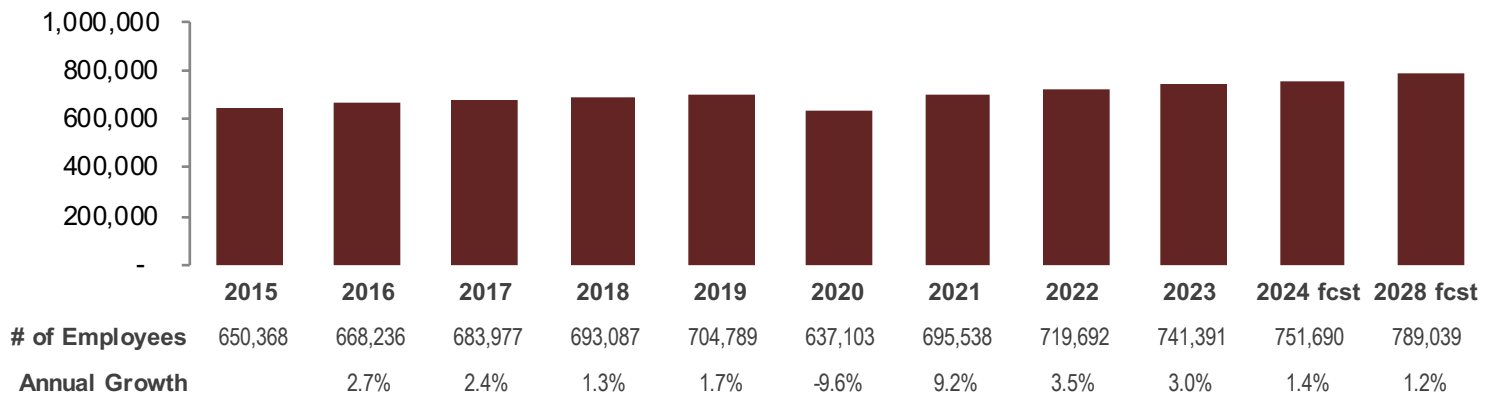
Below are data sets on productivity (revenue per employee), total industry employees, and employees per company. Each data set includes historical and forecasts.

## Productivity - Revenue (output) per Employee



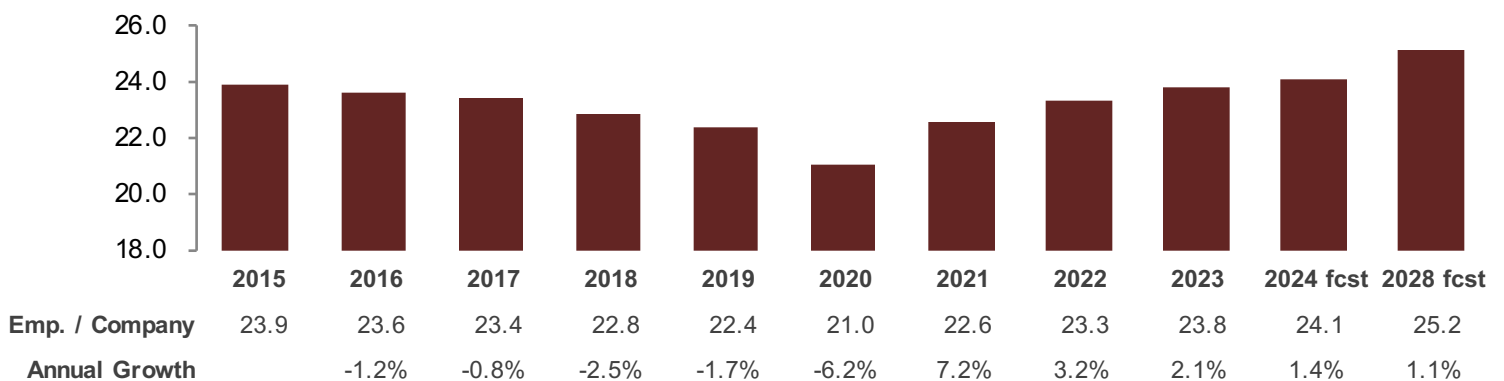
Compound Annual Growth Rate **12.1%** 3-Year **2.3%** 5-Year

## Total Industry Employees



Compound Annual Growth Rate **5.2%** 3-Year **1.4%** 5-Year

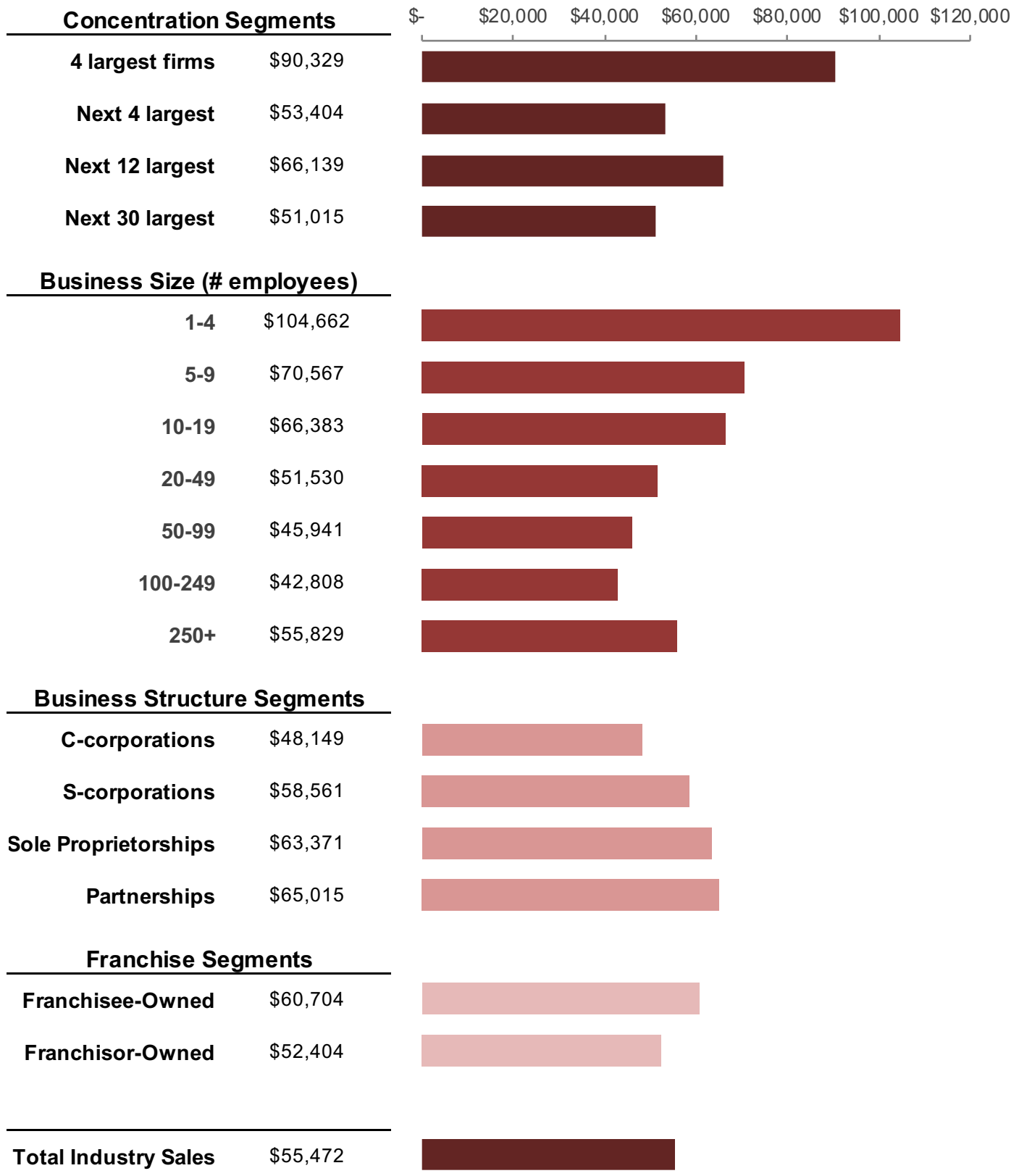
## Employees per Company



Compound Annual Growth Rate **4.2%** 3-Year **0.8%** 5-Year

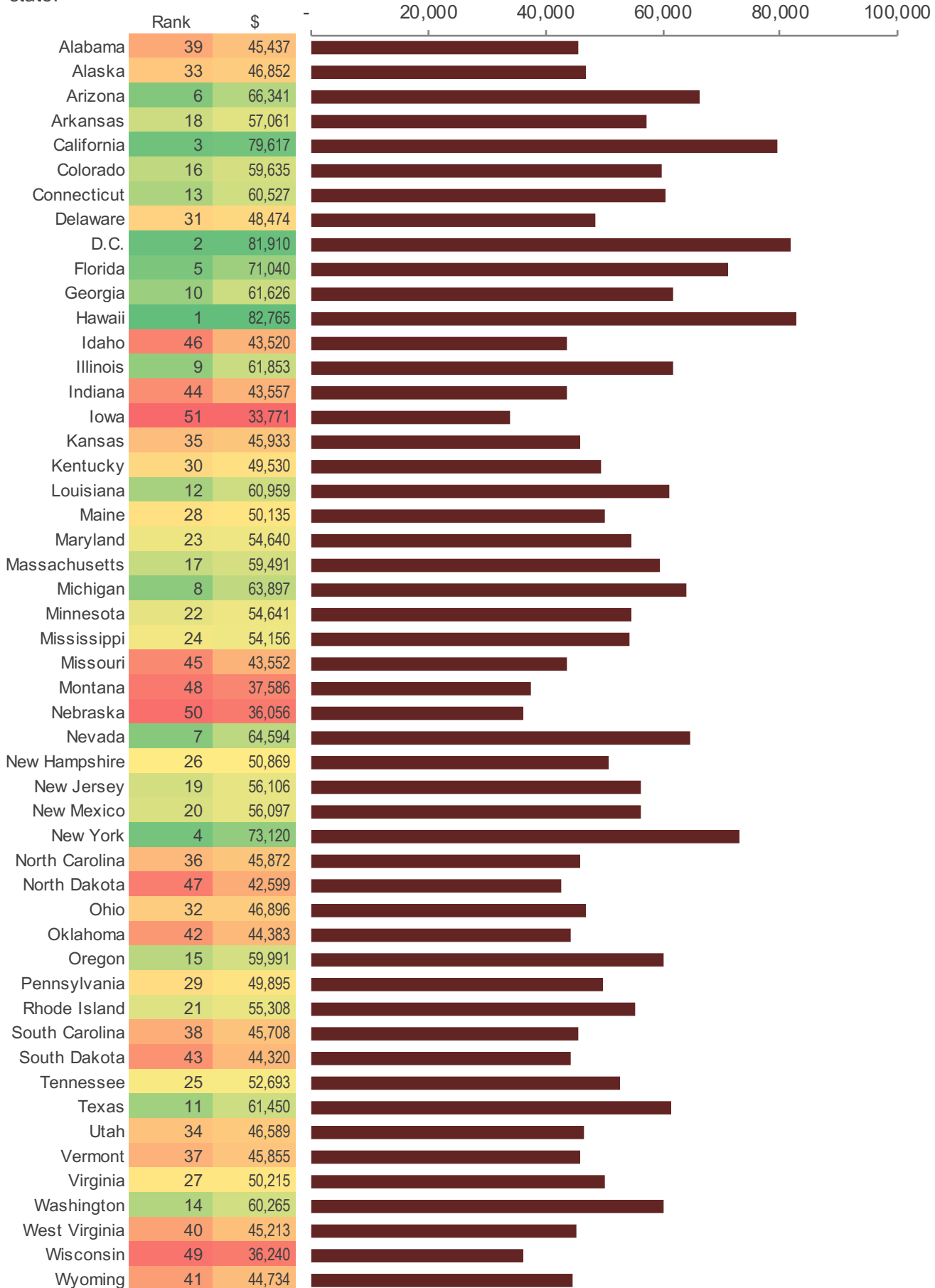
# Employee Productivity by Segments

Below are employee productivity (i.e., revenue per employee) statistics for various industry segmentations including concentration, business size by employees, business structure and franchises.



# Productivity by State - Revenue (output) per Employee

Below is sales per employee per MSA. When it states "no data", there wasn't a sufficient sample size of data for the state.



## Sales per Employee per Metropolitan Area

Sales per employee for each MSA. When it states "no data", there wasn't a sufficient sample size for the MSA.

<b>Metropolitan Statistical Area</b>	<b>\$000s</b>	<b>Metropolitan Statistical Area</b>	<b>\$000s</b>
Abilene, TX	60	Brunswick, GA	55
Akron, OH	51	Buffalo-Cheektowaga-Niagara Falls, NY	43
Albany, GA	55	Burlington, NC	43
Albany, OR	42	Burlington-South Burlington, VT	38
Albany-Schenectady-Troy, NY	39	California-Lexington Park, MD	29
Albuquerque, NM	50	Canton-Massillon, OH	30
Alexandria, LA	67	Cape Coral-Fort Myers, FL	69
Allentown-Bethlehem-Easton, PA-NJ	53	Cape Girardeau, MO-IL	47
Altoona, PA	33	Carbondale-Marion, IL	41
Amarillo, TX	47	Carson City, NV	64
Ames, IA	26	Casper, WY	37
Anchorage, AK	52	Cedar Rapids, IA	27
Ann Arbor, MI	45	Chambersburg-Waynesboro, PA	55
Anniston-Oxford-Jacksonville, AL	52	Champaign-Urbana, IL	39
Appleton, WI	25	Charleston, WV	45
Asheville, NC	41	Charleston-North Charleston, SC	55
Athens-Clarke County, GA	44	Charlotte-Concord-Gastonia, NC-SC	45
Atlanta-Sandy Springs-Roswell, GA	63	Charlottesville, VA	68
Atlantic City-Hammonton, NJ	43	Chattanooga, TN-GA	44
Auburn-Opelika, AL	51	Cheyenne, WY	29
Augusta-Richmond County, GA-SC	41	Chicago-Naperville-Elgin, IL-IN-WI	64
Austin-Round Rock, TX	53	Chico, CA	49
Bakersfield, CA	73	Cincinnati, OH-KY-IN	49
Baltimore-Columbia-Towson, MD	48	Clarksville, TN-KY	47
Bangor, ME	50	Cleveland, TN	26
Barnstable Town, MA	53	Cleveland-Elyria, OH	50
Baton Rouge, LA	51	Coeur d'Alene, ID	57
Battle Creek, MI	48	College Station-Bryan, TX	38
Bay City, MI	36	Colorado Springs, CO	56
Beaumont-Port Arthur, TX	45	Columbia, MO	40
Beckley, WV	35	Columbia, SC	50
Bellingham, WA	37	Columbus, GA-AL	40
Bend-Redmond, OR	50	Columbus, IN	36
Billings, MT	33	Columbus, OH	50
Binghamton, NY	41	Corpus Christi, TX	51
Birmingham-Hoover, AL	47	Corvallis, OR	41
Bismarck, ND	35	Crestview-Fort Walton Beach-Destin, FL	65
Blacksburg-Christiansburg-Radford, VA	40	Cumberland, MD-WV	77
Bloomington, IL	22	Dallas-Fort Worth-Arlington, TX	65
Bloomington, IN	31	Dalton, GA	42
Bloomsburg-Berwick, PA	34	Danville, IL	31
Boise City, ID	43	Daphne-Fairhope-Foley, AL	34
Boston-Cambridge-Newton, MA-NH	58	Davenport-Moline-Rock Island, IA-IL	31
Boulder, CO	41	Dayton, OH	36
Bowling Green, KY	35	Decatur, AL	40
Bremerton-Silverdale, WA	38	Decatur, IL	32
Bridgeport-Stamford-Norwalk, CT	67	Deltona-Daytona Beach-Ormond, FL	50
Brownsville-Harlingen, TX	45	Denver-Aurora-Lakewood, CO	62



## Sales per Employee per Metropolitan Area

Sales per employee for each MSA. When it states "no data", there wasn't a sufficient sample size for the MSA.

Metropolitan Statistical Area	\$000s	Metropolitan Statistical Area	\$000s
Des Moines-West Des Moines, IA	36	Greenville-Anderson-Mauldin, SC	36
Detroit-Warren-Dearborn, MI	75	Gulfport-Biloxi-Pascagoula, MS	58
Dothan, AL	57	Hagerstown-Martinsburg, MD-WV	36
Dover, DE	55	Hammond, LA	41
Dubuque, IA	61	Hanford-Corcoran, CA	52
Duluth, MN-WI	30	Harrisburg-Carlisle, PA	45
Durham-Chapel Hill, NC	43	Harrisonburg, VA	55
East Stroudsburg, PA	40	Hartford-West Hartford-East Hartford, CT	45
Eau Claire, WI	23	Hattiesburg, MS	42
El Centro, CA	38	Hickory-Lenoir-Morganton, NC	38
Elizabethtown-Fort Knox, KY	54	Hilton Head Island-Bluffton-Beaufort, SC	65
Elkhart-Goshen, IN	66	Hinesville, GA	55
Elmira, NY	33	Homosassa Springs, FL	42
El Paso, TX	49	Hot Springs, AR	28
Enid, OK	41	Houma-Thibodaux, LA	41
Erie, PA	32	Houston-The Woodlands-Sugar Land, TX	59
Eugene, OR	40	Huntington-Ashland, WV-KY-OH	37
Evansville, IN-KY	41	Huntsville, AL	41
Fairbanks, AK	50	Idaho Falls, ID	22
Fargo, ND-MN	44	Indianapolis-Carmel-Anderson, IN	53
Farmington, NM	46	Iowa City, IA	55
Fayetteville, NC	46	Ithaca, NY	35
Fayetteville-Springdale-Rogers, AR-MO	54	Jackson, MI	54
Flagstaff, AZ	39	Jackson, MS	51
Flint, MI	67	Jackson, TN	55
Florence, SC	30	Jacksonville, FL	60
Florence-Muscle Shoals, AL	32	Jacksonville, NC	77
Fond du Lac, WI	26	Janesville-Beloit, WI	40
Fort Collins, CO	45	Jefferson City, MO	37
Fort Smith, AR-OK	44	Johnson City, TN	49
Fort Wayne, IN	30	Johnstown, PA	36
Fresno, CA	56	Jonesboro, AR	43
Gadsden, AL	36	Joplin, MO	25
Gainesville, FL	55	Kahului-Wailuku-Lahaina, HI	66
Gainesville, GA	55	Kalamazoo-Portage, MI	38
Gettysburg, PA	24	Kankakee, IL	38
Glens Falls, NY	28	Kansas City, MO-KS	47
Goldsboro, NC	40	Kennewick-Richland, WA	42
Grand Forks, ND-MN	55	Killeen-Temple, TX	47
Grand Island, NE	48	Kingsport-Bristol-Bristol, TN-VA	34
Grand Junction, CO	49	Kingston, NY	32
Grand Rapids-Wyoming, MI	48	Knoxville, TN	43
Grants Pass, OR	37	Kokomo, IN	28
Great Falls, MT	55	La Crosse-Onalaska, WI-MN	26
Greeley, CO	36	Lafayette, LA	61
Green Bay, WI	30	Lafayette-West Lafayette, IN	55
Greensboro-High Point, NC	38	Lake Charles, LA	91
Greenville, NC	51	Lake Havasu City-Kingman, AZ	55

## Sales per Employee per Metropolitan Area

Sales per employee for each MSA. When it states "no data", there wasn't a sufficient sample size for the MSA.

Metropolitan Statistical Area	\$000s	Metropolitan Statistical Area	\$000s
Lakeland-Winter Haven, FL	46	Muncie, IN	26
Lancaster, PA	41	Muskegon, MI	42
Lansing-East Lansing, MI	40	Myrtle-Conway-North Myrtle, SC-NC	49
Laredo, TX	71	Napa, CA	75
Las Cruces, NM	48	Naples-Immokalee-Marco Island, FL	71
Las Vegas-Henderson-Paradise, NV	61	Nashville-Davidson--Murfr.--Franklin, TN	51
Lawrence, KS	41	New Bern, NC	26
Lawton, OK	28	New Haven-Milford, CT	52
Lebanon, PA	31	New Orleans-Metairie, LA	59
Lewiston, ID-WA	22	New York-Newark-Jersey City, NY-NJ-PA	70
Lewiston-Auburn, ME	43	Niles-Benton Harbor, MI	34
Lexington-Fayette, KY	47	North Port-Sarasota-Bradenton, FL	58
Lima, OH	48	Norwich-New London, CT	65
Lincoln, NE	31	Ocala, FL	57
Little Rock-North Little Rock-Conway, AR	55	Ocean City, NJ	55
Logan, UT-ID	28	Odessa, TX	75
Longview, TX	66	Ogden-Clearfield, UT	27
Longview, WA	58	Oklahoma City, OK	43
Los Angeles-Long Beach-Anaheim, CA	82	Olympia-Tumwater, WA	47
Louisville/Jefferson County, KY-IN	49	Omaha-Council Bluffs, NE-IA	40
Lubbock, TX	45	Orlando-Kissimmee-Sanford, FL	68
Lynchburg, VA	38	Oshkosh-Neenah, WI	26
Macon-Bibb County, GA	41	Owensboro, KY	45
Madera, CA	43	Oxnard-Thousand Oaks-Ventura, CA	61
Madison, WI	41	Palm Bay-Melbourne-Titusville, FL	63
Manchester-Nashua, NH	50	Panama City, FL	57
Manhattan, KS	34	Parkersburg-Vienna, WV	48
Mankato-North Mankato, MN	29	Pensacola-Ferry Pass-Brent, FL	55
Mansfield, OH	35	Peoria, IL	40
McAllen-Edinburg-Mission, TX	78	Philadelphia-Camden-Wilm., PA-NJ-DE-MD	51
Medford, OR	58	Phoenix-Mesa-Scottsdale, AZ	66
Memphis, TN-MS-AR	58	Pine Bluff, AR	55
Merced, CA	65	Pittsburgh, PA	52
Miami-Fort Lauderdale-West Palm Beach, FL	80	Pittsfield, MA	41
Michigan City-La Porte, IN	34	Pocatello, ID	26
Midland, MI	46	Portland-South Portland, ME	52
Midland, TX	75	Portland-Vancouver-Hillsboro, OR-WA	64
Milwaukee-Waukesha-West Allis, WI	37	Port St. Lucie, FL	56
Minneapolis-St. Paul-Bloomington, MN-WI	55	Prescott, AZ	40
Missoula, MT	31	Providence-Warwick, RI-MA	46
Mobile, AL	26	Provo-Orem, UT	50
Modesto, CA	56	Pueblo, CO	42
Monroe, LA	63	Punta Gorda, FL	29
Monroe, MI	36	Racine, WI	51
Montgomery, AL	39	Raleigh, NC	44
Morgantown, WV	53	Rapid City, SD	46
Morristown, TN	72	Reading, PA	39
Mount Vernon-Anacortes, WA	37	Redding, CA	49

## Sales per Employee per Metropolitan Area

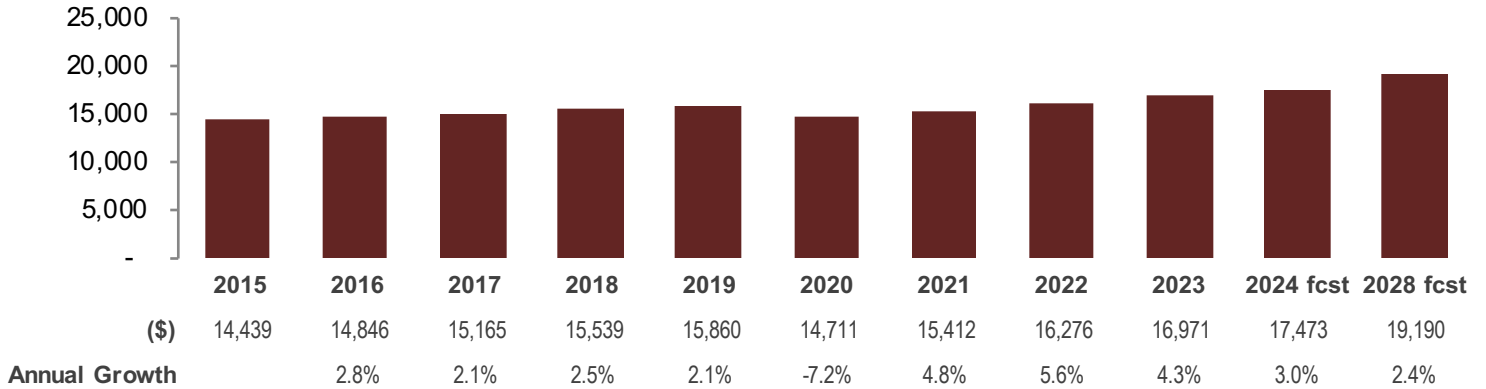
Sales per employee for each MSA. When it states "no data", there wasn't a sufficient sample size for the MSA.

<b>Metropolitan Statistical Area</b>	<b>\$000s</b>	<b>Metropolitan Statistical Area</b>	<b>\$000s</b>
Reno, NV	61	Staunton-Waynesboro, VA	31
Richmond, VA	37	Stockton-Lodi, CA	59
Riverside-San Bernardino-Ontario, CA	76	Sumter, SC	55
Roanoke, VA	40	Syracuse, NY	30
Rochester, MN	38	Tallahassee, FL	53
Rochester, NY	41	Tampa-St. Petersburg-Clearwater, FL	55
Rockford, IL	41	Terre Haute, IN	34
Rocky Mount, NC	36	Texarkana, TX-AR	54
Rome, GA	53	The Villages, FL	52
Sacramento--Roseville--Arden-Arcade, CA	60	Toledo, OH	39
Saginaw, MI	51	Topeka, KS	36
St. Cloud, MN	39	Trenton, NJ	41
St. George, UT	47	Tucson, AZ	54
St. Joseph, MO-KS	37	Tulsa, OK	42
St. Louis, MO-IL	40	Tuscaloosa, AL	39
Salem, OR	47	Tyler, TX	42
Salinas, CA	114	Urban Honolulu, HI	80
Salisbury, MD-DE	45	Utica-Rome, NY	43
Salt Lake City, UT	52	Valdosta, GA	34
San Angelo, TX	37	Vallejo-Fairfield, CA	75
San Antonio-New Braunfels, TX	51	Victoria, TX	35
San Diego-Carlsbad, CA	61	Vineland-Bridgeton, NJ	42
San Francisco-Oakland-Hayward, CA	81	Virginia Beach-Norfolk-Newport, VA-NC	40
San Jose-Sunnyvale-Santa Clara, CA	74	Visalia-Porterville, CA	53
San Luis Obispo-Paso Robles-Arroyo Gr., CA	44	Waco, TX	27
Santa Cruz-Watsonville, CA	179	Walla Walla, WA	29
Santa Fe, NM	90	Warner Robins, GA	36
Santa Maria-Santa Barbara, CA	60	Washing.-Arling.-Alexan., DC-VA-MD-WV	60
Santa Rosa, CA	63	Waterloo-Cedar Falls, IA	55
Savannah, GA	62	Watertown-Fort Drum, NY	87
Scranton--Wilkes-Barre--Hazleton, PA	40	Wausau, WI	19
Seattle-Tacoma-Bellevue, WA	62	Weirton-Steubenville, WV-OH	23
Sebastian-Vero Beach, FL	55	Wenatchee, WA	35
Sebring, FL	54	Wheeling, WV-OH	61
Sheboygan, WI	29	Wichita, KS	49
Sherman-Denison, TX	66	Wichita Falls, TX	32
Shreveport-Bossier City, LA	64	Williamsport, PA	64
Sierra Vista-Douglas, AZ	37	Wilmington, NC	45
Sioux City, IA-NE-SD	31	Winchester, VA-WV	39
Sioux Falls, SD	42	Winston-Salem, NC	32
South Bend-Mishawaka, IN-MI	45	Worcester, MA-CT	48
Spartanburg, SC	39	Yakima, WA	54
Spokane-Spokane Valley, WA	47	York-Hanover, PA	34
Springfield, IL	43	Youngstown-Warren-Boardman, OH-PA	32
Springfield, MA	40	Yuba City, CA	55
Springfield, MO	32	Yuma, AZ	81
Springfield, OH	24		
State College, PA	31		

# Industry Payroll

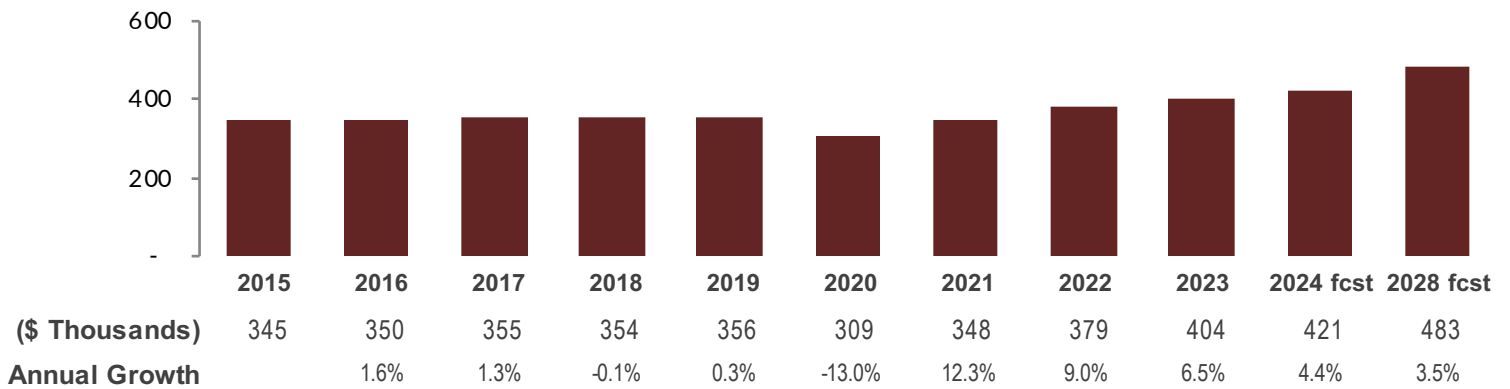
One of the consistently difficult strategic questions for every company is "are we paying our people the right amount?" In the next sections, we'll tackle this question from many different angles. The first benchmarks below cover payroll per employee, company, and location. In particular, payroll per employee is a strong metric to benchmark against, both in terms of the dollar figure but also the historical and forecasted growth.

## Payroll per Employee



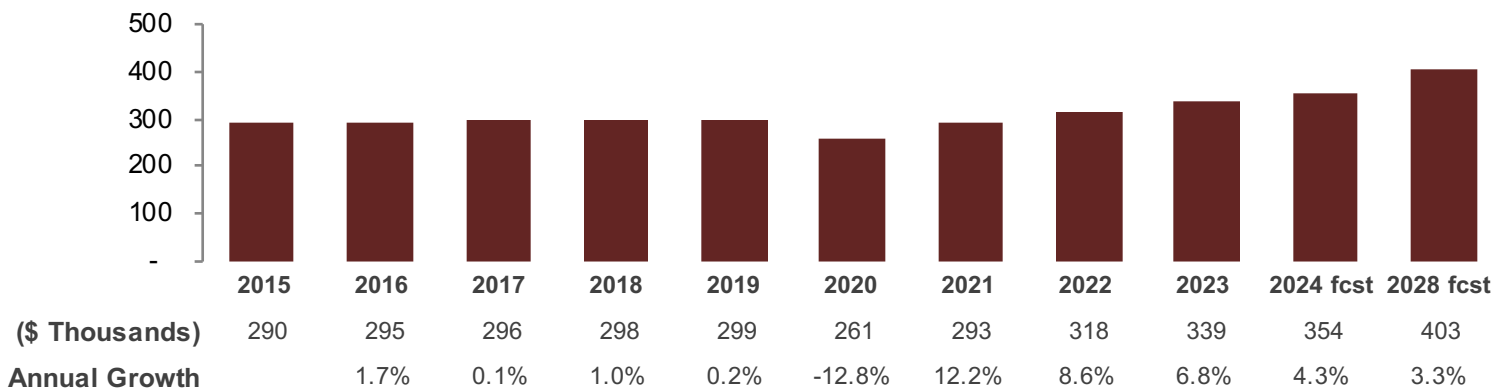
Compound Annual Growth Rate **4.9%** 3-Year **1.8%** 5-Year

## Payroll per Company



Compound Annual Growth Rate **9.3%** 3-Year **2.6%** 5-Year

## Payroll per Location

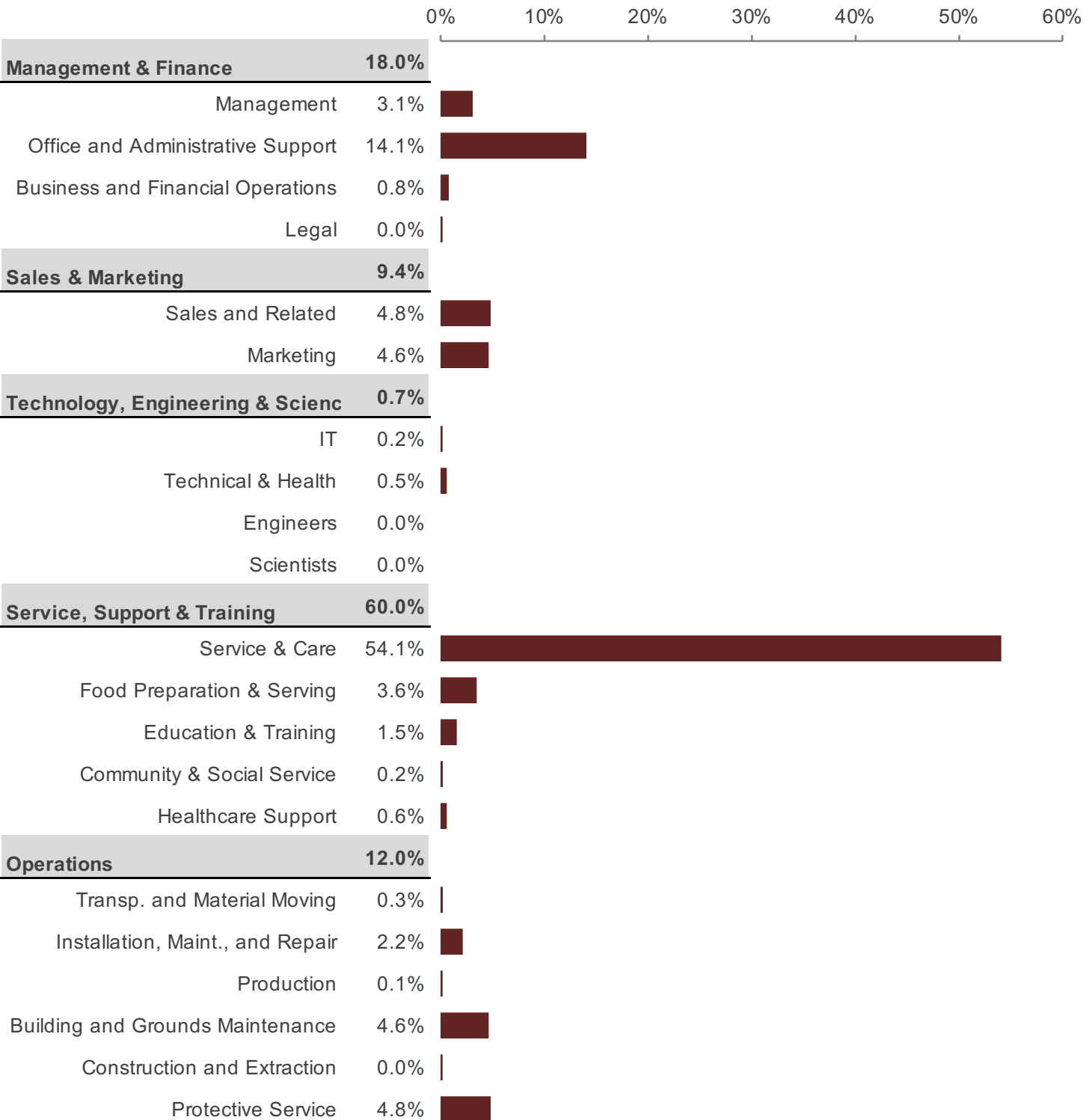


Compound Annual Growth Rate **9.2%** 3-Year **2.6%** 5-Year

# Workforce Composition Benchmarks

Ensuring your company has the right people in the right roles, is just as important as having the right number of people and the proper compensation. Pay particular attention to management ratios, and the three higher-level categories of 1. management & finance, 2. sales, service & marketing, and 3. operations.

## Job Categories as a % of Total Employees



## Job Categorization Pay Ranges

Below are the pay ranges of the high-level job categories. The bottom 10% represents the average that the 10% lowest paid receive in hourly pay, while the top 90% represents the average that the 10% highest paid receive in hourly pay. In those instances where the sample size was not statistically significant, the figures are left blank.

### Health Clubs

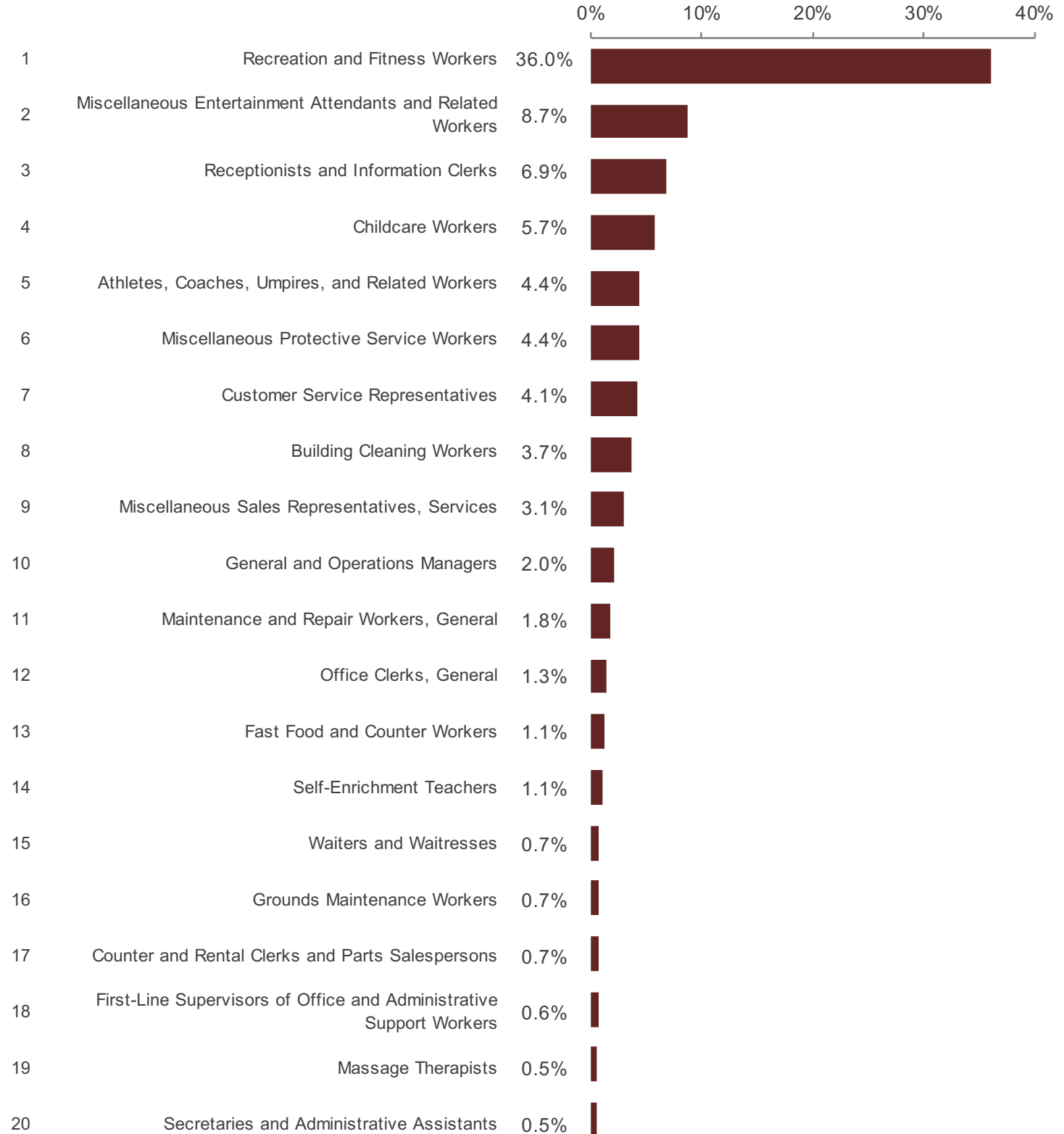
#### Industry Pay Ranges

	Bottom 10%	Bottom 25%	Mean	Top 75%	Top 90%
<b>Management &amp; Finance</b>					
Management	\$17.19	\$23.65	\$42.46	\$51.52	\$78.17
Office and Administrative Support	\$9.42	\$11.14	\$15.00	\$16.92	\$22.59
Business and Financial Operations	\$13.94	\$18.85	\$28.21	\$33.91	\$46.95
Legal	#	#	#	#	#
<b>Sales &amp; Marketing</b>					
Sales and Related	\$9.53	\$11.34	\$19.43	\$21.31	\$36.57
Arts, Design, Entertainment, Media	\$10.27	\$13.03	\$22.57	\$28.60	\$40.31
<b>Technology, Engineering &amp; Science</b>					
Computers	\$20.26	\$27.30	\$40.04	\$52.51	\$64.31
Technical & Healthcare	\$12.30	\$17.77	\$28.23	\$36.86	\$46.43
Engineering & Architecture	#	#	#	#	#
Life, Physical & Social Science	#	#	#	#	#
<b>Service, Support &amp; Training</b>					
Personal Service & Care	\$9.80	\$12.54	\$20.07	\$25.54	\$33.93
Food Preparation & Serving	\$9.35	\$10.56	\$14.64	\$15.94	\$20.74
Education, Training & Library	\$9.73	\$12.11	\$18.95	\$23.57	\$31.95
Community & Social Service	#	#	#	#	#
Healthcare Support	\$11.19	\$13.57	\$22.51	\$28.04	\$39.66
<b>Operations</b>					
Transportation and Material Moving	\$10.01	\$12.20	\$16.12	\$18.39	\$24.04
Installation, Maint., and Repair	\$11.09	\$13.58	\$19.92	\$24.48	\$32.01
Production	\$12.35	\$12.98	\$17.00	\$19.33	\$23.93
Building and Grounds Maintenance	\$9.99	\$11.98	\$15.11	\$16.46	\$20.97
Construction and Extraction	\$13.65	\$15.52	\$22.41	\$25.41	\$37.53
Protective Service	\$8.99	\$9.93	\$12.72	\$13.57	\$16.92

# Top 20 Industry Jobs - Percent of Employment

The below metrics go into the details of the industry's top jobs ranked by percent of total employment.

## Top Jobs - Percent of Total Employment



## Top 20 Jobs - Pay Bands

Below are the details of the wage bands for the industry's top jobs. The bottom 10% represents the average that the 10% lowest paid receive in hourly pay, while the top 90% represents the average that the 10% highest paid receive in hourly pay. In those instances where the sample size was not statistically significant, the figures are left blank.

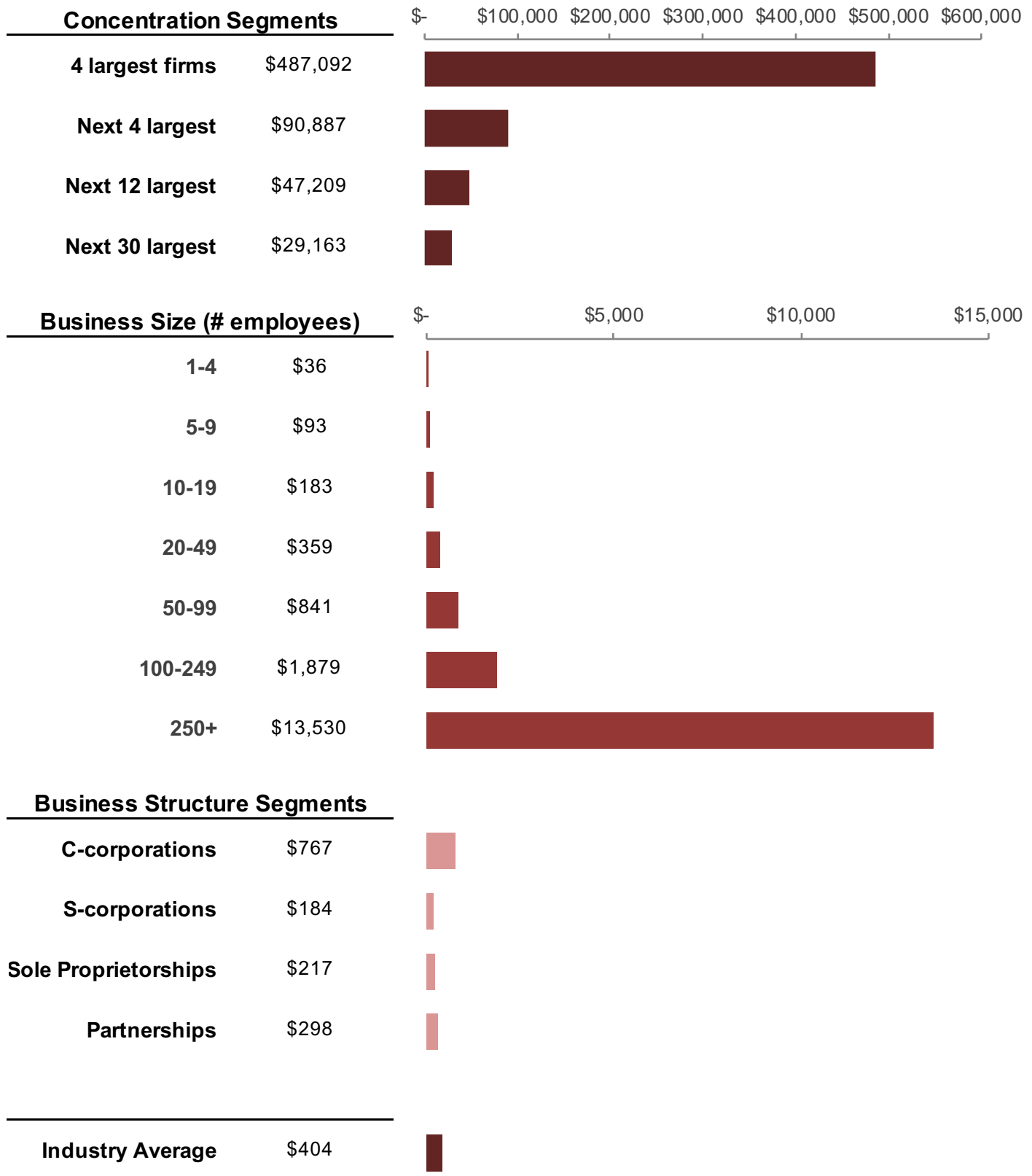
Top Detailed Jobs - Pay Bands		Bottom 10%	Bottom 25%	Mean	Top 75%	Top 90%
1	Recreation and Fitness Workers	\$10.57	\$13.63	\$22.89	\$29.21	\$38.95
2	Miscellaneous Entertainment Attendants and Related Workers	\$9.26	\$10.69	\$13.22	\$15.00	\$16.69
3	Receptionists and Information Clerks	\$9.23	\$10.39	\$13.37	\$15.46	\$18.87
4	Childcare Workers	\$8.71	\$9.62	\$12.16	\$13.72	\$16.22
5	Athletes, Coaches, Umpires, and Related Workers	*	*	*	*	*
6	Miscellaneous Protective Service Workers	\$8.92	\$9.86	\$12.15	\$13.13	\$15.87
7	Customer Service Representatives	\$9.68	\$11.47	\$14.57	\$15.88	\$21.94
8	Building Cleaning Workers	\$9.92	\$11.80	\$14.51	\$16.02	\$19.71
9	Miscellaneous Sales Representatives, Services	\$9.78	\$12.58	\$21.88	\$25.85	\$41.75
10	General and Operations Managers	\$17.03	\$23.47	\$42.23	\$50.10	\$79.06
11	Maintenance and Repair Workers, General	\$10.95	\$13.31	\$19.08	\$23.29	\$30.52
12	Office Clerks, General	\$9.18	\$10.21	\$15.28	\$18.47	\$23.67
13	Fast Food and Counter Workers	\$8.89	\$10.03	\$12.51	\$14.18	\$16.12
14	Self-Enrichment Teachers	\$9.72	\$12.35	\$19.70	\$24.91	\$32.89
15	Waiters and Waitresses	\$9.25	\$10.05	\$13.29	\$15.33	\$19.45
16	Grounds Maintenance Workers	\$10.02	\$12.15	\$15.19	\$17.34	\$21.35
17	Counter and Rental Clerks and Parts Salespersons	\$9.08	\$9.81	\$13.43	\$14.76	\$20.78
18	First-Line Supervisors of Office and Administrative Support Workers	\$13.80	\$16.67	\$24.77	\$29.86	\$38.96
19	Massage Therapists	\$10.53	\$13.57	\$22.66	\$28.17	\$40.92
20	Secretaries and Administrative Assistants	\$12.37	\$14.58	\$21.35	\$24.45	\$31.90



# Payroll per Company by Segments

Below are payroll per company statistics for various industry segmentations including concentration, business size by employees, business structure and franchises.

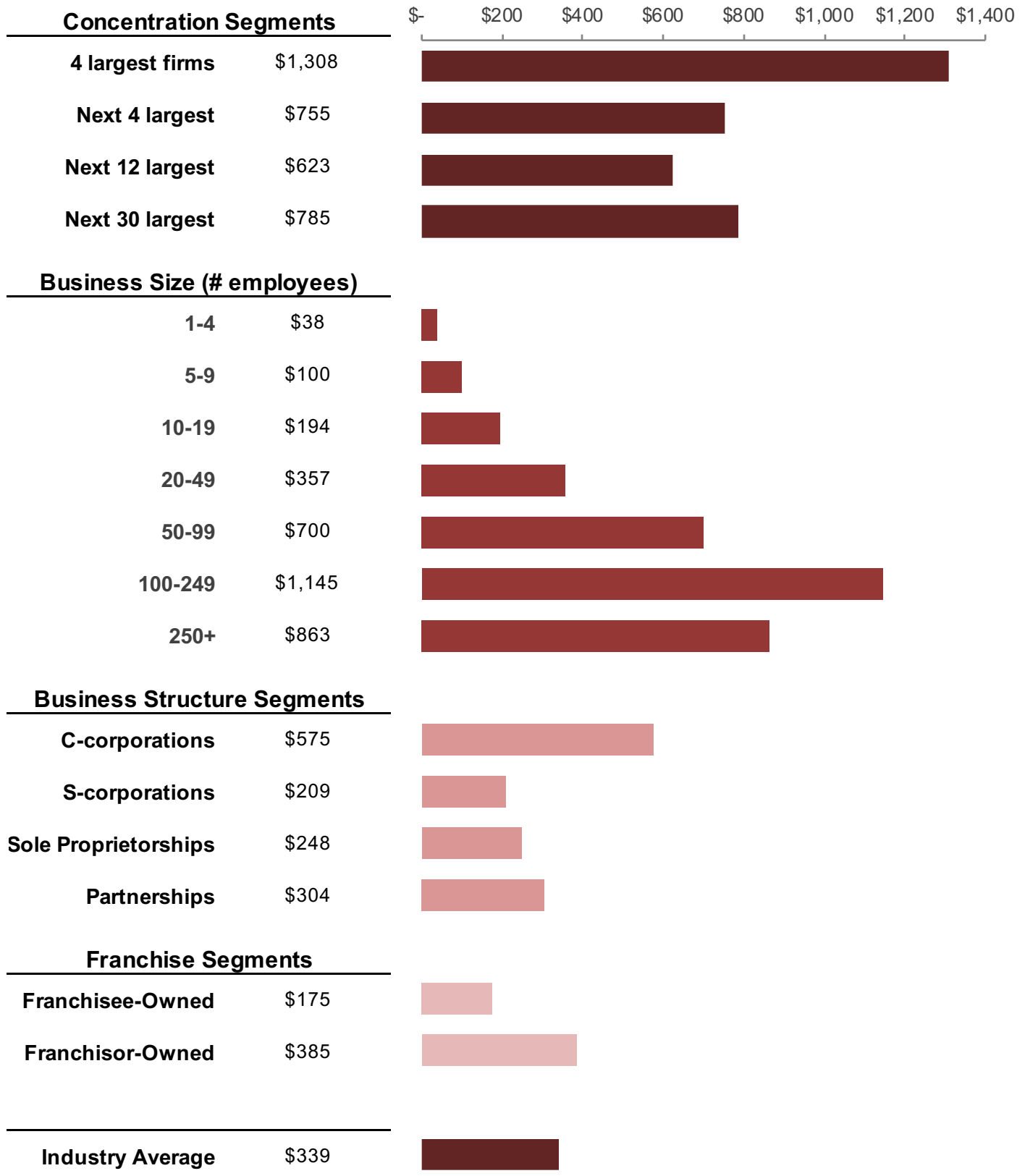
\$ thousands



# Payroll per Location by Segments

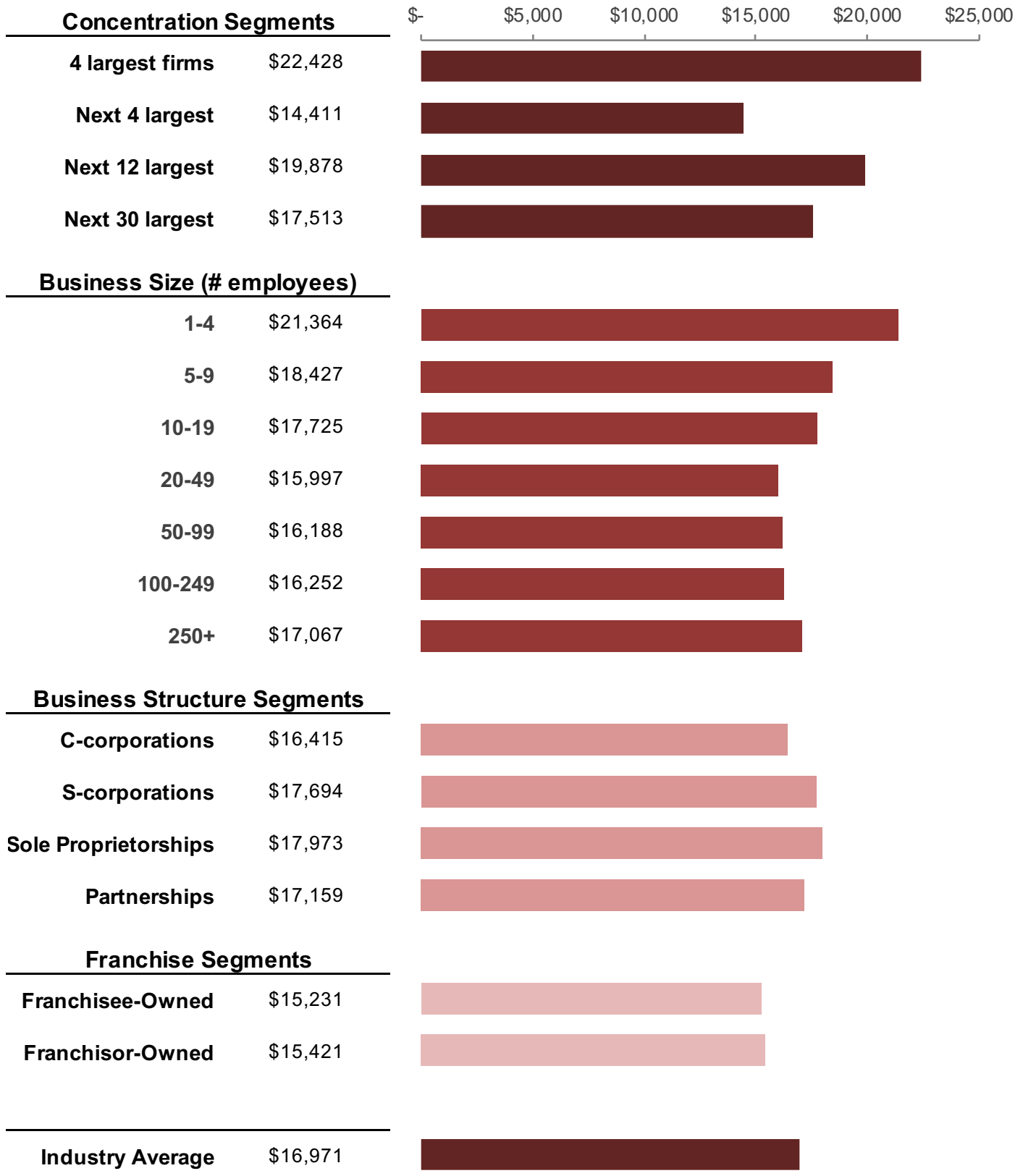
Below are payroll per location statistics for various industry segmentations including concentration, business size by employees, business structure and franchises.

\$ thousands



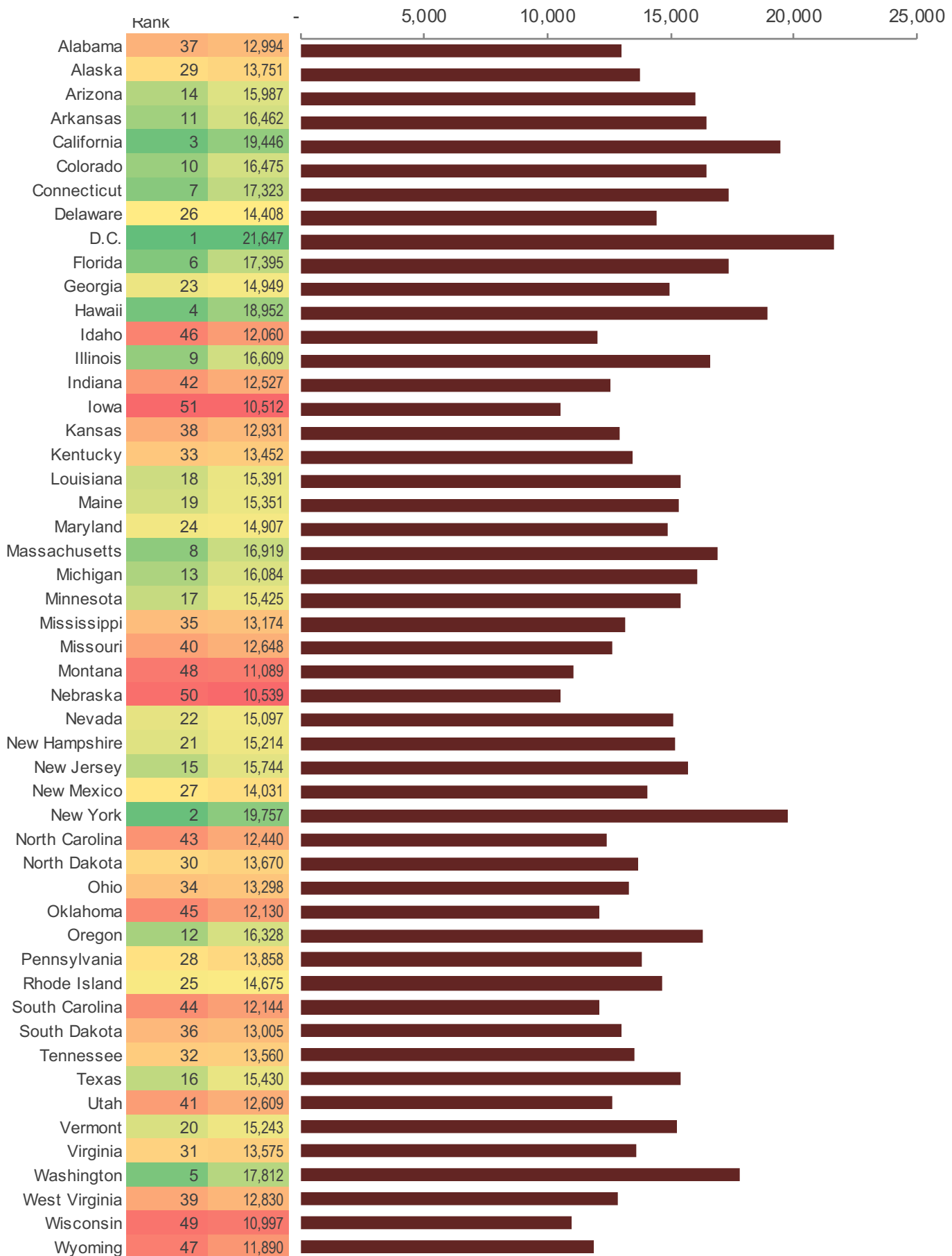
# Payroll per Employee by Segments

Below are payroll per employee statistics for various industry segmentations including concentration, business size by employees, business structure and franchises.



# Payroll per Employee by State

The competition for talent is local, with the supply and demand dynamics of each state driving compensation. When it states "no data", there wasn't a sufficient sample size of data for the state.



## Payroll per Employee per Metropolitan Area

Payroll per employee for each MSA. When it states "no data", there wasn't a sufficient sample size for the MSA.

<b>Metropolitan Statistical Area</b>	<b>\$</b>	<b>Metropolitan Statistical Area</b>	<b>\$</b>
Abilene, TX	12,859	Brunswick, GA	12,058
Akron, OH	15,507	Buffalo-Cheektowaga-Niagara Falls, NY	13,860
Albany, GA	12,396	Burlington, NC	12,201
Albany, OR	14,169	Burlington-South Burlington, VT	16,552
Albany-Schenectady-Troy, NY	13,392	California-Lexington Park, MD	6,988
Albuquerque, NM	14,579	Canton-Massillon, OH	11,117
Alexandria, LA	12,895	Cape Coral-Fort Myers, FL	18,393
Allentown-Bethlehem-Easton, PA-NJ	14,187	Cape Girardeau, MO-IL	17,665
Altoona, PA	13,276	Carbondale-Marion, IL	13,622
Amarillo, TX	11,593	Carson City, NV	16,881
Ames, IA	11,231	Casper, WY	13,142
Anchorage, AK	18,360	Cedar Rapids, IA	10,299
Ann Arbor, MI	16,474	Chambersburg-Waynesboro, PA	12,380
Anniston-Oxford-Jacksonville, AL	17,925	Champaign-Urbana, IL	11,452
Appleton, WI	10,153	Charleston, WV	16,469
Asheville, NC	12,914	Charleston-North Charleston, SC	15,246
Athens-Clarke County, GA	12,077	Charlotte-Concord-Gastonia, NC-SC	14,030
Atlanta-Sandy Springs-Roswell, GA	17,466	Charlottesville, VA	20,918
Atlantic City-Hammonton, NJ	15,997	Chattanooga, TN-GA	13,791
Auburn-Opelika, AL	15,103	Cheyenne, WY	9,901
Augusta-Richmond County, GA-SC	11,629	Chicago-Naperville-Elgin, IL-IN-WI	19,360
Austin-Round Rock, TX	14,978	Chico, CA	16,119
Bakersfield, CA	18,348	Cincinnati, OH-KY-IN	14,788
Baltimore-Columbia-Towson, MD	15,723	Clarksville, TN-KY	13,926
Bangor, ME	17,704	Cleveland, TN	10,686
Barnstable Town, MA	15,206	Cleveland-Elyria, OH	15,121
Baton Rouge, LA	14,113	Coeur d'Alene, ID	15,538
Battle Creek, MI	18,130	College Station-Bryan, TX	9,981
Bay City, MI	12,871	Colorado Springs, CO	16,109
Beaumont-Port Arthur, TX	14,459	Columbia, MO	12,841
Beckley, WV	14,207	Columbia, SC	14,442
Bellingham, WA	13,432	Columbus, GA-AL	14,183
Bend-Redmond, OR	14,494	Columbus, IN	12,585
Billings, MT	11,054	Columbus, OH	16,536
Binghamton, NY	16,538	Corpus Christi, TX	16,305
Birmingham-Hoover, AL	15,758	Corvallis, OR	16,838
Bismarck, ND	14,898	Crestview-Fort Walton Beach-Destin, FL	16,317
Blacksburg-Christiansburg-Radford, VA	13,876	Cumberland, MD-WV	11,444
Bloomington, IL	8,227	Dallas-Fort Worth-Arlington, TX	18,797
Bloomington, IN	12,134	Dalton, GA	8,817
Bloomsburg-Berwick, PA	11,929	Danville, IL	10,413
Boise City, ID	13,433	Daphne-Fairhope-Foley, AL	9,896
Boston-Cambridge-Newton, MA-NH	18,623	Davenport-Moline-Rock Island, IA-IL	12,121
Boulder, CO	14,111	Dayton, OH	12,635
Bowling Green, KY	11,353	Decatur, AL	11,882
Bremerton-Silverdale, WA	13,175	Decatur, IL	12,693
Bridgeport-Stamford-Norwalk, CT	21,861	Deltona-Daytona Beach-Ormond, FL	13,949
Brownsville-Harlingen, TX	11,546	Denver-Aurora-Lakewood, CO	19,603

## Payroll per Employee per Metropolitan Area

Payroll per employee for each MSA. When it states "no data", there wasn't a sufficient sample size for the MSA.

Metropolitan Statistical Area	\$	Metropolitan Statistical Area	\$
Des Moines-West Des Moines, IA	12,110	Greenville-Anderson-Mauldin, SC	12,498
Detroit-Warren-Dearborn, MI	20,092	Gulfport-Biloxi-Pascagoula, MS	15,112
Dothan, AL	18,454	Hagerstown-Martinsburg, MD-WV	11,068
Dover, DE	14,213	Hammond, LA	10,379
Dubuque, IA	18,585	Hanford-Corcoran, CA	16,617
Duluth, MN-WI	10,842	Harrisburg-Carlisle, PA	13,806
Durham-Chapel Hill, NC	14,947	Harrisonburg, VA	17,659
East Stroudsburg, PA	12,982	Hartford-West Hartford-East Hartford, CT	15,657
Eau Claire, WI	9,232	Hattiesburg, MS	11,873
El Centro, CA	10,984	Hickory-Lenoir-Morganton, NC	13,437
Elizabethtown-Fort Knox, KY	16,105	Hilton Head Island-Bluffton-Beaufort, SC	18,533
Elkhart-Goshen, IN	16,130	Hinesville, GA	13,946
Elmira, NY	13,196	Homosassa Springs, FL	10,317
El Paso, TX	13,513	Hot Springs, AR	12,332
Enid, OK	12,716	Houma-Thibodaux, LA	11,610
Erie, PA	14,489	Houston-The Woodlands-Sugar Land, TX	17,566
Eugene, OR	13,433	Huntington-Ashland, WV-KY-OH	13,411
Evansville, IN-KY	13,023	Huntsville, AL	14,608
Fairbanks, AK	12,074	Idaho Falls, ID	8,559
Fargo, ND-MN	14,746	Indianapolis-Carmel-Anderson, IN	16,846
Farmington, NM	22,987	Iowa City, IA	17,125
Fayetteville, NC	10,361	Ithaca, NY	12,685
Fayetteville-Springdale-Rogers, AR-MO	18,962	Jackson, MI	16,088
Flagstaff, AZ	13,589	Jackson, MS	15,339
Flint, MI	14,373	Jackson, TN	13,181
Florence, SC	11,458	Jacksonville, FL	17,356
Florence-Muscle Shoals, AL	9,046	Jacksonville, NC	15,555
Fond du Lac, WI	10,037	Janesville-Beloit, WI	13,134
Fort Collins, CO	14,255	Jefferson City, MO	13,434
Fort Smith, AR-OK	11,836	Johnson City, TN	22,031
Fort Wayne, IN	10,109	Johnstown, PA	8,905
Fresno, CA	15,789	Jonesboro, AR	17,394
Gadsden, AL	13,970	Joplin, MO	10,578
Gainesville, FL	17,087	Kahului-Wailuku-Lahaina, HI	19,548
Gainesville, GA	15,810	Kalamazoo-Portage, MI	14,977
Gettysburg, PA	8,210	Kankakee, IL	11,672
Glens Falls, NY	11,226	Kansas City, MO-KS	15,097
Goldsboro, NC	9,050	Kennewick-Richland, WA	15,214
Grand Forks, ND-MN	15,955	Killeen-Temple, TX	13,047
Grand Island, NE	12,185	Kingsport-Bristol-Bristol, TN-VA	12,665
Grand Junction, CO	16,527	Kingston, NY	11,763
Grand Rapids-Wyoming, MI	14,376	Knoxville, TN	13,711
Grants Pass, OR	13,899	Kokomo, IN	12,120
Great Falls, MT	13,834	La Crosse-Onalaska, WI-MN	10,469
Greeley, CO	11,016	Lafayette, LA	17,762
Green Bay, WI	10,660	Lafayette-West Lafayette, IN	15,457
Greensboro-High Point, NC	11,650	Lake Charles, LA	16,357
Greenville, NC	16,958	Lake Havasu City-Kingman, AZ	11,958

## Payroll per Employee per Metropolitan Area

Payroll per employee for each MSA. When it states "no data", there wasn't a sufficient sample size for the MSA.

Metropolitan Statistical Area	\$	Metropolitan Statistical Area	\$
Lakeland-Winter Haven, FL	16,417	Muncie, IN	9,953
Lancaster, PA	14,517	Muskegon, MI	13,361
Lansing-East Lansing, MI	11,918	Myrtle-Conway-North Myrtle, SC-NC	11,771
Laredo, TX	17,023	Napa, CA	21,606
Las Cruces, NM	12,366	Naples-Immokalee-Marco Island, FL	23,337
Las Vegas-Henderson-Paradise, NV	16,033	Nashville-Davidson--Murfr.--Franklin, TN	13,621
Lawrence, KS	11,400	New Bern, NC	10,883
Lawton, OK	11,618	New Haven-Milford, CT	17,508
Lebanon, PA	9,893	New Orleans-Metairie, LA	19,792
Lewiston, ID-WA	10,392	New York-Newark-Jersey City, NY-NJ-PA	21,628
Lewiston-Auburn, ME	13,287	Niles-Benton Harbor, MI	11,775
Lexington-Fayette, KY	14,748	North Port-Sarasota-Bradenton, FL	17,950
Lima, OH	11,630	Norwich-New London, CT	15,831
Lincoln, NE	10,970	Ocala, FL	16,151
Little Rock-North Little Rock-Conway, AR	17,293	Ocean City, NJ	15,138
Logan, UT-ID	11,531	Odessa, TX	24,495
Longview, TX	21,478	Ogden-Clearfield, UT	8,835
Longview, WA	12,398	Oklahoma City, OK	12,951
Los Angeles-Long Beach-Anaheim, CA	21,878	Olympia-Tumwater, WA	15,954
Louisville/Jefferson County, KY-IN	15,313	Omaha-Council Bluffs, NE-IA	12,560
Lubbock, TX	15,402	Orlando-Kissimmee-Sanford, FL	19,460
Lynchburg, VA	13,036	Oshkosh-Neenah, WI	10,685
Macon-Bibb County, GA	12,840	Owensboro, KY	17,167
Madera, CA	11,483	Oxnard-Thousand Oaks-Ventura, CA	18,038
Madison, WI	14,457	Palm Bay-Melbourne-Titusville, FL	16,265
Manchester-Nashua, NH	18,359	Panama City, FL	13,233
Manhattan, KS	12,431	Parkersburg-Vienna, WV	12,691
Mankato-North Mankato, MN	11,545	Pensacola-Ferry Pass-Brent, FL	19,824
Mansfield, OH	13,893	Peoria, IL	13,786
McAllen-Edinburg-Mission, TX	13,187	Philadelphia-Camden-Wilm., PA-NJ-DE-MD	15,823
Medford, OR	15,326	Phoenix-Mesa-Scottsdale, AZ	17,586
Memphis, TN-MS-AR	18,512	Pine Bluff, AR	12,511
Merced, CA	16,557	Pittsburgh, PA	15,415
Miami-Fort Lauderdale-West Palm Beach, FL	21,519	Pittsfield, MA	13,539
Michigan City-La Porte, IN	13,138	Pocatello, ID	10,455
Midland, MI	19,193	Portland-South Portland, ME	15,782
Midland, TX	22,014	Portland-Vancouver-Hillsboro, OR-WA	19,410
Milwaukee-Waukesha-West Allis, WI	12,148	Port St. Lucie, FL	17,020
Minneapolis-St. Paul-Bloomington, MN-WI	17,774	Prescott, AZ	14,164
Missoula, MT	11,048	Providence-Warwick, RI-MA	15,773
Mobile, AL	8,424	Provo-Orem, UT	13,797
Modesto, CA	14,856	Pueblo, CO	13,116
Monroe, LA	13,256	Punta Gorda, FL	9,945
Monroe, MI	12,474	Racine, WI	13,074
Montgomery, AL	12,566	Raleigh, NC	13,570
Morgantown, WV	14,184	Rapid City, SD	17,404
Morristown, TN	19,666	Reading, PA	14,946
Mount Vernon-Anacortes, WA	15,604	Redding, CA	16,791

## Payroll per Employee per Metropolitan Area

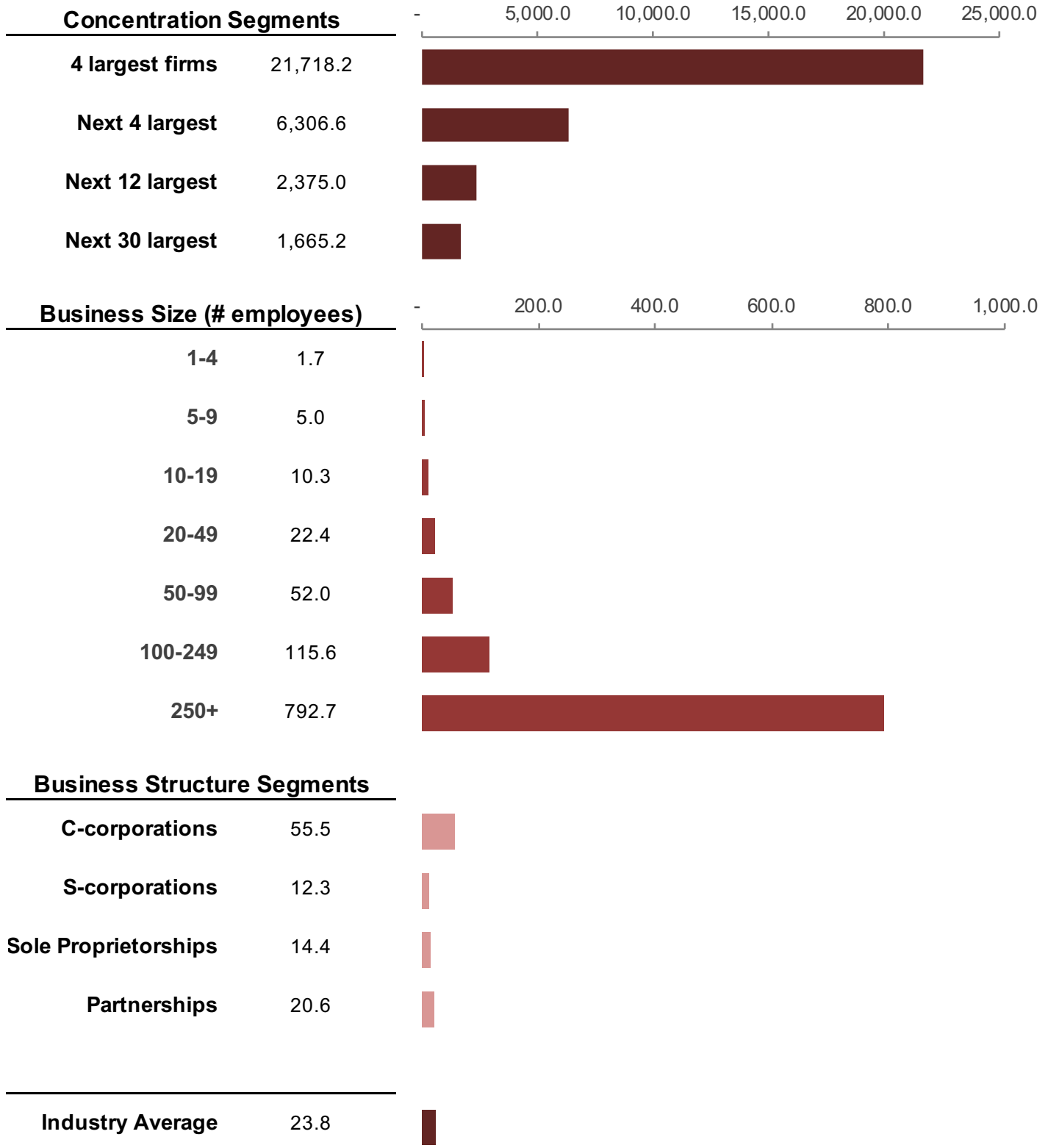
Payroll per employee for each MSA. When it states "no data", there wasn't a sufficient sample size for the MSA.

<b>Metropolitan Statistical Area</b>	<b>\$</b>	<b>Metropolitan Statistical Area</b>	<b>\$</b>
Reno, NV	17,283	Staunton-Waynesboro, VA	13,721
Richmond, VA	13,103	Stockton-Lodi, CA	14,688
Riverside-San Bernardino-Ontario, CA	18,783	Sumter, SC	12,218
Roanoke, VA	12,281	Syracuse, NY	12,119
Rochester, MN	13,501	Tallahassee, FL	15,809
Rochester, NY	14,250	Tampa-St. Petersburg-Clearwater, FL	15,801
Rockford, IL	12,441	Terre Haute, IN	13,921
Rocky Mount, NC	12,450	Texarkana, TX-AR	15,135
Rome, GA	16,992	The Villages, FL	17,285
Sacramento--Roseville--Arden-Arcade, CA	16,763	Toledo, OH	12,877
Saginaw, MI	14,132	Topeka, KS	14,005
St. Cloud, MN	13,161	Trenton, NJ	14,487
St. George, UT	13,194	Tucson, AZ	16,995
St. Joseph, MO-KS	13,498	Tulsa, OK	14,309
St. Louis, MO-IL	13,669	Tuscaloosa, AL	14,858
Salem, OR	14,859	Tyler, TX	12,704
Salinas, CA	29,992	Urban Honolulu, HI	20,445
Salisbury, MD-DE	12,694	Utica-Rome, NY	13,432
Salt Lake City, UT	16,229	Valdosta, GA	15,247
San Angelo, TX	13,040	Vallejo-Fairfield, CA	14,868
San Antonio-New Braunfels, TX	14,119	Victoria, TX	9,939
San Diego-Carlsbad, CA	19,422	Vineland-Bridgeton, NJ	17,774
San Francisco-Oakland-Hayward, CA	23,310	Virginia Beach-Norfolk-Newport, VA-NC	12,194
San Jose-Sunnyvale-Santa Clara, CA	22,942	Visalia-Porterville, CA	13,630
San Luis Obispo-Paso Robles-Arroyo Gr., CA	15,901	Waco, TX	11,581
Santa Cruz-Watsonville, CA	46,280	Walla Walla, WA	14,182
Santa Fe, NM	22,207	Warner Robins, GA	11,551
Santa Maria-Santa Barbara, CA	16,813	Washing.-Arling.-Alexan., DC-VA-MD-WV	17,640
Santa Rosa, CA	18,559	Waterloo-Cedar Falls, IA	18,562
Savannah, GA	18,719	Watertown-Fort Drum, NY	23,154
Scranton--Wilkes-Barre--Hazleton, PA	14,259	Wausau, WI	9,148
Seattle-Tacoma-Bellevue, WA	21,245	Weirton-Steubenville, WV-OH	12,201
Sebastian-Vero Beach, FL	15,758	Wenatchee, WA	13,786
Sebring, FL	18,665	Wheeling, WV-OH	20,701
Sheboygan, WI	11,561	Wichita, KS	12,739
Sherman-Denison, TX	18,023	Wichita Falls, TX	9,758
Shreveport-Bossier City, LA	15,833	Williamsport, PA	17,263
Sierra Vista-Douglas, AZ	11,717	Wilmington, NC	13,337
Sioux City, IA-NE-SD	10,598	Winchester, VA-WV	13,451
Sioux Falls, SD	12,937	Winston-Salem, NC	11,015
South Bend-Mishawaka, IN-MI	14,487	Worcester, MA-CT	15,377
Spartanburg, SC	11,888	Yakima, WA	14,632
Spokane-Spokane Valley, WA	16,813	York-Hanover, PA	13,461
Springfield, IL	14,551	Youngstown-Warren-Boardman, OH-PA	11,097
Springfield, MA	13,675	Yuba City, CA	12,639
Springfield, MO	11,007	Yuma, AZ	15,294
Springfield, OH	9,586		
State College, PA	13,101		



# Employees per Company by Segments

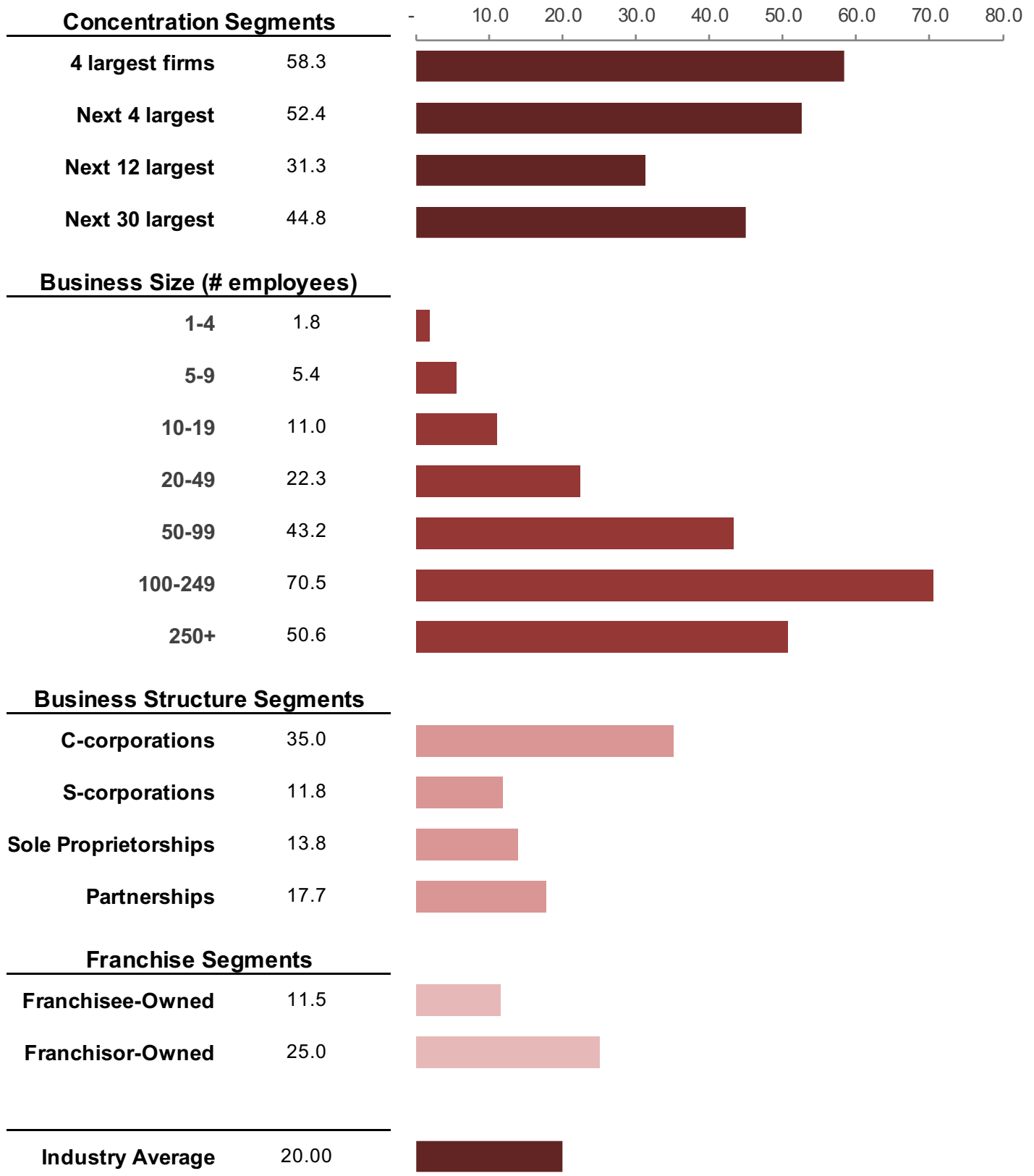
Below is the average full-time and part-time employees per company for industry segmentations including concentration, business size by employees, and business structure.



# Employees per Location by Segments

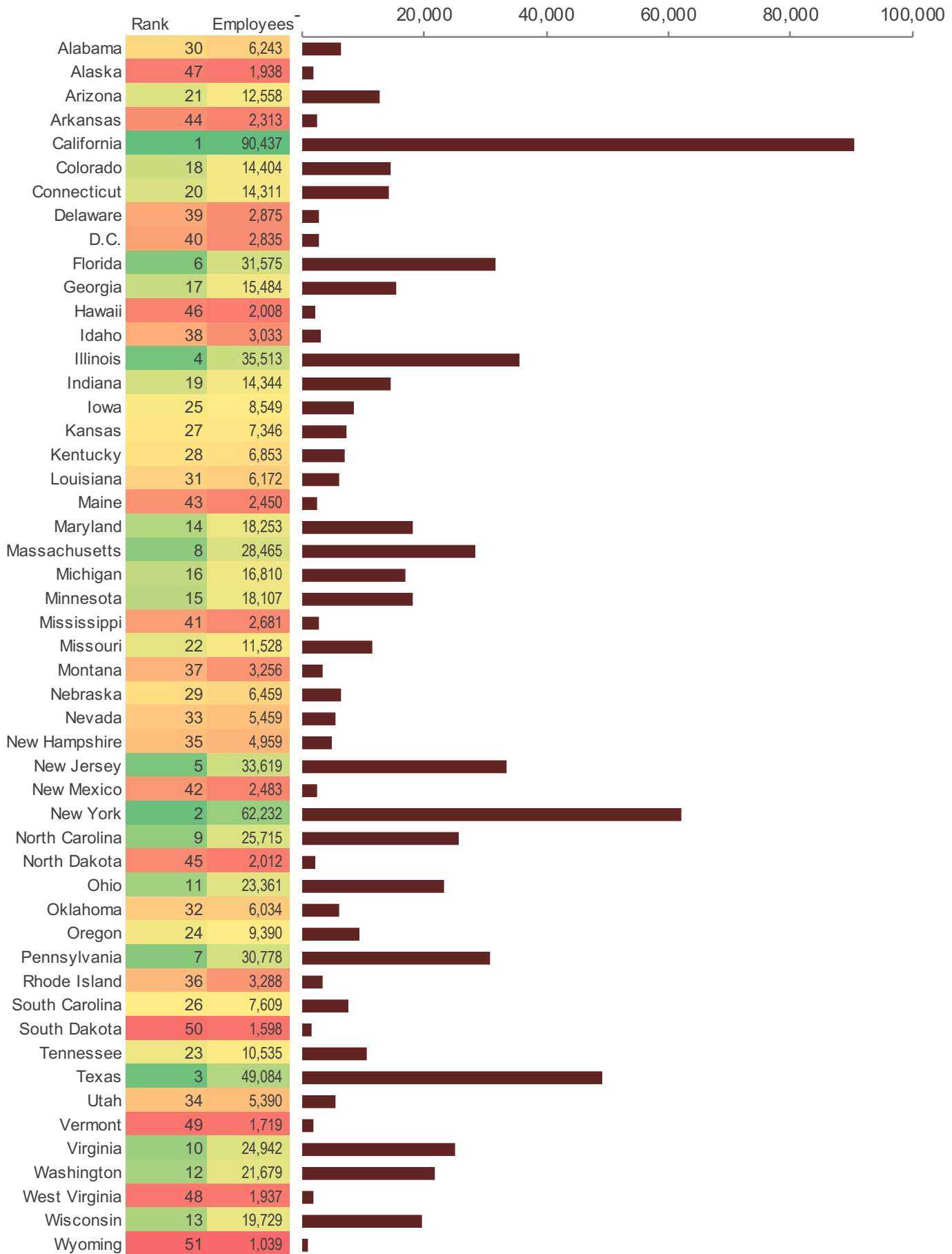
Below is the average number of full-time and part-time employees per location for the industry segments of concentration, business size by employees, business structure and franchises.

All figures in \$ thousands



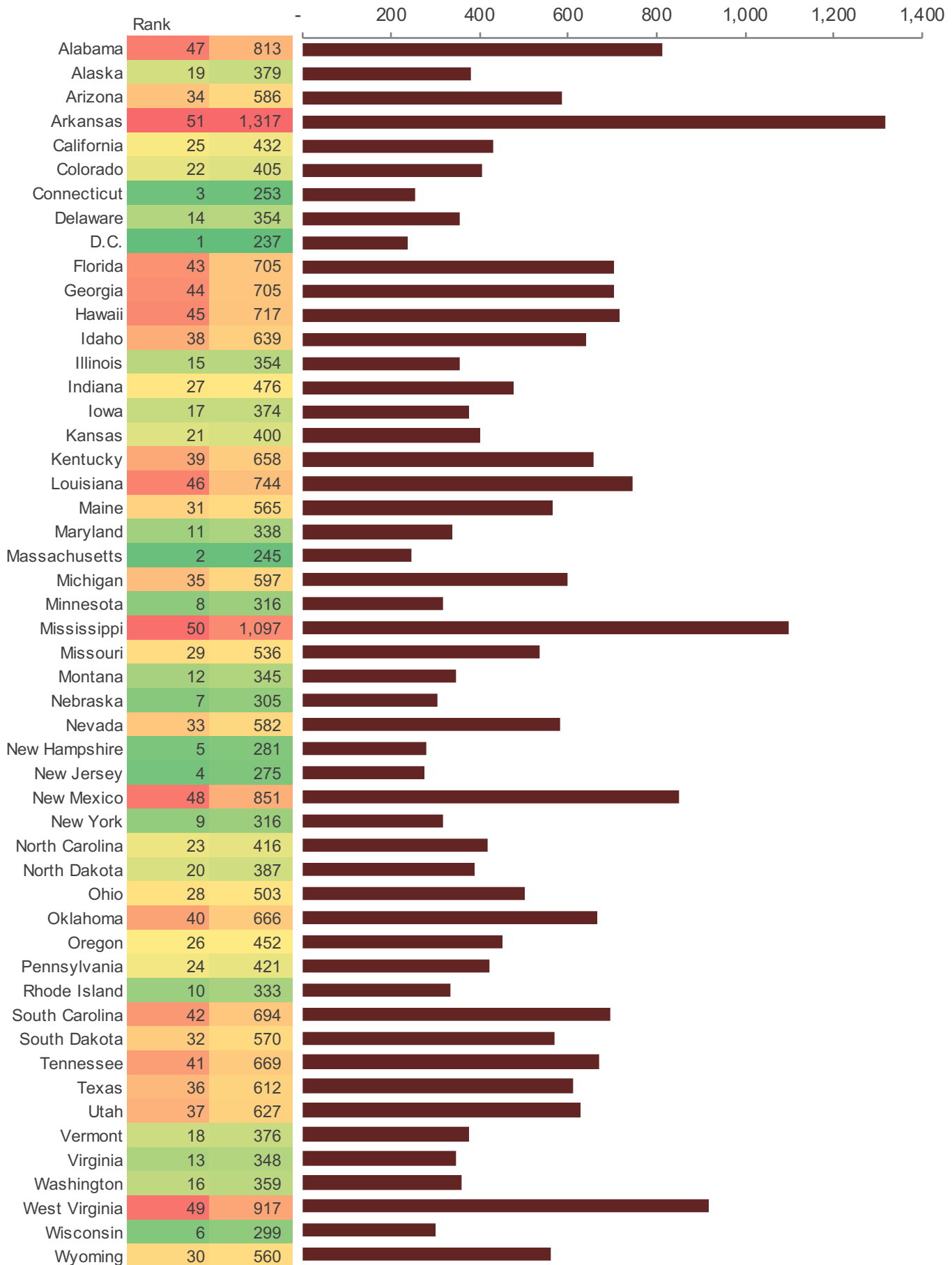
# Total Employees by State

Total employees (part-time and full-time) per state. "No data" means there wasn't a sufficient sample size of data.



# State Population to Every Industry Employee

Below is the data set of the state residents per each industry employee by state. "No data" means there wasn't a sufficient sample size of data for the state.



## Employees per Metropolitan Area

The number of full-time and part-time employees for each MSA. When it states "no data", there wasn't a sufficient sample size of data for the state.

Metropolitan Statistical Area	#	Metropolitan Statistical Area	#
Abilene, TX	174	Brunswick, GA	38
Akron, OH	891	Buffalo-Cheektowaga-Niagara Falls, NY	2,605
Albany, GA	230	Burlington, NC	400
Albany, OR	74	Burlington-South Burlington, VT	1,168
Albany-Schenectady-Troy, NY	3,383	California-Lexington Park, MD	189
Albuquerque, NM	1,783	Canton-Massillon, OH	1,129
Alexandria, LA	91	Cape Coral-Fort Myers, FL	755
Allentown-Bethlehem-Easton, PA-NJ	1,192	Cape Girardeau, MO-IL	31
Altoona, PA	288	Carbondale-Marion, IL	124
Amarillo, TX	382	Carson City, NV	80
Ames, IA	272	Casper, WY	245
Anchorage, AK	1,238	Cedar Rapids, IA	962
Ann Arbor, MI	1,245	Chambersburg-Waynesboro, PA	239
Anniston-Oxford-Jacksonville, AL	24	Champaign-Urbana, IL	262
Appleton, WI	1,479	Charleston, WV	345
Asheville, NC	988	Charleston-North Charleston, SC	1,315
Athens-Clarke County, GA	547	Charlotte-Concord-Gastonia, NC-SC	8,796
Atlanta-Sandy Springs-Roswell, GA	11,346	Charlottesville, VA	586
Atlantic City-Hammonton, NJ	654	Chattanooga, TN-GA	1,300
Auburn-Opelika, AL	115	Cheyenne, WY	261
Augusta-Richmond County, GA-SC	1,257	Chicago-Naperville-Elgin, IL-IN-WI	28,972
Austin-Round Rock, TX	6,650	Chico, CA	462
Bakersfield, CA	910	Cincinnati, OH-KY-IN	5,870
Baltimore-Columbia-Towson, MD	9,866	Clarksville, TN-KY	318
Bangor, ME	264	Cleveland, TN	261
Barnstable Town, MA	638	Cleveland-Elyria, OH	3,923
Baton Rouge, LA	1,755	Coeur d'Alene, ID	268
Battle Creek, MI	207	College Station-Bryan, TX	589
Bay City, MI	188	Colorado Springs, CO	1,592
Beaumont-Port Arthur, TX	496	Columbia, MO	444
Beckley, WV	131	Columbia, SC	1,096
Bellingham, WA	726	Columbus, GA-AL	309
Bend-Redmond, OR	458	Columbus, IN	206
Billings, MT	717	Columbus, OH	5,274
Binghamton, NY	506	Corpus Christi, TX	645
Birmingham-Hoover, AL	2,673	Corvallis, OR	250
Bismarck, ND	556	Crestview-Fort Walton Beach-Destin, FL	234
Blacksburg-Christiansburg-Radford, VA	180	Cumberland, MD-WV	60
Bloomington, IL	1,004	Dallas-Fort Worth-Arlington, TX	14,093
Bloomington, IN	655	Dalton, GA	136
Bloomsburg-Berwick, PA	132	Danville, IL	128
Boise City, ID	1,387	Daphne-Fairhope-Foley, AL	281
Boston-Cambridge-Newton, MA-NH	23,367	Davenport-Moline-Rock Island, IA-IL	1,188
Boulder, CO	1,678	Dayton, OH	1,848
Bowling Green, KY	253	Decatur, AL	115
Bremerton-Silverdale, WA	805	Decatur, IL	317
Bridgeport-Stamford-Norwalk, CT	6,277	Deltona-Daytona Beach-Ormond, FL	995
Brownsville-Harlingen, TX	297	Denver-Aurora-Lakewood, CO	8,376

## Employees per Metropolitan Area

The number of full-time and part-time employees for each MSA. When it states "no data", there wasn't a sufficient sample size of data for the state.

Metropolitan Statistical Area	#	Metropolitan Statistical Area	#
Des Moines-West Des Moines, IA	2,917	Greenville-Anderson-Mauldin, SC	1,937
Detroit-Warren-Dearborn, MI	8,256	Gulfport-Biloxi-Pascagoula, MS	417
Dothan, AL	45	Hagerstown-Martinsburg, MD-WV	539
Dover, DE	341	Hammond, LA	253
Dubuque, IA	265	Hanford-Corcoran, CA	150
Duluth, MN-WI	734	Harrisburg-Carlisle, PA	1,080
Durham-Chapel Hill, NC	1,509	Harrisonburg, VA	322
East Stroudsburg, PA	215	Hartford-West Hartford-East Hartford, CT	4,622
Eau Claire, WI	779	Hattiesburg, MS	302
El Centro, CA	119	Hickory-Lenoir-Morganton, NC	359
Elizabethtown-Fort Knox, KY	124	Hilton Head Island-Bluffton-Beaufort, SC	428
Elkhart-Goshen, IN	138	Hinesville, GA	153
Elmira, NY	239	Homosassa Springs, FL	41
El Paso, TX	909	Hot Springs, AR	137
Enid, OK	133	Houma-Thibodaux, LA	230
Erie, PA	1,016	Houston-The Woodlands-Sugar Land, TX	14,521
Eugene, OR	780	Huntington-Ashland, WV-KY-OH	483
Evansville, IN-KY	983	Huntsville, AL	865
Fairbanks, AK	170	Idaho Falls, ID	440
Fargo, ND-MN	988	Indianapolis-Carmel-Anderson, IN	4,764
Farmington, NM	82	Iowa City, IA	420
Fayetteville, NC	503	Ithaca, NY	250
Fayetteville-Springdale-Rogers, AR-MO	637	Jackson, MI	93
Flagstaff, AZ	374	Jackson, MS	837
Flint, MI	171	Jackson, TN	176
Florence, SC	370	Jacksonville, FL	2,305
Florence-Muscle Shoals, AL	214	Jacksonville, NC	209
Fond du Lac, WI	285	Janesville-Beloit, WI	452
Fort Collins, CO	1,096	Jefferson City, MO	325
Fort Smith, AR-OK	105	Johnson City, TN	105
Fort Wayne, IN	1,446	Johnstown, PA	152
Fresno, CA	1,350	Jonesboro, AR	100
Gadsden, AL	116	Joplin, MO	393
Gainesville, FL	651	Kahului-Wailuku-Lahaina, HI	263
Gainesville, GA	456	Kalamazoo-Portage, MI	698
Gettysburg, PA	17	Kankakee, IL	279
Glens Falls, NY	351	Kansas City, MO-KS	5,493
Goldsboro, NC	189	Kennewick-Richland, WA	783
Grand Forks, ND-MN	217	Killeen-Temple, TX	579
Grand Island, NE	38	Kingsport-Bristol-Bristol, TN-VA	484
Grand Junction, CO	253	Kingston, NY	525
Grand Rapids-Wyoming, MI	2,501	Knoxville, TN	1,651
Grants Pass, OR	290	Kokomo, IN	236
Great Falls, MT	144	La Crosse-Onalaska, WI-MN	895
Greeley, CO	211	Lafayette, LA	644
Green Bay, WI	1,420	Lafayette-West Lafayette, IN	438
Greensboro-High Point, NC	1,943	Lake Charles, LA	99
Greenville, NC	353	Lake Havasu City-Kingman, AZ	235

## Employees per Metropolitan Area

The number of full-time and part-time employees for each MSA. When it states "no data", there wasn't a sufficient sample size of data for the state.

Metropolitan Statistical Area	#	Metropolitan Statistical Area	#
Lakeland-Winter Haven, FL	517	Muncie, IN	179
Lancaster, PA	1,477	Muskegon, MI	172
Lansing-East Lansing, MI	1,007	Myrtle-Conway-North Myrtle, SC-NC	410
Laredo, TX	313	Napa, CA	421
Las Cruces, NM	121	Naples-Immokalee-Marco Island, FL	765
Las Vegas-Henderson-Paradise, NV	4,174	Nashville-Davidson--Murfr.--Franklin, TN	4,146
Lawrence, KS	304	New Bern, NC	194
Lawton, OK	91	New Haven-Milford, CT	2,591
Lebanon, PA	256	New Orleans-Metairie, LA	2,335
Lewiston, ID-WA	70	New York-Newark-Jersey City, NY-NJ-PA	72,252
Lewiston-Auburn, ME	147	Niles-Benton Harbor, MI	447
Lexington-Fayette, KY	1,300	North Port-Sarasota-Bradenton, FL	1,836
Lima, OH	189	Norwich-New London, CT	395
Lincoln, NE	1,167	Ocala, FL	185
Little Rock-North Little Rock-Conway, AR	1,001	Ocean City, NJ	215
Logan, UT-ID	348	Odessa, TX	214
Longview, TX	169	Ogden-Clearfield, UT	1,232
Longview, WA	75	Oklahoma City, OK	2,972
Los Angeles-Long Beach-Anaheim, CA	29,485	Olympia-Tumwater, WA	693
Louisville/Jefferson County, KY-IN	3,040	Omaha-Council Bluffs, NE-IA	3,399
Lubbock, TX	720	Orlando-Kissimmee-Sanford, FL	4,620
Lynchburg, VA	500	Oshkosh-Neenah, WI	972
Macon-Bibb County, GA	129	Owensboro, KY	220
Madera, CA	90	Oxnard-Thousand Oaks-Ventura, CA	2,061
Madison, WI	2,745	Palm Bay-Melbourne-Titusville, FL	550
Manchester-Nashua, NH	1,507	Panama City, FL	138
Manhattan, KS	114	Parkersburg-Vienna, WV	197
Mankato-North Mankato, MN	351	Pensacola-Ferry Pass-Brent, FL	357
Mansfield, OH	218	Peoria, IL	757
McAllen-Edinburg-Mission, TX	399	Philadelphia-Camden-Wilm., PA-NJ-DE-MD	20,671
Medford, OR	412	Phoenix-Mesa-Scottsdale, AZ	9,401
Memphis, TN-MS-AR	2,092	Pine Bluff, AR	131
Merced, CA	266	Pittsburgh, PA	5,065
Miami-Fort Lauderdale-West Palm Beach, FL	9,970	Pittsfield, MA	160
Michigan City-La Porte, IN	248	Pocatello, ID	161
Midland, MI	118	Portland-South Portland, ME	1,128
Midland, TX	373	Portland-Vancouver-Hillsboro, OR-WA	6,117
Milwaukee-Waukesha-West Allis, WI	6,562	Port St. Lucie, FL	573
Minneapolis-St. Paul-Bloomington, MN-WI	14,599	Prescott, AZ	381
Missoula, MT	739	Providence-Warwick, RI-MA	5,614
Mobile, AL	468	Provo-Orem, UT	621
Modesto, CA	784	Pueblo, CO	291
Monroe, LA	176	Punta Gorda, FL	182
Monroe, MI	121	Racine, WI	166
Montgomery, AL	724	Raleigh, NC	6,031
Morgantown, WV	164	Rapid City, SD	273
Morristown, TN	17	Reading, PA	879
Mount Vernon-Anacortes, WA	370	Redding, CA	240

## Employees per Metropolitan Area

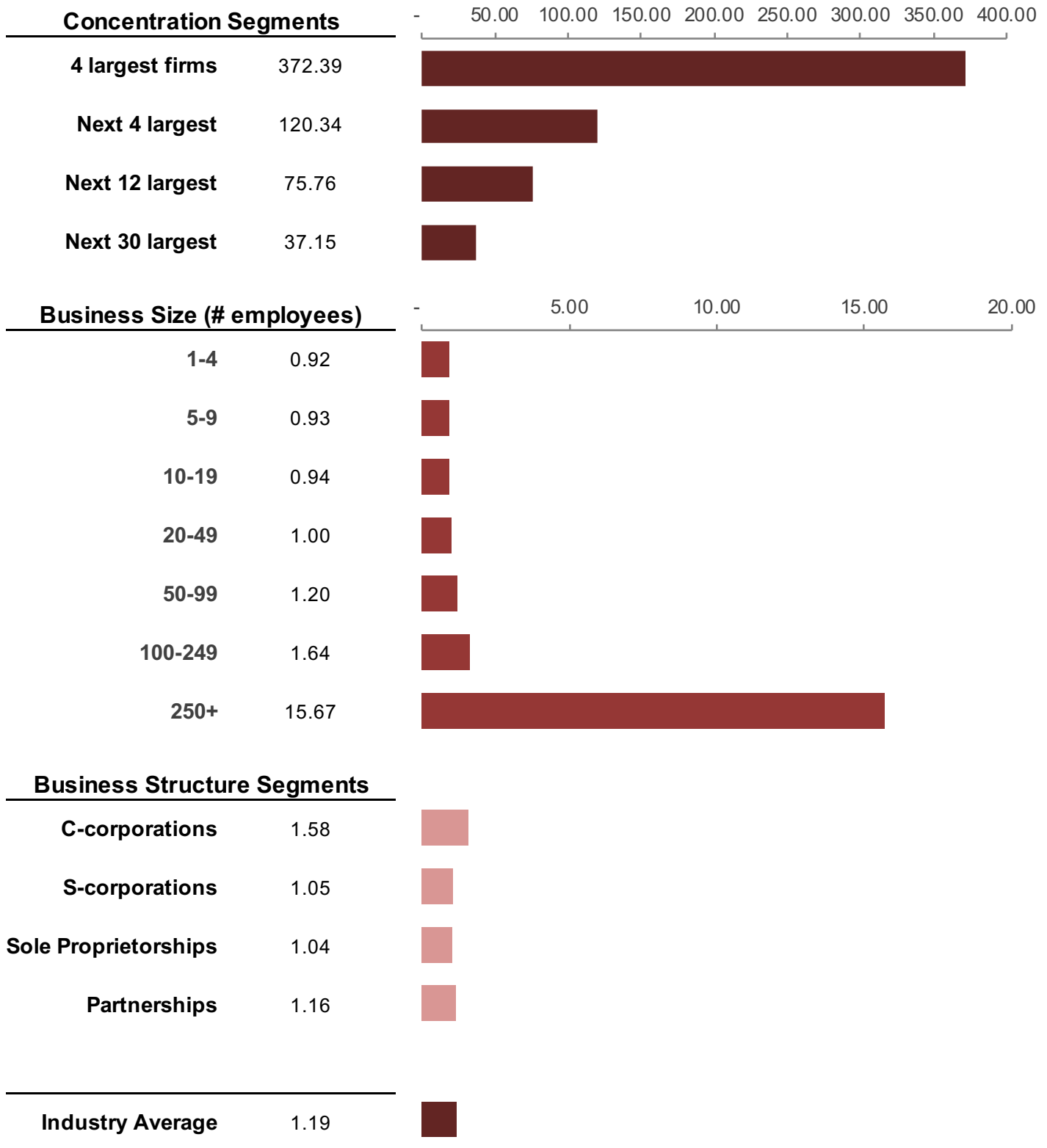
The number of full-time and part-time employees for each MSA. When it states "no data", there wasn't a sufficient sample size of data for the state.

Metropolitan Statistical Area	#	Metropolitan Statistical Area	#
Reno, NV	962	Staunton-Waynesboro, VA	239
Richmond, VA	5,363	Stockton-Lodi, CA	961
Riverside-San Bernardino-Ontario, CA	6,328	Sumter, SC	190
Roanoke, VA	585	Syracuse, NY	2,013
Rochester, MN	652	Tallahassee, FL	542
Rochester, NY	3,746	Tampa-St. Petersburg-Clearwater, FL	5,672
Rockford, IL	1,005	Terre Haute, IN	200
Rocky Mount, NC	189	Texarkana, TX-AR	137
Rome, GA	50	The Villages, FL	80
Sacramento--Roseville--Arden-Arcade, CA	5,544	Toledo, OH	2,006
Saginaw, MI	246	Topeka, KS	398
St. Cloud, MN	462	Trenton, NJ	2,086
St. George, UT	280	Tucson, AZ	2,073
St. Joseph, MO-KS	230	Tulsa, OK	1,961
St. Louis, MO-IL	8,104	Tuscaloosa, AL	140
Salem, OR	959	Tyler, TX	250
Salinas, CA	593	Urban Honolulu, HI	1,557
Salisbury, MD-DE	721	Utica-Rome, NY	304
Salt Lake City, UT	2,552	Valdosta, GA	157
San Angelo, TX	237	Vallejo-Fairfield, CA	903
San Antonio-New Braunfels, TX	4,558	Victoria, TX	135
San Diego-Carlsbad, CA	11,215	Vineland-Bridgeton, NJ	118
San Francisco-Oakland-Hayward, CA	15,614	Virginia Beach-Norfolk-Newport, VA-NC	4,556
San Jose-Sunnyvale-Santa Clara, CA	6,978	Visalia-Porterville, CA	372
San Luis Obispo-Paso Robles-Arroyo Gr., CA	821	Waco, TX	927
Santa Cruz-Watsonville, CA	1,013	Walla Walla, WA	156
Santa Fe, NM	155	Warner Robins, GA	121
Santa Maria-Santa Barbara, CA	1,044	Washing.-Arling.-Alexan., DC-VA-MD-WV	21,094
Santa Rosa, CA	1,484	Waterloo-Cedar Falls, IA	384
Savannah, GA	302	Watertown-Fort Drum, NY	31
Scranton--Wilkes-Barre--Hazleton, PA	1,024	Wausau, WI	557
Seattle-Tacoma-Bellevue, WA	14,524	Weirton-Steubenville, WV-OH	55
Sebastian-Vero Beach, FL	245	Wenatchee, WA	335
Sebring, FL	91	Wheeling, WV-OH	148
Sheboygan, WI	471	Wichita, KS	1,814
Sherman-Denison, TX	98	Wichita Falls, TX	97
Shreveport-Bossier City, LA	407	Williamsport, PA	32
Sierra Vista-Douglas, AZ	81	Wilmington, NC	841
Sioux City, IA-NE-SD	371	Winchester, VA-WV	344
Sioux Falls, SD	877	Winston-Salem, NC	1,796
South Bend-Mishawaka, IN-MI	633	Worcester, MA-CT	2,257
Spartanburg, SC	427	Yakima, WA	273
Spokane-Spokane Valley, WA	1,488	York-Hanover, PA	1,339
Springfield, IL	557	Youngstown-Warren-Boardman, OH-PA	699
Springfield, MA	1,582	Yuba City, CA	278
Springfield, MO	663	Yuma, AZ	76
Springfield, OH	152		
State College, PA	474		



# Locations per Company by Segments

Below is the average locations per company for industry segmentations including concentration, business size by employees, and business structure.



## Locations per Metropolitan Area

Number of locations for each MSA. When it states "no data", there wasn't a sufficient sample size for the MSA.

<b>Metropolitan Statistical Area</b>	<b>#</b>	<b>Metropolitan Statistical Area</b>	<b>#</b>
Abilene, TX	18	Brunswick, GA	8
Akron, OH	77	Buffalo-Cheektowaga-Niagara Falls, NY	154
Albany, GA	9	Burlington, NC	15
Albany, OR	11	Burlington-South Burlington, VT	37
Albany-Schenectady-Troy, NY	107	California-Lexington Park, MD	7
Albuquerque, NM	95	Canton-Massillon, OH	32
Alexandria, LA	11	Cape Coral-Fort Myers, FL	61
Allentown-Bethlehem-Easton, PA-NJ	94	Cape Girardeau, MO-IL	6
Altoona, PA	12	Carbondale-Marion, IL	12
Amarillo, TX	20	Carson City, NV	7
Ames, IA	16	Casper, WY	17
Anchorage, AK	53	Cedar Rapids, IA	29
Ann Arbor, MI	51	Chambersburg-Waynesboro, PA	18
Anniston-Oxford-Jacksonville, AL	6	Champaign-Urbana, IL	26
Appleton, WI	29	Charleston, WV	23
Asheville, NC	61	Charleston-North Charleston, SC	98
Athens-Clarke County, GA	32	Charlotte-Concord-Gastonia, NC-SC	426
Atlanta-Sandy Springs-Roswell, GA	744	Charlottesville, VA	37
Atlantic City-Hammonton, NJ	33	Chattanooga, TN-GA	66
Auburn-Opelika, AL	9	Cheyenne, WY	9
Augusta-Richmond County, GA-SC	52	Chicago-Naperville-Elgin, IL-IN-WI	1,226
Austin-Round Rock, TX	314	Chico, CA	21
Bakersfield, CA	57	Cincinnati, OH-KY-IN	271
Baltimore-Columbia-Towson, MD	378	Clarksville, TN-KY	25
Bangor, ME	15	Cleveland, TN	7
Barnstable Town, MA	48	Cleveland-Elyria, OH	239
Baton Rouge, LA	94	Coeur d'Alene, ID	25
Battle Creek, MI	9	College Station-Bryan, TX	28
Bay City, MI	7	Colorado Springs, CO	77
Beaumont-Port Arthur, TX	33	Columbia, MO	33
Beckley, WV	6	Columbia, SC	77
Bellingham, WA	38	Columbus, GA-AL	21
Bend-Redmond, OR	36	Columbus, IN	11
Billings, MT	39	Columbus, OH	247
Binghamton, NY	26	Corpus Christi, TX	37
Birmingham-Hoover, AL	124	Corvallis, OR	14
Bismarck, ND	16	Crestview-Fort Walton Beach-Destin, FL	33
Blacksburg-Christiansburg-Radford, VA	20	Cumberland, MD-WV	5
Bloomington, IL	24	Dallas-Fort Worth-Arlington, TX	742
Bloomington, IN	18	Dalton, GA	4
Bloomsburg-Berwick, PA	12	Danville, IL	8
Boise City, ID	79	Daphne-Fairhope-Foley, AL	22
Boston-Cambridge-Newton, MA-NH	1,021	Davenport-Moline-Rock Island, IA-IL	41
Boulder, CO	69	Dayton, OH	94
Bowling Green, KY	17	Decatur, AL	7
Bremerton-Silverdale, WA	29	Decatur, IL	12
Bridgeport-Stamford-Norwalk, CT	238	Deltona-Daytona Beach-Ormond, FL	68
Brownsville-Harlingen, TX	20	Denver-Aurora-Lakewood, CO	458

## Locations per Metropolitan Area

Number of locations for each MSA. When it states "no data", there wasn't a sufficient sample size for the MSA.

<b>Metropolitan Statistical Area</b>	<b>#</b>	<b>Metropolitan Statistical Area</b>	<b>#</b>
Des Moines-West Des Moines, IA	102	Greenville-Anderson-Mauldin, SC	113
Detroit-Warren-Dearborn, MI	422	Gulfport-Biloxi-Pascagoula, MS	42
Dothan, AL	10	Hagerstown-Martinsburg, MD-WV	22
Dover, DE	14	Hammond, LA	11
Dubuque, IA	15	Hanford-Corcoran, CA	7
Duluth, MN-WI	35	Harrisburg-Carlisle, PA	68
Durham-Chapel Hill, NC	83	Harrisonburg, VA	10
East Stroudsburg, PA	13	Hartford-West Hartford-East Hartford, CT	193
Eau Claire, WI	21	Hattiesburg, MS	17
El Centro, CA	9	Hickory-Lenoir-Morganton, NC	24
Elizabethtown-Fort Knox, KY	15	Hilton Head Island-Bluffton-Beaufort, SC	32
Elkhart-Goshen, IN	15	Hinesville, GA	1
Elmira, NY	10	Homosassa Springs, FL	7
El Paso, TX	77	Hot Springs, AR	6
Enid, OK	10	Houma-Thibodaux, LA	22
Erie, PA	30	Houston-The Woodlands-Sugar Land, TX	660
Eugene, OR	40	Huntington-Ashland, WV-KY-OH	23
Evansville, IN-KY	35	Huntsville, AL	65
Fairbanks, AK	15	Idaho Falls, ID	5
Fargo, ND-MN	36	Indianapolis-Carmel-Anderson, IN	248
Farmington, NM	7	Iowa City, IA	17
Fayetteville, NC	28	Ithaca, NY	17
Fayetteville-Springdale-Rogers, AR-MO	49	Jackson, MI	13
Flagstaff, AZ	17	Jackson, MS	61
Flint, MI	24	Jackson, TN	13
Florence, SC	13	Jacksonville, FL	161
Florence-Muscle Shoals, AL	16	Jacksonville, NC	12
Fond du Lac, WI	12	Janesville-Beloit, WI	18
Fort Collins, CO	66	Jefferson City, MO	17
Fort Smith, AR-OK	19	Johnson City, TN	9
Fort Wayne, IN	47	Johnstown, PA	11
Fresno, CA	77	Jonesboro, AR	8
Gadsden, AL	8	Joplin, MO	11
Gainesville, FL	35	Kahului-Wailuku-Lahaina, HI	22
Gainesville, GA	12	Kalamazoo-Portage, MI	31
Gettysburg, PA	4	Kankakee, IL	12
Glens Falls, NY	14	Kansas City, MO-KS	267
Goldsboro, NC	12	Kennewick-Richland, WA	35
Grand Forks, ND-MN	9	Killeen-Temple, TX	33
Grand Island, NE	10	Kingsport-Bristol-Bristol, TN-VA	31
Grand Junction, CO	11	Kingston, NY	27
Grand Rapids-Wyoming, MI	104	Knoxville, TN	86
Grants Pass, OR	8	Kokomo, IN	9
Great Falls, MT	10	La Crosse-Onalaska, WI-MN	24
Greeley, CO	22	Lafayette, LA	59
Green Bay, WI	40	Lafayette-West Lafayette, IN	17
Greensboro-High Point, NC	87	Lake Charles, LA	17
Greenville, NC	20	Lake Havasu City-Kingman, AZ	15

## Locations per Metropolitan Area

Number of locations for each MSA. When it states "no data", there wasn't a sufficient sample size for the MSA.

<b>Metropolitan Statistical Area</b>	<b>#</b>	<b>Metropolitan Statistical Area</b>	<b>#</b>
Lakeland-Winter Haven, FL	38	Muncie, IN	9
Lancaster, PA	53	Muskegon, MI	10
Lansing-East Lansing, MI	32	Myrtle-Conway-North Myrtle, SC-NC	40
Laredo, TX	18	Napa, CA	24
Las Cruces, NM	14	Naples-Immokalee-Marco Island, FL	50
Las Vegas-Henderson-Paradise, NV	181	Nashville-Davidson--Murfr.--Franklin, TN	234
Lawrence, KS	14	New Bern, NC	9
Lawton, OK	7	New Haven-Milford, CT	118
Lebanon, PA	10	New Orleans-Metairie, LA	152
Lewiston, ID-WA	6	New York-Newark-Jersey City, NY-NJ-PA	3,127
Lewiston-Auburn, ME	11	Niles-Benton Harbor, MI	13
Lexington-Fayette, KY	67	North Port-Sarasota-Bradenton, FL	93
Lima, OH	10	Norwich-New London, CT	31
Lincoln, NE	44	Ocala, FL	16
Little Rock-North Little Rock-Conway, AR	64	Ocean City, NJ	17
Logan, UT-ID	13	Odessa, TX	15
Longview, TX	17	Ogden-Clearfield, UT	44
Longview, WA	13	Oklahoma City, OK	156
Los Angeles-Long Beach-Anaheim, CA	1,516	Olympia-Tumwater, WA	28
Louisville/Jefferson County, KY-IN	133	Omaha-Council Bluffs, NE-IA	146
Lubbock, TX	29	Orlando-Kissimmee-Sanford, FL	262
Lynchburg, VA	26	Oshkosh-Neenah, WI	21
Macon-Bibb County, GA	17	Owensboro, KY	12
Madera, CA	8	Oxnard-Thousand Oaks-Ventura, CA	102
Madison, WI	126	Palm Bay-Melbourne-Titusville, FL	55
Manchester-Nashua, NH	78	Panama City, FL	19
Manhattan, KS	7	Parkersburg-Vienna, WV	11
Mankato-North Mankato, MN	13	Pensacola-Ferry Pass-Brent, FL	46
Mansfield, OH	12	Peoria, IL	37
McAllen-Edinburg-Mission, TX	32	Philadelphia-Camden-Wilm., PA-NJ-DE-MD	920
Medford, OR	33	Phoenix-Mesa-Scottsdale, AZ	451
Memphis, TN-MS-AR	116	Pine Bluff, AR	2
Merced, CA	23	Pittsburgh, PA	319
Miami-Fort Lauderdale-West Palm Beach, FL	767	Pittsfield, MA	13
Michigan City-La Porte, IN	11	Pocatello, ID	6
Midland, MI	7	Portland-South Portland, ME	78
Midland, TX	16	Portland-Vancouver-Hillsboro, OR-WA	308
Milwaukee-Waukesha-West Allis, WI	221	Port St. Lucie, FL	46
Minneapolis-St. Paul-Bloomington, MN-WI	564	Prescott, AZ	24
Missoula, MT	23	Providence-Warwick, RI-MA	241
Mobile, AL	32	Provo-Orem, UT	44
Modesto, CA	53	Pueblo, CO	12
Monroe, LA	16	Punta Gorda, FL	14
Monroe, MI	8	Racine, WI	12
Montgomery, AL	37	Raleigh, NC	222
Morgantown, WV	19	Rapid City, SD	20
Morristown, TN	5	Reading, PA	52
Mount Vernon-Anacortes, WA	13	Redding, CA	21

## Locations per Metropolitan Area

Number of locations for each MSA. When it states "no data", there wasn't a sufficient sample size for the MSA.

<b>Metropolitan Statistical Area</b>	<b>#</b>	<b>Metropolitan Statistical Area</b>	<b>#</b>
Reno, NV	68	Staunton-Waynesboro, VA	14
Richmond, VA	171	Stockton-Lodi, CA	52
Riverside-San Bernardino-Ontario, CA	327	Sumter, SC	4
Roanoke, VA	41	Syracuse, NY	77
Rochester, MN	22	Tallahassee, FL	37
Rochester, NY	127	Tampa-St. Petersburg-Clearwater, FL	359
Rockford, IL	36	Terre Haute, IN	12
Rocky Mount, NC	7	Texarkana, TX-AR	10
Rome, GA	9	The Villages, FL	6
Sacramento--Roseville--Arden-Arcade, CA	273	Toledo, OH	60
Saginaw, MI	16	Topeka, KS	24
St. Cloud, MN	32	Trenton, NJ	67
St. George, UT	21	Tucson, AZ	122
St. Joseph, MO-KS	9	Tulsa, OK	99
St. Louis, MO-IL	349	Tuscaloosa, AL	16
Salem, OR	54	Tyler, TX	19
Salinas, CA	34	Urban Honolulu, HI	48
Salisbury, MD-DE	55	Utica-Rome, NY	31
Salt Lake City, UT	118	Valdosta, GA	12
San Angelo, TX	10	Vallejo-Fairfield, CA	48
San Antonio-New Braunfels, TX	210	Victoria, TX	10
San Diego-Carlsbad, CA	419	Vineland-Bridgeton, NJ	12
San Francisco-Oakland-Hayward, CA	703	Virginia Beach-Norfolk-Newport, VA-NC	203
San Jose-Sunnyvale-Santa Clara, CA	302	Visalia-Porterville, CA	23
San Luis Obispo-Paso Robles-Arroyo Gr., CA	46	Waco, TX	23
Santa Cruz-Watsonville, CA	37	Walla Walla, WA	5
Santa Fe, NM	26	Warner Robins, GA	10
Santa Maria-Santa Barbara, CA	71	Washing.-Arling.-Alexan., DC-VA-MD-WV	903
Santa Rosa, CA	78	Waterloo-Cedar Falls, IA	18
Savannah, GA	30	Watertown-Fort Drum, NY	4
Scranton--Wilkes-Barre--Hazleton, PA	56	Wausau, WI	16
Seattle-Tacoma-Bellevue, WA	545	Weirton-Steubenville, WV-OH	7
Sebastian-Vero Beach, FL	17	Wenatchee, WA	17
Sebring, FL	9	Wheeling, WV-OH	12
Sheboygan, WI	11	Wichita, KS	52
Sherman-Denison, TX	9	Wichita Falls, TX	8
Shreveport-Bossier City, LA	50	Williamsport, PA	5
Sierra Vista-Douglas, AZ	7	Wilmington, NC	39
Sioux City, IA-NE-SD	18	Winchester, VA-WV	16
Sioux Falls, SD	59	Winston-Salem, NC	79
South Bend-Mishawaka, IN-MI	38	Worcester, MA-CT	112
Spartanburg, SC	31	Yakima, WA	19
Spokane-Spokane Valley, WA	68	York-Hanover, PA	49
Springfield, IL	27	Youngstown-Warren-Boardman, OH-PA	43
Springfield, MA	69	Yuba City, CA	10
Springfield, MO	44	Yuma, AZ	13
Springfield, OH	9		
State College, PA	27		

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