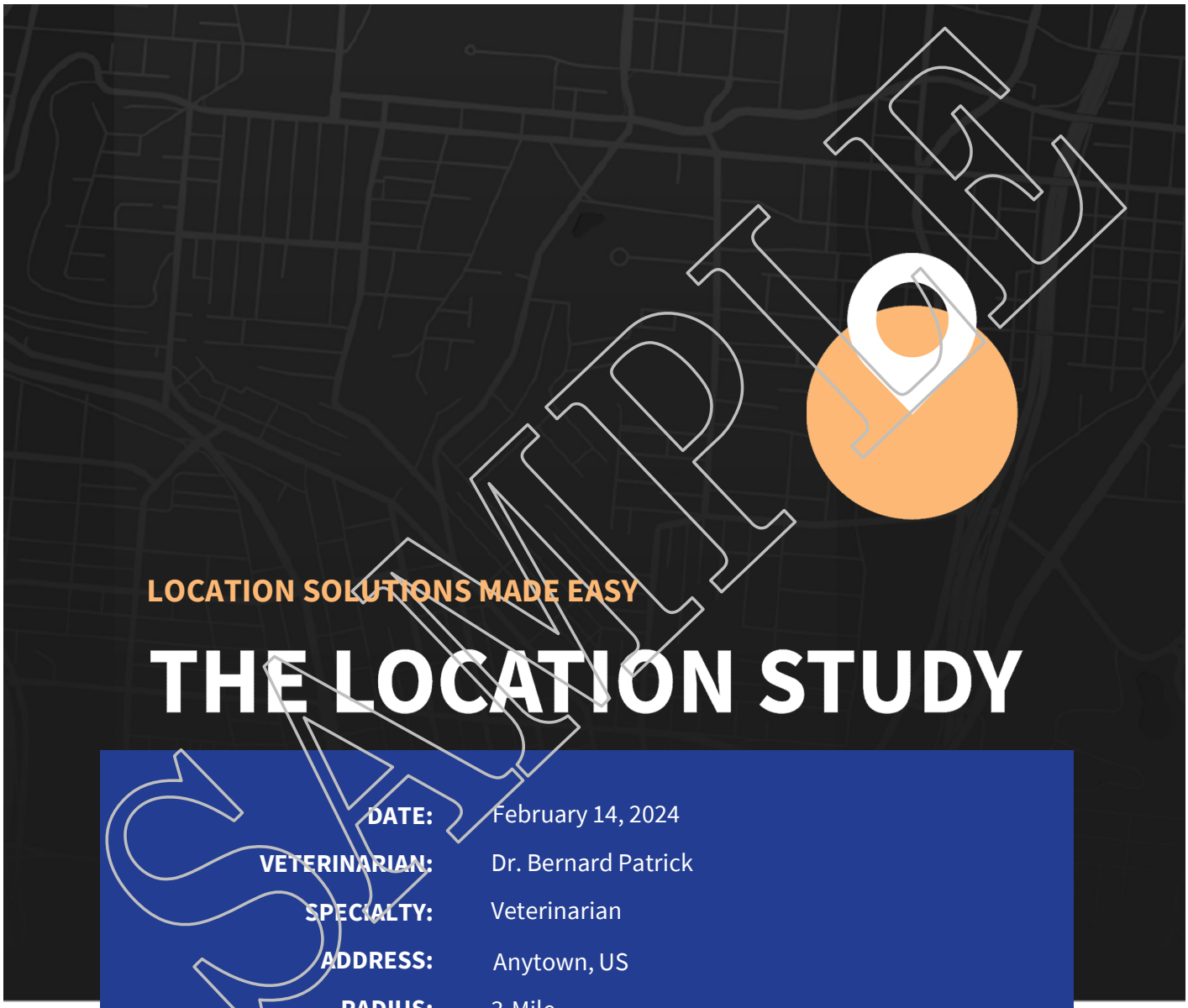

LOCATION SOLUTIONS MADE EASY

THE LOCATION STUDY

DATE:	February 14, 2024
VETERINARIAN:	Dr. Bernard Patrick
SPECIALTY:	Veterinarian
ADDRESS:	Anytown, US
RADIUS:	3-Mile
DRIVE TIME:	15-Minute

PRESENTED BY

LOCATE™ Location Strategy

contact@locatestrategy.com

740-527-3898

locatestrategy.com

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LOCATE Location Strategy

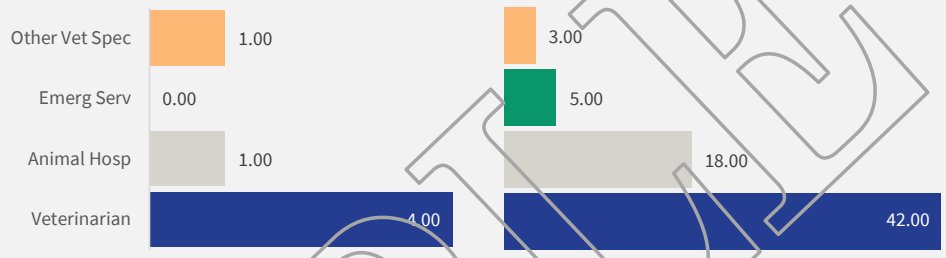
LOCATION SOLUTIONS MADE EASY

EXECUTIVE SUMMARY

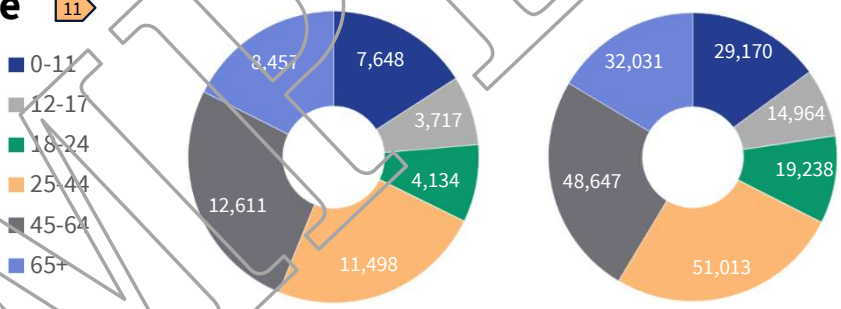
Veterinarian - Anytown, US

Page #	3-Mile Radius	15-Minute Drive Time
Competition Ratio 8	4,370	4,644
Veterinarian Ideal Ratio	*5,000*	*5,000*
Total Population 10	48,065	195,063
Projected 5-year Change	*1.1%*	*1.1%*

Practitioners By Specialty 7

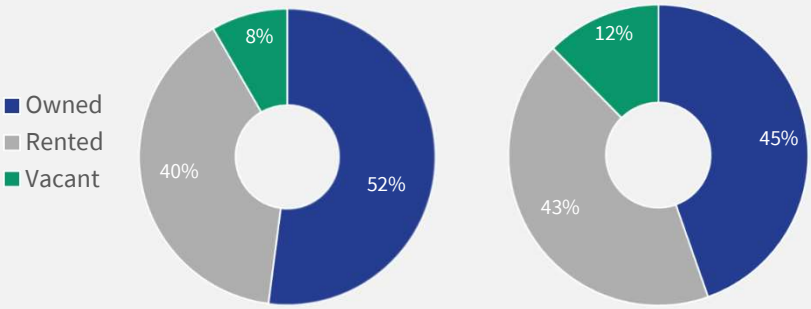


Population By Age 11



Household Income 20	$72,811	$71,010
Projected 5-year Change	*8.0%*	*7.5%*
Avg Home Value 37	$95,290	$96,722
Projected 5-year Change	*1.3%*	*0.8%*

Housing Units 33



Businesses 40	1,136	4,176
Sales	*$1.1 Billion*	*$4.5 Billion*

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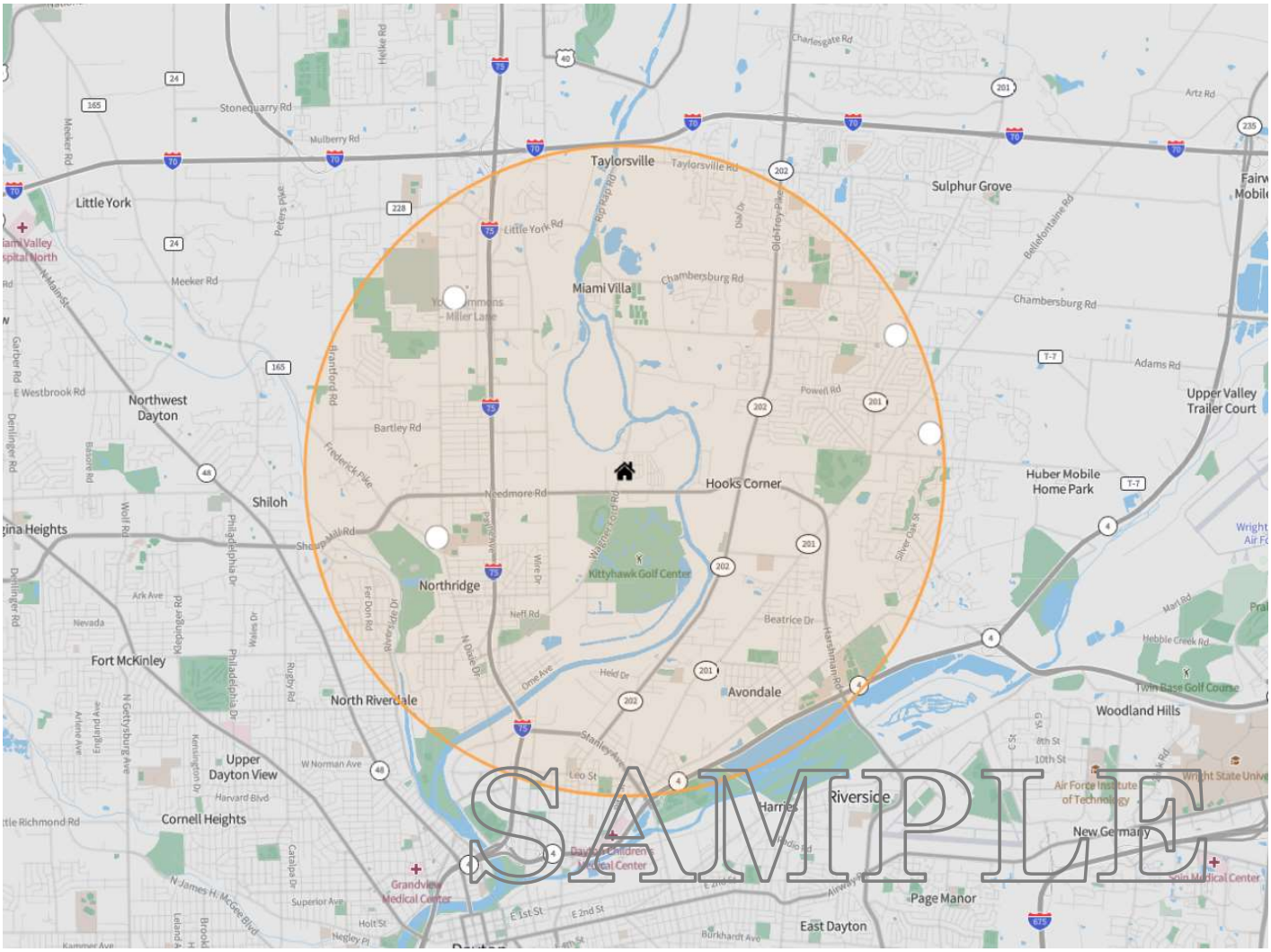
Radius Area Map

3-Mile Radius of Anytown, US



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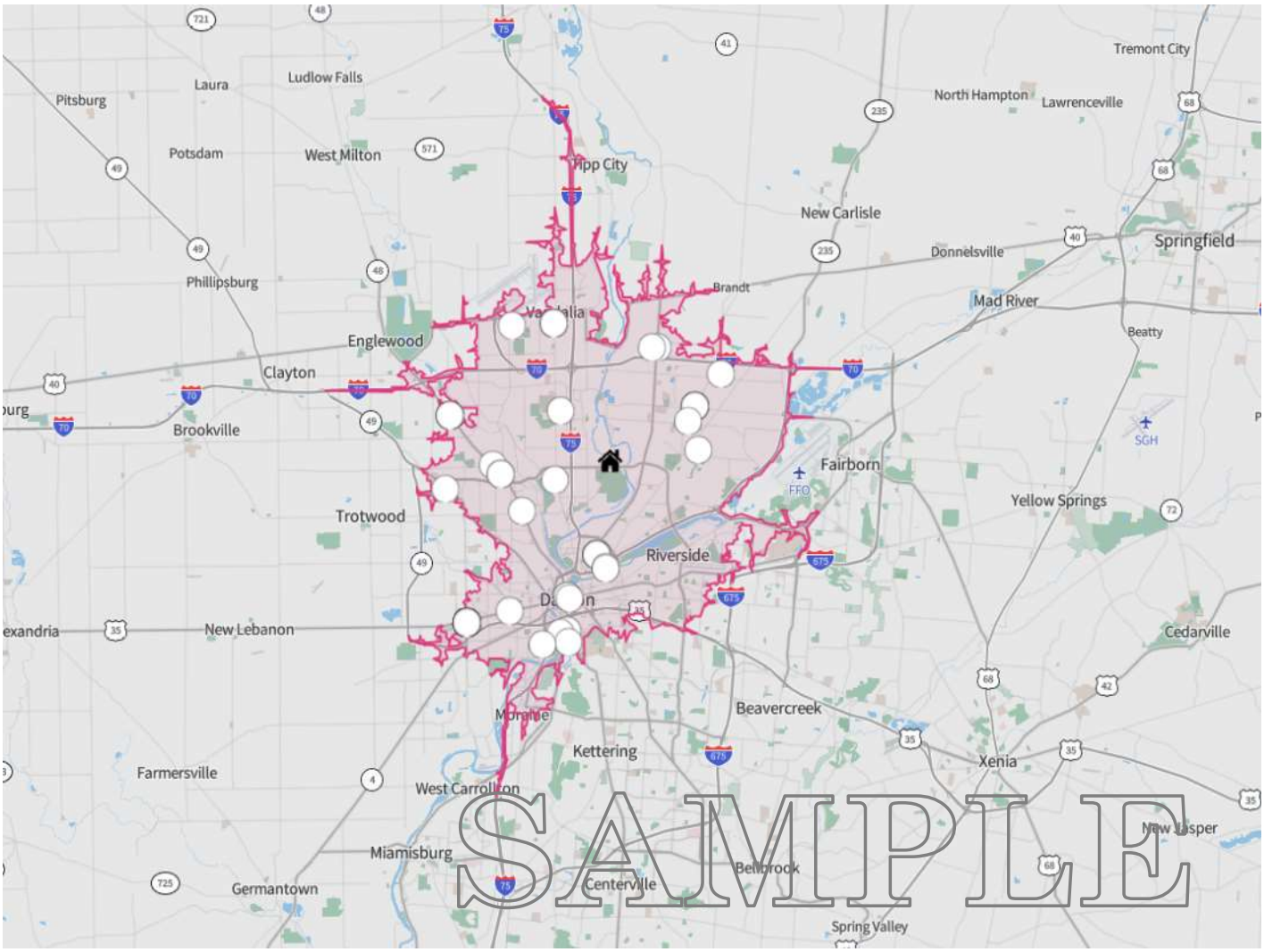
Drive Time Area Map

15-Minute Drive Time of Anytown, US



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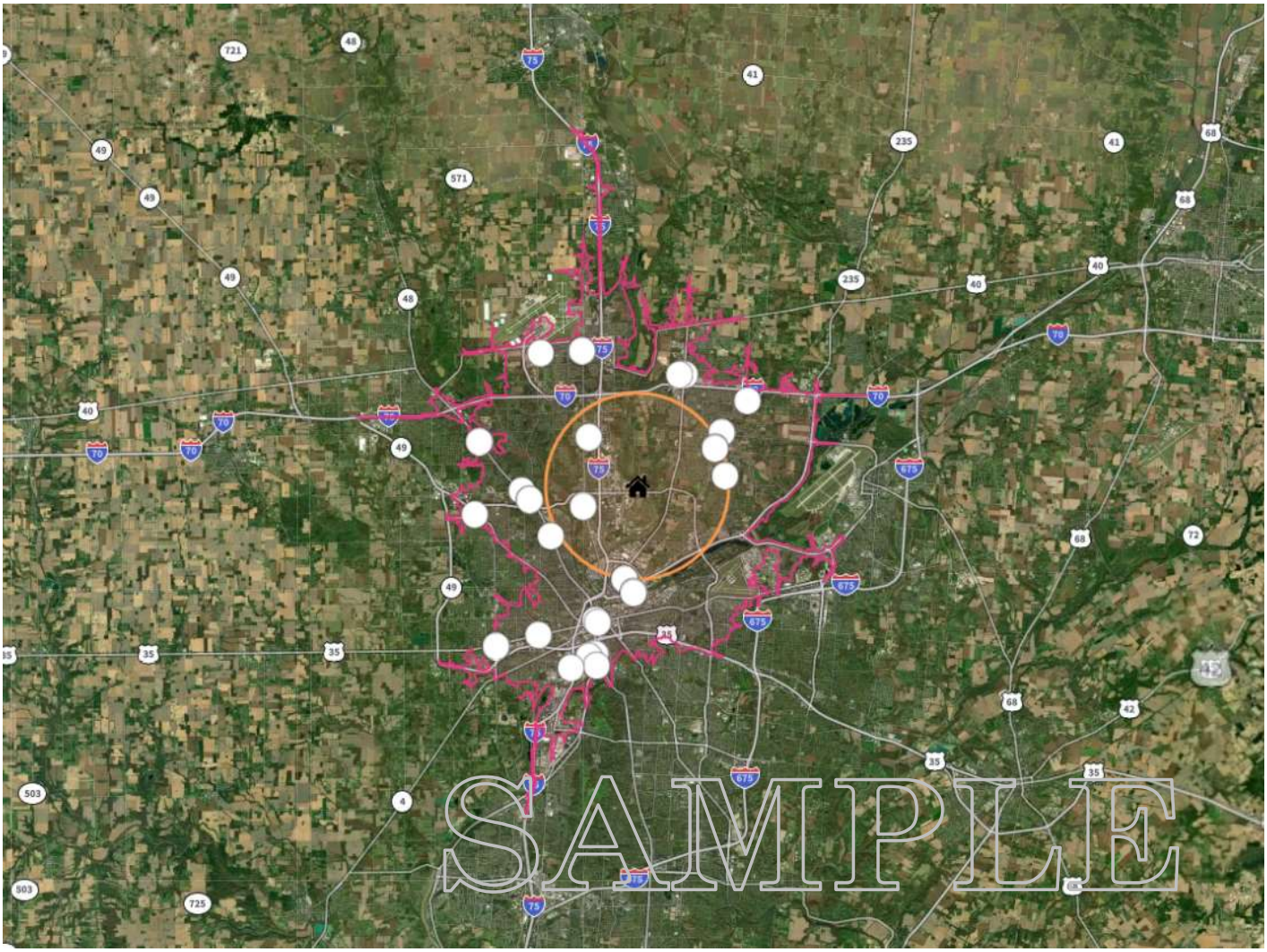
Radius and Drive Time Satellite Overlay Map

3-Mile Radius & 15-Minute Drive Time of Anytown, US



The house icon is the base location for this report. White dots represent competing practices.

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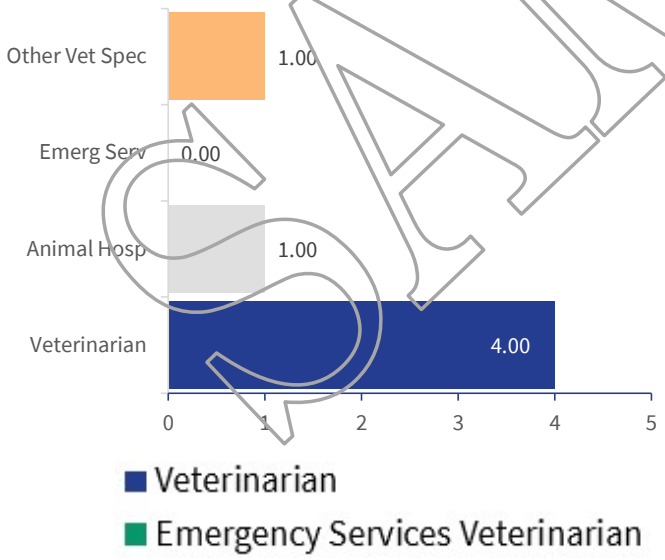
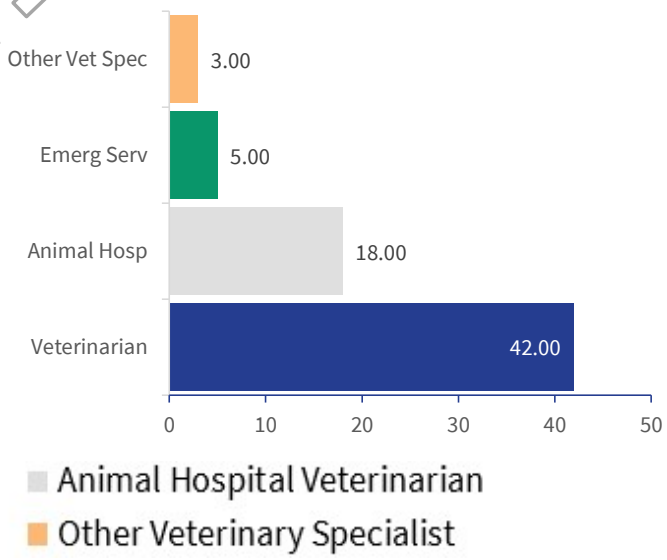
Number of Practitioners By Specialty

Distance	Specialty	# of Prac	% of Total	# / Veterinarian
3-Mile Radius	Veterinarian	4.00	66.7%	N/A
	Animal Hospital Veterinarian	1.00	16.7%	0.25
	Emergency Services Veterinarian	0.00	0.0%	N/A
	Other Veterinary Specialist	1.00	16.7%	0.25
	TOTAL	6.00	100.0%	
15-Minute Drive Time	Veterinarian	42.00	61.8%	N/A
	Animal Hospital Veterinarian	18.00	26.5%	0.43
	Emergency Services Veterinarian	5.00	7.4%	0.12
	Other Veterinary Specialist	3.00	4.4%	0.07
	TOTAL	68.00	100.0%	

Number of Practitioners 2022 (Radius)



Number of Practitioners 2022 (Drive Time)



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Definition of a IdealRatio

A IdealRatio is a proprietary competition ratio standard for each practice type that indicates the point where Locate considers a market to be saturated. Competition ratios are calculated by dividing total population (numerator) by practitioners (denominator). Locate compares the actual ratio for a given market to the IdealRatio to measure the degree of market saturation. For example, the IdealRatio for a Veterinarian is 5,000. An actual ratio higher than 5,000 would generally indicate the market has potential for an additional practitioner(s). A ratio below 5,000 indicates the area is oversaturated and strategic plans should be carefully evaluated.

Competition Ratios (Summary)

Distance	Specialty	# of Prac	Population	Ratio
3-Mile Radius	Veterinarian	11.00	48,065	4,370
	Animal Hospital Veterinarian	1.00	48,065	48,065
	Emergency Services Veterinarian	0.00	48,065	48,065
	Other Veterinary Specialist	1.00	48,065	48,065
	TOTAL	13.00	48,065	
15-Minute Drive Time	Veterinarian	42.00	195,063	4,644
	Animal Hospital Veterinarian	18.00	195,063	10,837
	Emergency Services Veterinarian	5.00	195,063	39,013
	Other Veterinary Specialist	3.00	195,063	65,021
	TOTAL	68.00	195,063	

For optimal use, please compare ratios to IdealRatios on the next page. Practitioner data is researched for the ordered practice type only per Locate's practitioner research standards. Ratios for non-ordered practitioner types are provided for informational purposes only and are based on practitioner data from a third-party database. Some practitioners may have been validated through previous research, but they are not specifically researched by Locate for this study. Contact us if you would like additional research and see our User Agreement for additional information.

Due to the unique nature of the veterinary field, it is often difficult to distinguish whether a veterinarian serves at a clinic or at an Animal Hospital. For purposes of classification in this report, veterinarians who serve in Animal Hospitals will be classified as Animal Hospital Veterinarians. Emergency Services Veterinarians will be classified accordingly based on the practice name. All other veterinarians except for specialists will be classified as Veterinarians.

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Competition Ratio vs. IdealRatio (+/- Comparison and % Variance)

Distance	Specialty	PTP Ratio	IdealRatio*	+/-	% Var
3-Mile Radius	Veterinarian	4,370	5,000	-630	-12.6%
	Animal Hospital Veterinarian	48,065	20,000	28,065	140.3%
	Emergency Services Veterinarian	48,065	20,000	28,065	140.3%
	Other Veterinary Specialist	48,065	20,000	28,065	140.3%
15-Minute Drive Time	Veterinarian	4,644	5,000	-356	-7.1%
	Animal Hospital Veterinarian	10,837	20,000	-9,163	-45.8%
	Emergency Services Veterinarian	39,013	20,000	19,013	95.1%
	Other Veterinary Specialist	65,021	20,000	45,021	225.1%

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*See page 7 for IdealRatio Definition.

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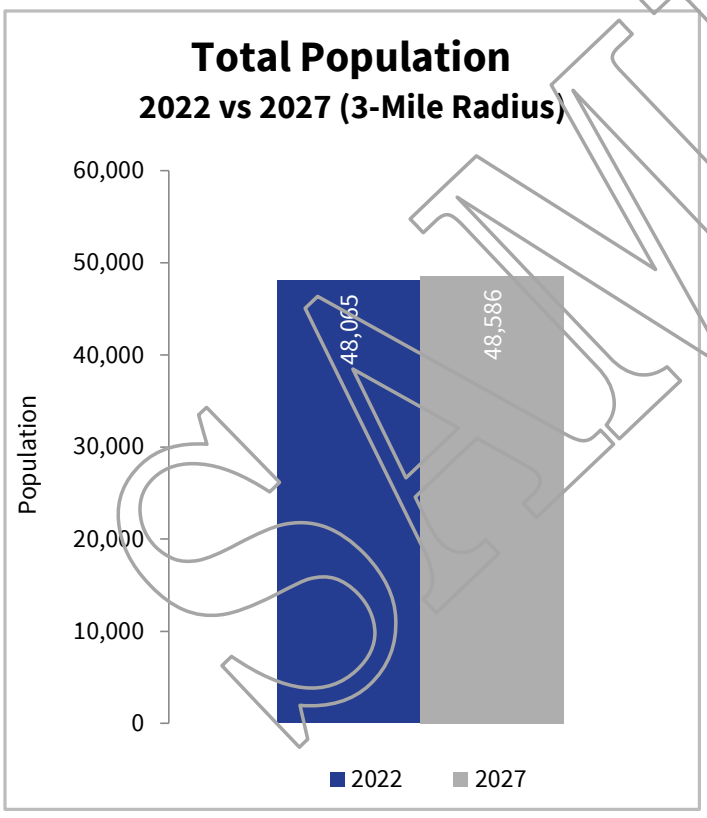
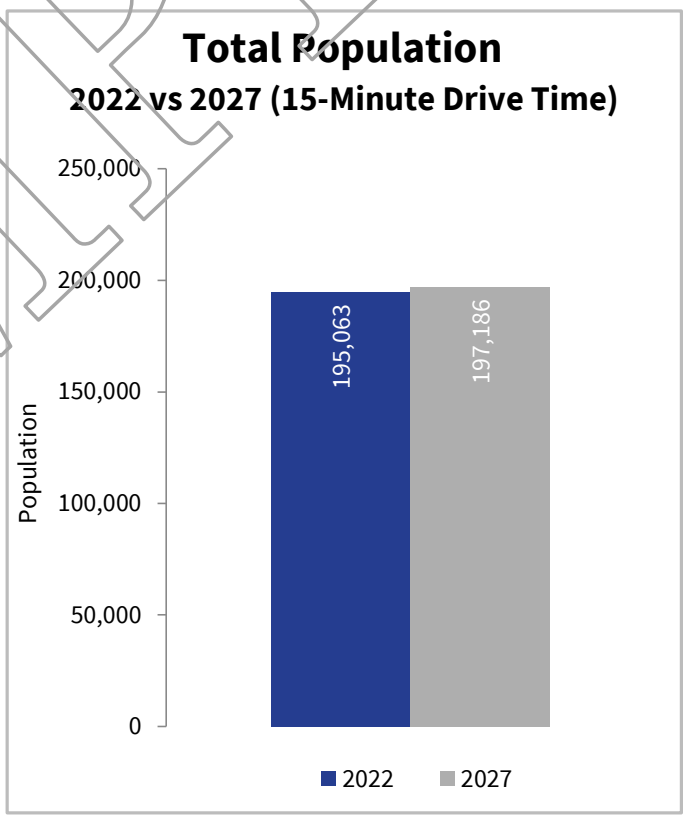
Total Population: 2022 vs. 2027

Distance	Year	Population	% Change
3-Mile Radius	2022	48,065	1.1%
	2027	48,586	
15-Minute Drive Time	2022	195,063	1.1%
	2027	197,186	





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Population by Age Range: 2022 vs. 2027 (Radius)

Distance	Age Range	Year	Population	% Total
3-Mile Radius	0-11	2022	7,648	15.9%
	12-17	2022	3,717	7.7%
	18-24	2022	4,134	8.6%
	25-44	2022	11,498	23.9%
	45-64	2022	12,611	26.2%
	65+	2022	8,457	17.6%
	TOTAL	2022	48,065	100%
	0-11	2027	7,929	16.3%
	12-17	2027	3,953	8.1%
	18-24	2027	4,240	8.7%
	25-44	2027	11,862	24.4%
	45-64	2027	12,382	25.5%
	65+	2027	8,220	16.9%
	TOTAL	2027	48,586	100%

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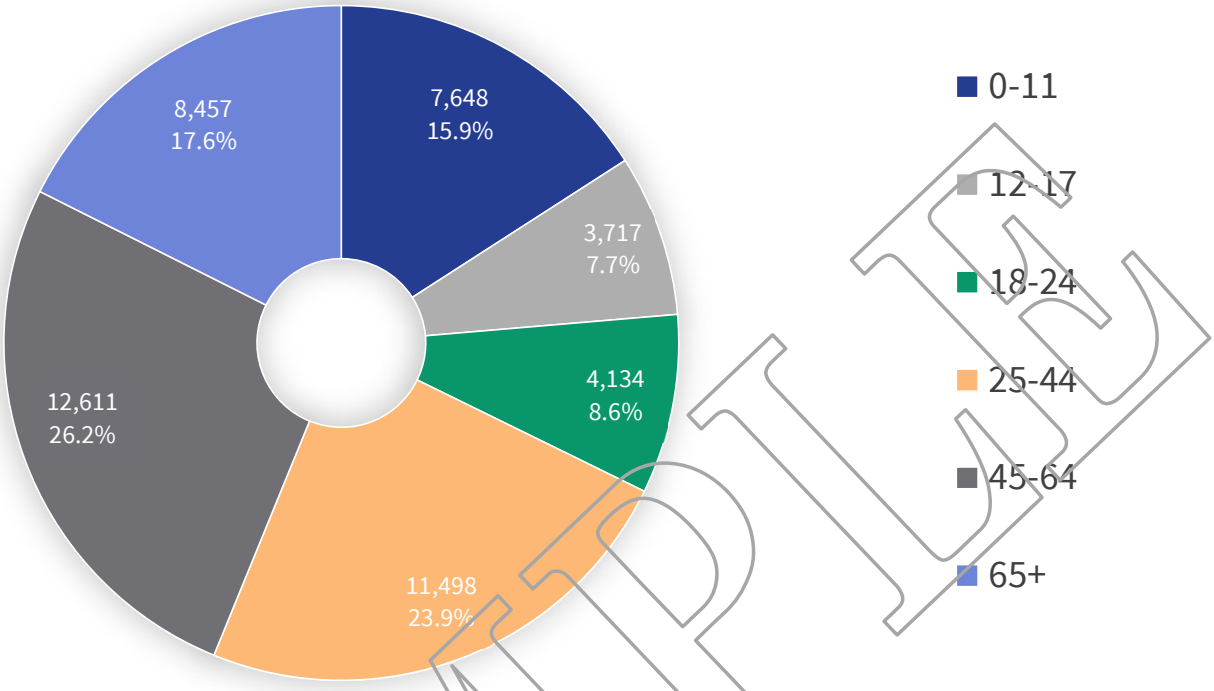
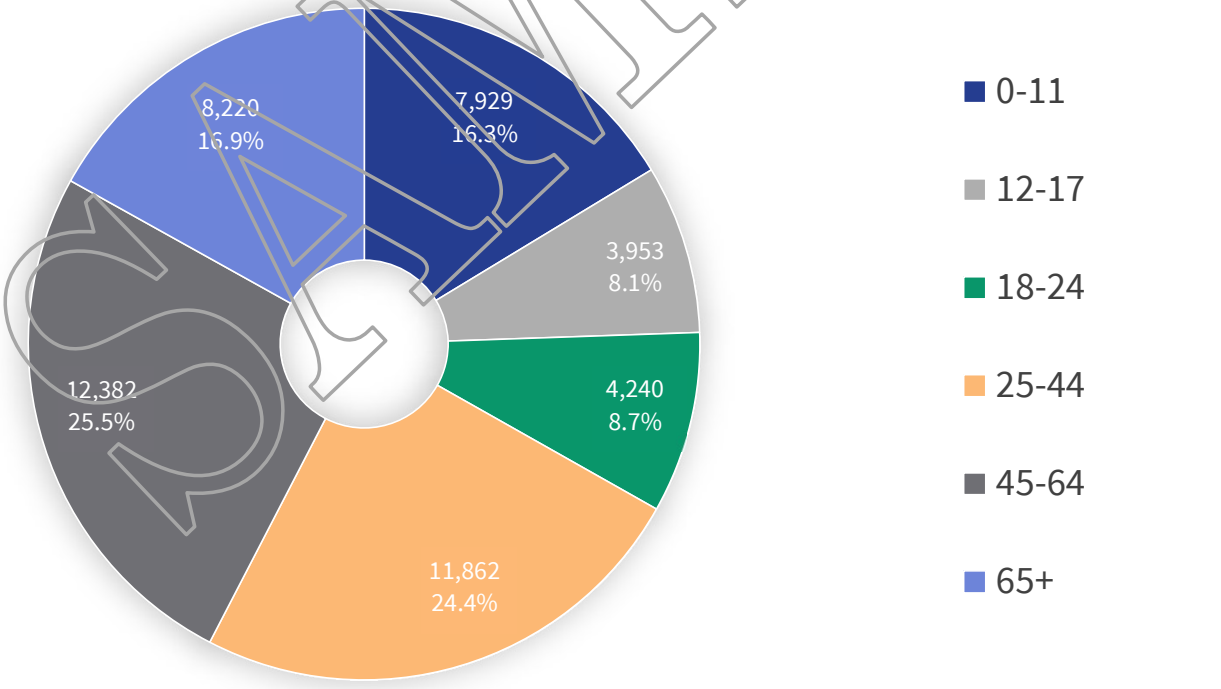
Population By Age Range 2022 (3-Mile Radius)



Population By Age Range 2027 (3-Mile Radius)



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Population By Age Range: 2022 vs.2027 (Drive Time)

Distance	Age Range	Year	Population	% Total
15-Minute Drive Time	0-11	2022	29,170	15.0%
	12-17	2022	14,964	7.7%
	18-24	2022	19,238	9.9%
	25-44	2022	51,013	26.2%
	45-64	2022	48,647	24.9%
	65+	2022	32,031	16.4%
	TOTAL	2022	195,063	100%
	0-11	2027	30,203	15.3%
	12-17	2027	15,933	8.1%
	18-24	2027	19,592	9.9%
	25-44	2027	52,519	26.6%
	45-64	2027	47,729	24.2%
	65+	2027	31,210	15.8%
	TOTAL	2027	197,186	100%

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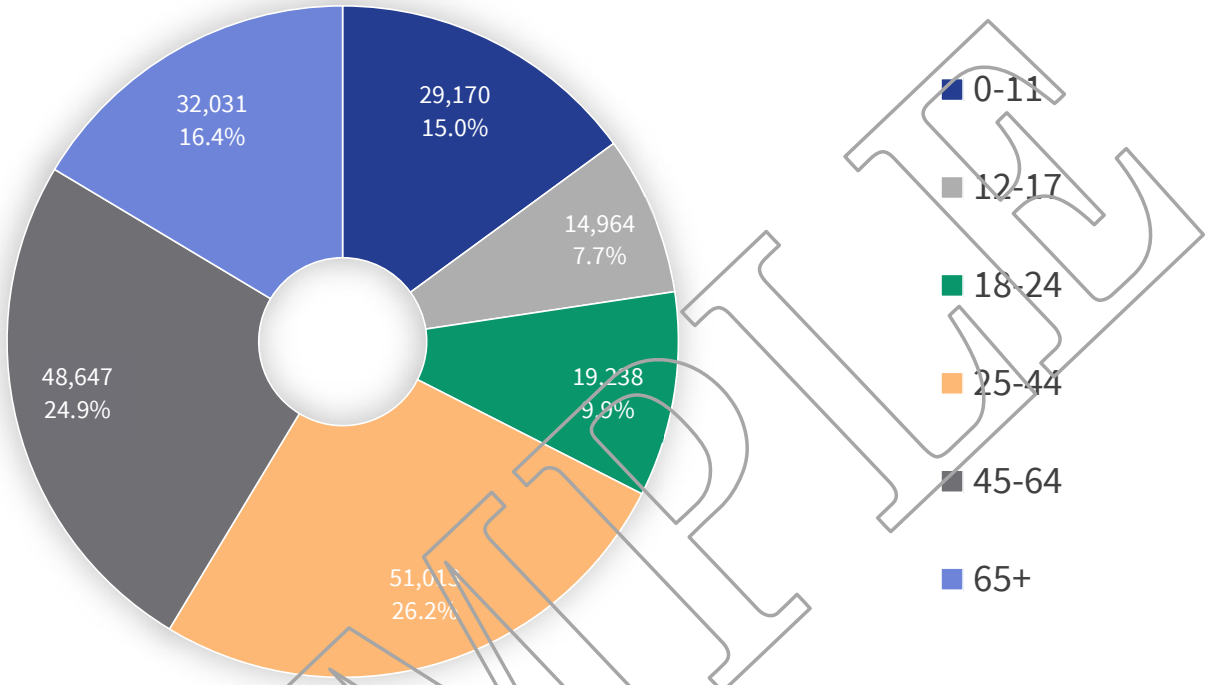
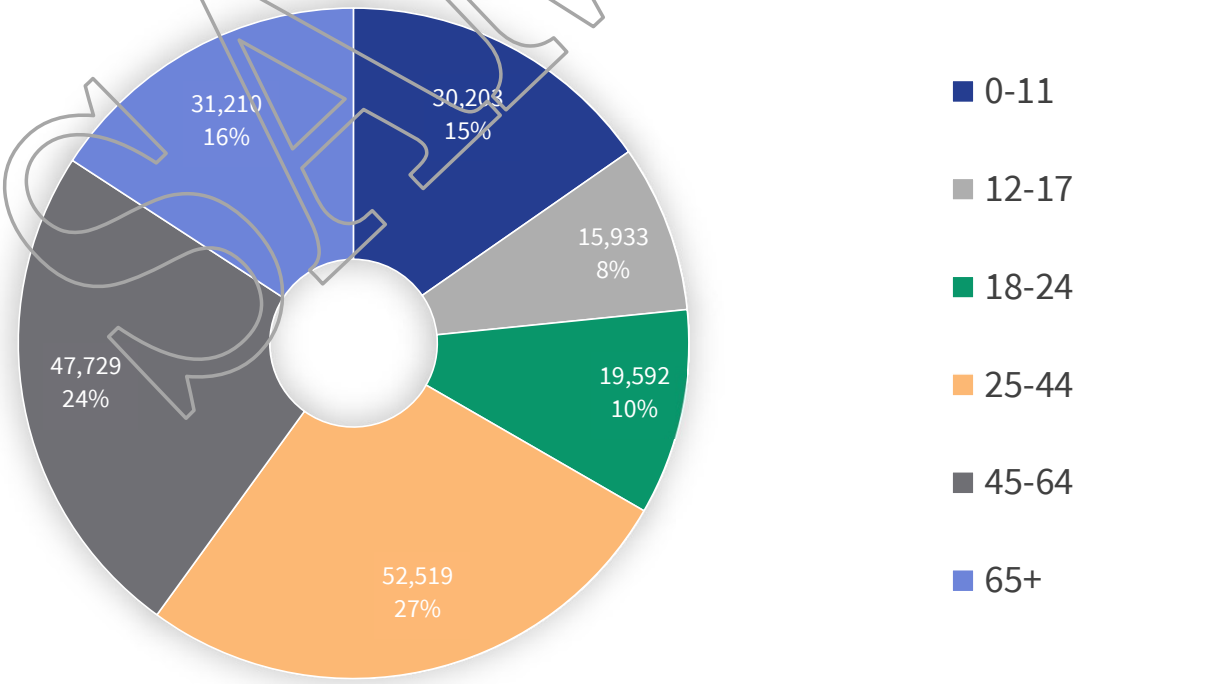
Population By Age Range 2022 (15-Minute Drive Time)



Population By Age Range 2027 (15-Minute Drive Time)



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Population Change By Age Range: 2022 vs. 2027 (Radius)

Distance	Age Range	Year	Population	% Change
3-Mile Radius	0-11	2022	7,648	3.7%
		2027	7,929	
	12-17	2022	3,717	6.3%
		2027	3,953	
	18-24	2022	4,134	2.6%
		2027	4,240	
	25-44	2022	11,498	3.2%
		2027	11,862	
	45-64	2022	12,611	-1.8%
		2027	12,382	
	65+	2022	8,457	-2.8%
		2027	8,220	
	TOTAL	2022	48,065	1.1%
		2027	48,586	

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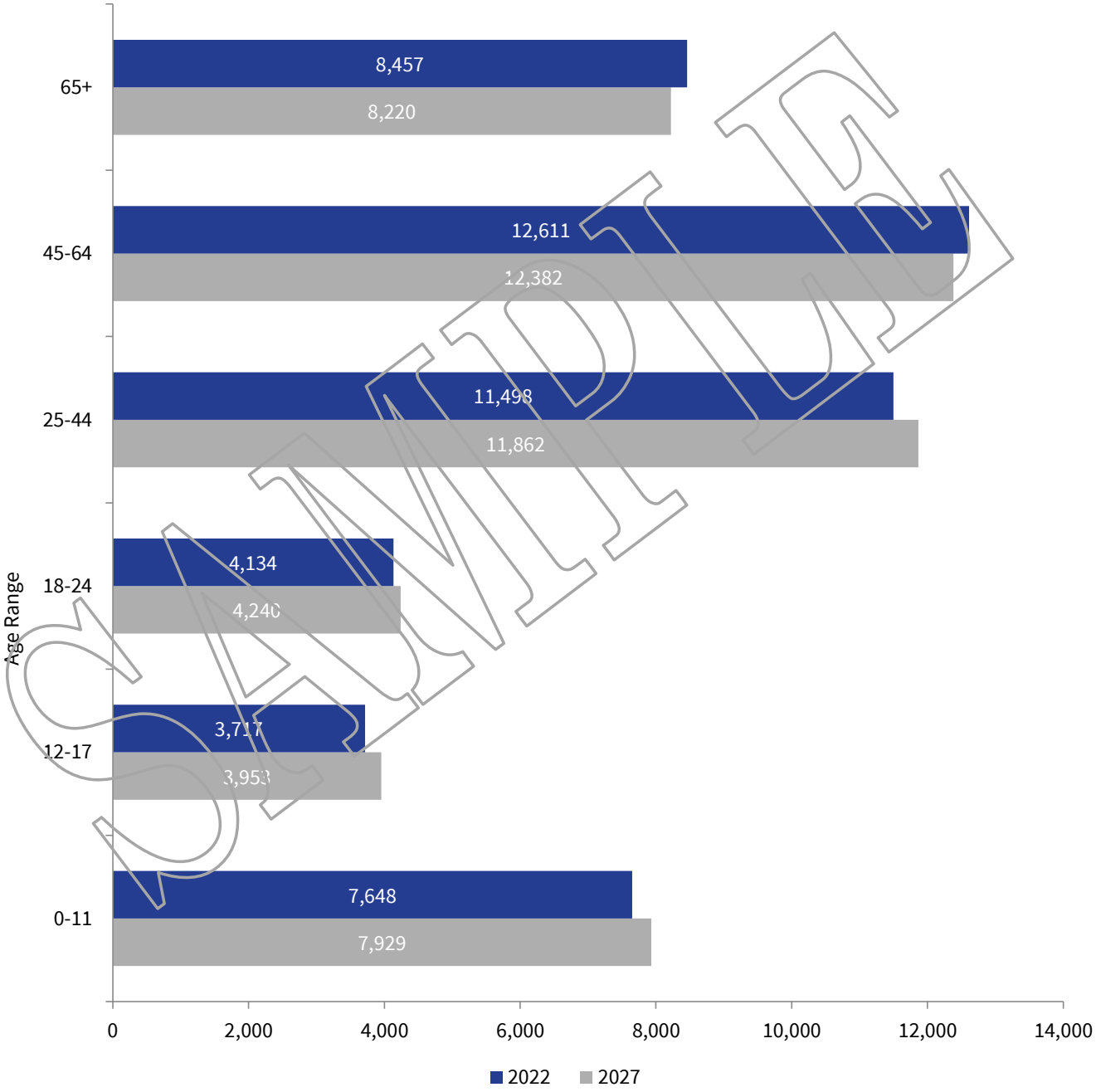
Population Change By Age Range

2022 vs 2027 (3-Mile Radius)



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Population Change By Age Range: 2022 vs. 2027 (Drive Time)

Distance	Age Range	Year	Population	% Change
15-Minute Drive Time	0-11	2022	29,170	3.5%
		2027	30,203	
	12-17	2022	14,964	6.5%
		2027	15,933	
	18-24	2022	19,238	1.8%
		2027	19,592	
	25-44	2022	51,013	3.0%
		2027	52,519	
	45-64	2022	48,647	-1.9%
		2027	47,729	
	65+	2022	32,031	-2.6%
		2027	31,210	
	TOTAL	2022	195,063	1.1%
		2027	197,186	

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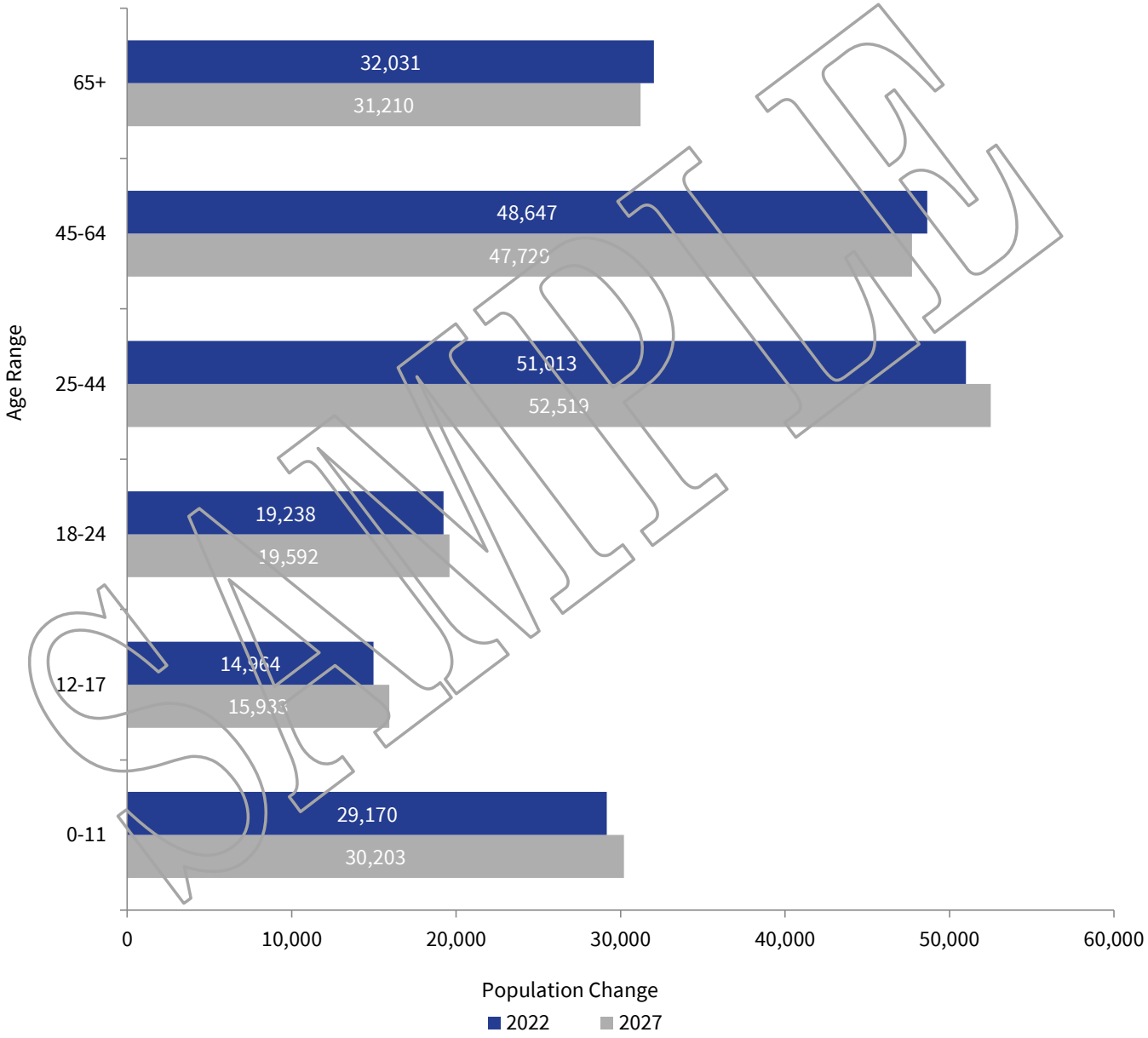
Population Change By Age Range

2022 vs 2027 (15-Minute Drive Time)



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Average Per Capita Income: 2022 vs. 2027

Distance	Year	Per Capita Income	% Change
3-Mile Radius	2022	$30,623	6.7%
	2027	$32,669	
15-Minute Drive Time	2022	$29,599	6.1%
	2027	$31,412	

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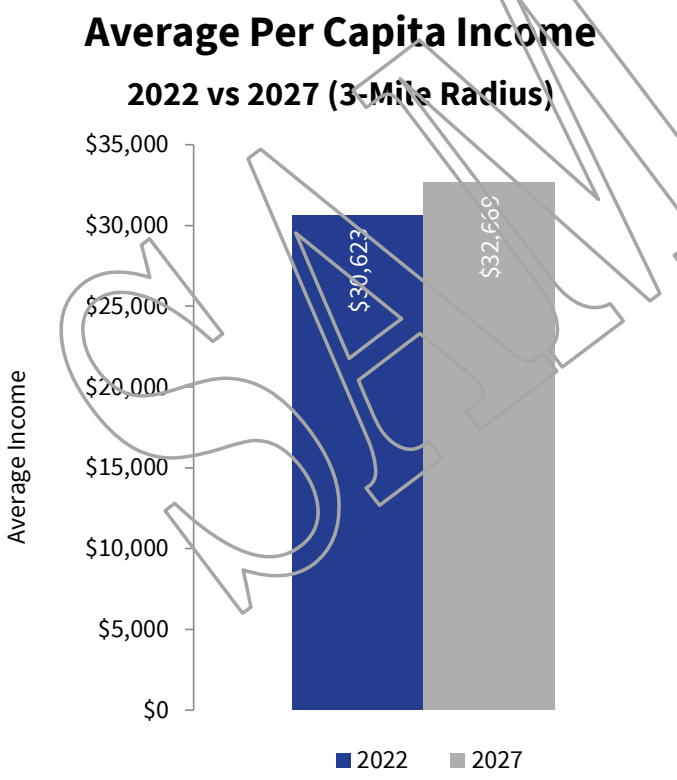

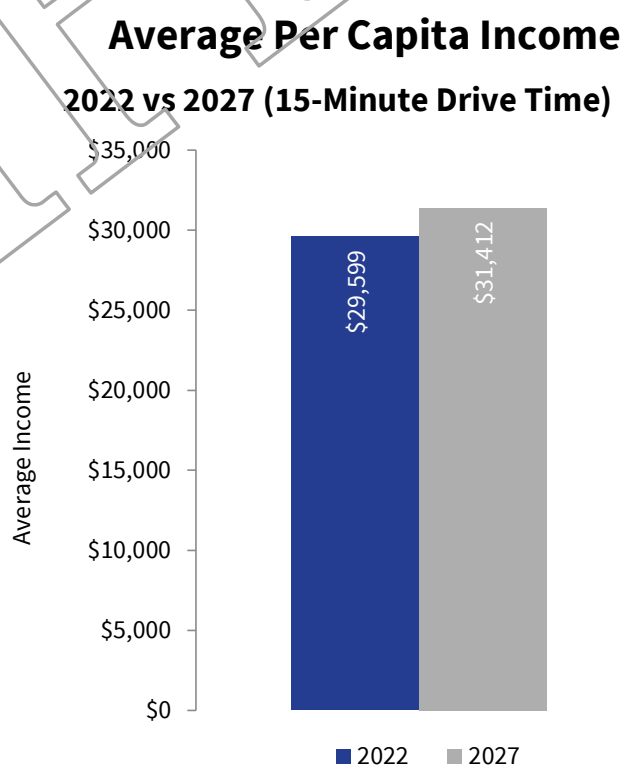

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Average Household Income: 2022 vs. 2027

Distance	Year	Avg HH Income	% Change
3-Mile Radius	2022	$72,811	8.0%
	2027	$78,633	
15-Minute Drive Time	2022	$71,010	7.5%
	2027	$76,305	

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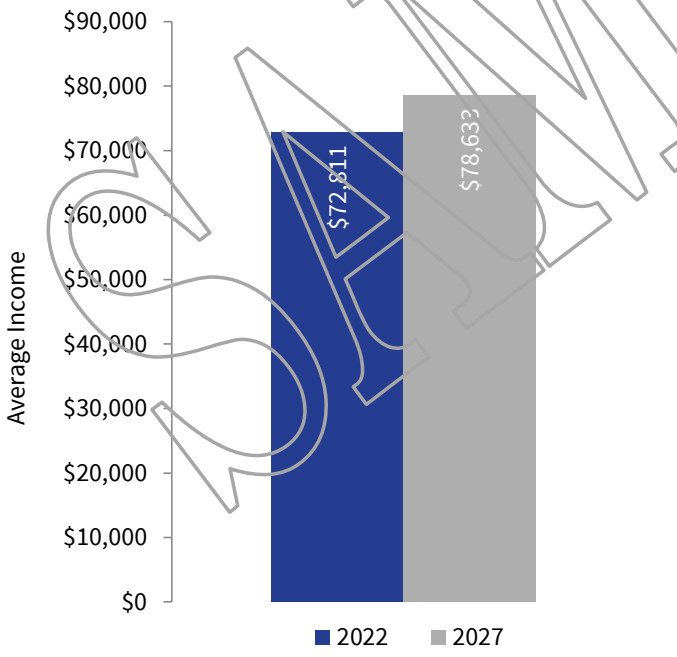
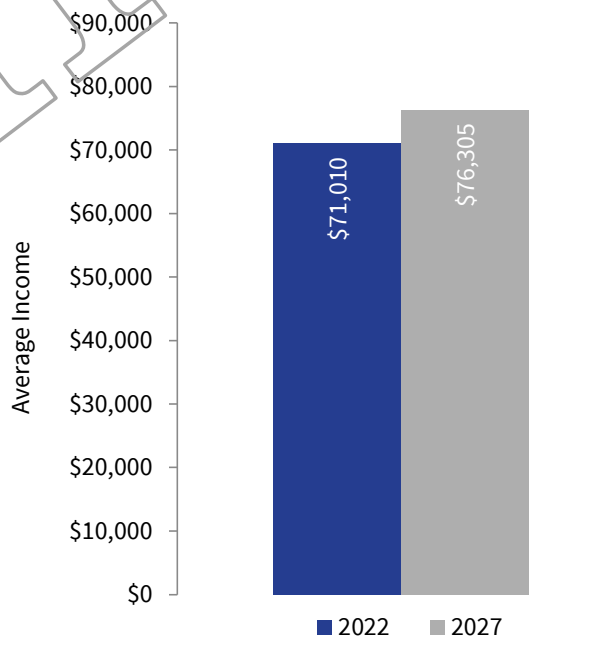
Average Household Income
2022 vs 2027 (3-Mile Radius)



Average Household Income
2022 vs 2027 (15-Minute Drive Time)



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Households By Income Brackets: 2022 vs. 2027 (Radius)

Distance	Income	Year	Households	% Total
3-Mile Radius	<$25,000	2022	5,167	25.5%
	$25,000-$49,999	2022	4,963	24.5%
	$50,000-$74,999	2022	3,588	17.7%
	$75,000-$99,999	2022	2,533	12.5%
	$100,000-$199,999	2022	3,247	16.0%
	$200,000+	2022	787	3.9%
	TOTAL	2022	20,285	
	<$25,000	2027	4,938	24.4%
	$25,000-$49,999	2027	4,822	23.8%
	$50,000-$74,999	2027	3,517	17.3%
	$75,000-$99,999	2027	2,625	12.9%
	$100,000-$199,999	2027	3,483	17.2%
	$200,000+	2027	888	4.4%
	TOTAL	2027	20,273	

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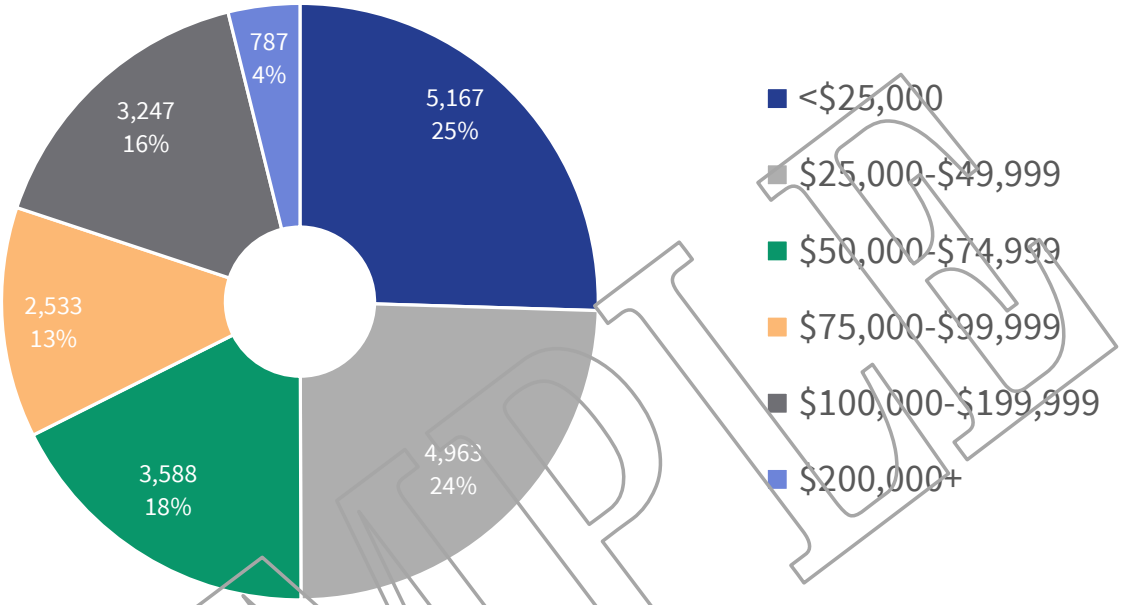
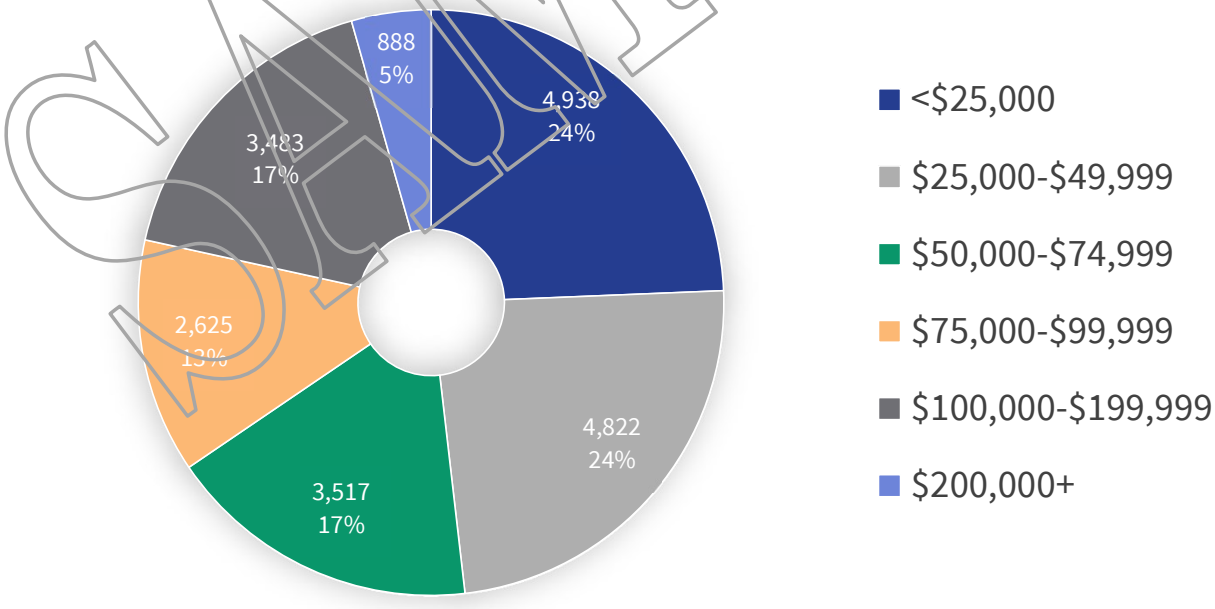
Households By Income Brackets - 2022 (3-Mile Radius)



Households By Income Brackets - 2027 (3-Mile Radius)



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Households By Income Brackets: 2022 vs. 2027 (Drive Time)

Distance	Income	Year	Households	% Total
15-Minute Drive Time	<$25,000	2022	22,583	27.2%
	$25,000-$49,999	2022	19,996	24.0%
	$50,000-$74,999	2022	13,950	16.8%
	$75,000-$99,999	2022	10,169	12.2%
	$100,000-$199,999	2022	13,452	16.2%
	$200,000+	2022	3,011	3.6%
	TOTAL	2022	83,161	
	<$25,000	2027	21,442	25.8%
	$25,000-$49,999	2027	19,613	23.6%
	$50,000-$74,999	2027	13,779	16.6%
	$75,000-$99,999	2027	10,350	12.4%
	$100,000-$199,999	2027	14,523	17.5%
	$200,000+	2027	3,489	4.2%
	TOTAL	2027	83,196	

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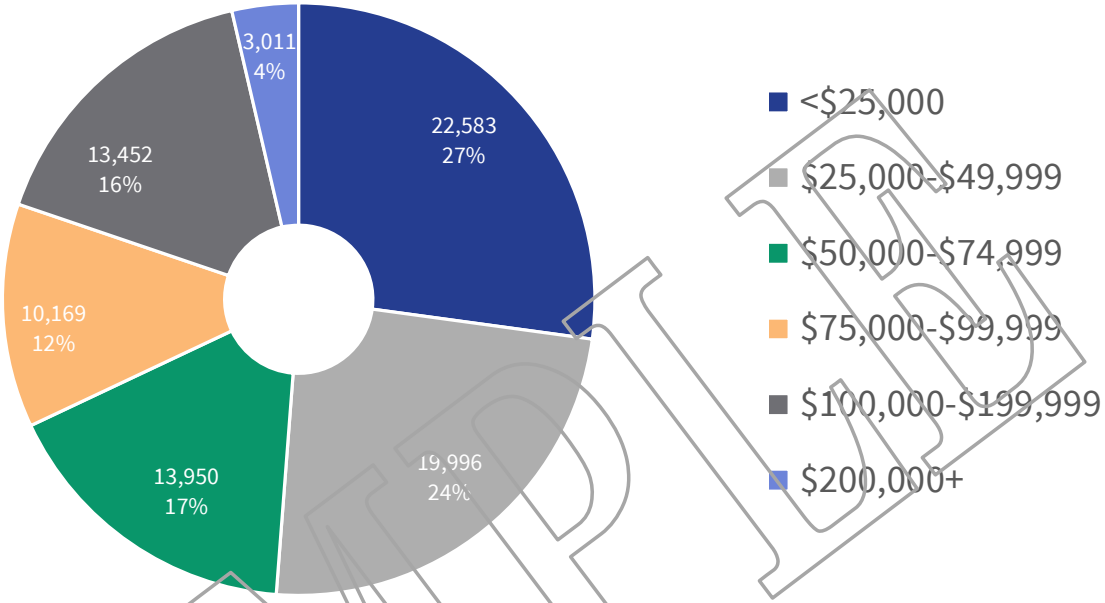
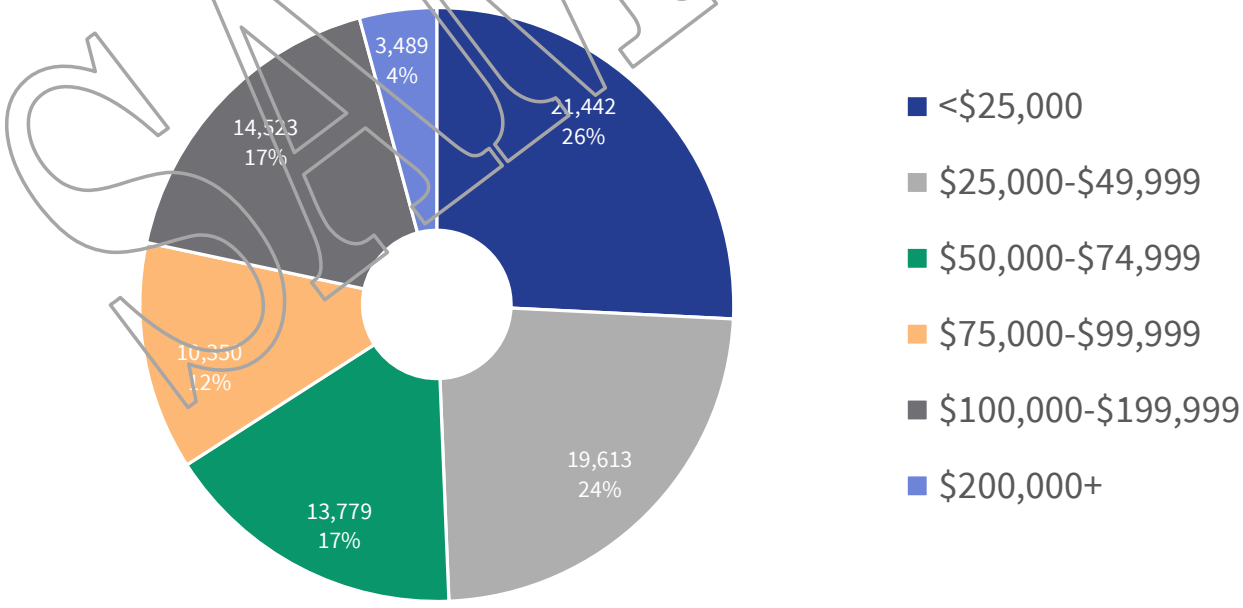
Households By Income Brackets - 2022 (15-Minute Drive Time)



Households By Income Brackets - 2027 (15-Minute Drive Time)



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Households Change By Income Brackets: 2022 vs. 2027 (Radius)

Distance	Income	Year	Households	% Change
3-Mile Radius	<$25,000	2022	5,167	-4.4%
		2027	4,938	
	$25,000-$49,999	2022	4,963	-2.8%
		2027	4,822	
	$50,000-$74,999	2022	3,588	-2.0%
		2027	3,517	
	$75,000-$99,999	2022	2,533	3.6%
		2027	2,625	
	$100,000-$199,999	2022	3,247	7.3%
		2027	3,483	
	$200,000+	2022	787	12.8%
		2027	888	
	TOTAL	2022	20,285	-0.1%
		2027	20,273	

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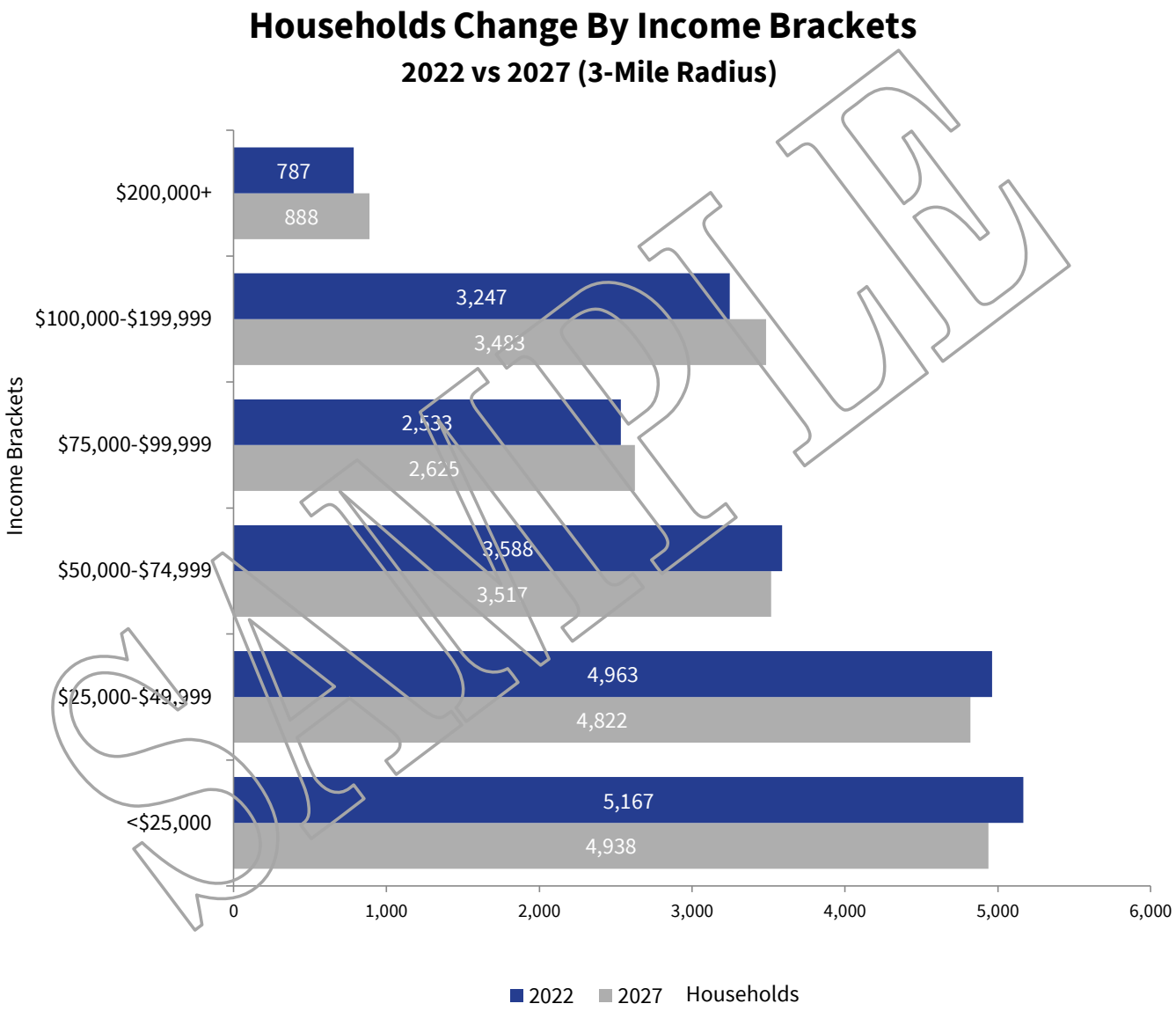

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Households Change By Income Brackets: 2022 vs. 2027 (Drive Time)

Distance	Income	Year	Households	% Change
15-Minute Drive Time	<$15,000	2022	22,583	-5.1%
		2027	21,442	
	$25,000-$34,999	2022	19,996	-1.9%
		2027	19,613	
	$50,000-$74,999	2022	13,950	-1.2%
		2027	13,779	
	$75,000-$99,999	2022	10,169	1.8%
		2027	10,350	
	$100,000-$149,999	2022	13,452	8.0%
		2027	14,523	
	$200,000+	2022	3,011	15.9%
		2027	3,489	
	TOTAL	2022	83,161	0.0%
		2027	83,196	

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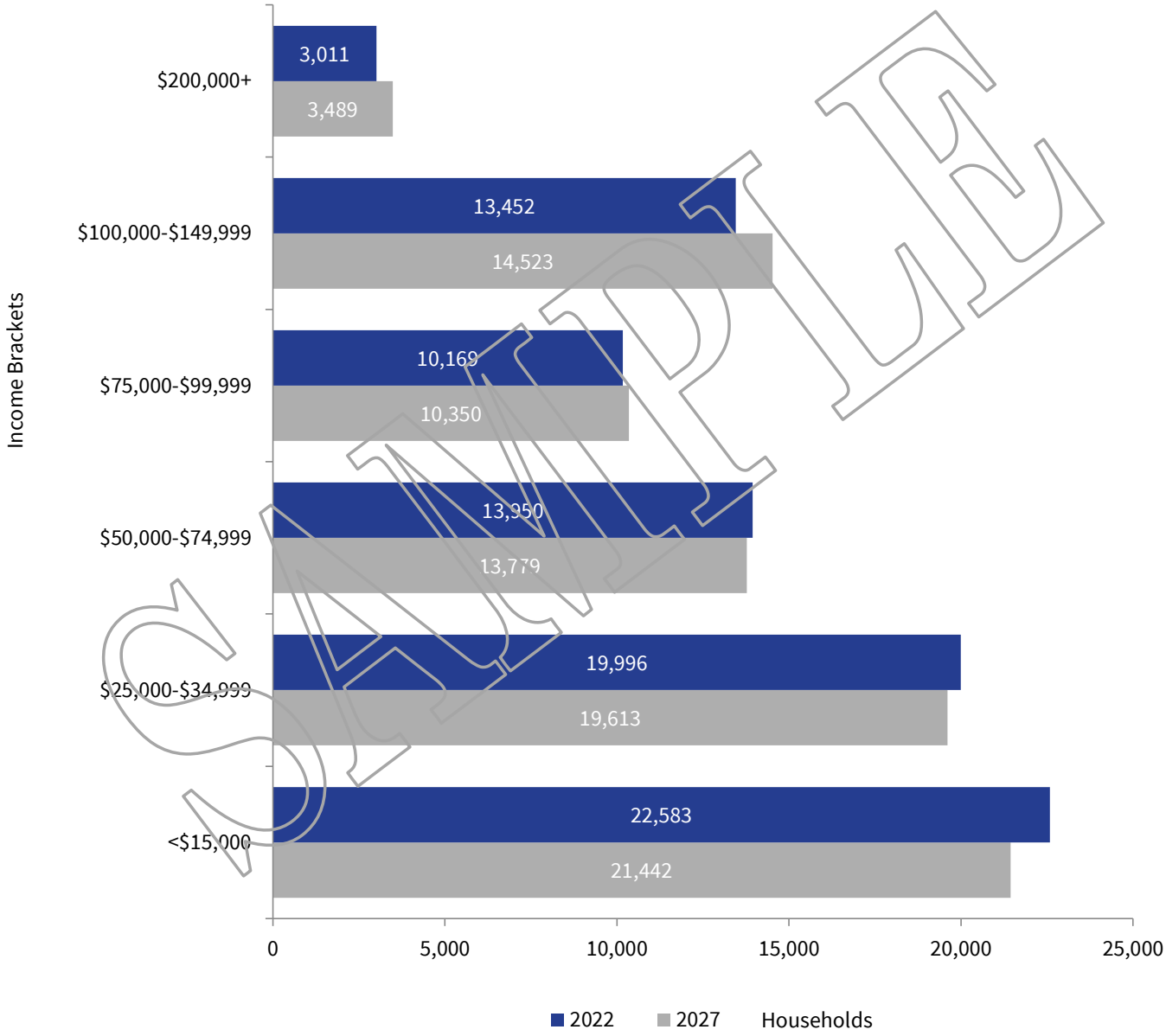
Households Change By Income Brackets

2022 vs 2027 (15-Minute Drive Time)



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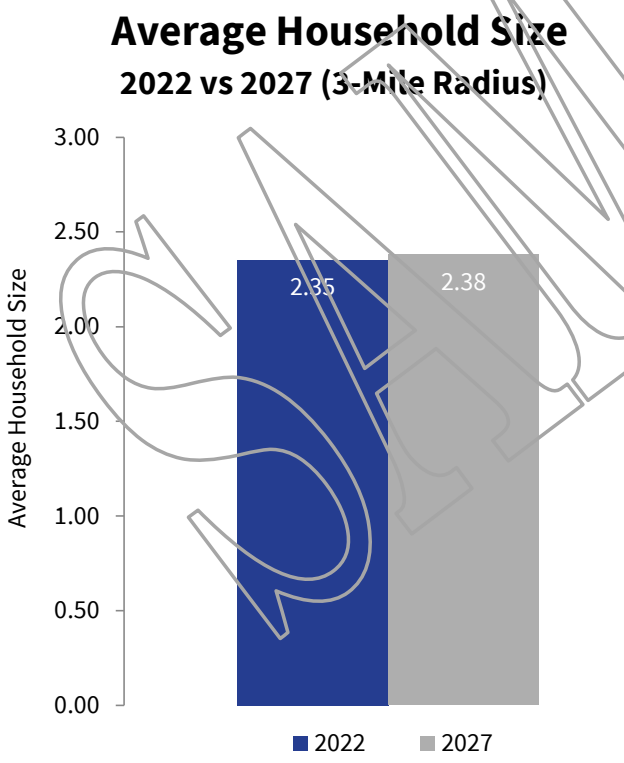
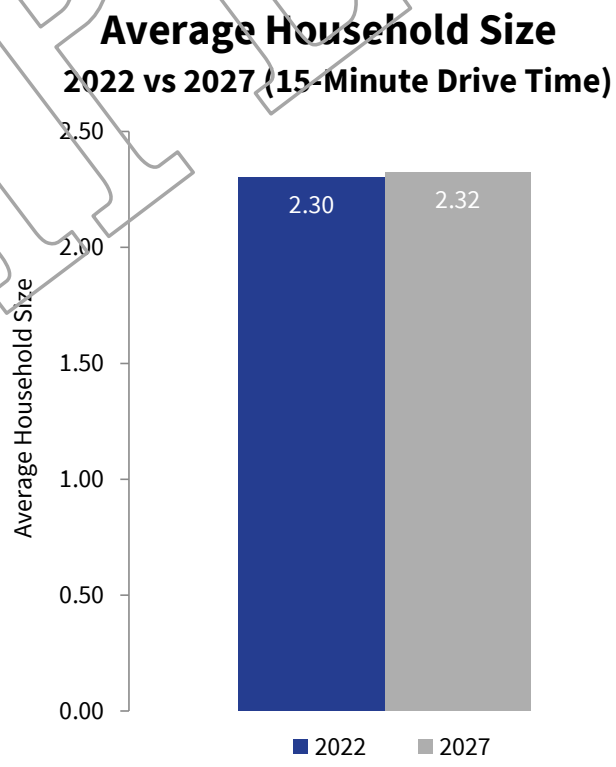
Average Household Size / Change: 2022 vs. 2027

Distance	Year	Avg. Household Size	% Change
3-Mile Radius	2022	2.35	1.2%
	2027	2.38	
15-Minute Drive Time	2022	2.30	1.0%
	2027	2.32	





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Total Households: 2022 vs. 2027

Distance	Year	Total Households	% Change
3-Mile Radius	2022	20,285	-0.1%
	2027	20,273	
15-Minute Drive Time	2022	83,161	0.0%
	2027	83,196	

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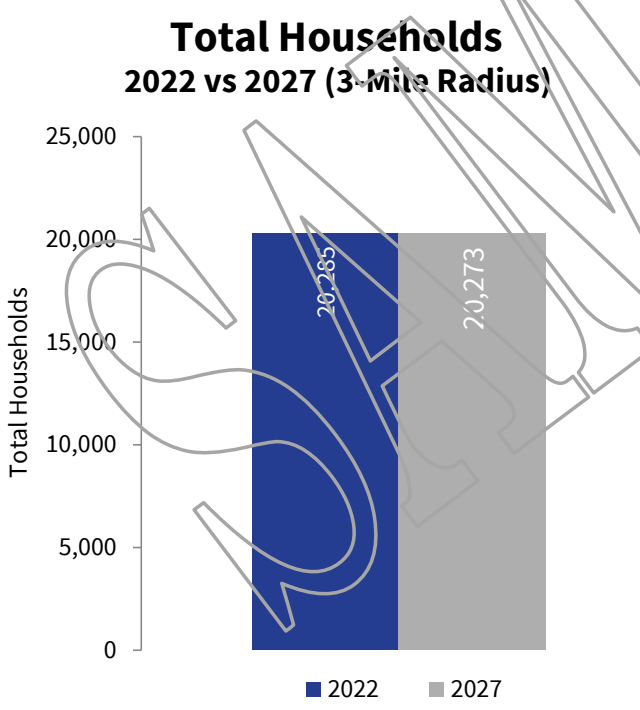

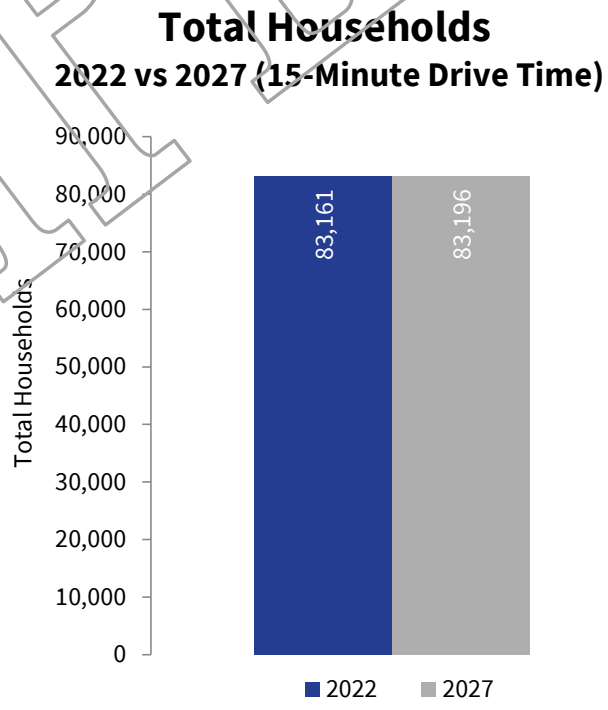

A household is composed of one or more people who occupy a housing unit. Families consist of two or more individuals who are related by birth, marriage, or adoption, although they also may include other unrelated people.

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Total Families: 2022 vs. 2027

Distance	Year	Total Families	% Change
3-Mile Radius	2022	12,423	1.0%
	2027	12,542	
15-Minute Drive Time	2022	47,014	0.9%
	2027	47,452	

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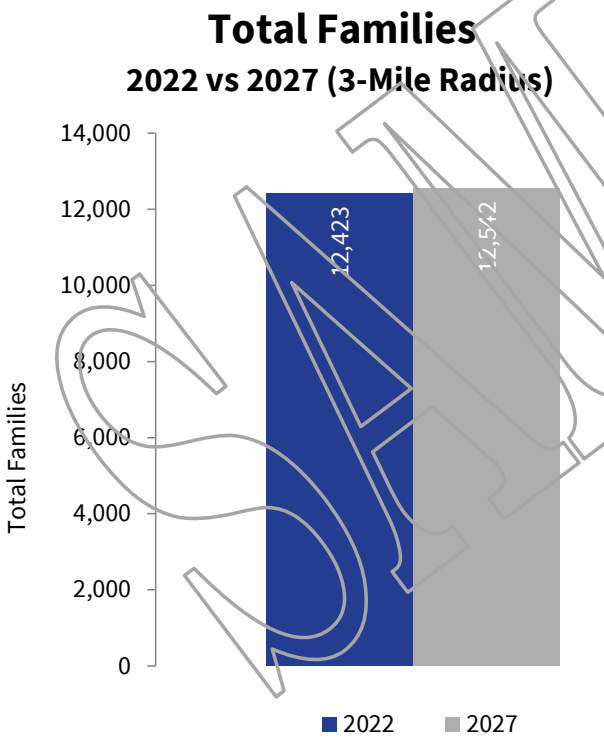

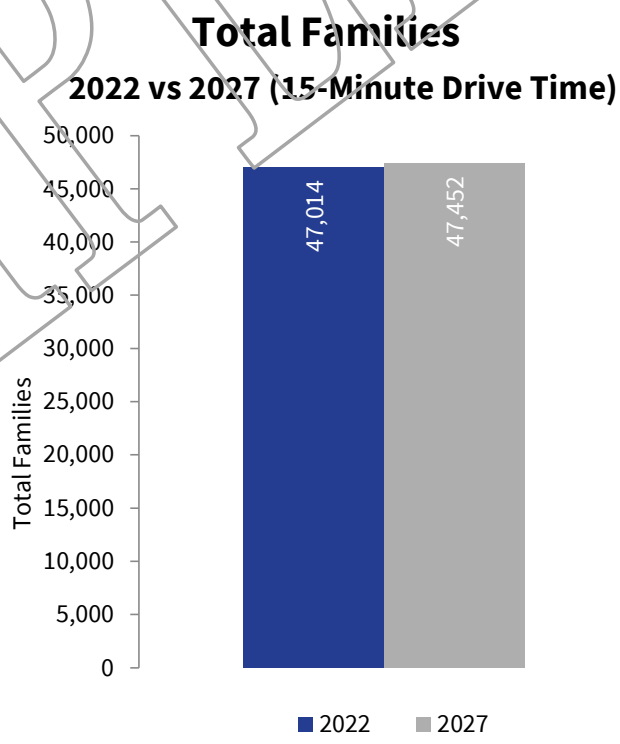

A household is composed of one or more people who occupy a housing unit. Families consist of two or more individuals who are related by birth, marriage, or adoption, although they also may include other unrelated people.

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Average Family Size: 2022 vs. 2027

Distance	Year	Avg Family Size	% Change
3-Mile Radius	2022	3.03	0.7%
	2027	3.05	
15-Minute Drive Time	2022	3.08	0.6%
	2027	3.10	

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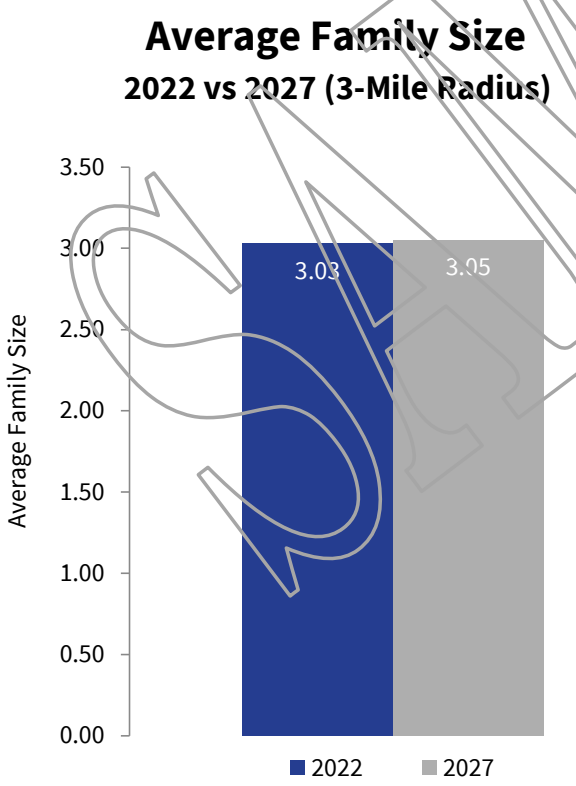

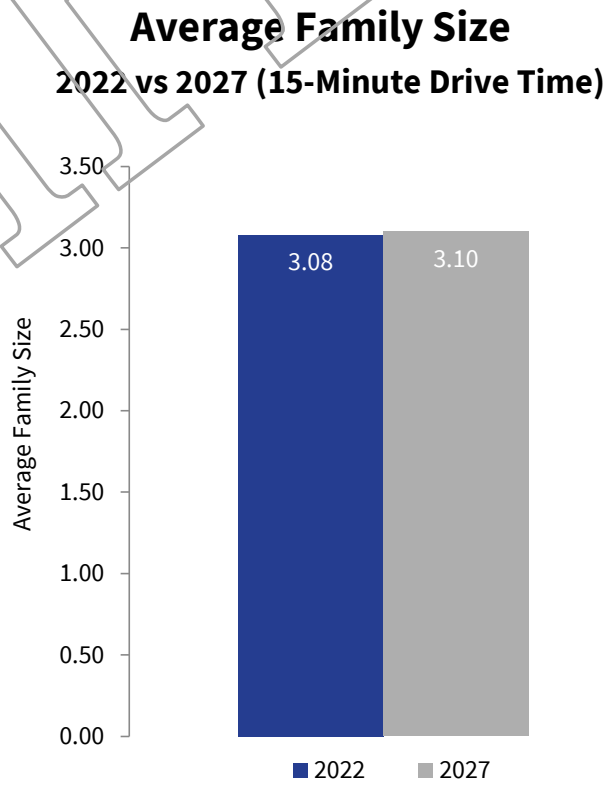

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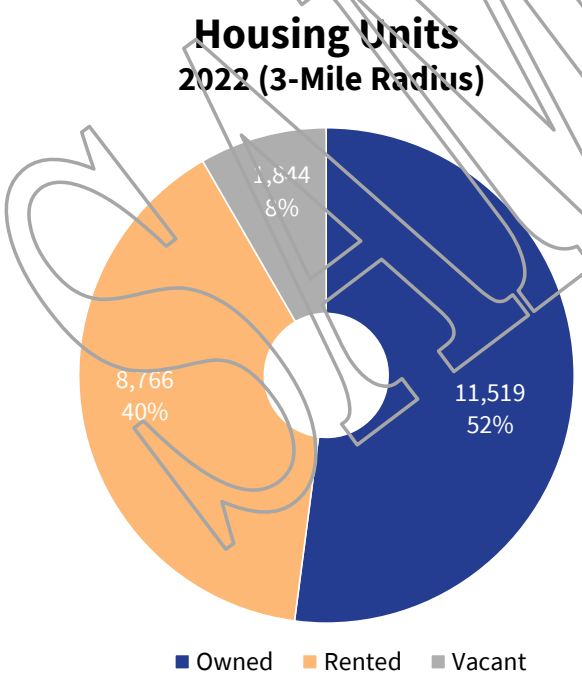
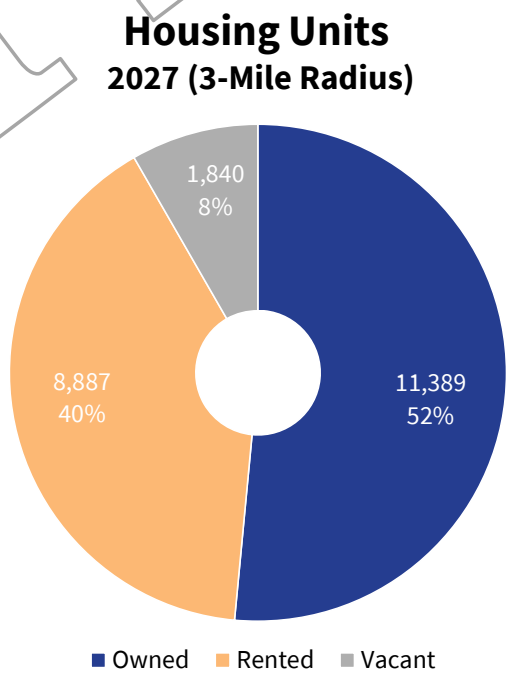
Total Housing Units Breakdown: 2022 vs. 2027 (Radius)

Distance	Type	Year	Housing Units	% Total
3-Mile Radius	Owned	2022	11,519	52.1%
	Rented	2022	8,766	39.6%
	Vacant	2022	1,844	8.3%
	TOTAL	2022	22,129	
	Owned	2027	11,389	51.5%
	Rented	2027	8,887	40.2%
	Vacant	2027	1,840	8.3%
	TOTAL	2027	22,116	





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Total Housing Units Breakdown: 2022 vs. 2027 (Drive Time)

Distance	Type	Year	Housing Units	% Total
15-Minute Drive Time	Owned	2022	42,373	44.6%
	Rented	2022	40,783	43.0%
	Vacant	2022	11,792	12.4%
	TOTAL	2022	94,948	
	Owned	2027	41,864	44.1%
	Rented	2027	41,328	43.5%
	Vacant	2027	11,745	12.4%
	TOTAL	2027	94,937	

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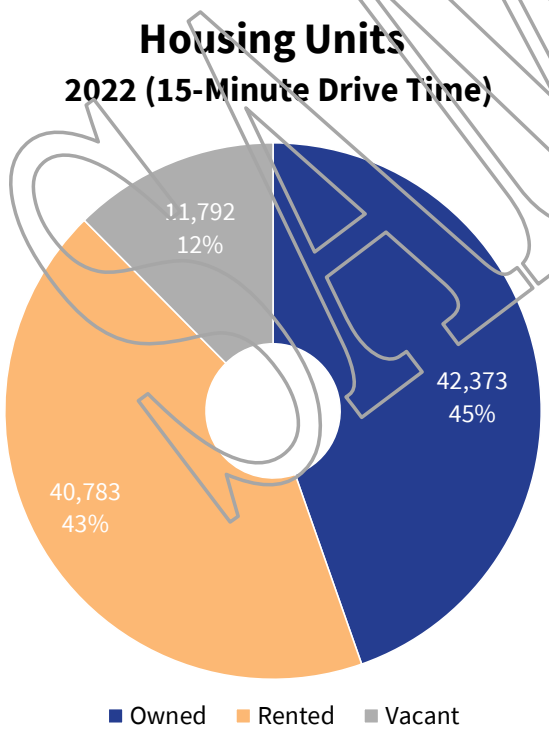

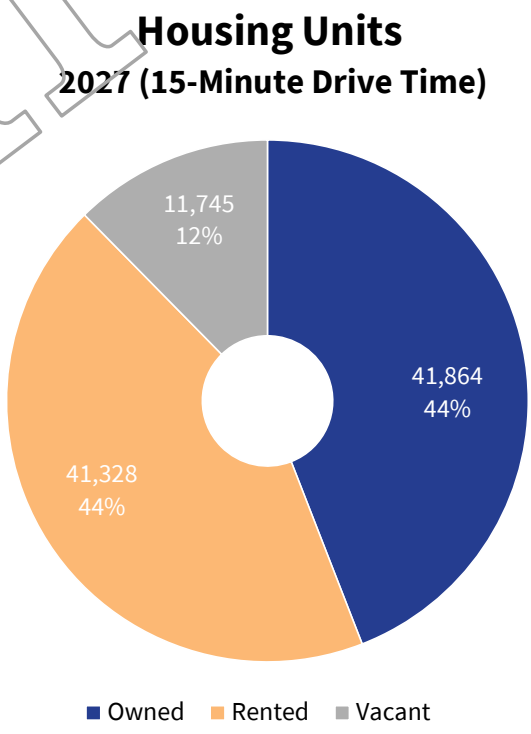

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Total Housing Units Change: 2022 vs. 2027 (Radius)

Distance	Type	Year	Housing Units	% Change
3-Mile Radius	Owned	2022	11,519	-1.1%
		2027	11,389	
	Rented	2022	8,766	1.4%
		2027	8,887	
	Vacant	2022	1,844	-0.2%
		2027	1,840	
	TOTAL	2022	22,129	-0.1%
		2027	22,116	

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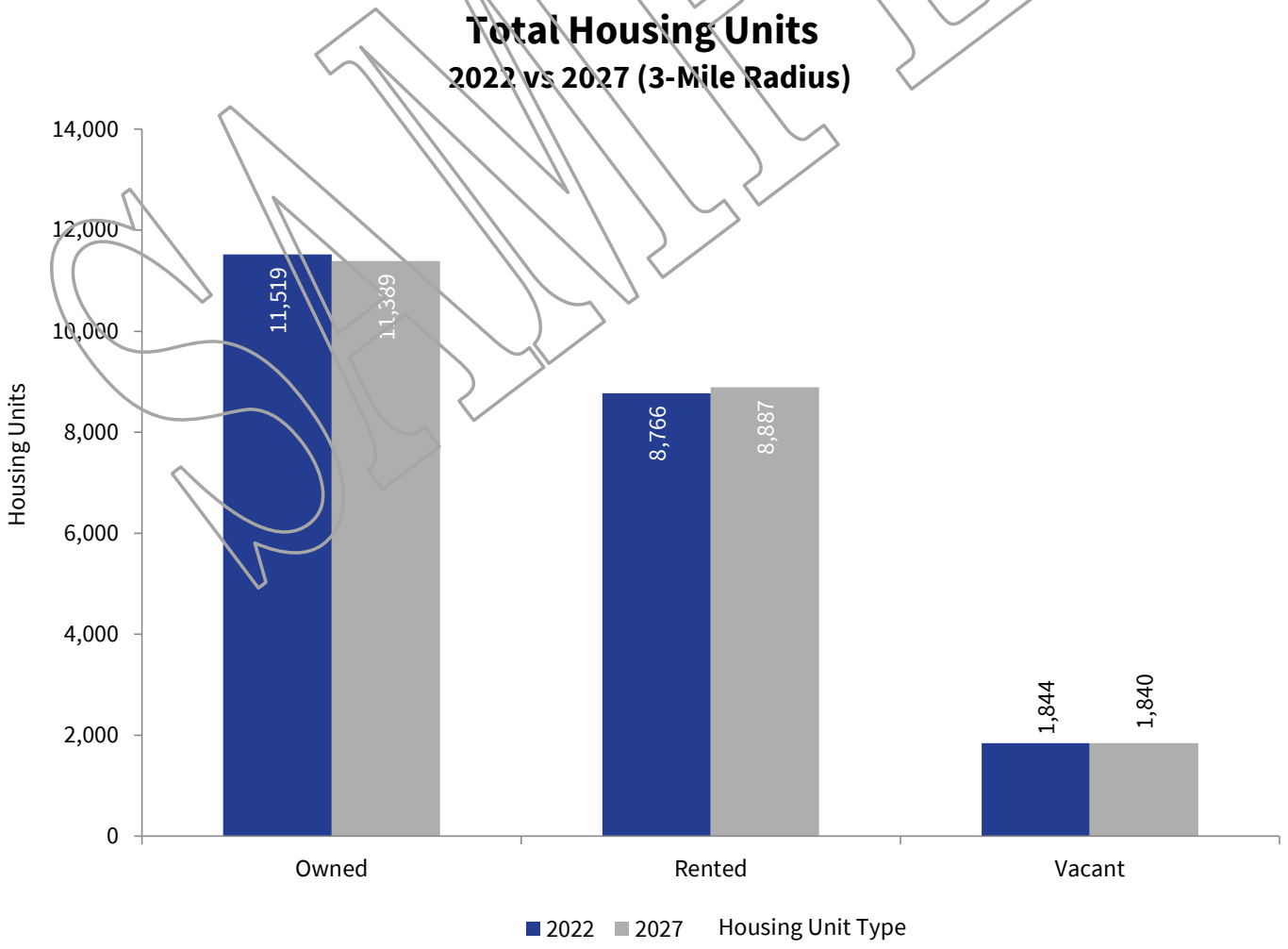

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	Rented	2022	40,783	1.3%
		2027	41,328	
	Vacant	2022	11,792	-0.4%
		2027	11,745	
	TOTAL	2022	94,948	0.0%
		2027	94,937	

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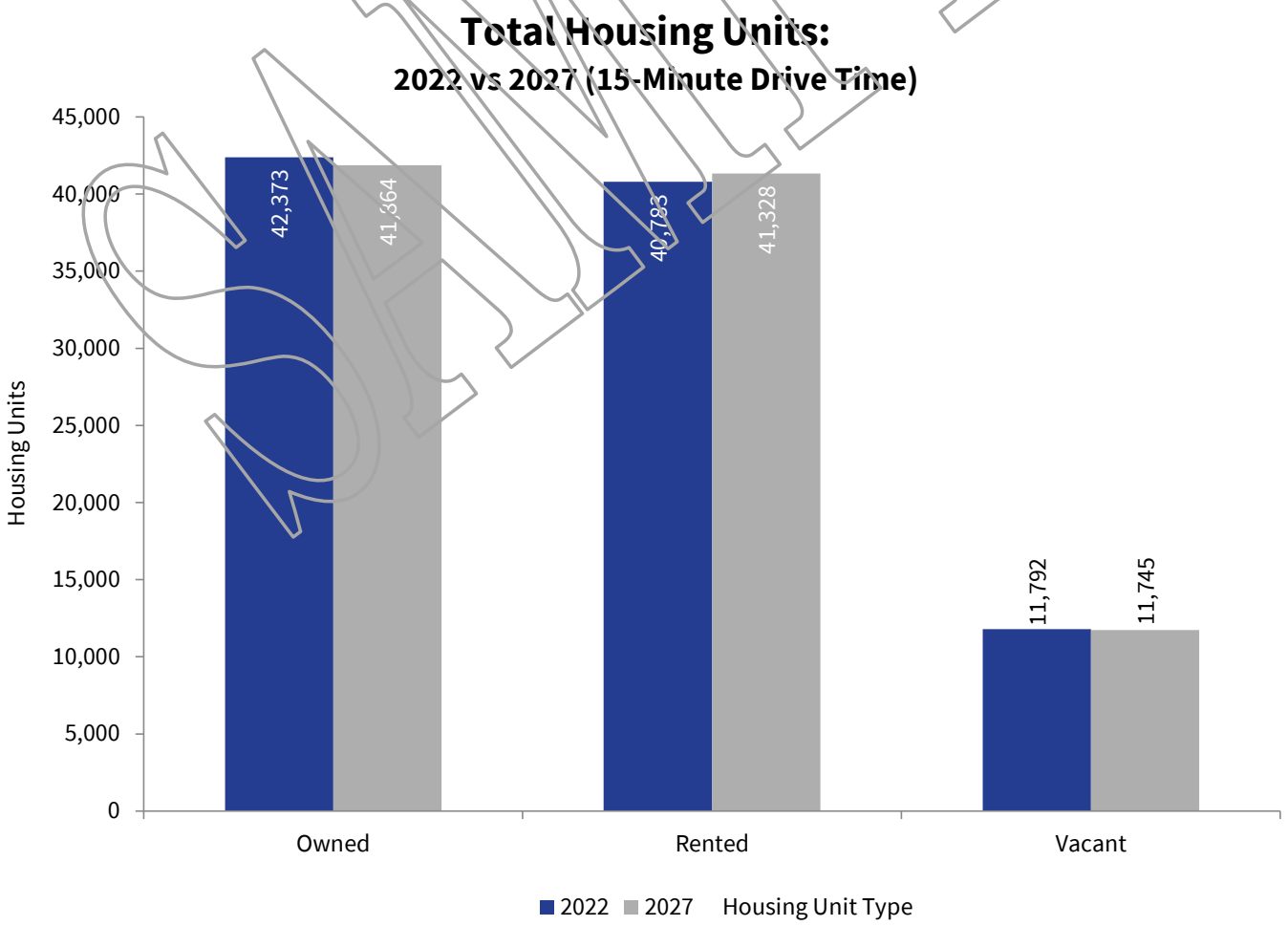

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Average Median Value Of Owner Occupied Units: 2022 vs. 2027

Distance	Year	Avg Value	% Change
3-Mile Radius	2022	$95,290	1.3%
	2027	$96,489	
15-Minute Drive Time	2022	$96,722	0.8%
	2027	$97,507	

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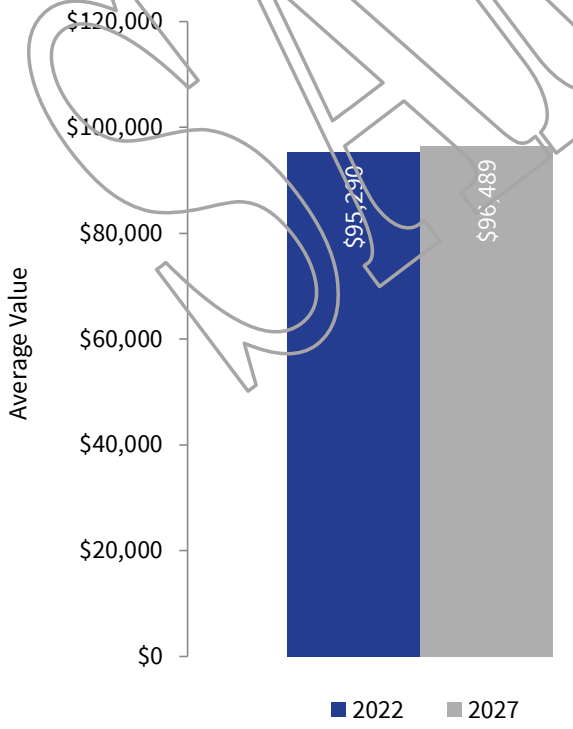
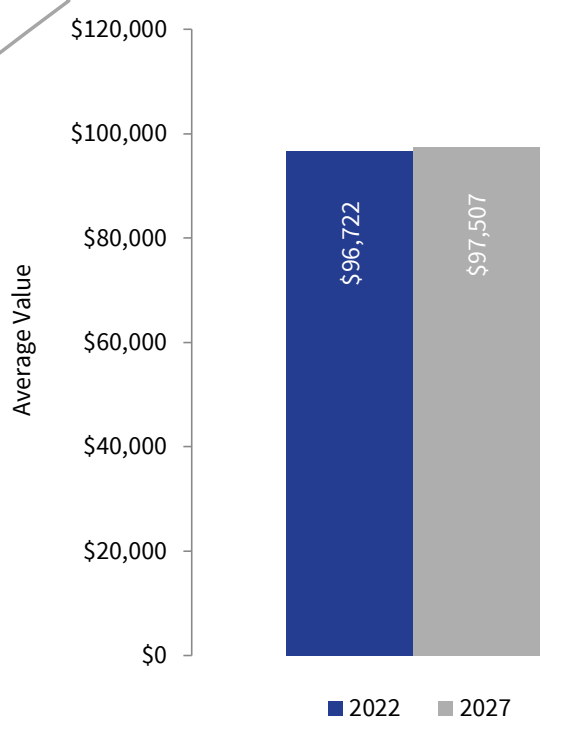
Average Median Value of Owner Occupied Units
2022 vs 2027 (3-Mile Radius)



Average Median Value of Owner Occupied Units
2022 vs 2027 (15-Minute Drive Time)



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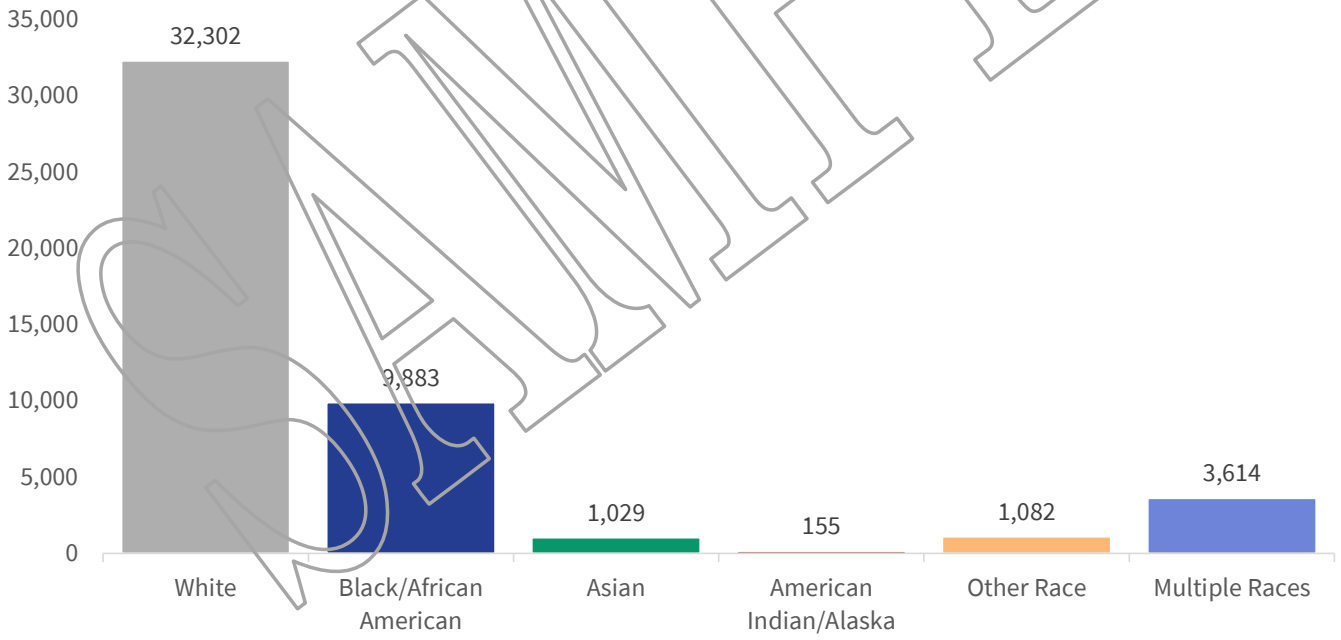
Population By Race: 2022 (Radius)

Distance	Race	Year	Population	% Total
3-Mile Radius	White	2022	32,302	67.2%
	Black/African American	2022	9,883	20.6%
	Asian	2022	1,029	2.1%
	American Indian/Alaska	2022	155	0.3%
	Other Race	2022	1,082	2.3%
	Multiple Races	2022	3,614	7.5%
	TOTAL	2022	48,065	100%

Population By Race 2022 (Radius)



Hispanic Percentage of Total Population: 3-Mile (Radius)

Distance	Ethnicity	Year	Population	% of Total Population
3-Mile Radius	Hispanic	2022	2,092	4.4%

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Population By Race: 2022 (Drive Time)

Distance	Race	Year	Population	% Total
15-Minute Drive Time	White	2022	112,113	57.5%
	Black/African American	2022	59,867	30.7%
	Asian	2022	3,667	1.9%
	American Indian/Alaska	2022	673	0.3%
	Other Race	2022	5,230	2.7%
	Multiple Races	2022	13,513	6.9%
	TOTAL	2022	195,063	100%

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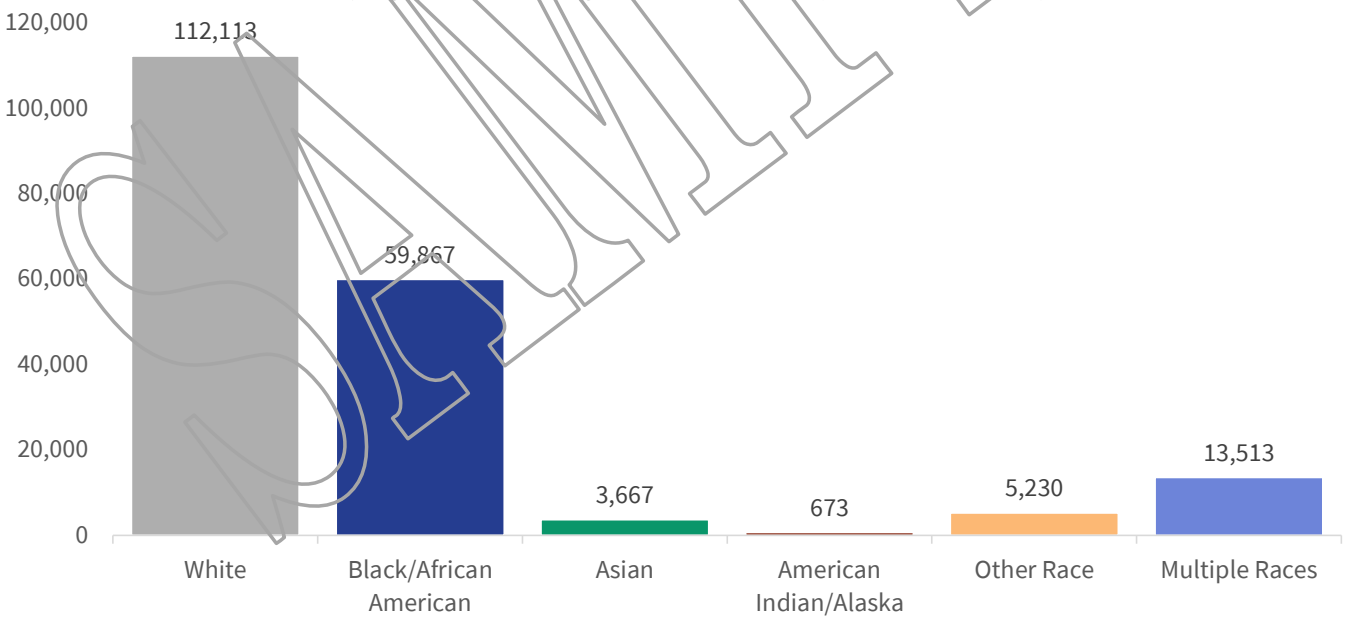
Population By Race 2022 (Drive Time)



Hispanic Percentage of Total Population: (Drive Time)

Distance	Ethnicity	Year	Population	% of Total Population
15-Minute Drive Time	Hispanic	2022	9,638	4.9%

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Total Number Of Businesses: 2022

Distance	Year	Total Number of Businesses
3-Mile Radius	2022	1,136
15-Minute Drive Time	2022	4,176

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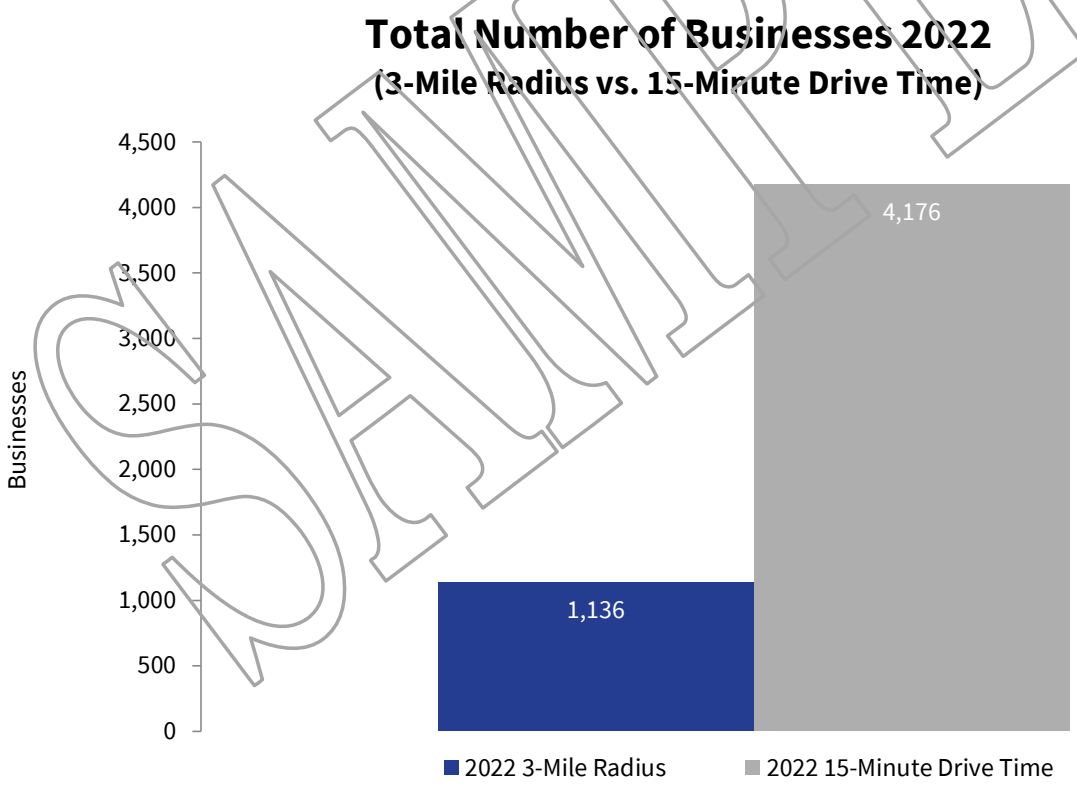

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Total Number Of Employees: 2022

Distance	Year	Total Number of Employees
3-Mile Radius	2022	22,185
15-Minute Drive Time	2022	96,006

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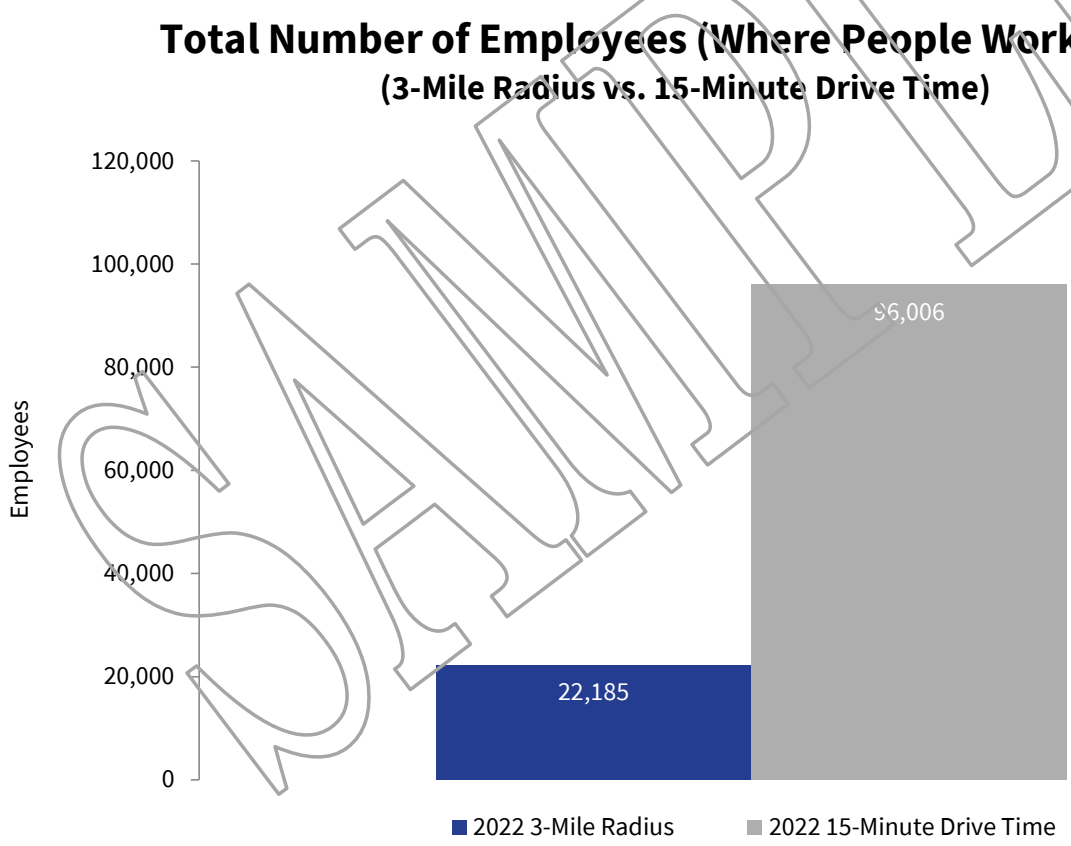

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Total Sales: 2022

Distance	Year	Total Sales
3-Mile Radius	2022	$1.1 Billion
15-Minute Drive Time	2022	$4.5 Billion

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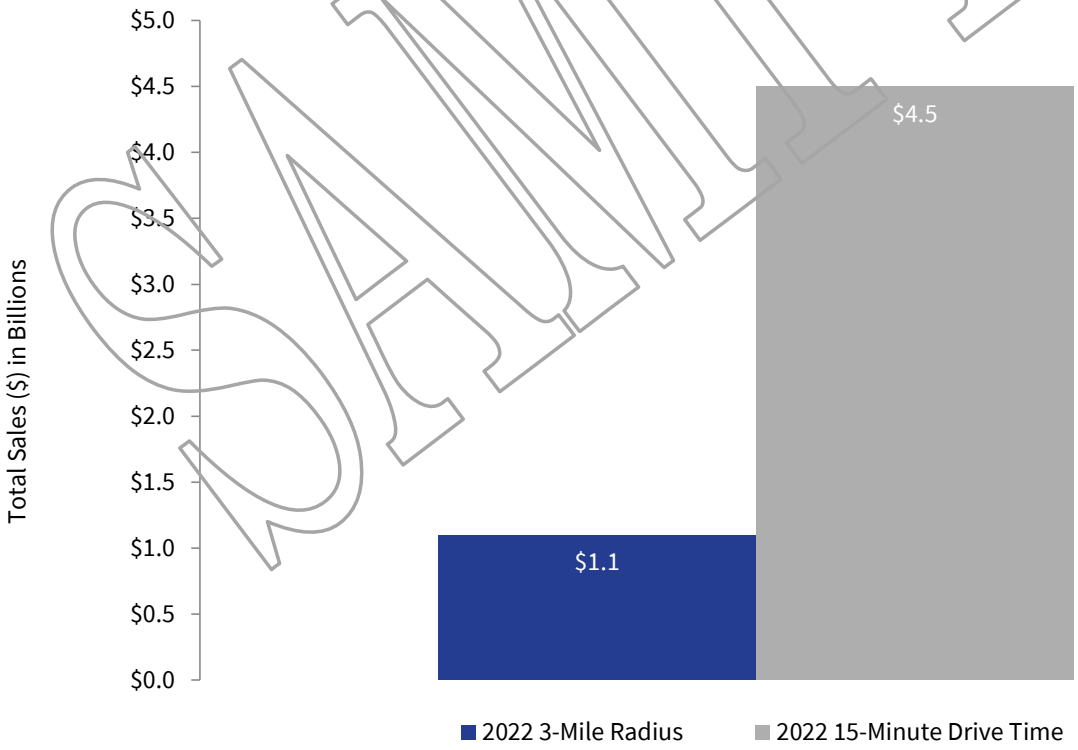
Total Sales (Billions) 2022
(3-Mile Radius vs. 15-Minute Drive Time)



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Retail Data 2022 (Subset Of Total Businesses)

Distance	Type	Year	Retail Only
3-Mile Radius	Businesses	2022	121
	Employees	2022	1,637
	Sales	2022	$0.8 Billion
15-Minute Drive Time	Businesses	2022	598
	Employees	2022	8,480
	Sales	2022	$3.5 Billion

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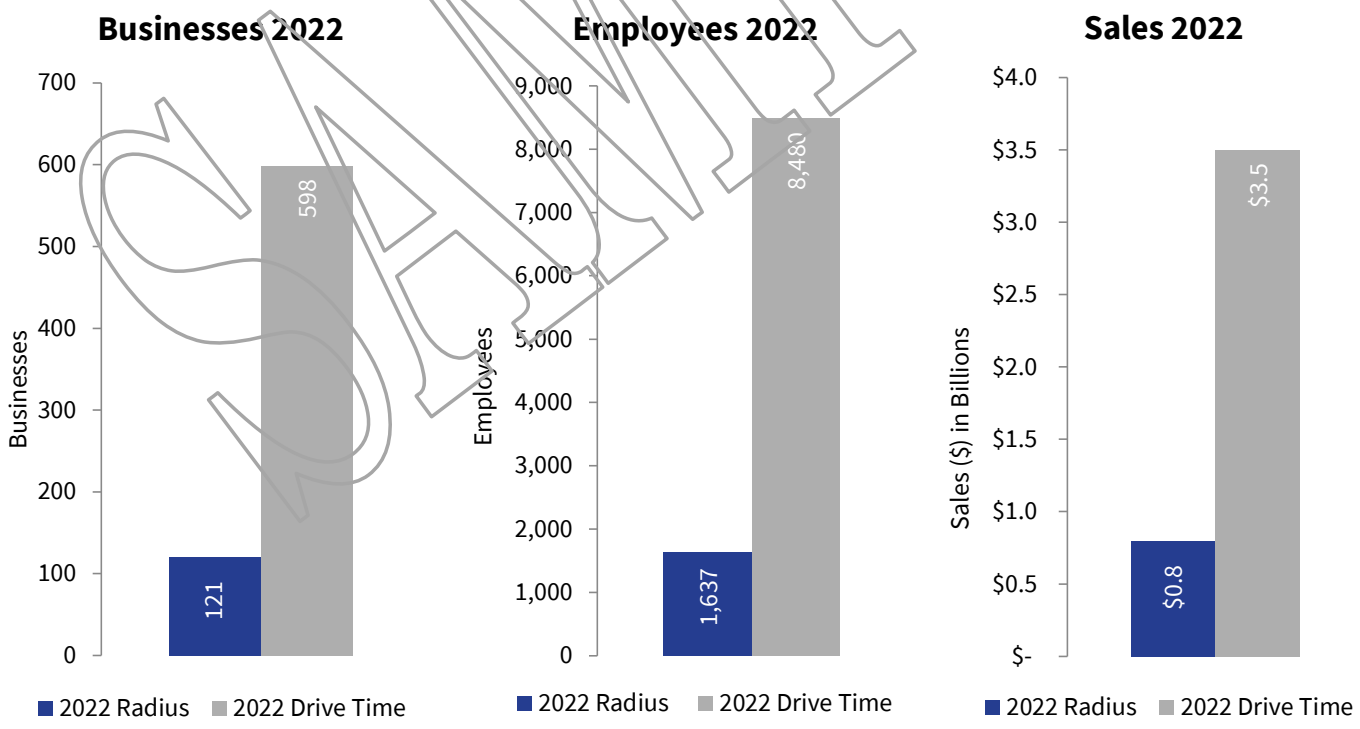
Retail Data 2022 (Subset of Total Businesses)

(3-Mile Radius vs. 15-Minute Drive Time)



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