

LOCATION SOLUTIONS MADE EASY

THE MARKET STUDY

DATE: February 20, 2024

DOCTOR: Dr. Karl Jones

BASE LOCATION: Anytown, US

SEARCH AREA: User Drawn Search Area

SPECIALTY: Optometrist

IdealRatio: 4,000

RADIUS: 3-Mile

DRIVE TIME: 10-Minute

HHI MINIMUM: \$75,000

TOP RESULTS: 20

PRESENTED BY



- ✉ contact@locatestrategy.com
- ☎ 740-527-3898
- 🌐 locatestrategy.com

Table of Contents

Title Page	1
Table of Contents	2
Pocket Search Criteria	3
Overall Unfiltered Search Area - Map View	4
Top 20 Overall Pockets - Map View	5
Top 20 Overall Pockets - Composite Ranking	6
Top 20 Radius Pockets - Map View	7
Top 20 Radius Pockets & Data	8
Top 20 Drive Time Pockets - Map View	9
Top 20 Drive Time Pockets & Data	10

SAMPLE

Search Parameters

DATE:	February 20, 2024
DOCTOR:	Dr. Karl Jones
BASE LOCATION:	Anytown, US
SEARCH AREA:	User Drawn Search Area
SPECIALTY:	Optometrist
IdealRatio:	4,000
RADIUS:	3-Mile
DRIVE TIME:	10-Minute
HHI MINIMUM:	\$75,000
TOP RESULTS:	Top 20 Overall Pockets - Composite Top 20 Radius Pockets & Data Top 20 Drive Time Pockets & Data

Definition of a Idealratio

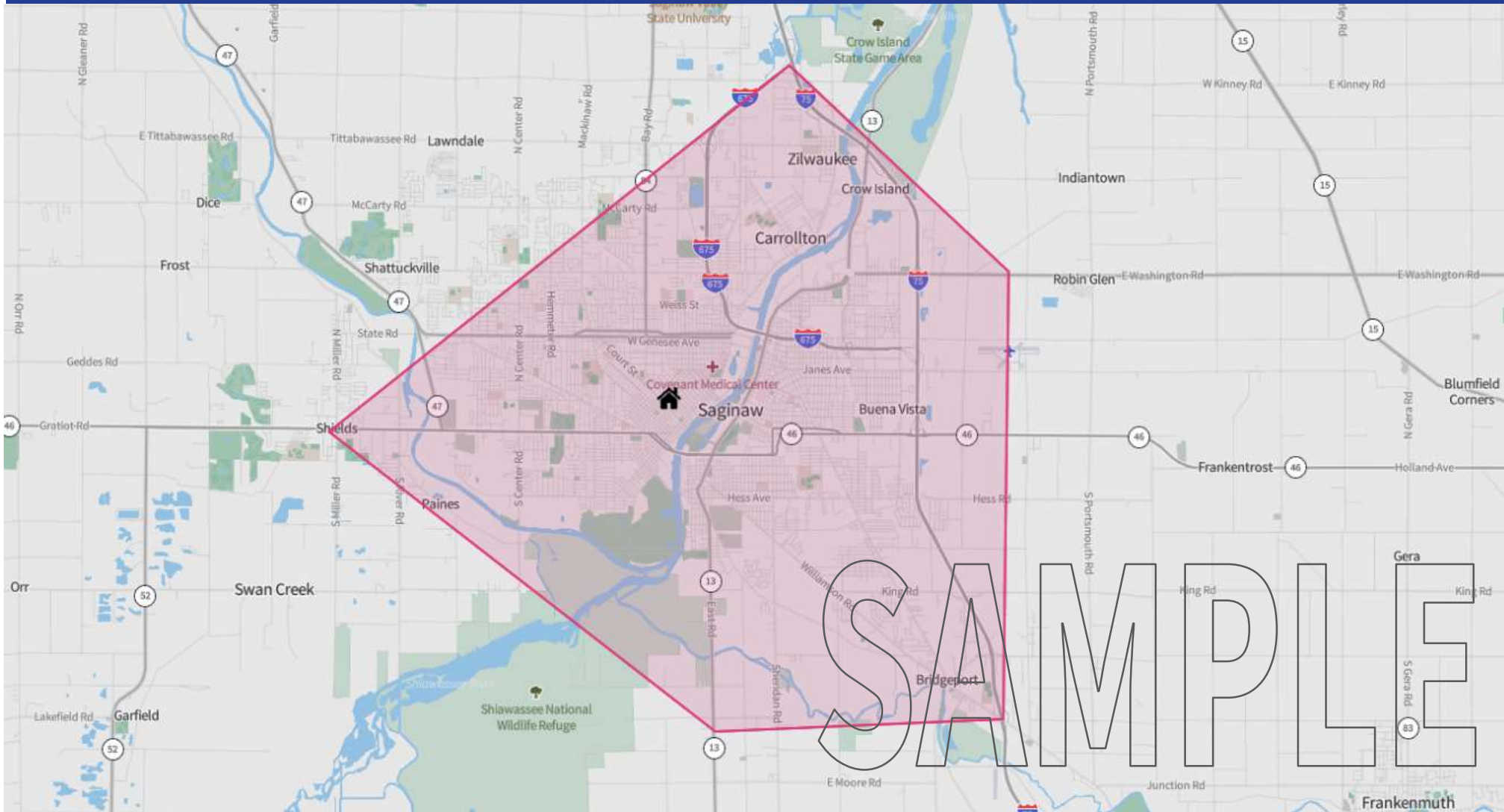
To effectively analyze Practitioner to Population Ratios, we compare them to proprietary saturation standards that measure the population (not patients) per practitioner that indicates a point where a market generally becomes saturated. For example, the saturation ratio for an Optometrist is 4,000. A number higher than 4,000 would indicate the market has potential for an additional practitioner(s) and is shown with green text. A number below 4,000 indicates the area may be oversaturated and is shown with red text. While the IdealRatio can be used as a gauge for opportunity, it is never safely used as sole location-selection criteria. Furthermore, it is only one piece of the custom analysis for each client and their individual market.

*Ophthalmologists in this report include all Ophthalmologists, regardless of whether they have indicated expertise in one or multiple specialties below:

Retina Specialist
Glaucoma Specialist
Neuro Ophthalmologist

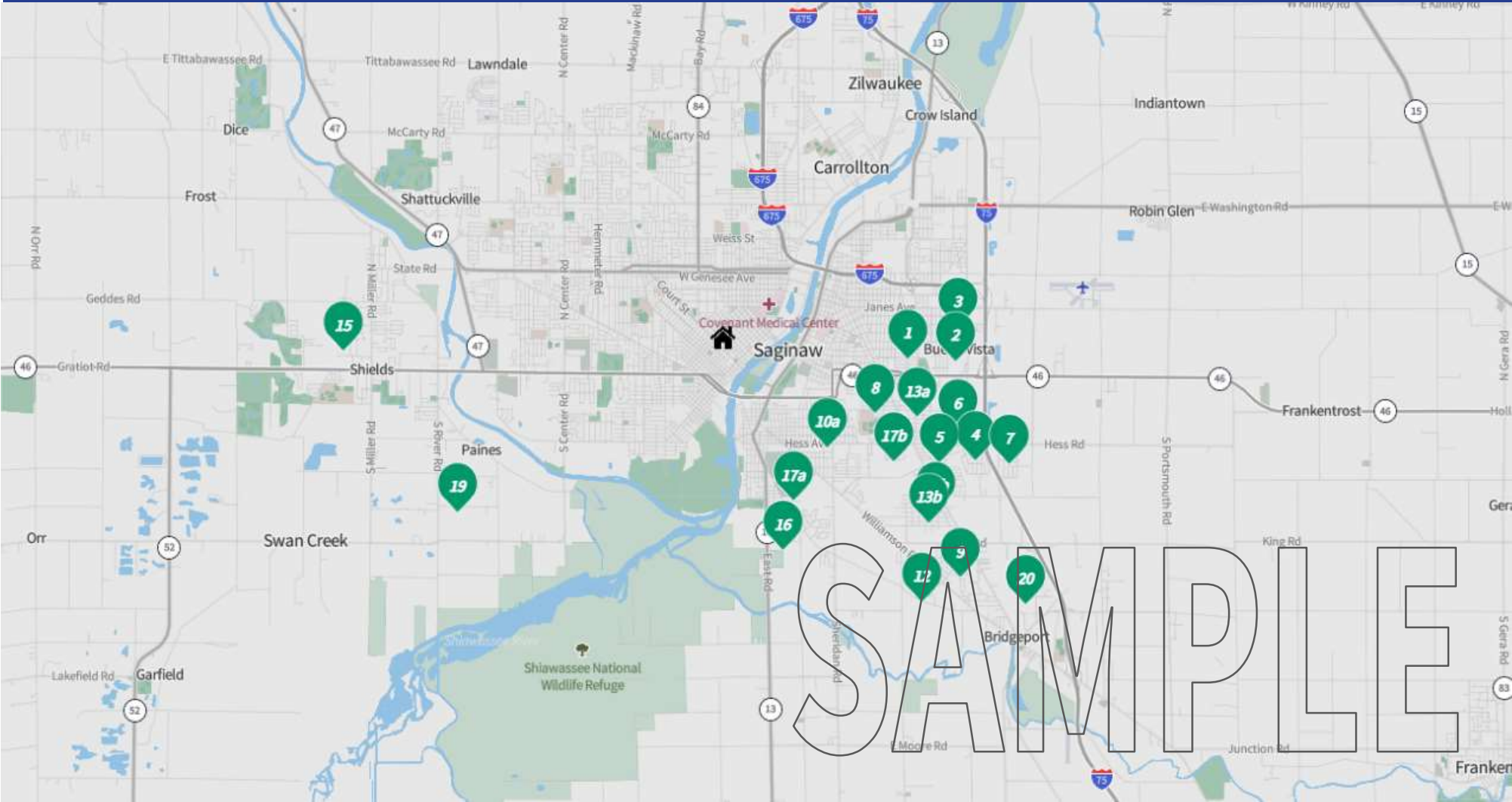
Corneal Ophthalmologist
Pediatric Ophthalmologist
Ophthalmic Plastic and
Reconstructive Specialist

Overall Unfiltered Search Area - Map View



This map shows the entire unfiltered search area for this Market Study.

Top 20 Overall Pockets - Map View



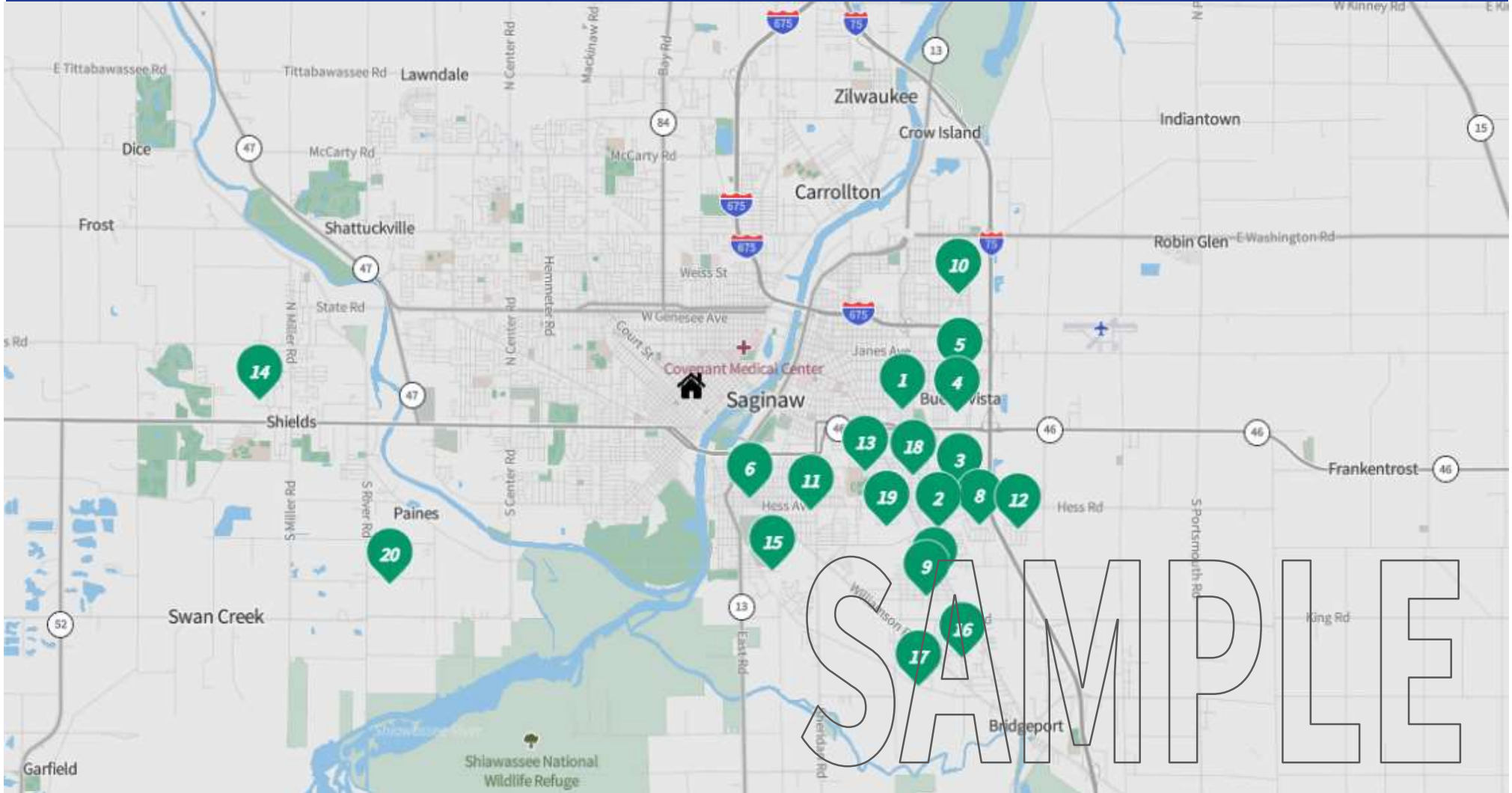
Icons are Locations that appear in the Top 20 Overall Pockets Composite Ranking list (Page 6).

Top 20 Overall Pockets - Composite Ranking

Overall Rank	Census Block Center	Average Household Income	Drive Time From Base (Minutes)	3-Mile Radius			10-Minute Drive Time			IdealRatio Market Saturation Level*	Composite Ranking (Lowest is Best)
				Rank	2022 Population	Radius Ratio	Rank	2022 Population	Drive Time Ratio		
1	848 S 17th St Saginaw MI 48601	\$ 45,178	7:26	1	37,066	37,066	3	61,004	30,502	4,000	4
2	936 S 27th St Saginaw MI 48601	\$ 45,016	8:24	4	26,032	26,032	1	52,362	52,362	4,000	5
3	456 S 29th St Saginaw MI 48601	\$ 44,646	10:04	5	25,635	25,635	2	44,377	44,377	4,000	7
4	3090 Westbrook St Saginaw MI 48601	\$ 46,353	10:59	8	24,341	24,341	4	30,347	30,347	4,000	12
5	3078 S 24th St Saginaw MI 48601	\$ 45,124	9:23	2	26,963	26,963	11	42,815	21,408	4,000	13
6	2429 S Outer Dr Saginaw MI 48601	\$ 45,775	10:06	3	26,095	26,095	13	38,080	19,040	4,000	16
7	1726 Prospect St Saginaw MI 48601	\$ 47,662	11:37	12	21,399	21,399	6	27,139	27,139	4,000	18
8	3201 Carter St Saginaw MI 48601	\$ 44,393	7:51	13	39,527	19,764	7	51,502	25,751	4,000	20
9	2846 Briarwood Dr Saginaw MI 48601	\$ 49,301	11:23	16	17,405	17,405	5	27,310	27,310	4,000	21
10a	2111 Hess Ave Saginaw MI 48601	\$ 46,190	6:55	11	44,781	22,391	12	57,399	19,133	4,000	23
10b	2556 Montana Ave Saginaw MI 48601	\$ 45,512	10:34	7	24,715	24,715	16	34,991	17,496	4,000	23
12	4910 S Washington Rd Saginaw MI 48601	\$ 48,418	11:03	17	17,239	17,239	8	24,160	24,160	4,000	25
13a	4004 Ketcham St Saginaw MI 48601	\$ 45,072	8:41	18	30,986	15,493	9	45,773	22,887	4,000	27
13b	2365 Indiana Ave Saginaw MI 48601	\$ 45,345	10:22	9	23,929	23,929	18	32,294	16,147	4,000	27
15	801 Circlewood Dr S Saginaw MI 48609	\$ 91,946	12:42	14	18,392	18,392	14	18,845	18,845	4,000	28
16	1789 Huntington Rd Saginaw MI 48601	\$ 44,073	7:37	22	24,604	12,302	10	42,891	21,446	4,000	32
17a	3700 S Washington Rd Saginaw MI 48601	\$ 46,283	7:17	15	36,053	18,027	19	45,589	15,196	4,000	34
17b	3146 Fairview St Saginaw MI 48601	\$ 45,206	10:07	19	30,602	15,301	15	36,528	18,264	4,000	34
19	6645 Trinklein Rd Saginaw MI 48609	\$ 77,658	12:42	20	13,623	13,623	17	17,085	17,085	4,000	37
20	3821 Chevel Dr Saginaw MI 48601	\$ 58,002	15:00	21	12,460	12,460	20	14,898	14,898	4,000	41

*Less than 4,000 = Market Saturation; Higher than 4,000=Market Potential. For a full definition of the IdealRatio levels, see page 3.
To see the detailed Population to Practitioner data that supports the rankings, see the following pages.

Top 20 Radius Pockets - Map View



Icons are Locations that appear in the Top 20 Radius Pockets & Data list (Page 8).

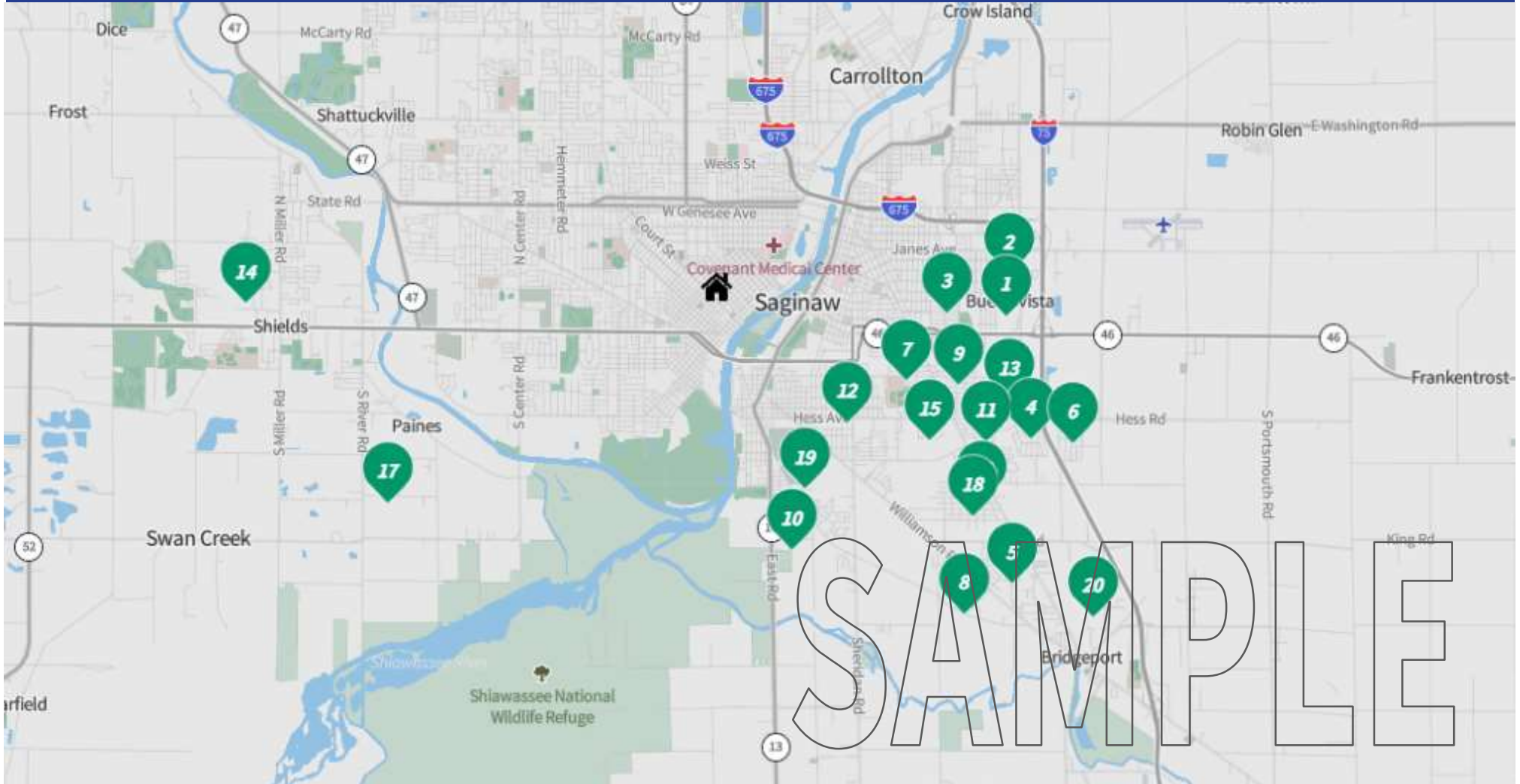
Top 20 Radius Pockets & Data

3-Mile Radius

Overall Rank	Radius Rank	Census Block Center	2022 Population	2027 Projected Population	% Growth	Average Household Income	Drive Time From Base (Minutes)	Total Competing Doctors	Competition Ratio (Existing Practice)	Competition Ratio (If New Start-Up)	IdealRatio Market Saturation Level	+/-
1	1	848 S 17th St Saginaw MI 48601	37,066	37,451	1.04%	\$ 45,178	7:26	1.00	37,066	18,533	4,000	33,066
5	2	3078 S 24th St Saginaw MI 48601	26,963	27,239	1.02%	\$ 45,124	9:23	1.00	26,963	13,482	4,000	22,963
6	3	2429 S Outer Dr Saginaw MI 48601	26,095	26,361	1.02%	\$ 45,775	10:06	1.00	26,095	13,048	4,000	22,095
2	4	936 S 27th St Saginaw MI 48601	26,032	26,297	1.02%	\$ 45,016	8:24	0.00	26,032	26,032	4,000	22,032
3	5	456 S 29th St Saginaw MI 48601	25,635	25,896	1.02%	\$ 44,646	10:04	0.00	25,635	25,635	4,000	21,635
26	6	809 Gallagher St Saginaw MI 48601	51,257	51,800	1.06%	\$ 53,648	5:01	2.00	25,629	17,086	4,000	21,629
10b	7	2556 Montana Ave Saginaw MI 48601	24,715	24,974	1.05%	\$ 45,512	10:34	1.00	24,715	12,358	4,000	20,715
4	8	3090 Westbrook St Saginaw MI 48601	24,341	24,590	1.02%	\$ 46,353	10:59	1.00	24,341	12,171	4,000	20,341
13b	9	2365 Indiana Ave Saginaw MI 48601	23,929	24,182	1.06%	\$ 45,345	10:22	1.00	23,929	11,965	4,000	19,929
21	10	832 Kinney Blvd Saginaw MI 48601	22,712	22,946	1.03%	\$ 48,680	9:55	0.00	22,712	22,712	4,000	18,712
10a	11	2111 Hess Ave Saginaw MI 48601	44,781	45,253	1.05%	\$ 46,190	6:55	2.00	22,391	14,927	4,000	18,391
7	12	1726 Prospect St Saginaw MI 48601	21,399	21,620	1.03%	\$ 47,662	11:37	1.00	21,399	10,700	4,000	17,399
8	13	3201 Carter St Saginaw MI 48601	39,527	39,939	1.04%	\$ 44,393	7:51	2.00	19,764	13,176	4,000	15,764
15	14	801 Circlewood Dr S Saginaw MI 48609	18,392	18,583	1.04%	\$ 91,946	12:42	1.00	18,392	9,196	4,000	14,392
17a	15	3700 S Washington Rd Saginaw MI 48601	36,053	36,435	1.06%	\$ 46,283	7:17	2.00	18,027	12,018	4,000	14,027
9	16	2846 Briarwood Dr Saginaw MI 48601	17,405	17,582	1.02%	\$ 49,301	11:23	1.00	17,405	8,703	4,000	13,405
12	17	4910 S Washington Rd Saginaw MI 48601	17,239	17,419	1.04%	\$ 48,418	11:03	1.00	17,239	8,620	4,000	13,239
13a	18	4004 Ketcham St Saginaw MI 48601	30,986	31,307	1.04%	\$ 45,072	8:41	2.00	15,493	10,329	4,000	11,493
17b	19	3146 Fairview St Saginaw MI 48601	30,602	30,917	1.03%	\$ 45,206	10:07	2.00	15,301	10,201	4,000	11,301
19	20	6645 Trinklein Rd Saginaw MI 48609	13,623	13,765	1.04%	\$ 77,658	12:42	0.00	13,623	13,623	4,000	9,623

*Less than 4,000 = Market Saturation; Higher than 4,000=Market Potential - For a full definition of the IdealRatio levels, see page 3.

Top 20 Drive Time Pockets & Data



Icons are Locations that appear in the Top 20 Drive Time Pockets & Data list (Page 10).

Top 20 Drive Time Pockets & Data

10-Minute Drive Time

Overall Rank	Drive Time Rank	Census Block Center	2022 Population	2027 Projected Population	% Growth	Average Household Income	Drive Time From Base (Minutes)	Total Competing Doctors	Competition Ratio (Existing Practice)	Competition Ratio (If New Start-Up)	IdealRatio Market Saturation Level	+/-
2	1	936 S 27th St Saginaw MI 48601	52,362	52,914	1.05%	\$ 49,113	8:24	1.00	52,362	26,181	4,000	48,362
3	2	456 S 29th St Saginaw MI 48601	44,377	44,843	1.05%	\$ 49,219	10:04	1.00	44,377	22,189	4,000	40,377
1	3	848 S 17th St Saginaw MI 48601	61,004	61,650	1.06%	\$ 51,731	7:26	2.00	30,502	20,335	4,000	26,502
4	4	3090 Westbrook St Saginaw MI 48601	30,347	30,656	1.02%	\$ 46,872	10:59	1.00	30,347	15,174	4,000	26,347
9	5	2846 Briarwood Dr Saginaw MI 48601	27,310	27,586	1.01%	\$ 46,640	11:23	1.00	27,310	13,655	4,000	23,310
7	6	1726 Prospect St Saginaw MI 48601	27,139	27,418	1.03%	\$ 47,005	11:37	1.00	27,139	13,570	4,000	23,139
8	7	3201 Carter St Saginaw MI 48601	51,502	52,044	1.05%	\$ 50,189	7:51	2.00	25,751	17,167	4,000	21,751
12	8	4910 S Washington Rd Saginaw MI 48601	24,160	24,410	1.03%	\$ 46,111	11:03	1.00	24,160	12,080	4,000	20,160
13a	9	4004 Ketcham St Saginaw MI 48601	45,773	46,249	1.04%	\$ 47,135	8:41	2.00	22,887	15,258	4,000	18,887
16	10	1789 Huntington Rd Saginaw MI 48601	42,891	43,343	1.05%	\$ 51,296	7:37	2.00	21,446	14,297	4,000	17,446
5	11	3078 S 24th St Saginaw MI 48601	42,815	43,263	1.05%	\$ 47,075	9:23	2.00	21,408	14,272	4,000	17,408
10a	12	2111 Hess Ave Saginaw MI 48601	57,399	57,999	1.05%	\$ 54,664	6:55	3.00	19,133	14,350	4,000	15,133
6	13	2429 S Outer Dr Saginaw MI 48601	38,080	38,475	1.04%	\$ 46,862	10:06	2.00	19,040	12,693	4,000	15,040
15	14	801 Circlewood Dr S Saginaw MI 48609	18,845	19,037	1.02%	\$ 89,531	12:42	1.00	18,845	9,423	4,000	14,845
17b	15	3146 Fairview St Saginaw MI 48601	36,528	36,908	1.04%	\$ 46,291	10:07	2.00	18,264	12,176	4,000	14,264
10b	16	2556 Montana Ave Saginaw MI 48601	34,991	35,348	1.02%	\$ 47,503	10:34	2.00	17,496	11,664	4,000	13,496
19	17	6645 Trinklein Rd Saginaw MI 48609	17,085	17,262	1.04%	\$ 79,507	12:42	0.00	17,085	17,085	4,000	13,085
13b	18	2365 Indiana Ave Saginaw MI 48601	32,294	32,622	1.02%	\$ 46,679	10:22	2.00	16,147	10,765	4,000	12,147
17a	19	3700 S Washington Rd Saginaw MI 48601	45,589	46,072	1.06%	\$ 53,597	7:17	3.00	15,196	11,397	4,000	11,196
20	20	3821 Chevel Dr Saginaw MI 48601	14,898	15,049	1.01%	\$ 51,858	15:00	1.00	14,898	7,449	4,000	10,898

*Less than 4,000 = Market Saturation; Higher than 4,000=Market Potential - For a full definition of the IdealRatio levels, see page 3.

Map data provided by [@Mapbox](#) and [@OpenStreetMap](#).