

SizeUp LBI

# What is SizeUp LBI?

SizeUp for Local Business Intelligence (SizeUp LBI) gives the businesses in your community the tools they need to grow and be successful, allowing you to provide customized service to every one of your local businesses without constraints on staff time.

# What is SizeUp LBI?

SizeUp LBI provides business owners with four basic tools:

1. Performance Benchmarking – See how your business sizes up by comparing your performance to all other competitors in your industry.
2. Competitive Intelligence – Map the locations of your business's competitors, customers, and suppliers.
3. Advertising Analysis – Find the best places nearby in which to advertise for your industry.
4. Demographic Analysis - Interactively map demographic, labor force, and consumer expenditure data for you area.



# City of VACAVILLE California

- Home
- About Us
- City Government
- Departments
- Seniors
- Residents
- Business
- I Want to...

Departments » Economic Development » SizeUp for Local Business Intelligence

## SIZEUP FOR LOCAL BUSINESS INTELLIGENCE

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If you are a small business owner, SizeUp LBI will provide your business with valuable information to help you manage and grow your business by benchmarking it against other businesses in your area. These tools will provide you with valuable information to help you manage and grow your business by benchmarking it against other businesses in your area. These tools will provide you with valuable information to help you manage and grow your business by benchmarking it against other businesses in your area.

SizeUp LBI is embedded within the City's website and customized to our area

help you manage and grow your business by benchmarking it against other businesses in your area. These tools will provide you with valuable information to help you manage and grow your business by benchmarking it against other businesses in your area.



**Business & Industry Analysis**  
Compare your business to your industry competitors.

Select



**Advertising Analysis**  
Find best places to target your next advertising campaign.

Select



# Business & Industry Analysis





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## SIZEUP FOR LOCAL BUSINESS INTELLIGENCE

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If you are a small business owner, you need to know how your business stacks up with the competition in order to succeed. SizeUp will help you manage and grow your business by benchmarking it against others in your industry, mapping your customers, competitors and suppliers and locating the best places to advertise. These tools will provide your business with valuable industry data and research insights.

Select one of the options below to start your analysis.



**Business & Industry Analysis**  
Compare your business to your industry competitors.

Select



**Advertising Analysis**  
Find best places to target your next advertising campaign.

Select






# City of VACAVILLE California

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Home

About Us

City Government

Departments

Seniors

Residents

Business

I Want to...

[Departments](#) » [Economic Development](#) » [SizeUp for Local Business Intelligence](#)

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If you are a small business owner, you need to know how your business stacks up with the competition in order to succeed. SizeUp will help you manage and grow your business by benchmarking it against others in your industry, mapping your customers, competitors and suppliers and locating the best places to advertise. These tools will provide your business with valuable industry data and research insights.

Select one of the options below to start your analysis.

### Business & Industry Analysis

Enter your Industry

e.g. Coffee Shops

Your city: Vacaville, CA

Create



### Advertising Analysis

Find best places to target your next advertising



Enter your city and industry by typing the first few characters and selecting from the dropdown



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- Home
- About Us
- City Government
- Departments
- Seniors
- Residents
- Business
- I Want to...

Departments » Economic Development » SizeUp for Local Business Intelligence

## SIZEUP FOR LOCAL BUSINESS INTELLIGENCE

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If you are a small business owner, you need to know how your business is performing in your industry. Benchmarking your business by benchmarking it against others in your industry, mapping your business performance against industry trends will provide your business with valuable industry data and research information.

Run industry benchmarking reports tailored to your service area

Start Over	Business	Advertising	Competition	Demographics
<p><b>YOUR DATA</b></p> <p>Vacaville, CA</p> <p>Coffee Shops</p> <p><b>Modify</b></p>	<p><b>Business</b></p> <p>Compare your business to your industry competitors.</p> <p>Compare your business to the competition in the Coffee Shops industry in Vacaville, CA</p>			
<p><b>HELP</b></p> <p>How it works?</p>	<p><b>Revenue</b> Annual revenue of your business</p> <p><b>Year Started</b> The year your business was started</p> <p><b>Salary</b> Average annual worker salary</p> <p><b>Employees</b></p>			<p>Please enter</p> <p>Please enter</p> <p>Please enter</p> <p>Please</p>

YOUR DATA

Vacaville, CA  
Coffee Shops

Modify

HELP

How it works?

Compare your business to your industry competitors.

### Compare your business to the competition in the Coffee Shops industry in Vacaville, CA



#### Revenue

Annual revenue of your business

\$500,000



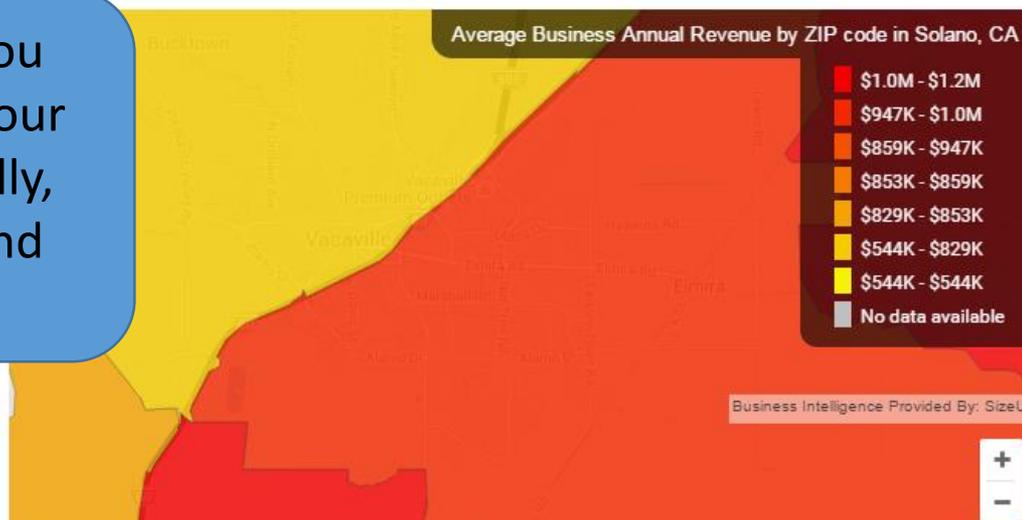
#### How you size up

The revenue your business generates is more than 10% of businesses in your industry in your city, more than 25% of businesses in your county, more than 25% of businesses in your metro, more than 25% of businesses in your state, and more than 53% of businesses in the nation.



Input information you already know about your business

Chart how you compare to your industry locally, regionally, and nationally



Business Intelligence Provided By: SizeUp



YOUR DATA

Vacaville, CA  
Coffee Shops

Modify

HELP

How it works?



Compare your business to your industry competitors.

### Compare your business to the competition in the Coffee Shops industry in Vacaville, CA



#### Revenue

Annual revenue of your business

\$500,000



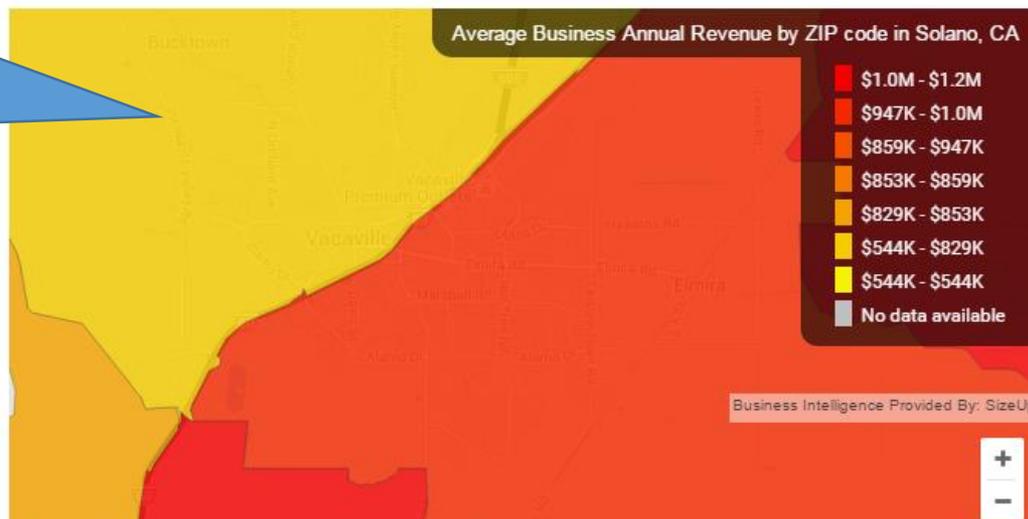
#### How you size up

The revenue your business generates is more than 10% of businesses in your industry in your city, more than 25% of businesses in your county, more than 25% of businesses in your metro, more than 37% of businesses in your state, and more than 53% of businesses in the nation.

Hide Variations by Geography View Data Table



SOURCE



Map the performance of surrounding areas

**YOUR DATA**

Vacaville, CA  
Coffee Shops

**Modify**

**HELP**

How it works?



**Business**  
Compare your business to your industry competitors.



Compare your business to the competition in the Coffee Shops industry in Vacaville, CA



**Revenue**  
Annual revenue of your business

**Please enter**



**Year Started**  
The year your business was started

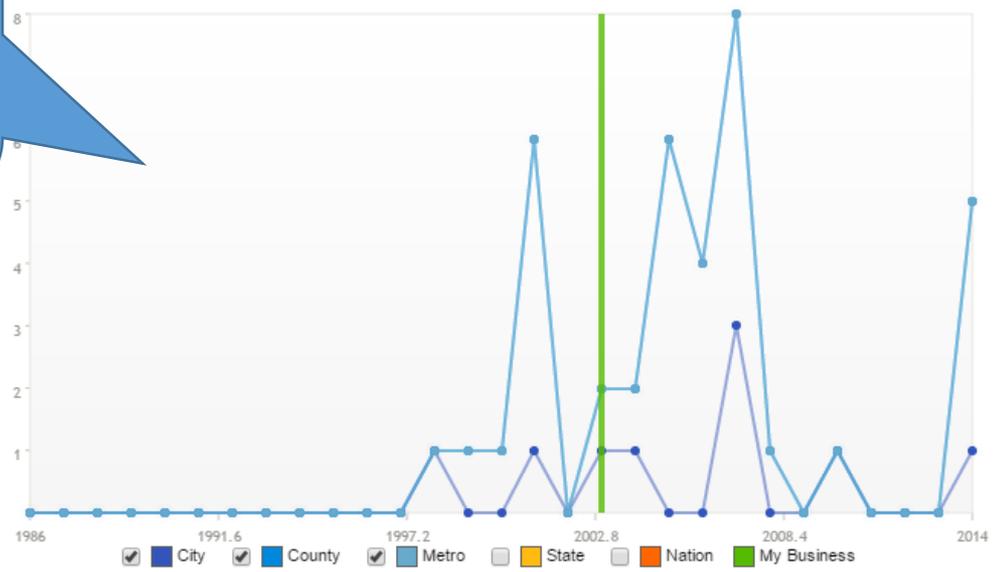


**How you size up**

Your business started in 2003. In the same year, 1 businesses in your industry started in your city, 2 started in your county, 2 started in your metro area, 305 started in your state, and 1205 started nationally.

In your industry, your business has been in operation longer than 80% of businesses in your city, longer than 76.923077% of businesses in your county, longer than 76.923077% of businesses in your metro area, longer than 75.683385% of businesses in your state, and longer than 84.238643% of businesses in the nation.

See trends in business starts over time in your industry



**YOUR DATA**

Vacaville, CA

Coffee Shops

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**HELP**

How it works?

LESS



### Salary

Average annual worker salary

\$20,000



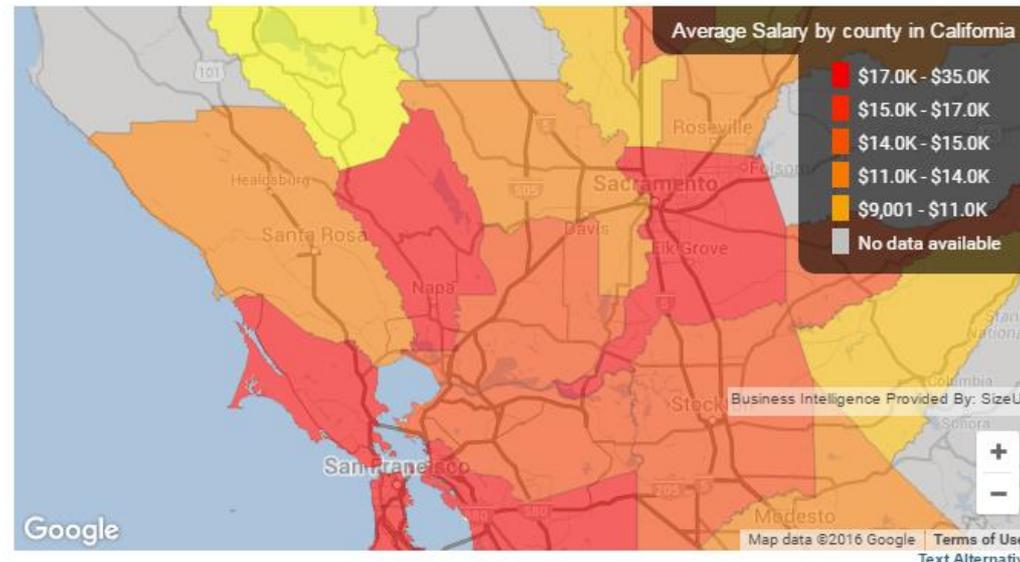
#### How you size up

The average salary for all workers in the nation for the closest corresponding industry category, **Confectionary snack shops (carryout services)**, is \$14,986. The average salary for your business is 28% Above average for your county, 28% Above average for your metro, 16% Above average for your state, and 33% Above average for your nation.



See how much you pay your workers relative to your competition

SOURCE



#### Considerations

The average salary for an industry often takes into account many different occupations. For example, a law firm

YOUR DATA

Vacaville, CA  
Coffee Shops

Modify

HELP

How it works?



# Employees

Number of full-time equivalent employees

10



## How you size up

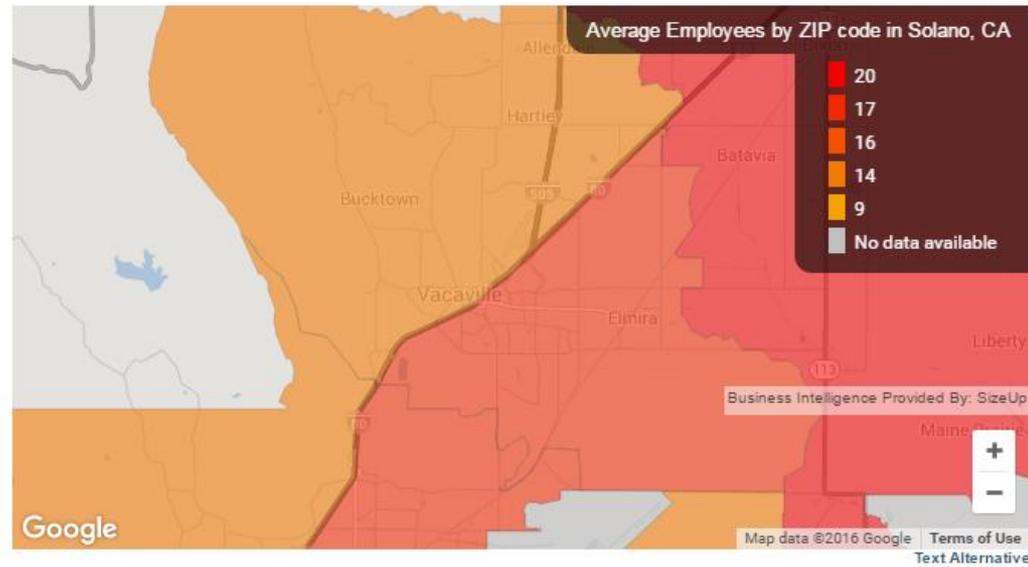
The number of employees your business has is more than 10% of businesses in your industry in your city, more than 25% of businesses in your county, more than 25% of businesses in your metro area, more than 41% of businesses in your state, and more than 56% of businesses in the nation.

Hide Variations by Geography View Data Table



Are you larger or smaller than average for your industry?

SOURCE



## Considerations

Are you larger or smaller than the average business in your area? You should be aware of the advantages and disadvantages for either situation, and how to promote the advantages to your customers.

Modify

HELP

How it works?



### Cost Effectiveness Below Average

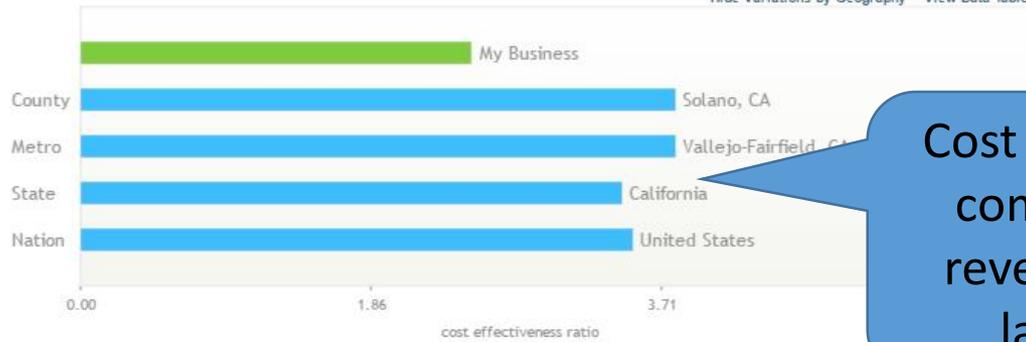
Revenue per employee divided by worker salary



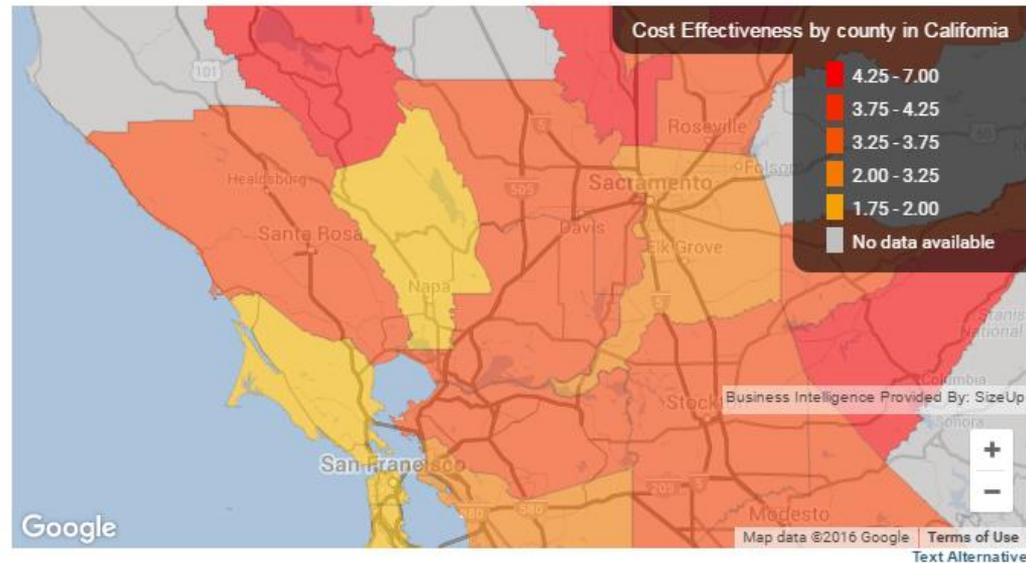
#### How you size up

Cost effectiveness is measured by dividing the annual revenue produced per employee by the average annual worker salary. The cost effectiveness for your business is 34% below average for your county, 34% below average for your metro, 27% below average for your state, and 29% below average for the nation. The salary data used in this calculation, which is not available for **Coffee Shops**, comes from the closest corresponding industry category, **Confectionary snack shops (carryout services)**.

Hide Variations by Geography View Data Table



Cost Effectiveness compares your revenue to your labor costs



#### Considerations

The cost effectiveness index only accounts for the costs of labor, and not other associated costs of a business like the costs of goods you sell. If your costs exclusive of labor are higher than your competition, you may be less cost

Modify

HELP

How it works?



# Revenue Per Capita

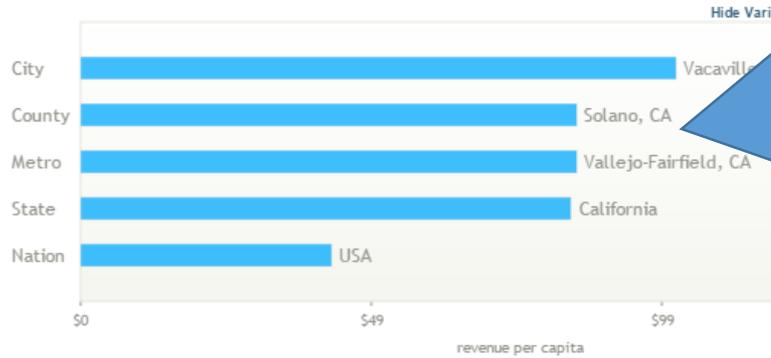
Revenue generated per community resident

\$102

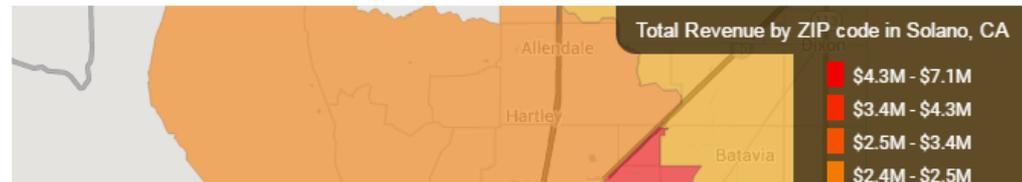
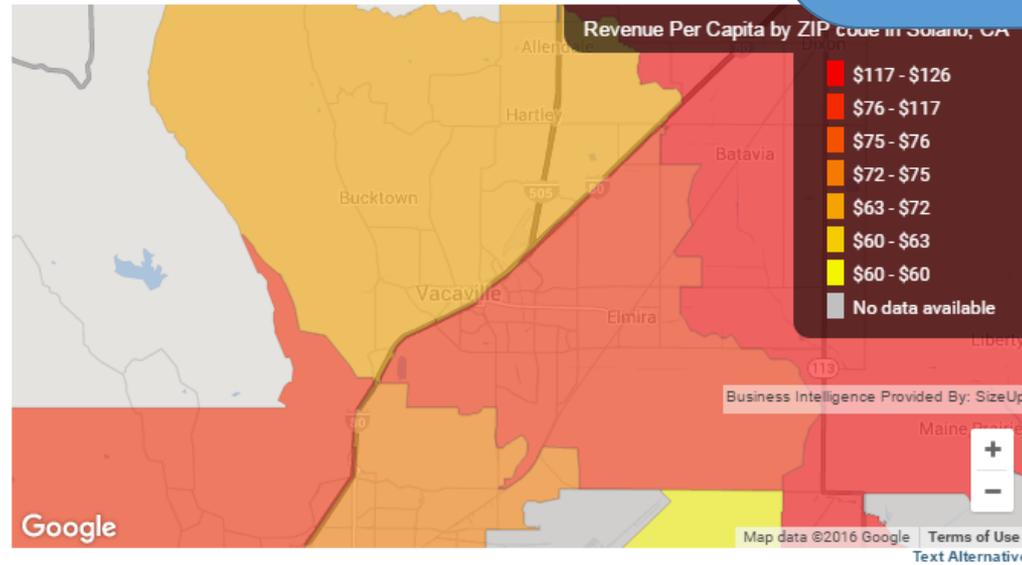


## How you size up

Revenue per capita is measured by the revenue generated for every person living in the community. The revenue per capita in your industry in your city is more than 66% of cities in your county, more than 66% of cities in your metro area, more than 50% of cities in your state, and more than 69% of cities in the nation.



Local serving businesses will want to know how much revenue is generated per resident



Modify

HELP

How it works?



# Local Turnover

Percentage of workers newly hired

13%



## Turnover Rate

The turnover rate for **Limited-Service Eating Places**, which is the closest corresponding industry category for **Coffee Shops** is the percentage of workers that are new as of the most recent fiscal quarter. The turnover rate depends on the numbers of hires and separations. Separations count the number of workers whose jobs with a given employer ended in a quarter. The turnover rate in your county is more than 70% of counties in your state, and more than 89% of counties in the nation.

### Business/Geography

Business/Geography	Hires	Separations	Turnover Rate
Solano, CA	476	574	13.19%
Vallejo-Fairfield, CA	476	574	13.19%
California	46,727	57,022	13.14%
USA	467,238	527,106	15.84%

SOURCE

## Considerations

Turnover is a measure of employee stability. Training employees takes time and money, so reducing turnover can reduce your expenses.

Some industries have higher turnover rates than others. If your job openings are entered to people first entering the workforce, it may be hard to avoid high turnover rates.

When economic times are good for your industry, talented workers may be drawn to other companies.

LESS ^

## Resources

Post available jobs at [Monster](#)<sup>ca</sup>, [CareerBuilder](#)<sup>ca</sup>, [Simply Hired](#)<sup>ca</sup>, or [Indeed](#)<sup>ca</sup>.

Search resumes at [LinkedIn](#)<sup>ca</sup>, [Monster](#)<sup>ca</sup>, or [CareerBuilder](#)<sup>ca</sup>.

Find temporary employees through [Manpower](#)<sup>ca</sup>.

Augment salaries with a retention plan from [Retensa](#)<sup>ca</sup> and perks from [BetterWorks](#)<sup>ca</sup>.

Find salary data by occupation at [Salary.com](#)<sup>ca</sup> or [Pay Scale](#)<sup>ca</sup>.

Enhance your employee benefits packages while saving your company money. Sign up for commuter benefit programs and flexible spending accounts through [TransitCheck](#)<sup>ca</sup>, [FlexDirect](#)<sup>ca</sup>, or [Flex-Plan Services](#)<sup>ca</sup>.

Get listed as a resource

LESS ^

## Net Job Change

The net job change for **Limited-Service Eating Places**, which is the closest corresponding industry category for **Coffee Shops** is determined by subtracting the number of jobs lost due to contracting businesses from the number of jobs

Turnover report shows how many workers leave the average company in your industry

Modify

HELP

How it works?



### Healthcare Cost

Annual healthcare premium per employee

\$5,000



#### How you size up

You pay \$301 less for health care per employee than the average company of your size in your state. You pay \$5,000 more for health care per employee than the average company in your industry.

Business/Geography	Annual Healthcare Premium per Employee	State Rank
Your Business	\$5,000	
State (average for firms in similar industries)	no data	
State (average for firms of same size)	\$5,301	30
State (average)	\$5,422	19

SOURCE

#### Considerations

Healthcare premiums vary by the employee's age, medical history, and level of risk. Because healthcare costs are typically growing each year and it is a significant expense, consider reviewing your policy to make sure you are getting the maximum value.

LESS ^

#### Resources

Get quotes from [United Health](#) and [Kaiser](#) to potentially reduce your healthcare costs.

Reduce medical costs for you and your employees by providing flexible spending options with [Flex-Plan Services](#).

Improve the health of your employees through wellness training programs from [BLR](#).

Get listed as a resource

LESS ^



### Workers' Comp

Premium per employee (per \$100 of payroll)

Please enter

Summary View

Do you pay more for healthcare per employee than average?

Quickly summarize how you "size up" against the rest of your industry



### Business

Compare your business to your industry competitors.



Compare your business to the competition in the Coffee Shops industry in Vacaville, CA



#### Revenue

Annual revenue of your business

\$500,000



#### Year Started

The year your business was started

2003



#### Salary

Average annual worker salary

\$20,000



#### Employees

Number of full-time equivalent employees

10



#### Cost Effectiveness **Below Average**

Revenue per employee divided by worker salary



#### Revenue Per Capita

Revenue generated per community resident

\$102



#### Local Turnover

Percentage of workers newly hired

13%



#### Healthcare Cost

Annual healthcare premium per employee

\$5,000



#### Workers' Comp

Premium per employee (per \$100 of payroll)

Please enter

# Competitive Intelligence



YOUR DATA  
Vacaville, CA  
Coffee Shops  
Modify

HELP  
How it works?



### Competition

Map your competitors, customers, and suppliers.



Map your competitors, customers and suppliers in the Coffee Shops industry around Vacaville, CA



Competitors

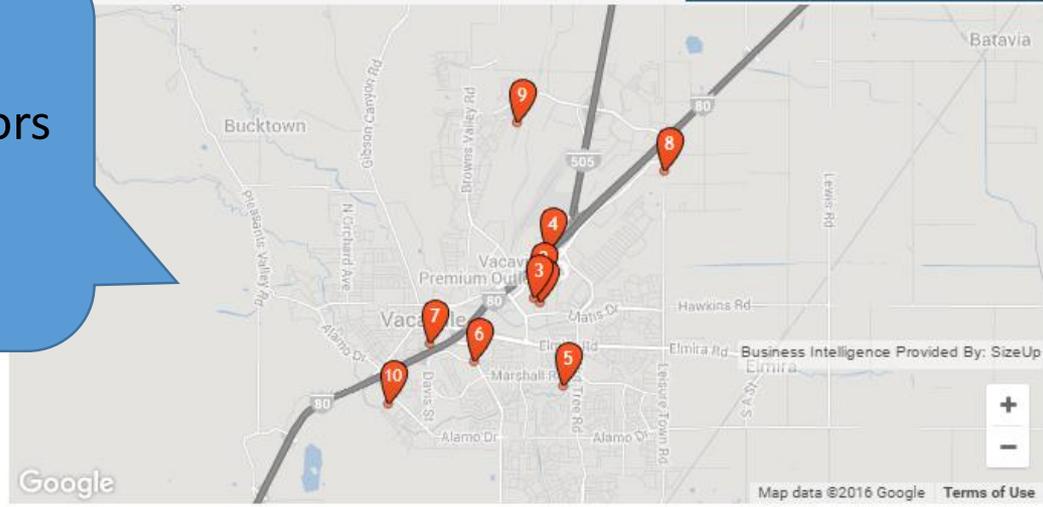
Sell to other businesses?

Buy from other businesses?

Add additional categories of businesses that compete with you:

customers and suppliers using the tabs above.

### Consumer Expenditures



- 1 Starbucks**  
3000 Harbison Dr, Vacaville, CA, 95687
- 2 Starbucks**  
1031 Helen Power Dr # D100, Vacaville, CA, 95687
- 3 Starbucks**  
2090 Harbison Dr, Vacaville, CA, 95687
- 4 Peet's Coffee & Tea**

View your competitors on a map

YOUR DATA

Vacaville, CA

### Competition

Map your competitors, customers, and suppliers.

Locate the businesses you sell to

Find your competitors, customers and suppliers in the Coffee Shops industry around Vacaville, CA

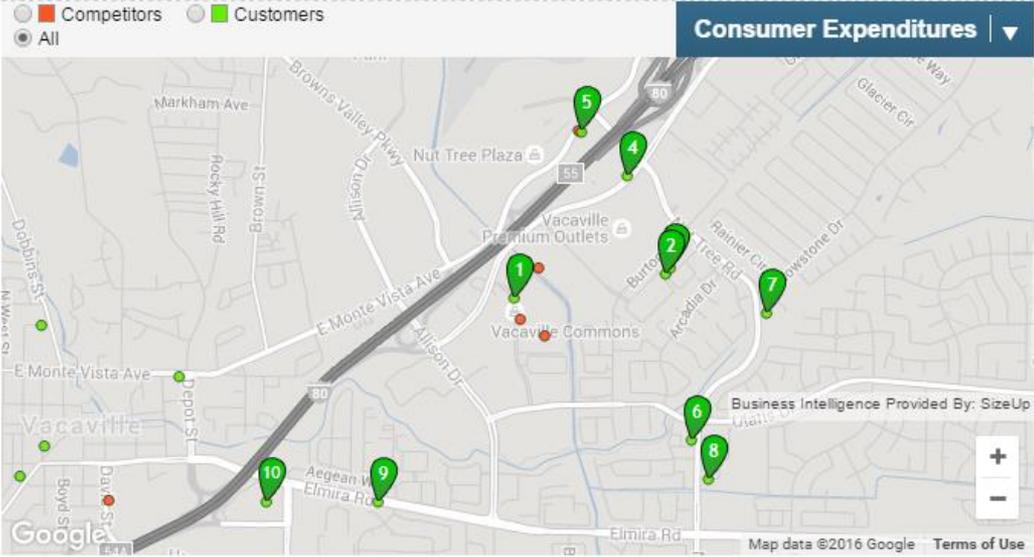
Customers

Buy from other businesses?

Categories of businesses that buy from you:

Hospitals

Offices Of Dentists



- 1 Vacaville Dental Care**  
2010 Harbison Dr # C, Vacaville, CA, 95687
- 2 Creekside Family Dentistry**  
1350 Burton Dr # 230, Vacaville, CA, 95687
- 3 Vacaville Pediatric Dentistry**  
1360 Burton Dr # 120, Vacaville, CA, 95687
- 4 Nut Tree Smiles Dentistry Dntl**

YOUR DATA  
Vacaville, CA  
Coffee Shops  
Modify

HELP  
How it works?

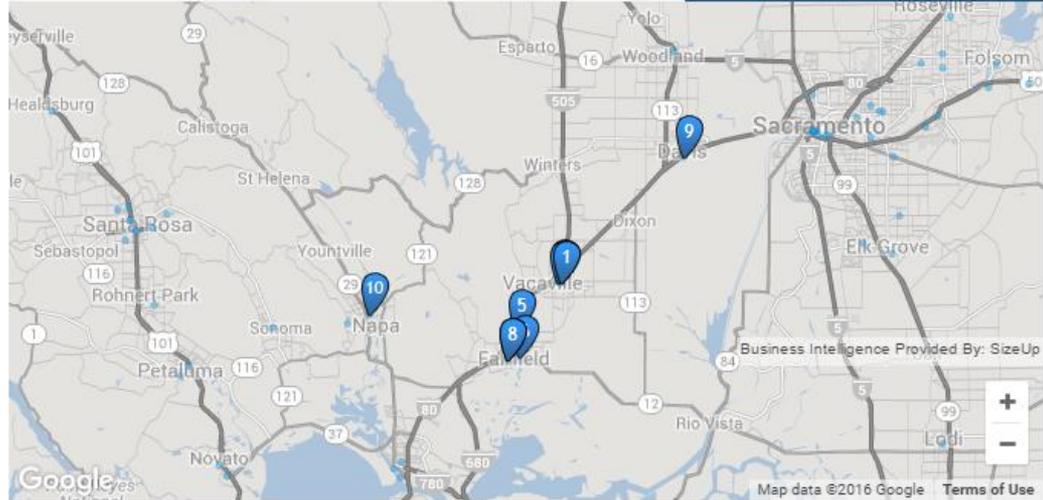
Competition  
Map your competitors, customers, and suppliers.

Map your competitors, customers and suppliers in the Vacaville, CA

Competitors Customers Suppliers

Add categories of businesses that sell to you: Candy & Confection...

Competitors Suppliers Customers All (Zoom In) Consumer Expenditures



- 1 Jelly Belly Candy Co 101 Nut Tree Rd # F, Vacaville, CA, 95687
- 2 See's Candies Chocolate Shop 1631 E Monte Vista Ave, Vacaville, CA, 95688
- 3 Rocky Mountain Chocolate 131 Nut Tree Rd # D, Vacaville, CA, 95687
- 4 Jelly Belly Candy Co

Locate the businesses you buy from

YOUR DATA  
Vacaville, CA  
Coffee Shops  
Modify

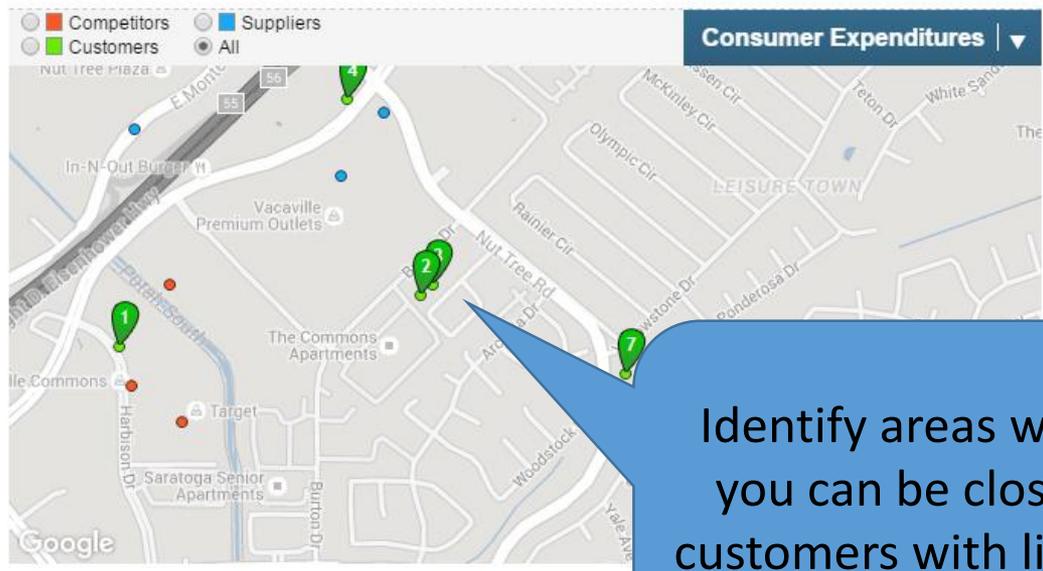
### Competition

Map your competitors, customers, and suppliers.

Map your competitors, customers and suppliers in the Coffee Shops industry around Vacaville, CA

Competitors Customers Suppliers

Add categories of businesses that buy from you: Offices Of Dentists



- 1 Vacaville Dental Care**  
2010 Harbison Dr # C, Vacaville, CA, 95687
- 2 Creekside Family Dentistry**  
1350 Burton Dr # 230, Vacaville, CA, 95687
- 3 Vacaville Pediatric Dentistry**  
1360 Burton Dr # 120, Vacaville, CA, 95687
- 4 Nut Tree Smiles Dentistry Dntl**

Identify areas where you can be close to customers with limited competition

**YOUR DATA**  
 Vacaville, CA  
 Coffee Shops  
 Modify

**HELP**  
 How it works?

**Competition**  
 Map your competitors, customers, and suppliers.

Map your competitors, customers and suppliers in the Coffee Shops in Vacaville, CA

Competitors Customers Suppliers

Add categories of businesses that buy from you:  
 Offices Of Dentists

Competitors Suppliers Customers All

**Consumer Expenditures**



- Vacaville Dental Care**  
2010 Harbison Dr # C, Vacaville, CA, 95687
- Creekside Family Dentistry**  
1350 Burton Dr # 230, Vacaville, CA, 95687
- Vacaville Pediatric Dentistry**  
1360 Burton Dr # 120, Vacaville, CA, 95687
- Nut Tree Smiles Dentistry Dntl**

Map consumer expenditure patterns for your industry

# Advertising Analysis



YOUR DATA

Vacaville, CA  
Coffee Shops

Modify

REPORT TYPES

Total Revenue

Revenue Per Capita

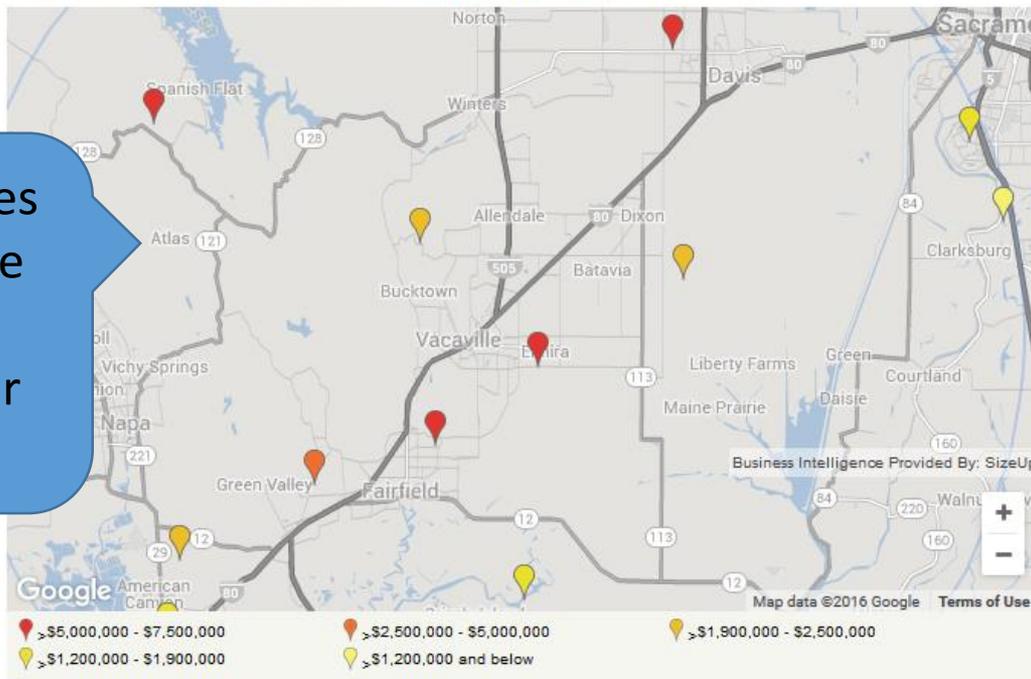


Advertising

Find best places to target your next advertising campaign.

Best places to advertise in the Coffee Shops industry near Vacaville, CA based on Total Revenue

Filtered for ZIP codes where: distance is at most 26 miles from your city [More Filters](#)



This is a list of ZIP codes with the highest combined business revenue in the **Coffee Shops** industry. You should consider using this list if you are selling to businesses or consumers and want to know where the most money is being made in your industry.

Viewing 1-20 of 22 1 | 2 >>

ZIP Code by City

Total Revenue

**Concord, CA 94520**

Total Population: 38,715

\$7,001,000 - \$7,500,000

See the best zip codes in which to advertise based on industry performance in your region

YOUR DATA

Vacaville, CA  
Coffee Shops

Modify

REPORT TYPES

- Total Revenue
- Revenue Per Capita
- Most Underserved Markets**
- Average Revenue

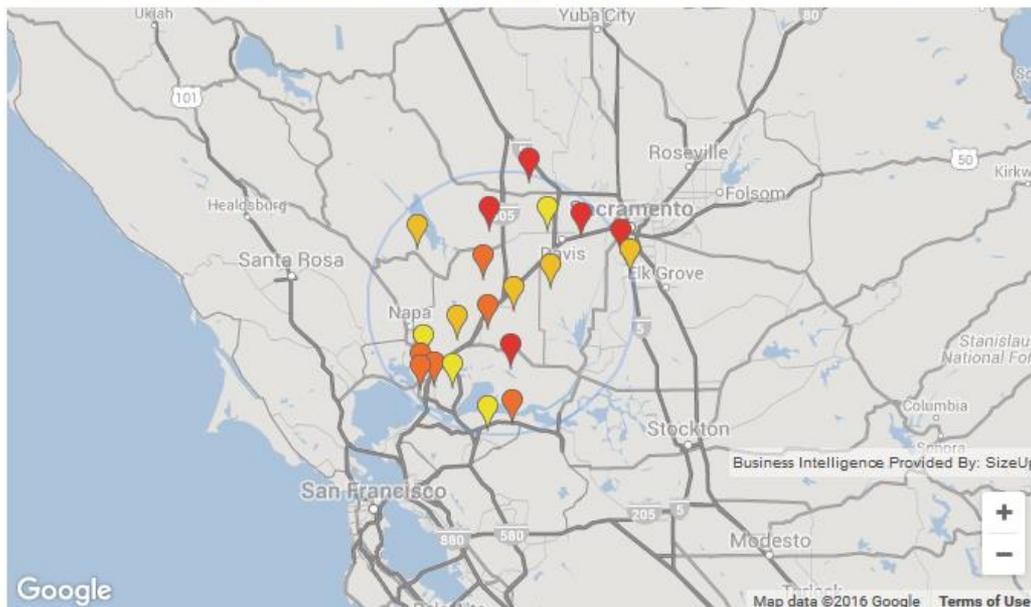


Advertising

Find best places to target your next advertising campaign.

Best places to advertise in the Coffee Shops industry near Vacaville, CA based on Most Underserved Markets

Filtered for ZIP codes where: distance is at most 26 miles from your city [More Filters](#)



This is a list of ZIP codes with the lowest amount of revenue generated per resident in the Coffee Shops industry. If the industry serves the local area, then residents or businesses within the area are spending less than average, which may mean that there is opportunity for new businesses within that industry to take advantage of untapped markets.

Viewing 1-20 of 22 1 | 2 >>

ZIP Code by City

Revenue Per Capita

**Winters, CA 95694**

**\$11 - \$15**

Total Population: 9,203  
Total Annual Revenue: \$111,000 - \$120,000

Switch to find the most underserved markets in your area

YOUR DATA

Vacaville, CA  
Coffee Shops

Modify

REPORT TYPES

- Total Revenue
- Revenue Per Capita
- Most Underserved Markets**
- Average Annual Revenue
- Total Employees
- Household Income

HELP

How it works?



### Advertising

Find best places to target your next advertising campaign.

#### Best places to advertise in the Coffee Shops industry near Vacaville, CA based on Most Underserved Markets



Filtered for ZIP codes where: distance is at most 26 miles from your city [Hide Filters](#)

Average Annual Revenue is between \$50,000 and \$1 million

Total Annual Revenue is at least \$100,000

Total Employees is at least 50

Search distance: at most 26 miles



#### Industry Performance

Annual Revenue (Avg. Business): between \$50,000 and \$1 million



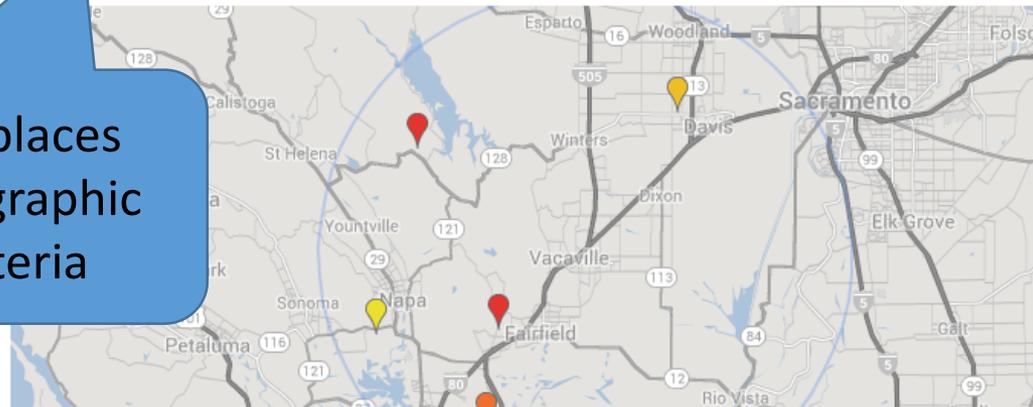
Total Annual Revenue: at least \$100,000



Total Employees: at least 50



Revenue per capita: No Preference



Filter your list of places using many demographic and industry criteria

# Demographic Analysis



# SIZEUP FOR LOCAL BUSINESS INTELLIGENCE

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Select one of the options below to start your analysis.



## Business & Industry Analysis

Compare your business to your industry competitors.

Select



## Advertising Analysis

Find best places to target your next advertising campaign.

Select

## Demographic Analysis



Around  
Address

Select



Within a Map  
Boundary

Select



For a Place

Select

Demographic Reports are available for a place, around an address, or for a custom boundary

# SIZEUP FOR LOCAL BUSINESS INTELLIGENCE

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Compare your business to your industry competitors.

Select



## Advertising Analysis

Find best places to target your next advertising campaign.

Select



## Competitive Intelligence

Map your competitors, customers, and suppliers.

Select

## For a Place

City    County    Metro Area

City

Vacaville, CA

Select Report Type

Demographic Overview

Create

YOUR DATA

Vacaville, CA

Modify



Demographics

Explore your local demographics for

Around an Address

Demographic Report for a place

REPORT TYPES

Demographic Overview

Consumer Expenditures

Labor Force

HELP

How it works?



Hide Map

Demographic Overview for Vacaville, CA

Population		2015	
		TOTAL	
		96,164	

Population		2018	
		TOTAL	
		101,200	

Sex		2015	
		%	TOTAL
	Male	52.25%	50,245
	Female	47.75%	45,919

Sex		2018	
		%	TOTAL
	Male	52.02%	52,640
	Female	47.98%	48,559

Age Distribution		2015	
		%	TOTAL

Age Distribution		2018	
		%	TOTAL

YOUR DATA

Vacaville, CA

Modify

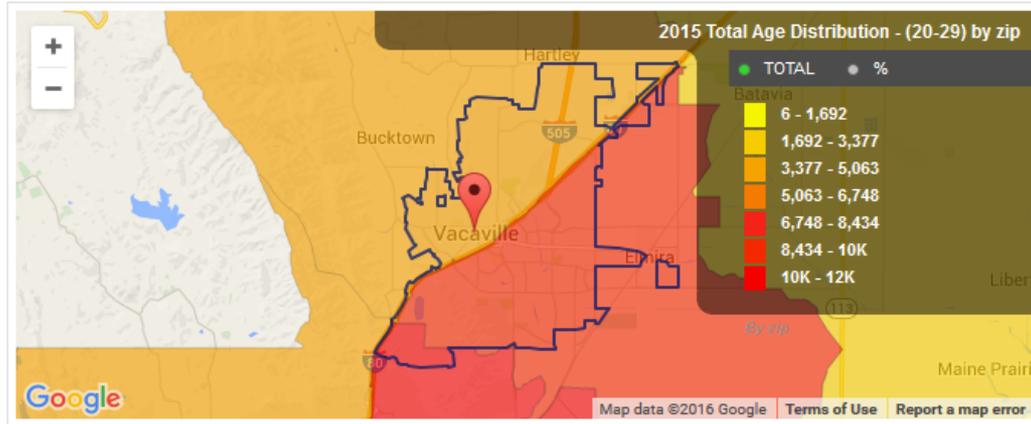
REPORT TYPES

Demographic Overview

Consumer Expenditures

Labor Force

HELP



	TOTAL
<input type="checkbox"/>	96,164

Sex		2015	
	%	TOTAL	
<input type="checkbox"/>	Male	52.25%	50,245
<input type="checkbox"/>	Female	47.75%	45,919

Age Distribution		2015	
	%	TOTAL	
<input type="checkbox"/>	0-4	5.60%	5,386
<input type="checkbox"/>	5-9	6.15%	5,910
<input type="checkbox"/>	10-19	12.31%	11,839
<input checked="" type="checkbox"/>	20-29	14.81%	14,241
<input type="checkbox"/>	30-39	13.76%	13,236
<input type="checkbox"/>	40-49	13.82%	13,286
<input type="checkbox"/>	50-59	14.33%	13,778
<input type="checkbox"/>	60-64	5.84%	5,618
<input type="checkbox"/>	65+	13.38%	12,868

	TOTAL
<input type="checkbox"/>	101,200

Sex		2018	
	%	TOTAL	
<input type="checkbox"/>	Male	52.02%	52,640
<input type="checkbox"/>	Female	47.98%	48,559

Age Distribution		2018	
	%	TOTAL	
<input type="checkbox"/>	0-4	5.47%	5,540
<input type="checkbox"/>	5-9	5.83%	5,895
<input type="checkbox"/>	10-19	12.09%	12,238
<input type="checkbox"/>	20-29	13.99%	14,156
<input type="checkbox"/>	30-39	14.18%	14,354
<input type="checkbox"/>	40-49	13.48%	13,646
<input type="checkbox"/>	50-59	12.83%	12,986
<input type="checkbox"/>	60-64	5.95%	6,019
<input type="checkbox"/>	65+	16.17%	16,365

Visualize any variable on the map by clicking on it

**YOUR DATA**  
Vacaville, CA

Modify

**Demographics**  
Explore your local demographics for a place, around an address, or a custom boundary.

Around an Address Within a Boundary For a Place

**REPORT TYPES**

Demographic Overview

Consumer Expenditures

Labor Force

1 To create your custom boundary, click on the map to add a vertex.

Continue Reset



Run a report for a custom region

for vacaville, CA

Population		2015
		TOTAL
		96,164

Population		2018
		TOTAL
		101,200

Sex		2015
		% TOTAL
Male	52.25%	50,245
Female	47.75%	45,919

Sex		2018
		% TOTAL
Male	52.02%	52,640
Female	47.98%	48,559

Age Distribution		2015
		% TOTAL

Age Distribution		2018
		% TOTAL

**YOUR DATA**  
 Vacaville, CA  
 Modify

**Demographics**  
 Explore your local demographics for a place, around an address, or a custom boundary.

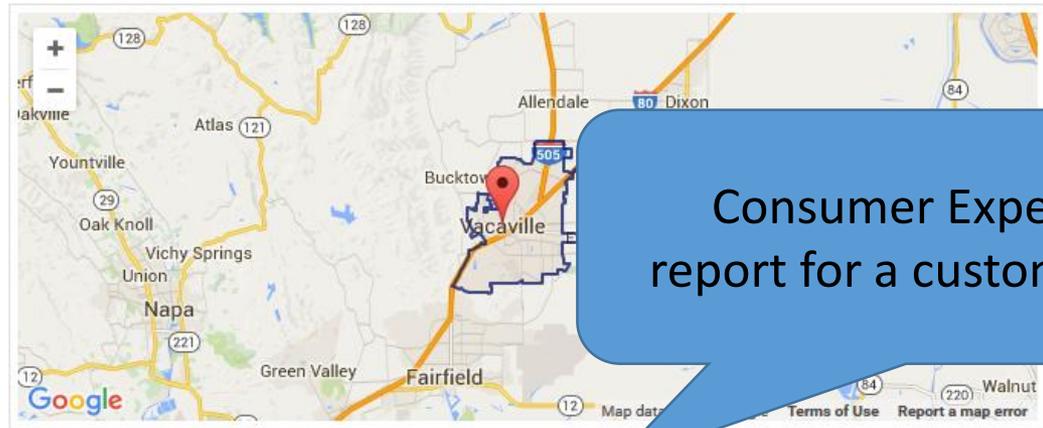
Around an Address Within a Boundary For a Place

**REPORT TYPES**

Demographic Overview

**Consumer Expenditures**

Labor Force



Consumer Expenditures report for a custom boundary

**HELP**  
 How it works?

**Consumer Expenditures Report for Vacaville, CA** Hide Map

Apparel		AVERAGE	TOTAL(\$000s)
<input type="checkbox"/>	Men's Apparel	\$446	\$14,642
<input type="checkbox"/>	Boys' Apparel	\$101	\$3,331
<input type="checkbox"/>	Women's Apparel	\$759	\$24,896
<input type="checkbox"/>	Girls' Apparel	\$164	\$5,387
<input type="checkbox"/>	Infants Apparel	\$112	\$3,682
<input type="checkbox"/>	Footwear	\$388	\$12,747
<input type="checkbox"/>	Apparel Services and Accessories	\$337	\$11,070
<input type="checkbox"/>	<b>TOTAL</b>	<b>\$2,310</b>	<b>\$75,755</b>

YOUR DATA

Vacaville, CA

Modify



### Demographics

Explore your local demographics for a place, around an address, or a custom boundary.



Around an Address

Within a Boundary

For a Place

REPORT TYPES

Demographic Overview

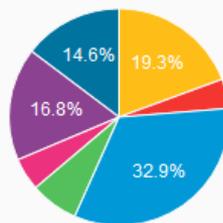
Consumer Expenditures

Labor Force

HELP

How it works?

#### Apparel



- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories

Hide Chart

### Consumer Expenditures Report for Vacaville, CA

Apparel		AVERAGE	TOTAL(\$000s)
<input type="checkbox"/>	Men's Apparel	\$446	\$14,642
<input type="checkbox"/>	Boys' Apparel	\$101	\$3,331
<input type="checkbox"/>	Women's Apparel	\$759	\$24,896
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<input type="checkbox"/>	<b>TOTAL</b>	<b>\$2,310</b>	<b>\$75,755</b>

Switch to chart view

YOUR DATA

Vacaville, CA

Modify

REPORT TYPES

Demographic Overview

Consumer Expenditures

Labor Force

HELP

How it works?



### Demographics

Explore your local demographics for a place, around an address, or a custom boundary.



Around an Address

Within a Boundary

For a Place

Enter an address

1 650 Merchant St - 650 Merchant St, Vacaville, CA

Select report type

3  Demographic Overview  Consumer Expenditures

Create

Enter your address

### Consumer Expenditures Report for Vacaville, CA



#### Apparel

	AVERAGE	TOTAL(\$000s)
Men's Apparel	\$446	\$14,642
Boys' Apparel	\$101	\$3,331
Women's Apparel	\$759	\$24,896
Girls' Apparel	\$164	\$5,387
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Footwear	\$388	\$12,747
Apparel Services and Accessories	\$337	\$11,070
<b>TOTAL</b>	<b>\$2,310</b>	<b>\$75,755</b>

**YOUR DATA**

650 Merchant St -  
650 Merchant St,  
Vacaville, CA  
95688, USA  
10 minutes drive

Modify



**Demographics**

Explore your local demographics for a place, around an address, or a custom boundary.



Around an Address Within a Boundary For a Place



Labor Force Report by drivetime around an address

Labor Force

HELP  
How it works?

Labor Force Report (10 minute drivetime around 650 Merchant St - 650 Merchant St, Vacaville, CA 95688, USA)

[Hide Map](#)

Total Establishments		TOTAL
	Total Establishments	3,778
Total Employees		TOTAL
	Total Employees	50,506
Total Establishments by Size (2015)		
	%	TOTAL

**YOUR DATA**

650 Merchant St -  
650 Merchant St,  
Vacaville, CA  
95688, USA

10 minutes drive

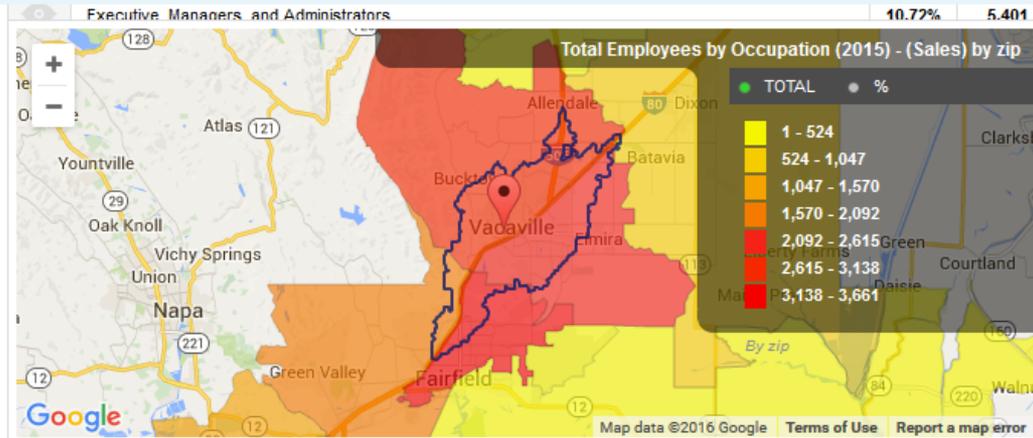
Modify

**REPORT TYPES**

Demographic  
Overview

**HELP**

How it works?



Occupation	Percentage	Count
Health Diagnosing and Treating Practitioners	5.93%	2,987
Health Technologists/Technicians	1.60%	807
Healthcare Support	2.94%	1,482
Protective Services	1.54%	777
Food Preparation/Serving	6.08%	3,060
Building and Grounds Maintenance	4.05%	2,041
Personal Care and Service	5.74%	2,893
<b>Sales</b>	<b>12.72%</b>	<b>6,406</b>
Office and Administrative Support	13.76%	6,930
Farming, Forestry, and Fishing	0.87%	440
Construction and Extraction	4.51%	2,273
Installation/Maintenance and Repair Workers	2.21%	1,111
Production Workers	3.78%	1,903
Transportation Workers	2.23%	1,125
Material Moving	1.90%	957

Map distribution  
of sales  
professionals

**For more information, contact:**

**Jeremy Craig at 707-449-5104**

**Don Burrus at 707-499-5165**