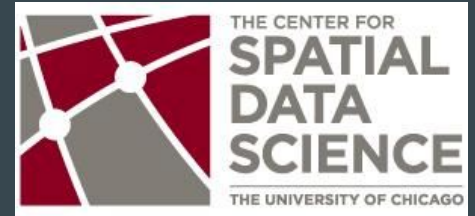


SPATIAL POINT PATTERN ANALYSIS OF RETAIL BUSINESSES



Irene Farah

University of Chicago
Center for Spatial Data Science
April 27th, 2019



Firm Demography

- Life and death of corporations and industries
- Context:
 - Focus on manufacturing
 - Liability in different moments of lifespan (Stinchcombe 1965)
 - Organizational Ecology (Hannan & Freeman 1977) - success of surviving in markets
 - Frequency distribution of firms lifespan as exponential (Coad 2010)
 - How does structure of communities encourage new businesses? (Sorenson 2018)

Research Question

Within Chicago, what is the spatial distribution of births and deaths?

- Do they coexist?
- **When** have they survived the longest?
- **Where** do they survive longer?

Data

- Focus on retail sector using NETS data (1990 - 2014)
- latitude/longitude, no. employees, ownership type, industrial classification
- Retail: NAICS 44-45 and 311811 (bakeries)
- Number of retail establishments for USA: **2,183,332** out of 25,330,402 (for 2014)
- Focus on Chicago

What is PostgreSQL / PostGIS?

ThePudding

About this Project

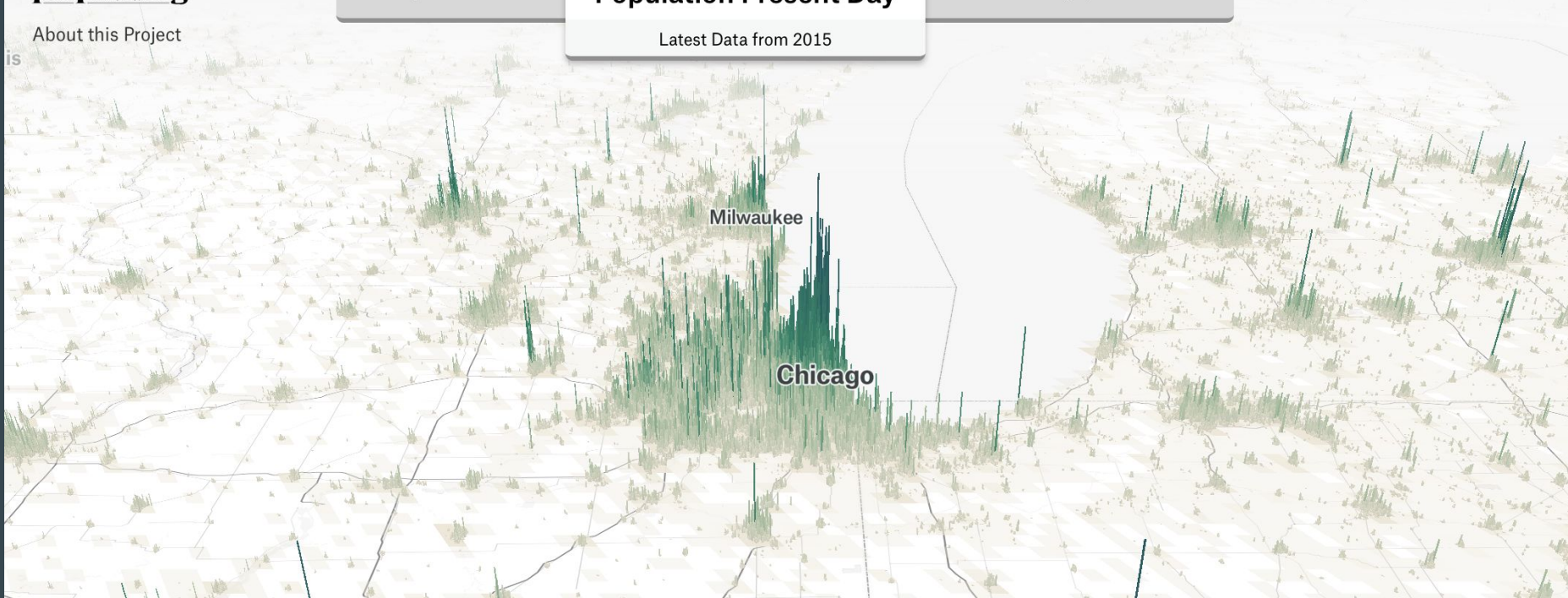
Compare to 1990

Population Present Day

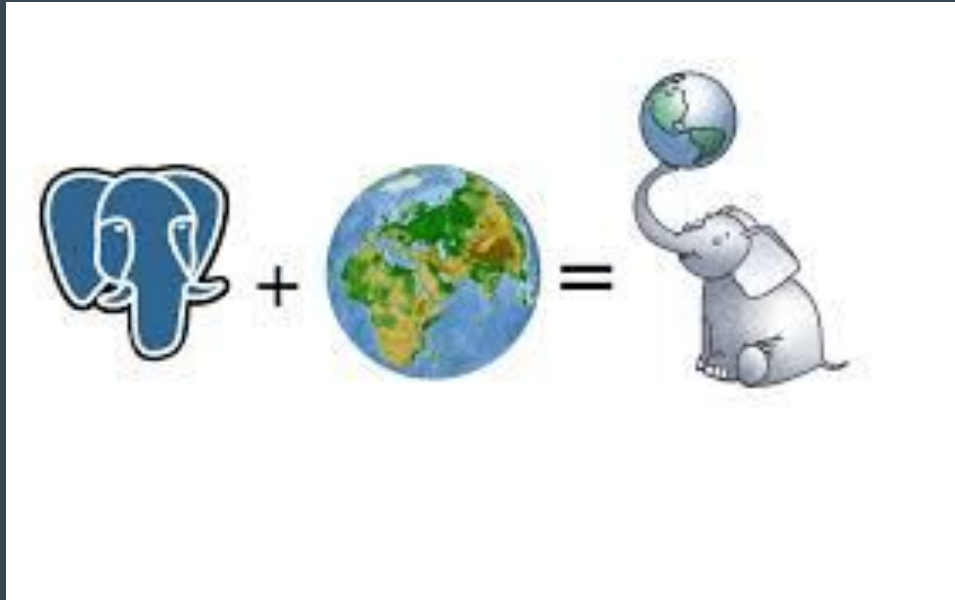
Latest Data from 2015

Show change, 1990-2015

43.7M people reside on screen



NETS DATABASE!



POSTGRESQL + SPATIAL = POSTGIS

+



ANALYTICS

Bridge database with R analytics

Packages

- RPostgreSQL (dbGetQuery)
postGIStools (get_postgis_query) → specify geometry

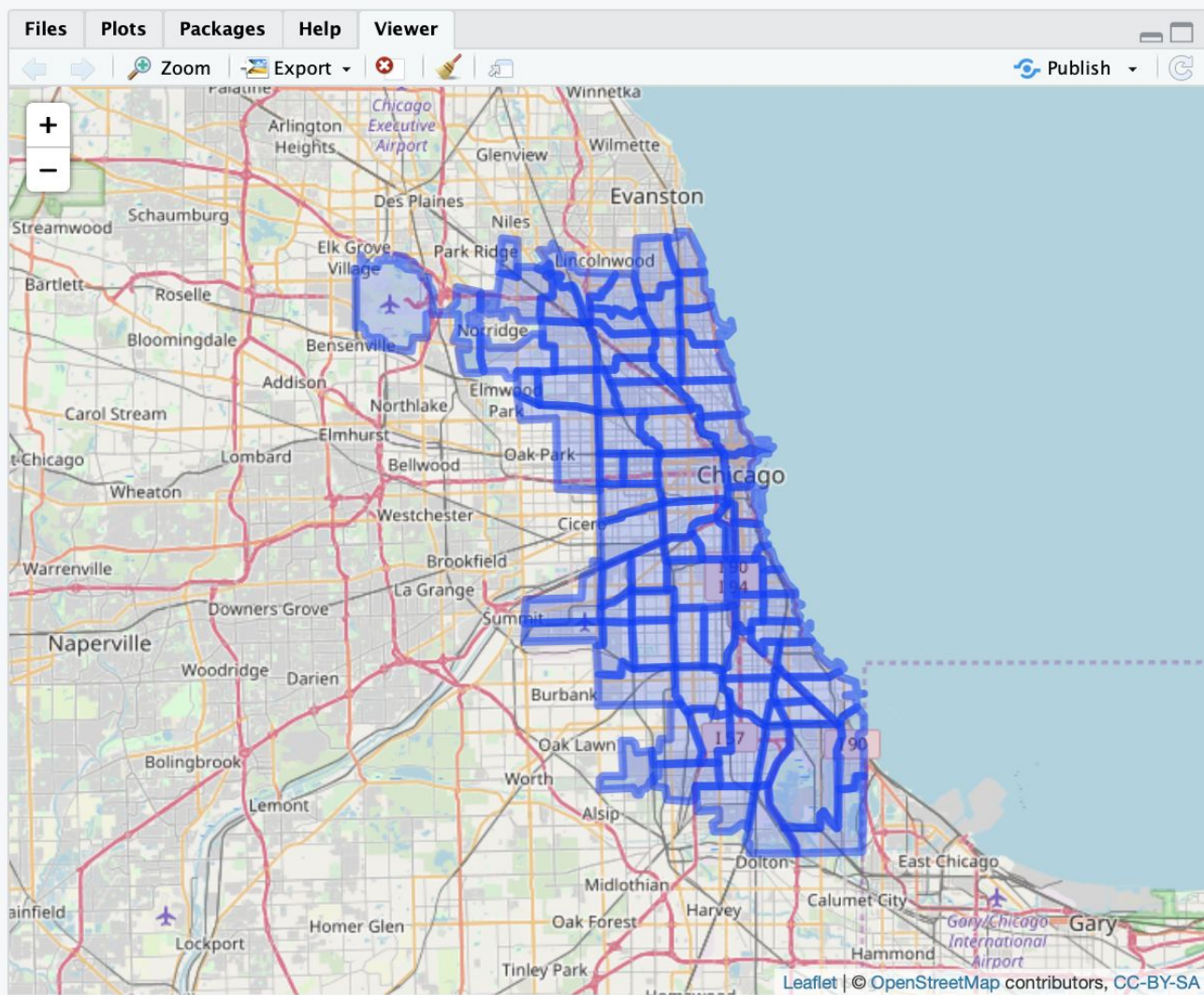

```
library(postGIStools)
library(rpostgis)

connection <- dbConnect(PostgreSQL(),
                        dbname = "NETS",
                        user = "irenef",
                        host = "la2.rcc.uchicago.edu",
                        password = "MY_PASSWORD")

system.time(boundaries <- get_postgis_query(connection,
                                             "select * from boundaries.chicago_community",
                                             geom_name = "geom"))

library(dplyr)
library(leaflet)

leaflet() %>%
  addTiles() %>%
  addPolygons(data = boundaries)
```



pgAdmin 4

File

Object

Tools

Help

Browser

Servers (3)

NETS

Databases (9)

NETS

Casts

Catalogs

Event Triggers

Extensions

Foreign Data Wrappers

Languages

Schemas (9)

boundaries

dental

predatory

public

raws2

retail

Collations

Domains

FTS Configurations

FTS Dictionaries

FTS Parsers

FTS Templates

Foreign Tables

Functions

Materialized Views

Sequences

Tables (97)

all_retail

barbers

Dashboard

Properties

SQL

Statistics

Dependencies

Dependents

Edit Data - NETS - NETS - retail.retailus

100 rows

NETS - NETS - retail.retailus

1 SELECT * FROM retail.retailus

2 LIMIT 100

3

Data Output

Explain

Messages

History

	year text	years_digit text	fipscounty text	citycode text	estcat text	outofbis text	yearstart integer	firstyear integer	lastyear integer	year2 integer	dunsnumber integer	lat double precision	lon double precision
1	96	02	06037	068123	Branch		[null]	1995	2002	1995	838125078	34.1706	-118.5
2	96	10	25017	254547	Branch		[null]	1995	2010	1995	838125227	42.4013	-71.09
3	96	97	34007	341729	Stand...		1995	1995	1997	1995	838125235	39.8053	-74.98
4	09	14	42045	421135	Stand...		2008	2008	2014	2008	838125248	39.8545	-75.35
5	96	09	20091	208119	Branch		[null]	1995	2009	1995	838125292	39.0244	-94.64
6	96	06	39099	398529	Branch		[null]	1995	2006	1995	838125375	41.0244	-80.65
7	96	00	42075	425055	Stand...		1995	1995	2000	1995	838125565	40.3106	-76.58
8	96	02	51700	515777	Stand...		1995	1995	2002	1995	838125649	37.0396	-76.45
9	95	02	23019	234901	Stand...	2002	1994	1994	2002	1994	838125669	45.6518	-68.41
10	96	00	18089	182432	Stand...		1995	1995	2000	1995	838125706	41.4355	-87.51
11	96	12	33015	336011	Stand...		1995	1995	2012	1995	838125763	42.9837	-70.83
12	96	97	12095	126844	Stand...		1995	1995	1997	1995	838125805	28.4189	-81.40
13	93	98	18065	185904	Stand...		1992	1992	1998	1992	838125813	39.9259	-85.35
14	08	14	42101	425193	Stand...		2007	2007	2014	2007	838125826	39.8911	-75.17
15	13	14	51095	518615	Stand...		2012	2012	2014	2012	838126261	37.2346	-76.6

Births and Deaths of Retail Across the US

```
count_ret <- dbGetQuery(connection,
                        "select count(*)
                        from retail.retailus") → 6,866,824

birth_usa <- get_postgis_query(connection,
                              "select count(*), year2
                              from retail.retailus
                              where year2>1988
                              group by year2
                              order by year2 asc")

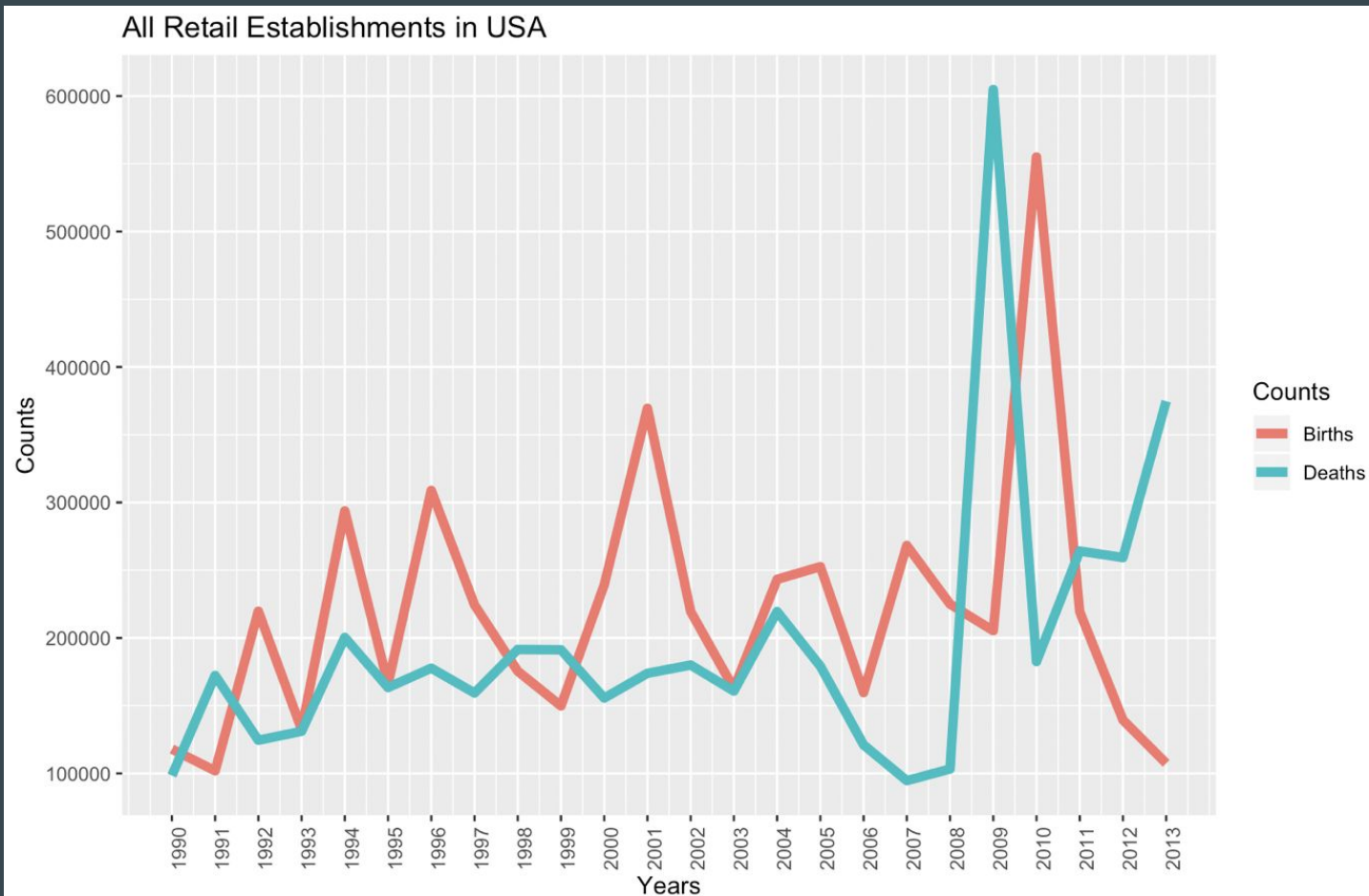
death_usa <- get_postgis_query(connection,
                              "select count(*), lastyear
                              from retail.retailus
                              group by lastyear
                              order by lastyear asc")

total <- merge(birth_usa,death_usa,by.x="year2", by.y="lastyear")
colnames(total) <- c("year","births","deaths")

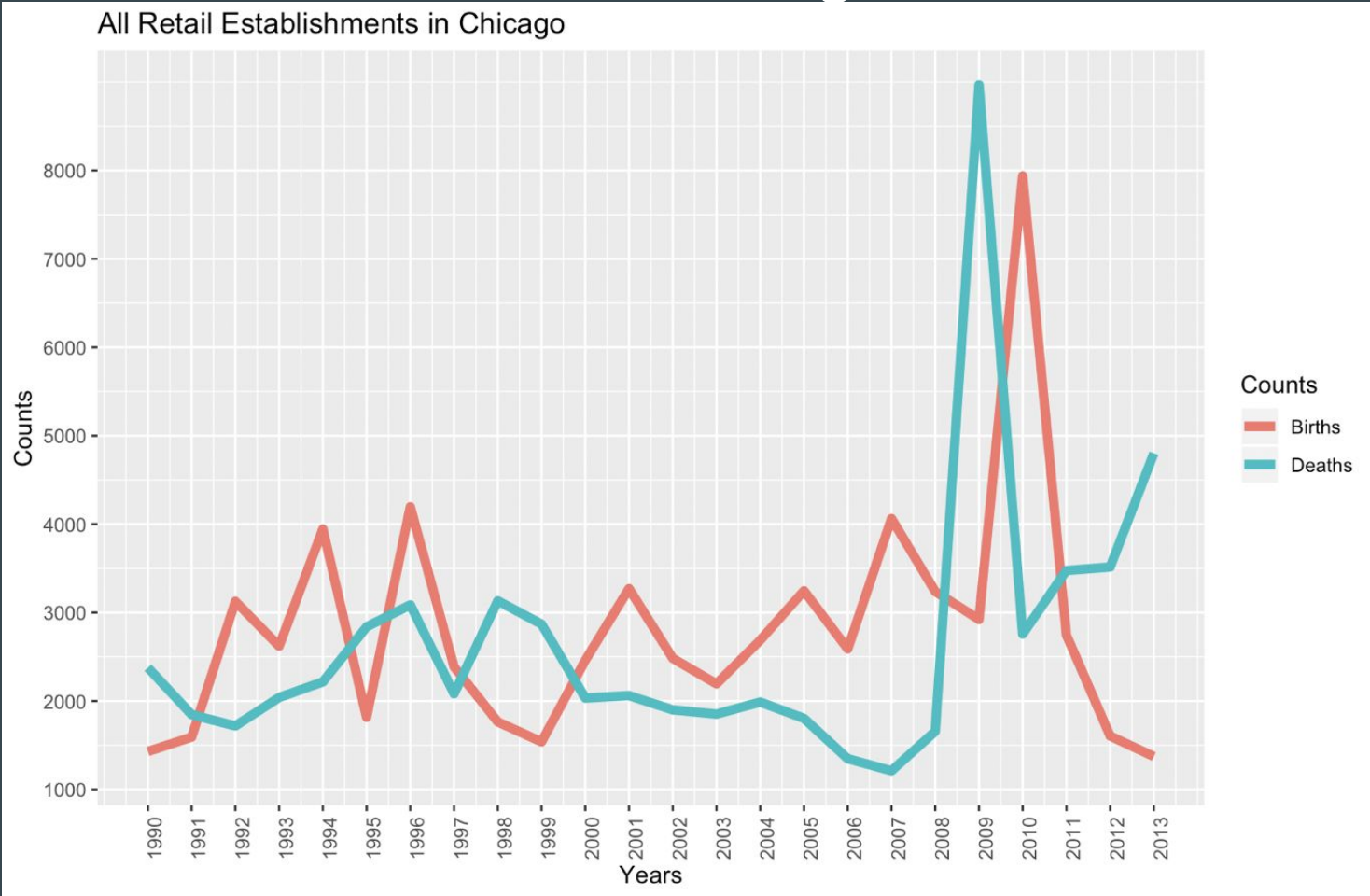
library(ggplot2)
options(scipen=10000)
ggplot(data = total)+
  geom_line (aes(x = year, y = births, color = "#00AFBB"), size = 2) +
  geom_line (aes(x = year, y = deaths, color = "#FC4E07"), size = 2) +

  scale_x_continuous(breaks=seq(1990,2013,1), labels=seq(1990,2013,1),limits=c(1990,2013)) +
  theme(axis.text.x = element_text(angle = 90)) +
  scale_y_continuous(breaks=seq(100000,600000,100000),labels=abs(seq(100000,600000,100000))) +
  scale_color_discrete(name = "Counts", labels = c("Births", "Deaths"))+
  labs(title="All Retail Establishments in USA", x="Years",y="Counts")
```

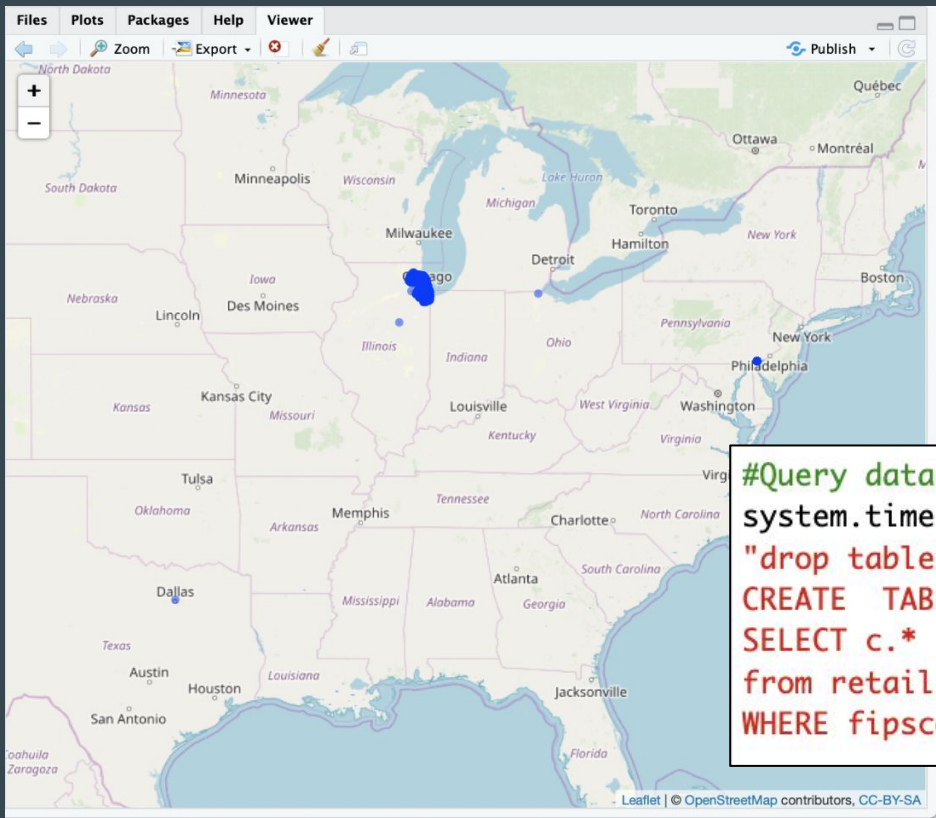
Births and Deaths of Retail Across the US



Births and Deaths of Retail in Chicago



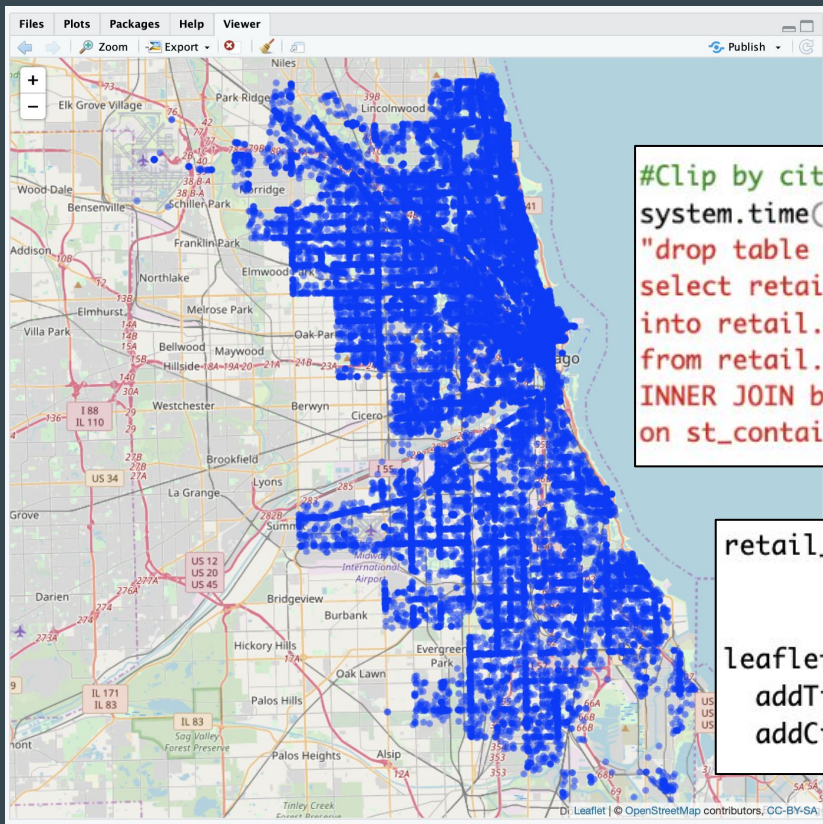
Querying for Chicago



#Query data by Chicago

```
system.time(dbGetQuery(connection,  
"drop table if exists retail.ret_chicago;  
CREATE TABLE retail.ret_chicago AS  
SELECT c.*  
from retail.retailus as c  
WHERE fipscounty IN ('17031');"))
```

Querying for Chicago = 46,204



#Clip by city of Chicago

```
system.time(dbGetQuery(connection,  
"drop table if exists retail.ret_chicago_clip;  
select retail.ret_chicago.*  
into retail.ret_chicago_clip  
from retail.ret_chicago  
INNER JOIN boundaries.chicago_community  
on st_contains(boundaries.chicago_community.geom,retail.ret_chicago.geom2);"))
```

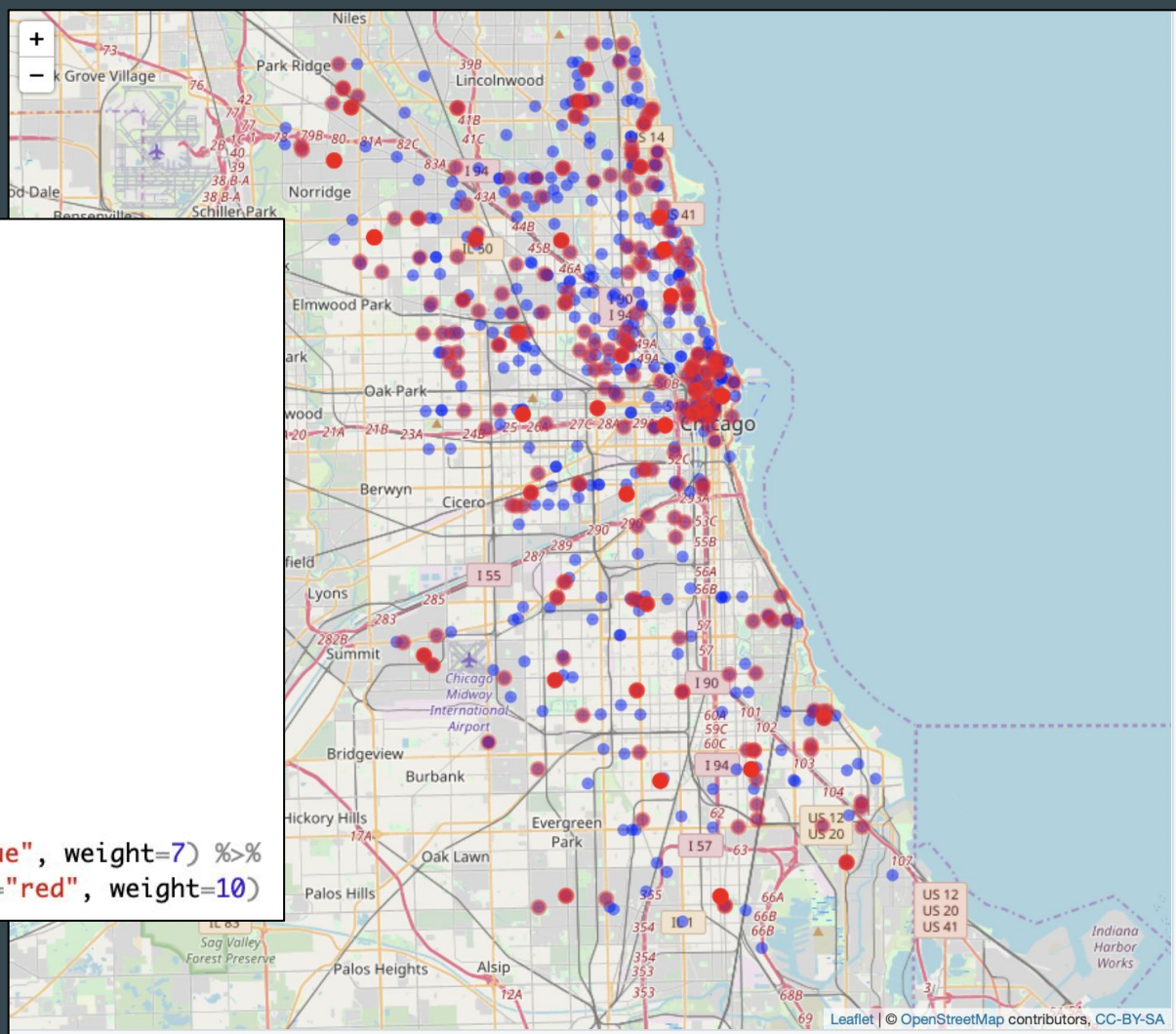
```
retail_clip <- get_postgis_query(connection,  
                                "select * from retail.ret_chicago_clip",  
                                geom_name = "geom2")  
  
leaflet() %>%  
  addTiles() %>%  
  addCircles(data = retail_clip)
```



```
deaths91_95 <- dbGetQuery(connection,
"select *
from retail.ret_chicago_clip
where year2=1990 and
(lastyear=1991 or
lastyear=1992 or
lastyear=1993 or
lastyear=1994 or
lastyear=1995)")
```

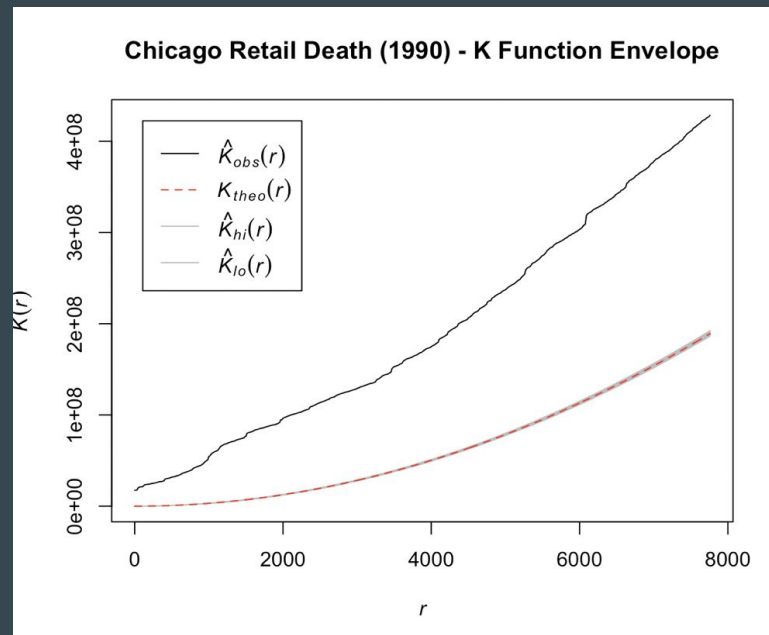
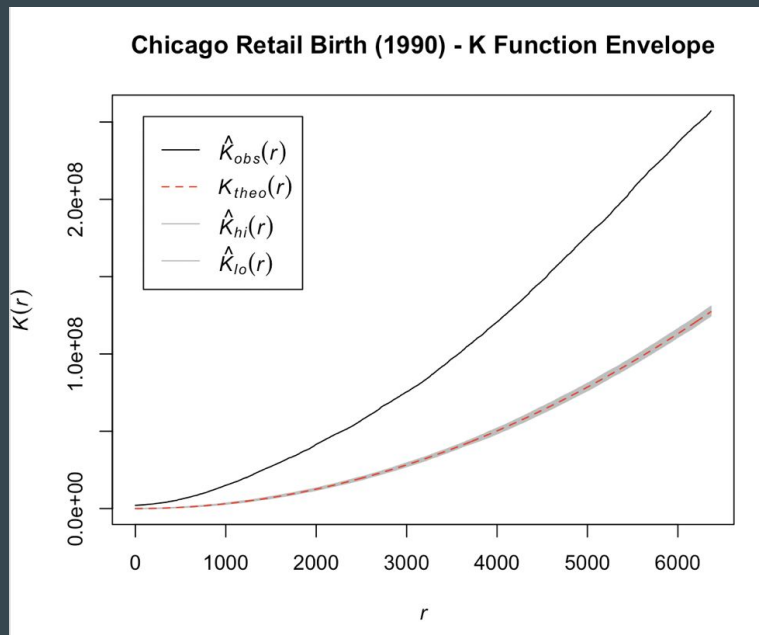
```
birth90 <- dbGetQuery(connection,
"select *
from retail.ret_chicago_clip
where year2=1990")
```

```
leaflet() %>%
  addTiles() %>%
  addCircles(data = birth90, color="blue", weight=7) %>%
  addCircles(data = deaths91_95, color="red", weight=10)
```



Point pattern analysis - K function 1990 - **library(spatstat)**

Are points dispersed, clustered, or randomly distributed throughout Chicago?

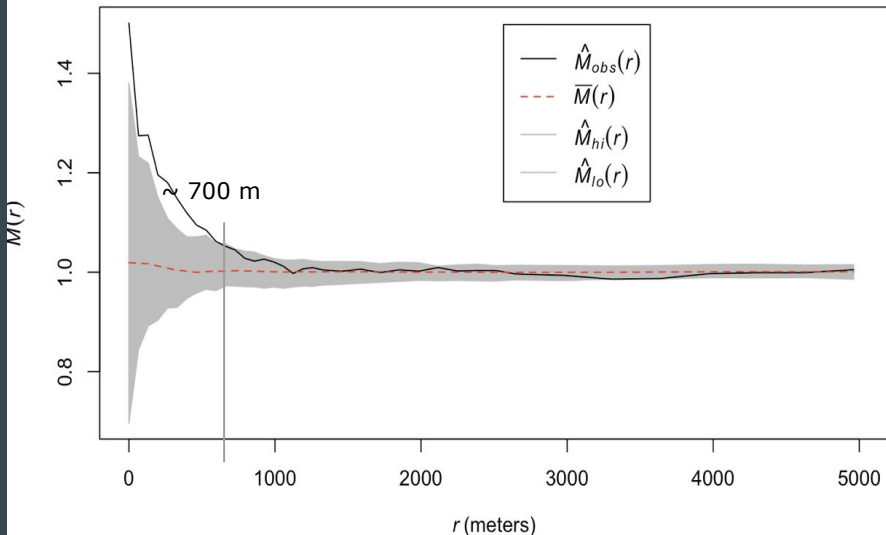


```
envelope(ret_chi, fun=Kest)
```

Point pattern analysis - M function (1990) - library(dbmss)

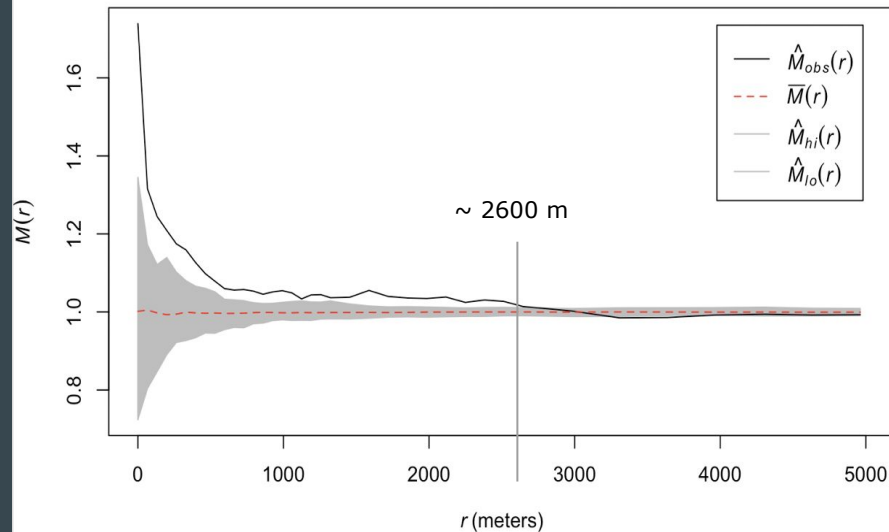
How many births are nearby deaths? (death=control)

M Envelope - Births near Deaths in 1990



```
MEnvelope(ret_chi,  
  NumberOfSimulations = 1000,  
  ReferenceType = "2", NeighborType = "1",  
  SimulationType = "RandomLabeling")
```

M Envelope - Deaths near Births in 1990



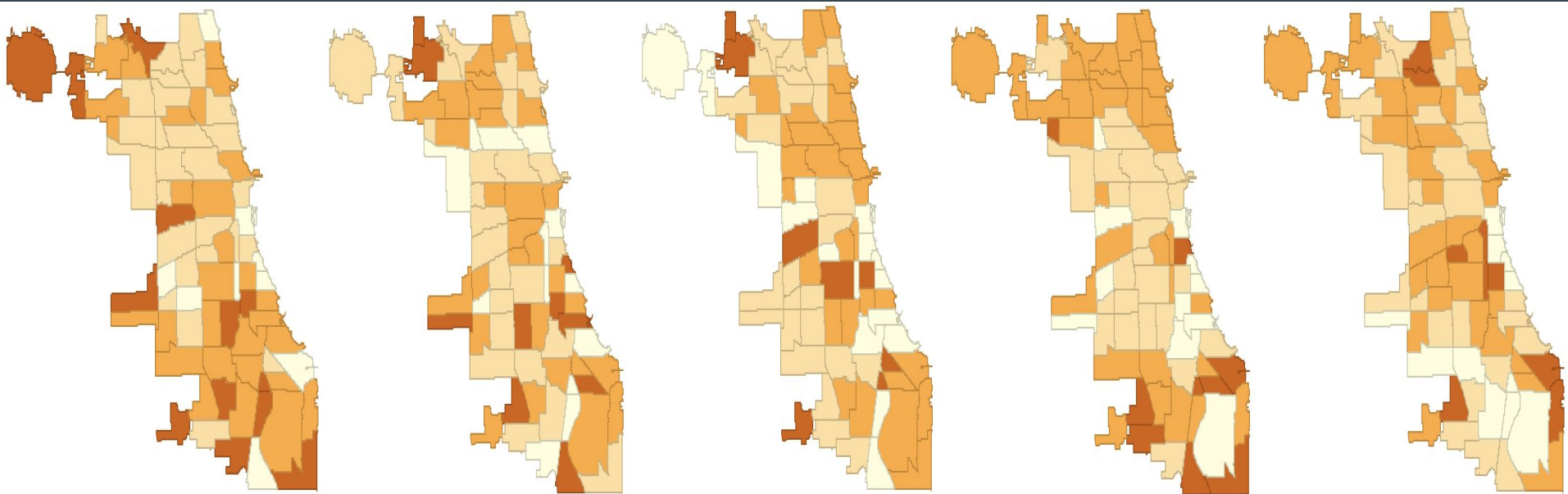
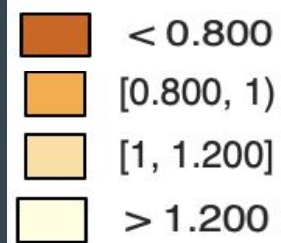
```
MEnvelope(ret_chi,  
  NumberOfSimulations = 1000,  
  ReferenceType = "1", NeighborType = "2",  
  SimulationType = "RandomLabeling")
```

LOCATION QUOTIENTS

$$\text{Location Quotient births} = \frac{\text{ratio of births}}{\text{ratio of all retail}} = \frac{\frac{\text{births in neighborhood}}{\text{births in Chicago}}}{\frac{\text{retail in neighborhood}}{\text{all retail in Chicago}}}$$

$$\text{Location Quotient deaths} = \frac{\text{ratio of deaths}}{\text{ratio of all retail}} = \frac{\frac{\text{deaths in neighborhood}}{\text{deaths in Chicago}}}{\frac{\text{retail in neighborhood}}{\text{all retail in Chicago}}}$$

Births Chicago



1990 - 1994



1995 - 1999



2000 - 2004

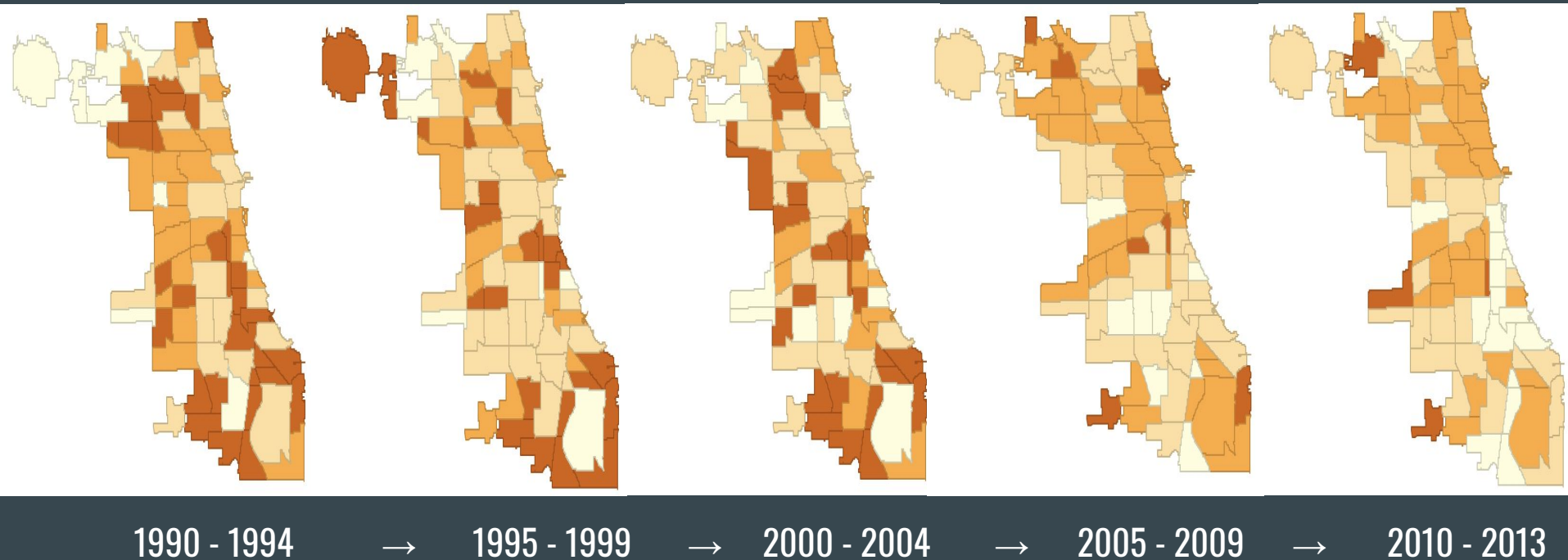
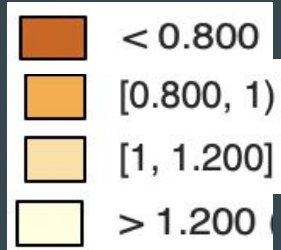


2005 - 2009



2010 - 2013

Deaths Chicago



Future work

- Call for action for more efficient bridge between **PostGIS and R**
- Analyze co-location patterns across different time periods.
- Functional analysis modeling curves assessing for differences between cities.
- Do neighborhoods have an impact on firms' lifespan?
 - What are the characteristics of those neighborhoods?

LOCATION QUOTIENTS OF BIRTHS

1995-1999

1990-1994

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	8.3%	33.3%	33.3%	25.0%
[0.8, 1)	20.7%	41.4%	34.5%	3.4%
[1, 1.2]	3.7%	40.7%	33.3%	22.2%
>1.2	22.2%	22.2%	22.2%	33.3%

2000-2004

1995-1999

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	20.0%	30.0%	20.0%	30.0%
[0.8, 1)	10.3%	41.4%	41.4%	6.9%
[1, 1.2]	8.0%	40.0%	36.0%	16.0%
>1.2	7.7%	30.8%	15.4%	46.2%

2005-2010

2000-2004

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	12.5%	50.0%	37.5%	0.0%
[0.8, 1)	13.8%	44.8%	31.0%	10.3%
[1, 1.2]	8.0%	52.0%	32.0%	8.0%
>1.2	13.3%	20.0%	26.7%	40.0%

2010-2013

2005-2010

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	22.2%	22.2%	33.3%	22.2%
[0.8, 1)	15.2%	36.4%	36.4%	12.1%
[1, 1.2]	8.3%	50.0%	41.7%	0.0%
>1.2	0.0%	36.4%	18.2%	45.5%

LOCATION QUOTIENTS OF DEATHS

1995-1999

1990-1994

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	55.2%	24.1%	17.2%	3.4%
[0.8, 1)	22.7%	27.3%	45.5%	4.5%
[1, 1.2]	0.0%	27.8%	66.7%	5.6%
>1.2	25.0%	0.0%	25.0%	50.0%

2000-2004

1995-1999

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	73.9%	13.0%	8.7%	4.3%
[0.8, 1)	38.9%	22.2%	33.3%	5.6%
[1, 1.2]	3.4%	20.7%	55.2%	20.7%
>1.2	14.3%	14.3%	28.6%	42.9%

2005-2010

2000-2004

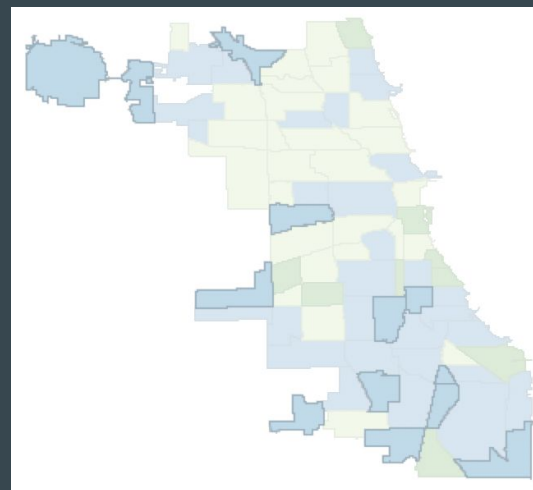
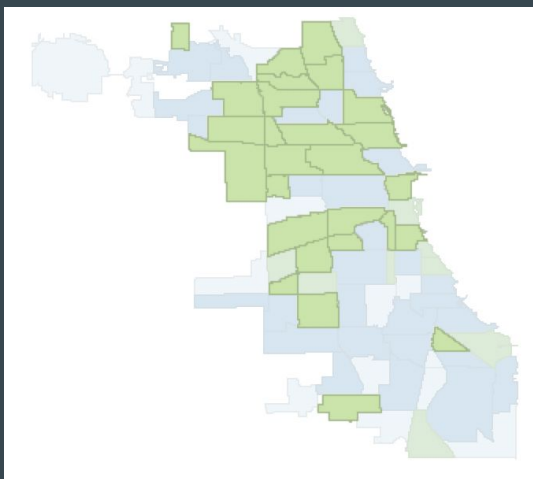
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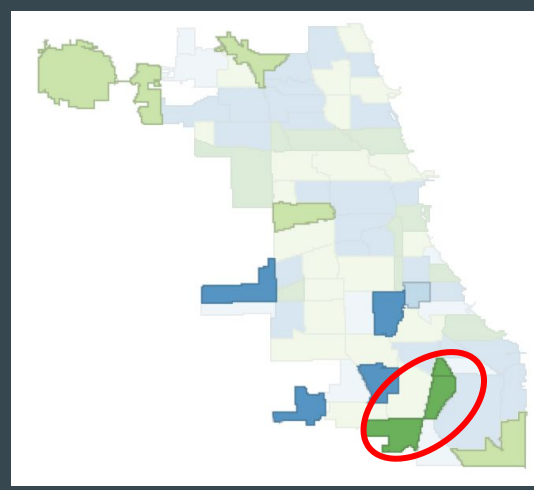
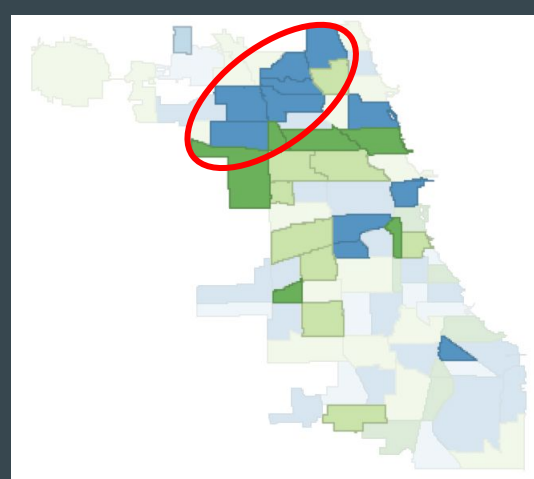
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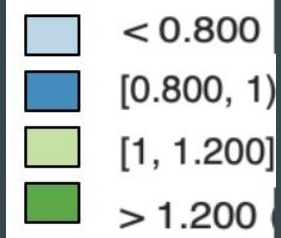
Births



1990 - 1994



1995 - 1999



→

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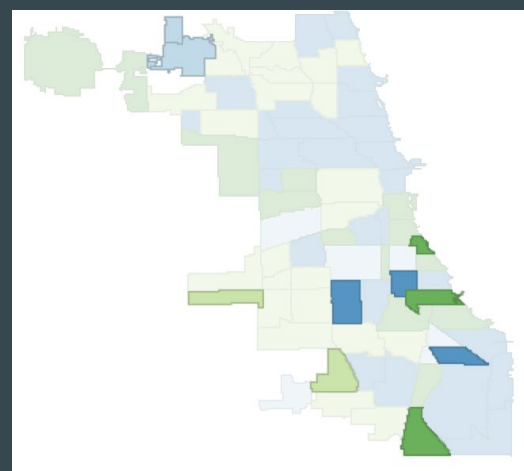
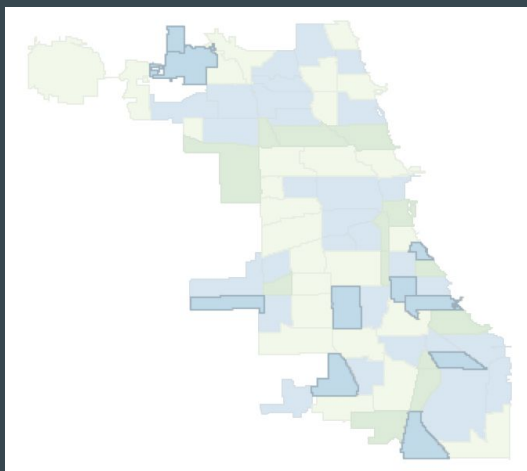
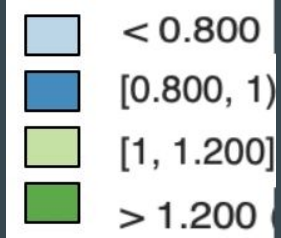
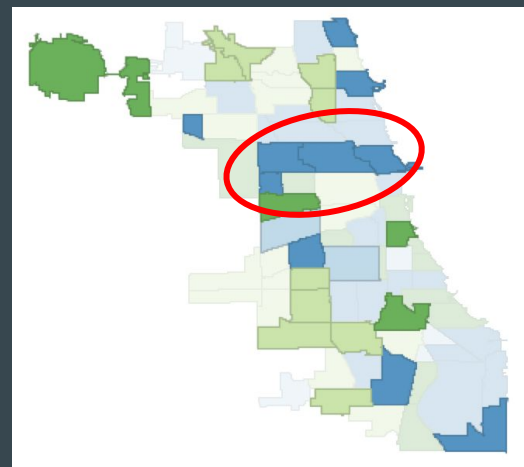
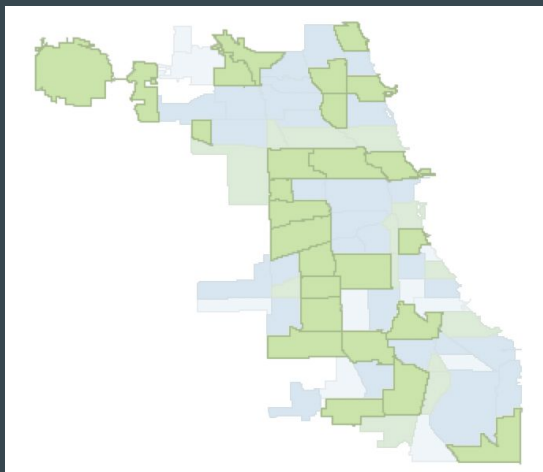
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Births



1995 - 1999



2000 - 2004

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	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	22.2%	22.2%	33.3%	22.2%
[0.8, 1)	15.2%	36.4%	36.4%	12.1%
[1, 1.2]	8.3%	50.0%	41.7%	0.0%
>1.2	0.0%	36.4%	18.2%	45.5%

LOCATION QUOTIENTS OF DEATHS

1995-1999

1990-1994

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	55.2%	24.1%	17.2%	3.4%
[0.8, 1)	22.7%	27.3%	45.5%	4.5%
[1, 1.2]	0.0%	27.8%	66.7%	5.6%
>1.2	25.0%	0.0%	25.0%	50.0%

2000-2004

1995-1999

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	73.9%	13.0%	8.7%	4.3%
[0.8, 1)	38.9%	22.2%	33.3%	5.6%
[1, 1.2]	3.4%	20.7%	55.2%	20.7%
>1.2	14.3%	14.3%	28.6%	42.9%

2005-2010

2000-2004

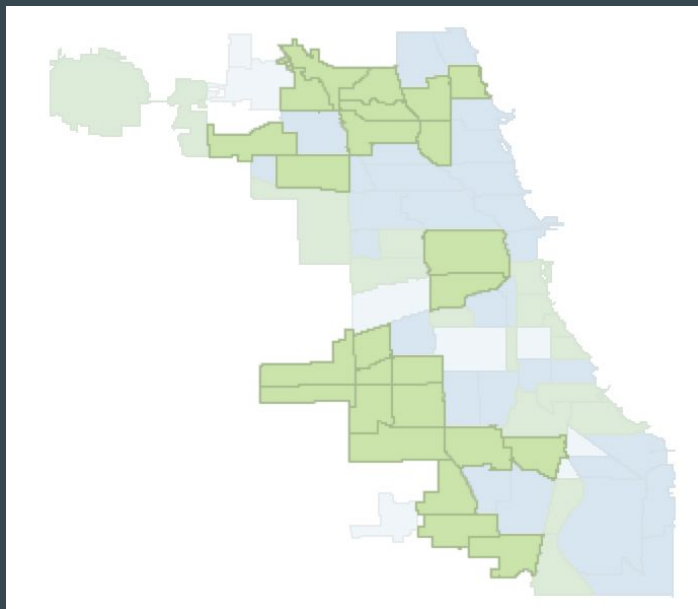
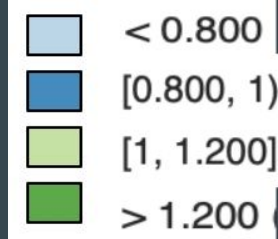
	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	11.5%	34.6%	42.3%	11.5%
[0.8, 1)	0.0%	50.0%	42.9%	7.1%
[1, 1.2]	7.7%	38.5%	46.2%	7.7%
>1.2	18.2%	36.4%	27.3%	18.2%

2010-2013

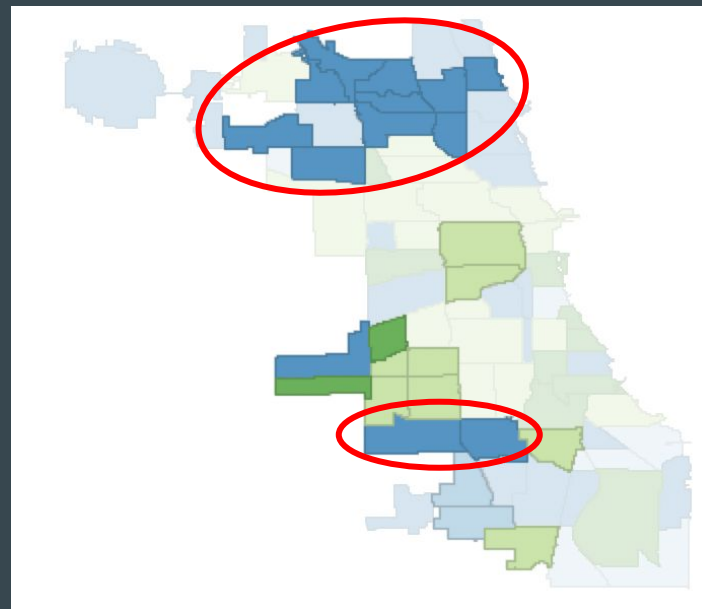
2005-2010

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	14.3%	57.1%	28.6%	0.0%
[0.8, 1)	10.0%	50.0%	30.0%	10.0%
[1, 1.2]	0.0%	31.3%	43.8%	25.0%
>1.2	0.0%	12.5%	37.5%	50.0%

Decrease Births



2000 - 2004



2005 - 2009

LOCATION QUOTIENTS OF BIRTHS

1995-1999

1990-1994

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	8.3%	33.3%	33.3%	25.0%
[0.8, 1)	20.7%	41.4%	34.5%	3.4%
[1, 1.2]	3.7%	40.7%	33.3%	22.2%
>1.2	22.2%	22.2%	22.2%	33.3%

2000-2004

1995-1999

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	20.0%	30.0%	20.0%	30.0%
[0.8, 1)	10.3%	41.4%	41.4%	6.9%
[1, 1.2]	8.0%	40.0%	36.0%	16.0%
>1.2	7.7%	30.8%	15.4%	46.2%

2005-2010

2000-2004

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	12.5%	50.0%	37.5%	0.0%
[0.8, 1)	13.8%	44.8%	31.0%	10.3%
[1, 1.2]	8.0%	52.0%	32.0%	8.0%
>1.2	13.3%	20.0%	26.7%	40.0%

2010-2013

2005-2010

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	22.2%	22.2%	33.3%	22.2%
[0.8, 1)	15.2%	36.4%	36.4%	12.1%
[1, 1.2]	8.3%	50.0%	41.7%	0.0%
>1.2	0.0%	36.4%	18.2%	45.5%

LOCATION QUOTIENTS OF DEATHS

1995-1999

1990-1994

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	55.2%	24.1%	17.2%	3.4%
[0.8, 1)	22.7%	27.3%	45.5%	4.5%
[1, 1.2]	0.0%	27.8%	66.7%	5.6%
>1.2	25.0%	0.0%	25.0%	50.0%

2000-2004

1995-1999

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	73.9%	13.0%	8.7%	4.3%
[0.8, 1)	38.9%	22.2%	33.3%	5.6%
[1, 1.2]	3.4%	20.7%	55.2%	20.7%
>1.2	14.3%	14.3%	28.6%	42.9%

2005-2010

2000-2004

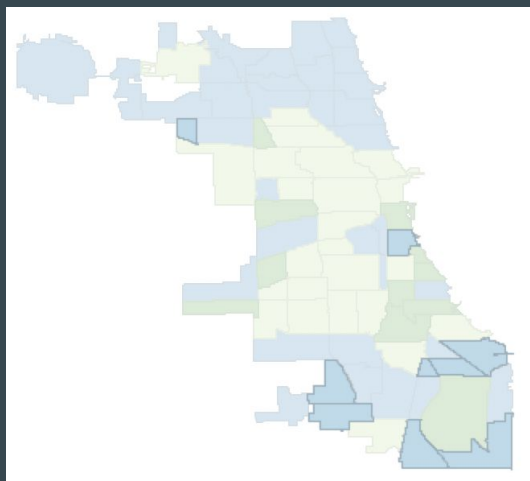
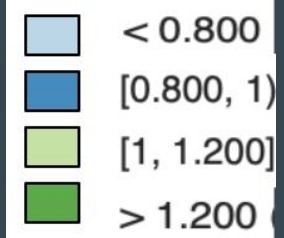
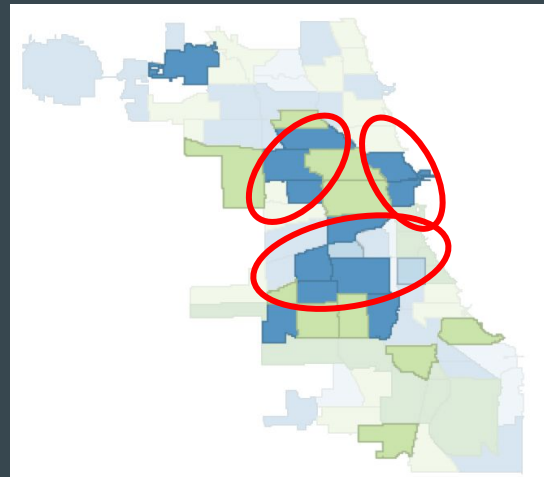
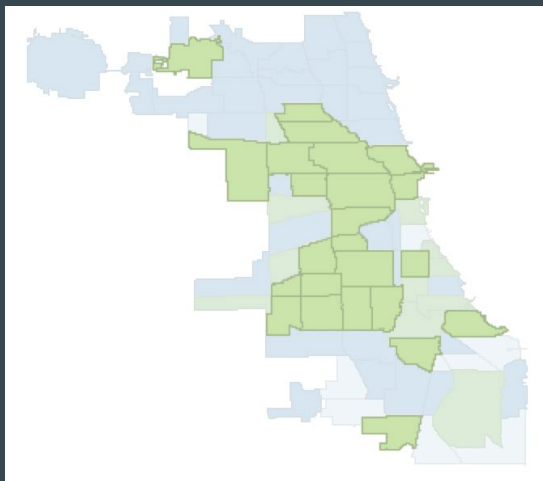
	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	11.5%	34.6%	42.3%	11.5%
[0.8, 1)	0.0%	50.0%	42.9%	7.1%
[1, 1.2]	7.7%	38.5%	46.2%	7.7%
>1.2	18.2%	36.4%	27.3%	18.2%

2010-2013

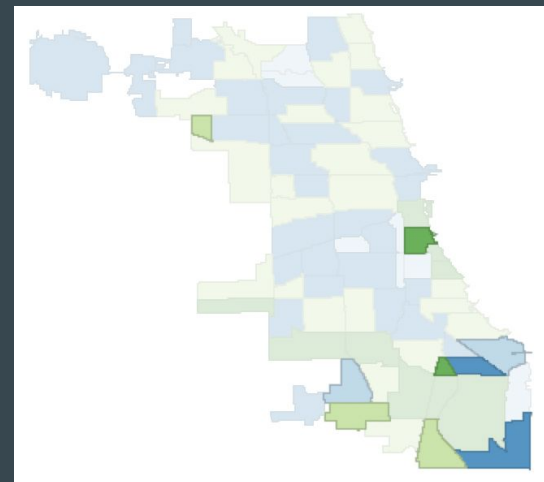
2005-2010

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	14.3%	57.1%	28.6%	0.0%
[0.8, 1)	10.0%	50.0%	30.0%	10.0%
[1, 1.2]	0.0%	31.3%	43.8%	25.0%
>1.2	0.0%	12.5%	37.5%	50.0%

Births



2005 - 2009



2010 - 2013

LOCATION QUOTIENTS OF BIRTHS

1995-1999

1990-1994

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	8.3%	33.3%	33.3%	25.0%
[0.8, 1)	20.7%	41.4%	34.5%	3.4%
[1, 1.2]	3.7%	40.7%	33.3%	22.2%
>1.2	22.2%	22.2%	22.2%	33.3%

2000-2004

1995-1999

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	20.0%	30.0%	20.0%	30.0%
[0.8, 1)	10.3%	41.4%	41.4%	6.9%
[1, 1.2]	8.0%	40.0%	36.0%	16.0%
>1.2	7.7%	30.8%	15.4%	46.2%

2005-2010

2000-2004

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	12.5%	50.0%	37.5%	0.0%
[0.8, 1)	13.8%	44.8%	31.0%	10.3%
[1, 1.2]	8.0%	52.0%	32.0%	8.0%
>1.2	13.3%	20.0%	26.7%	40.0%

2010-2013

2005-2010

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	22.2%	22.2%	33.3%	22.2%
[0.8, 1)	15.2%	36.4%	36.4%	12.1%
[1, 1.2]	8.3%	50.0%	41.7%	0.0%
>1.2	0.0%	36.4%	18.2%	45.5%

LOCATION QUOTIENTS OF DEATHS

1995-1999

1990-1994

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	55.2%	24.1%	17.2%	3.4%
[0.8, 1)	22.7%	27.3%	45.5%	4.5%
[1, 1.2]	0.0%	27.8%	66.7%	5.6%
>1.2	25.0%	0.0%	25.0%	50.0%

2000-2004

1995-1999

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	73.9%	13.0%	8.7%	4.3%
[0.8, 1)	38.9%	22.2%	33.3%	5.6%
[1, 1.2]	3.4%	20.7%	55.2%	20.7%
>1.2	14.3%	14.3%	28.6%	42.9%

2005-2010

2000-2004

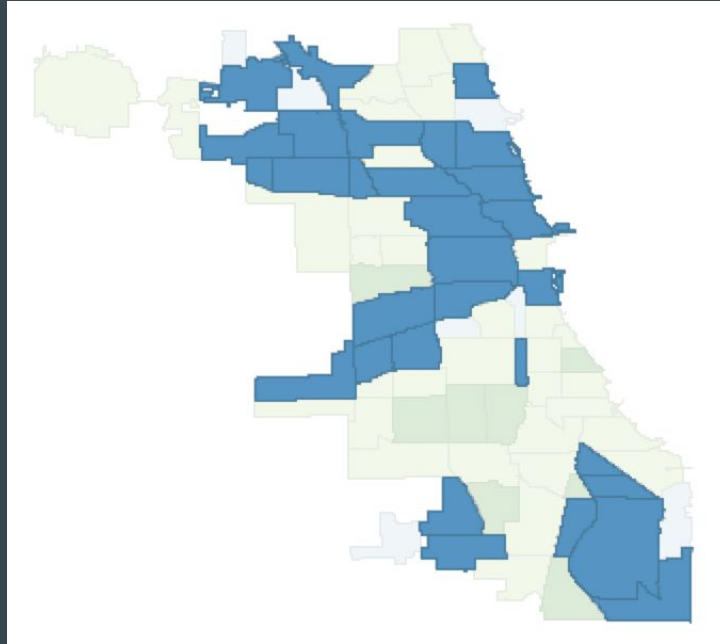
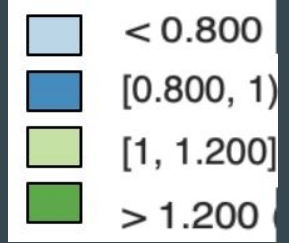
	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	11.5%	34.6%	42.3%	11.5%
[0.8, 1)	0.0%	50.0%	42.9%	7.1%
[1, 1.2]	7.7%	38.5%	46.2%	7.7%
>1.2	18.2%	36.4%	27.3%	18.2%

2010-2013

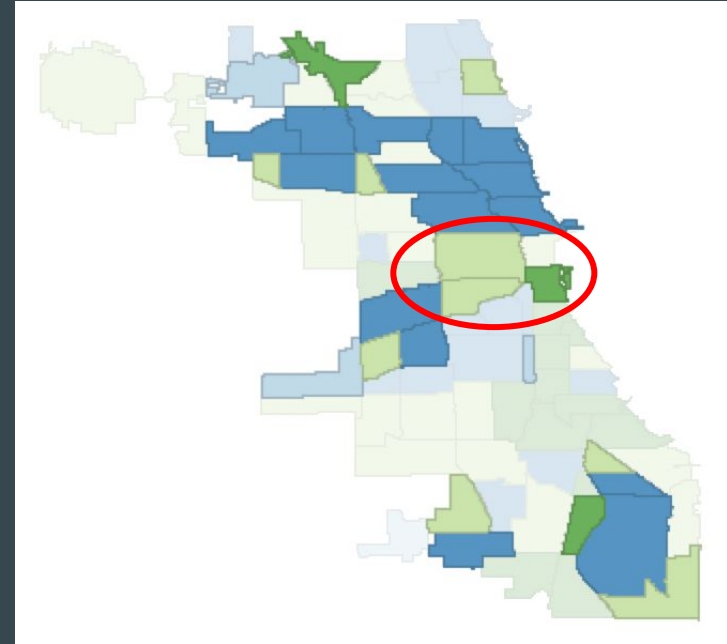
2005-2010

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	14.3%	57.1%	28.6%	0.0%
[0.8, 1)	10.0%	50.0%	30.0%	10.0%
[1, 1.2]	0.0%	31.3%	43.8%	25.0%
>1.2	0.0%	12.5%	37.5%	50.0%

Increase Deaths



1990 - 1994



1995 - 1999

LOCATION QUOTIENTS OF BIRTHS

1995-1999

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	8.3%	33.3%	33.3%	25.0%
[0.8, 1)	20.7%	41.4%	34.5%	3.4%
[1, 1.2]	3.7%	40.7%	33.3%	22.2%
>1.2	22.2%	22.2%	22.2%	33.3%

2000-2004

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	20.0%	30.0%	20.0%	30.0%
[0.8, 1)	10.3%	41.4%	41.4%	6.9%
[1, 1.2]	8.0%	40.0%	36.0%	16.0%
>1.2	7.7%	30.8%	15.4%	46.2%

2005-2010

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	12.5%	50.0%	37.5%	0.0%
[0.8, 1)	13.8%	44.8%	31.0%	10.3%
[1, 1.2]	8.0%	52.0%	32.0%	8.0%
>1.2	13.3%	20.0%	26.7%	40.0%

2010-2013

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	22.2%	22.2%	33.3%	22.2%
[0.8, 1)	15.2%	36.4%	36.4%	12.1%
[1, 1.2]	8.3%	50.0%	41.7%	0.0%
>1.2	0.0%	36.4%	18.2%	45.5%

LOCATION QUOTIENTS OF DEATHS

1995-1999

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	55.2%	24.1%	17.2%	3.4%
[0.8, 1)	22.7%	27.3%	45.5%	4.5%
[1, 1.2]	0.0%	27.8%	66.7%	5.6%
>1.2	25.0%	0.0%	25.0%	50.0%

2000-2004

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	73.9%	13.0%	8.7%	4.3%
[0.8, 1)	38.9%	22.2%	33.3%	5.6%
[1, 1.2]	3.4%	20.7%	55.2%	20.7%
>1.2	14.3%	14.3%	28.6%	42.9%

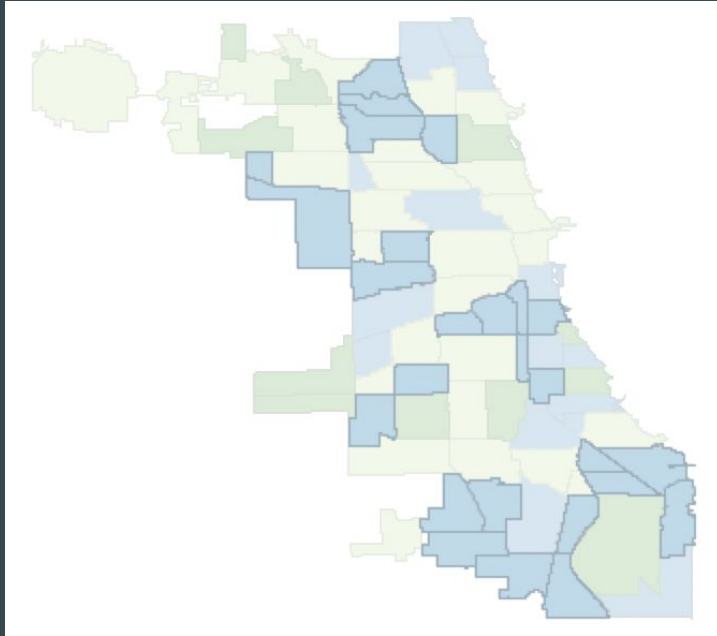
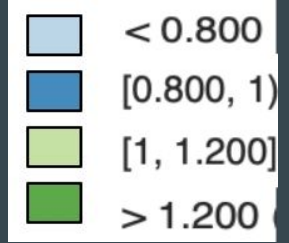
2005-2010

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	11.5%	34.6%	42.3%	11.5%
[0.8, 1)	0.0%	50.0%	42.9%	7.1%
[1, 1.2]	7.7%	38.5%	46.2%	7.7%
>1.2	18.2%	36.4%	27.3%	18.2%

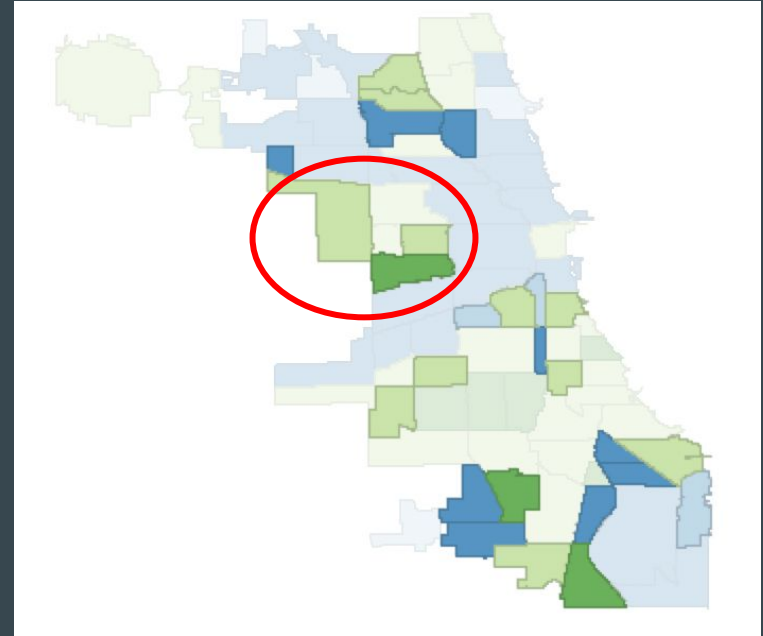
2010-2013

	<0.8	[0.8, 1)	[1, 1.2]	>1.2
<0.8	14.3%	57.1%	28.6%	0.0%
[0.8, 1)	10.0%	50.0%	30.0%	10.0%
[1, 1.2]	0.0%	31.3%	43.8%	25.0%
>1.2	0.0%	12.5%	37.5%	50.0%

Increase Deaths



2000 - 2004



2005- 2009