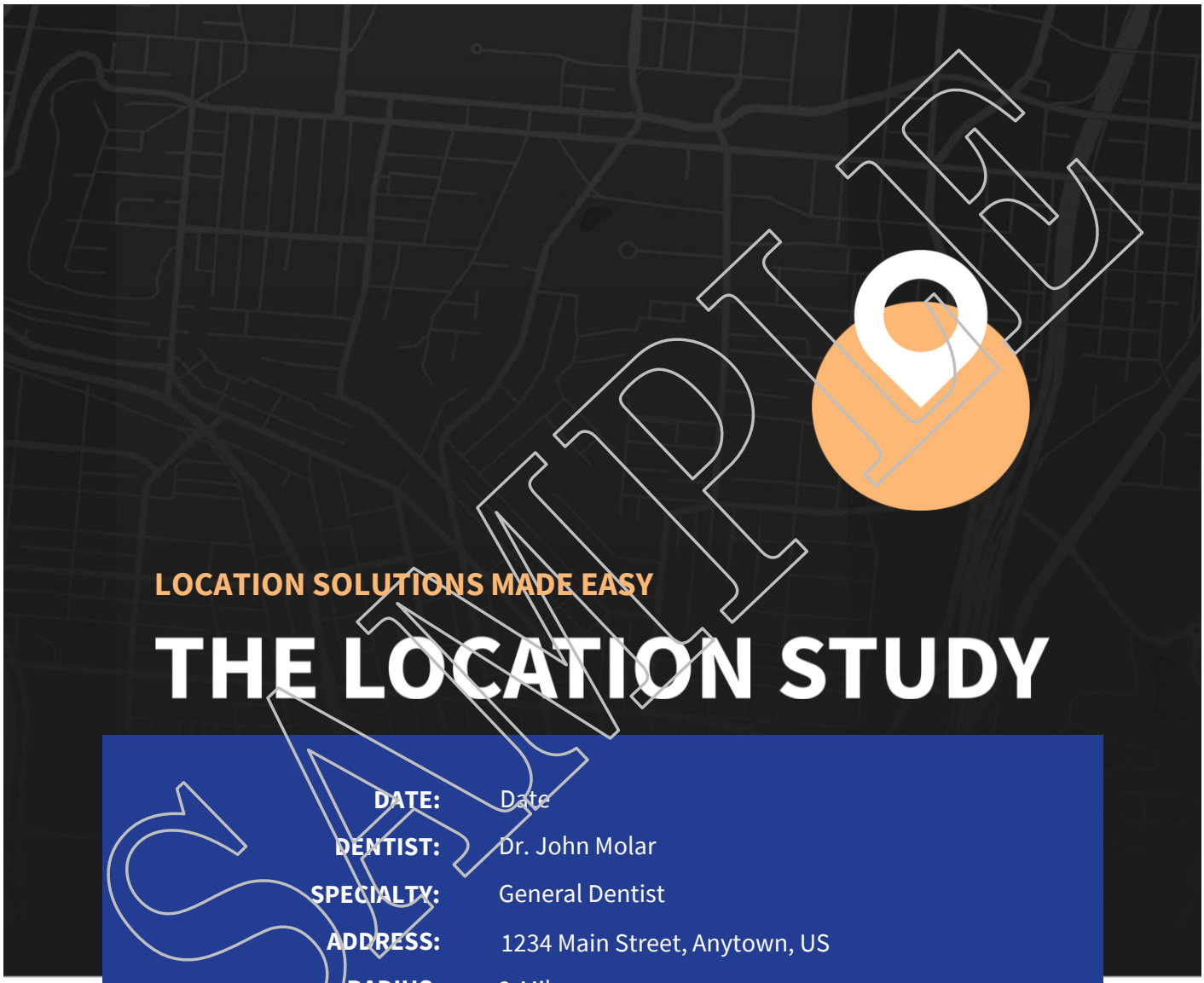

LOCATION SOLUTIONS MADE EASY

THE LOCATION STUDY

DATE:	Date
DENTIST:	Dr. John Molar
SPECIALTY:	General Dentist
ADDRESS:	1234 Main Street, Anytown, US
RADIUS:	2-Mile
DRIVE TIME:	12-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

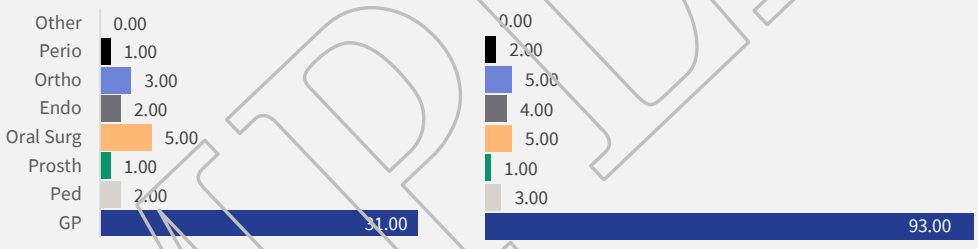
EXECUTIVE SUMMARY

General Dentist - 1234 Main Street, Anytown, US

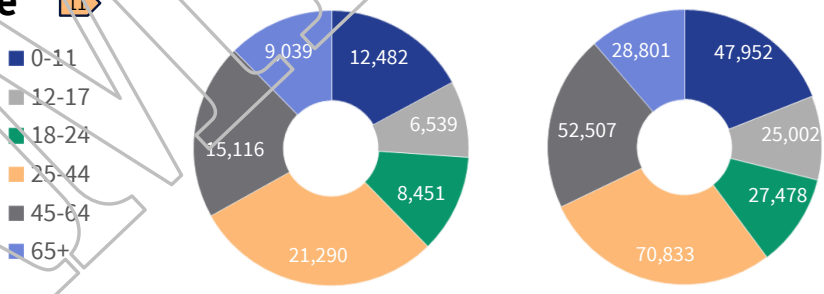
SAMPLE

Page #		2-Mile Radius	12-Minute Drive Time
Competition Ratio	8	2,352	2,716
General Dentist Ideal Ratio		*2,000*	*2,000*
Total Population	10	72,917	252,573
Projected 5-year Change		*3.8%*	*3.9%*

Practitioners By Specialty 7

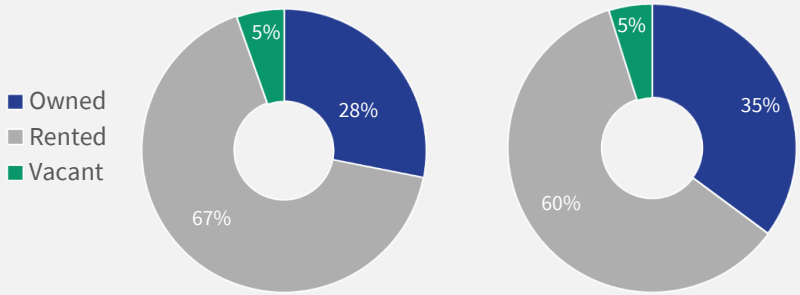


Population By Age 11



Household Income	20	$94,005	$105,469
Projected 5-year Change		*12.2%*	*11.9%*
Avg Home Value	37	$162,782	$192,419
Projected 5-year Change		*2.0%*	*1.8%*

Housing Units 33



Businesses	40	1,447	4,069
Sales		*$1.1 Billion*	*$4.1 Billion*

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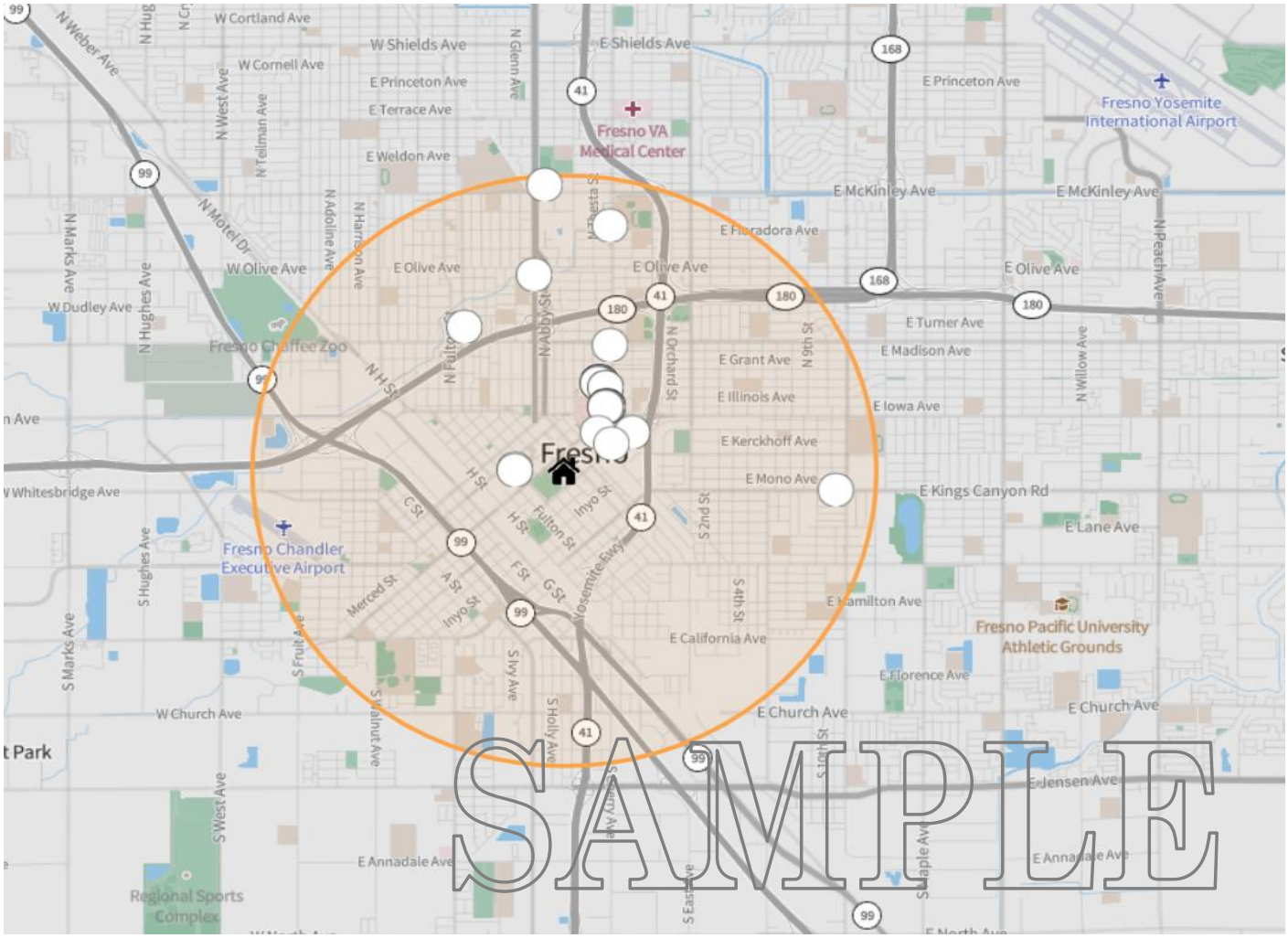
Radius Area Map

2-Mile Radius of 1234 Main Street, Anytown, US



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

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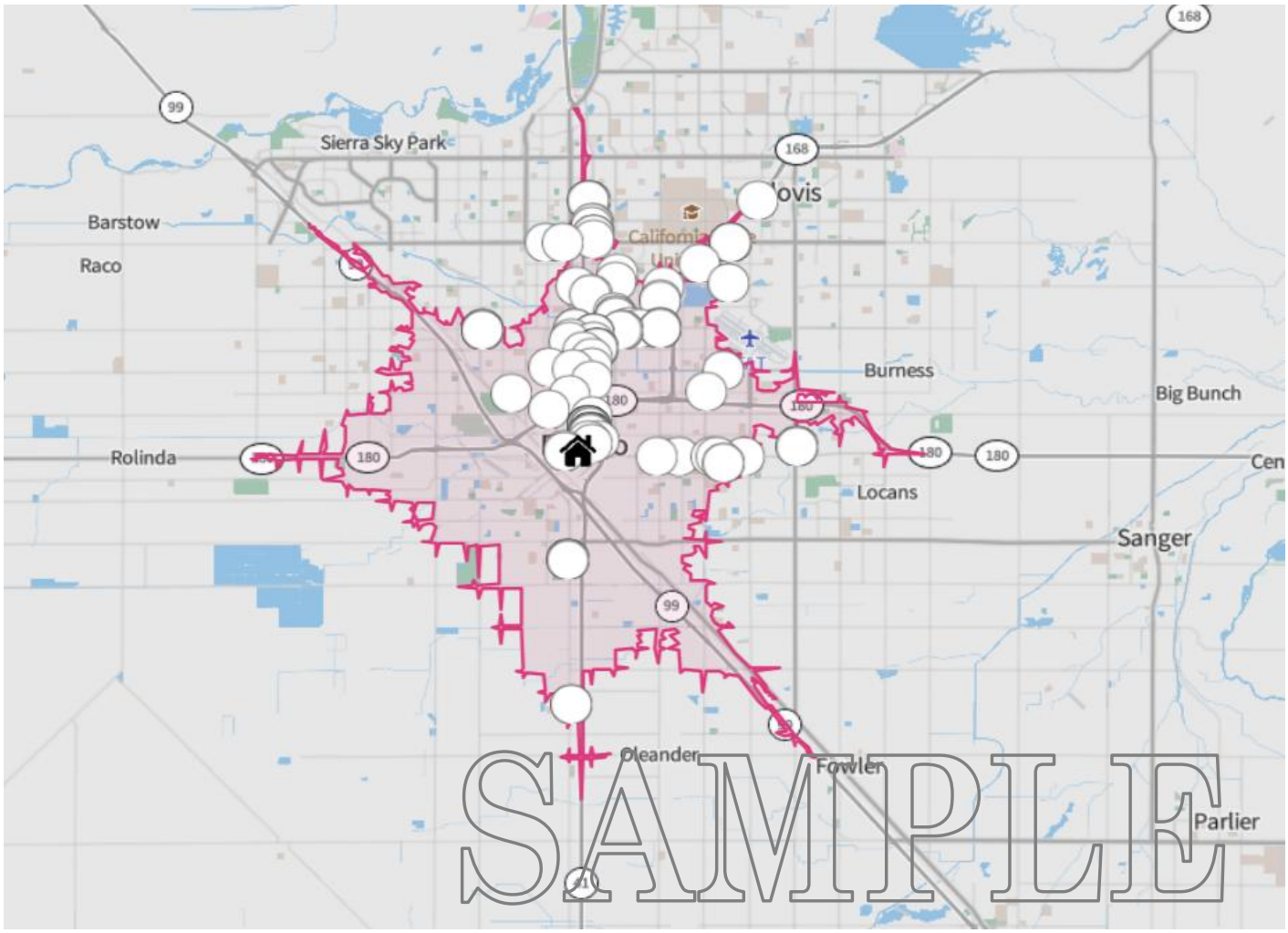
Drive Time Area Map

12-Minute Drive Time of 1234 Main Street, Anytown, US



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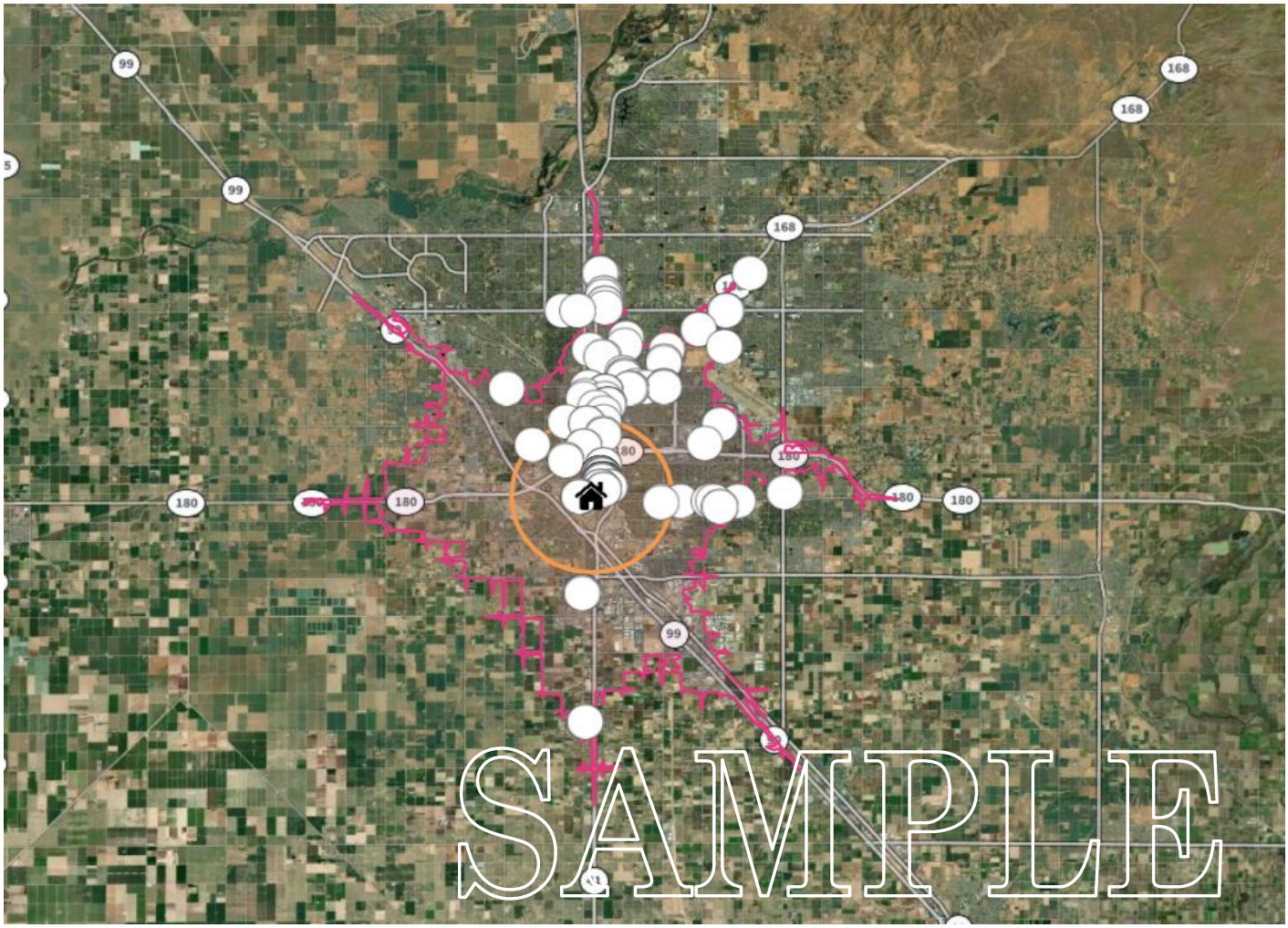
Radius and Drive Time Satellite Overlay Map

2-Mile Radius & 12-Minute Drive Time of 1234 Main Street, Anytown, US



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

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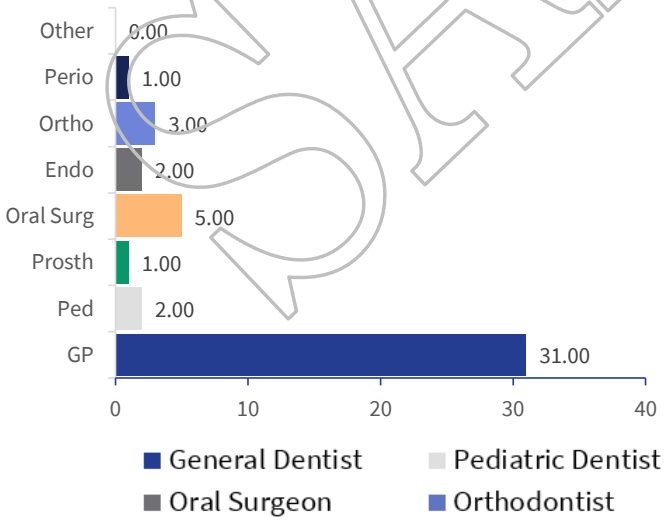
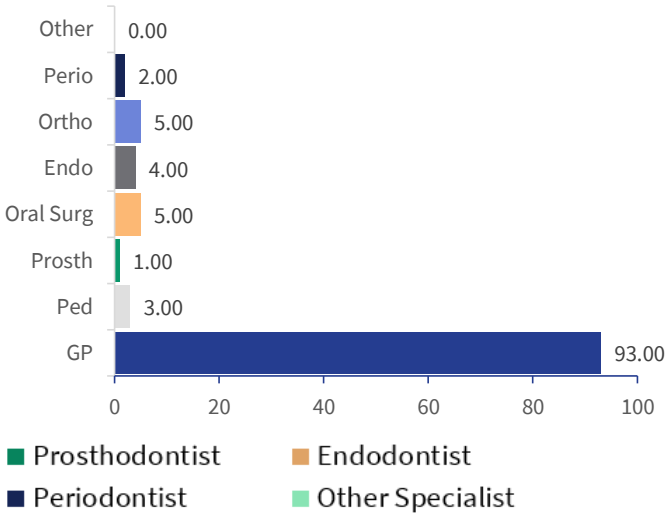
Number of Practitioners By Specialty

Distance	Specialty	# of Prac	% of Total	# / Gen. Dentists
2-Mile Radius	General Dentist	31.00	68.9%	N/A
	Pediatric Dentist	2.00	4.4%	0.06
	Prosthodontist	1.00	2.2%	0.03
	Oral Surgeon	5.00	11.1%	0.16
	Endodontist	2.00	4.4%	
	Orthodontist	3.00	6.7%	0.10
	Periodontist	1.00	2.2%	0.03
	Other Specialist	0.00	0.0%	N/A
	TOTAL	45.00	100.0%	
12-Minute Drive Time	General Dentist	93.00	82.3%	N/A
	Pediatric Dentist	3.00	2.7%	0.03
	Prosthodontist	1.00	0.9%	0.01
	Oral Surgeon	5.00	4.4%	0.05
	Endodontist	4.00	3.5%	0.04
	Orthodontist	5.00	4.4%	0.05
	Periodontist	2.00	1.8%	0.02
	Other Specialist	0.00	0.0%	N/A
	TOTAL	113.00	100.0%	

Number of Practitioners 2024 (Radius)



Number of Practitioners 2024 (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 General Dentist is 2,000. An actual ratio higher than 2,000 would generally indicate the market has potential for an additional practitioner(s). A ratio below 2,000 indicates the area is oversaturated and strategic plans should be carefully evaluated.

Competition Ratios (Summary)

Distance	Specialty	# of Prac	Population	Ratio
2-Mile Radius	General Dentist	31.00	72,917	2,352
	Pediatric Dentist	2.00	72,917	36,459
	Prosthodontist	1.00	72,917	72,917
	Oral Surgeon	5.00	72,917	14,583
	Endodontist	2.00	72,917	36,459
	Orthodontist	3.00	72,917	24,306
	Periodontist	1.00	72,917	72,917
	Other Specialist	0.00	72,917	72,917
	TOTAL	45.00	72,917	
12-Minute Drive Time	General Dentist	93.00	252,573	2,716
	Pediatric Dentist	3.00	252,573	84,191
	Prosthodontist	1.00	252,573	252,573
	Oral Surgeon	5.00	252,573	50,515
	Endodontist	4.00	252,573	63,143
	Orthodontist	5.00	252,573	50,515
	Periodontist	2.00	252,573	126,287
	Other Specialist	0.00	252,573	252,573
	TOTAL	113.00	252,573	

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.

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

Distance	Specialty	PTP Ratio	IdealRatio*	+/-	% Var
2-Mile Radius	General Dentist	2,352	2,000	352	17.6%
	Pediatric Dentist	36,459	48,000	-11,542	-24.0%
	Prosthodontist	72,917	128,000	-55,083	-43.0%
	Oral Surgeon	14,583	31,000	-16,417	-53.0%
	Endodontist	36,459	58,000	-21,542	-37.1%
	Orthodontist	24,306	29,000	-4,694	-16.2%
	Periodontist	72,917	49,000	23,917	48.8%
	Other Specialist	72,917	100,000	-27,083	-27.1%
12-Minute Drive Time	General Dentist	2,716	2,000	716	35.8%
	Pediatric Dentist	84,191	48,000	36,191	75.4%
	Prosthodontist	252,573	128,000	124,573	97.3%
	Oral Surgeon	50,515	31,000	19,515	63.0%
	Endodontist	63,143	58,000	5,143	8.9%
	Orthodontist	50,515	29,000	21,515	74.2%
	Periodontist	126,287	49,000	77,287	157.7%
	Other Specialist	252,573	100,000	152,573	152.6%

*See page 7 for IdealRatio Definition.

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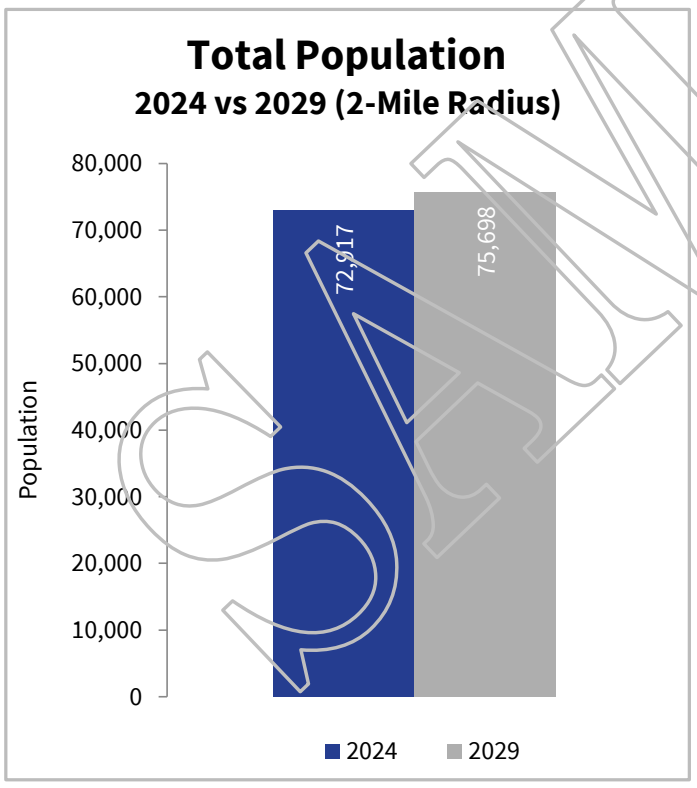
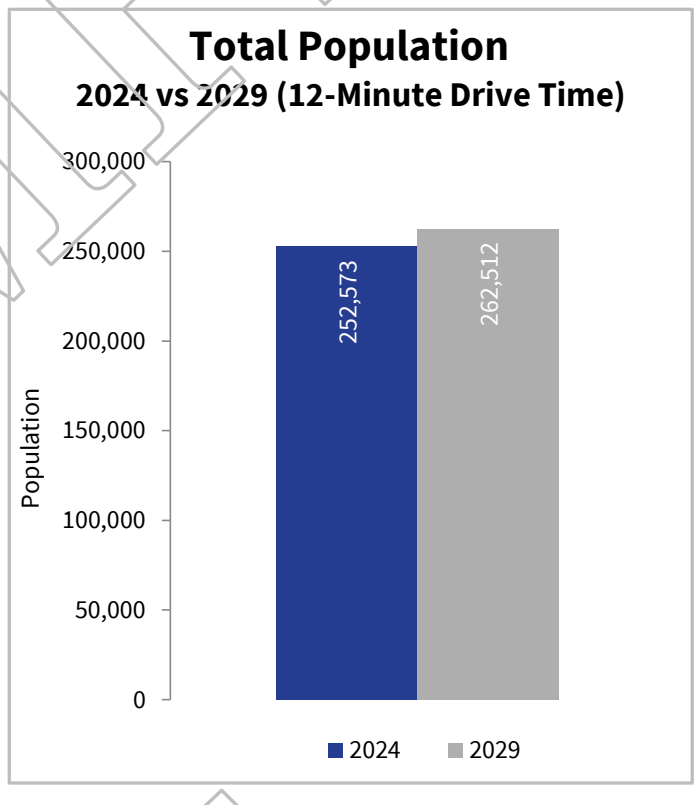
Total Population: 2024 vs. 2029

Distance	Year	Population	% Change
2-Mile Radius	2024	72,917	3.8%
	2029	75,698	
12-Minute Drive Time	2024	252,573	3.9%
	2029	262,512	





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Population by Age Range: 2024 vs. 2029 (Radius)

Distance	Age Range	Year	Population	% Total
2-Mile Radius	0-11	2024	12,482	17.1%
	12-17	2024	6,539	9.0%
	18-24	2024	8,451	11.6%
	25-44	2024	21,290	29.2%
	45-64	2024	15,116	20.7%
	65+	2024	9,039	12.4%
	TOTAL	2024	72,917	100%
	0-11	2029	13,111	17.3%
	12-17	2029	7,089	9.4%
	18-24	2029	8,797	11.6%
	25-44	2029	22,536	29.8%
	45-64	2029	15,117	20.0%
	65+	2029	9,048	12.0%
	TOTAL	2029	75,698	100%

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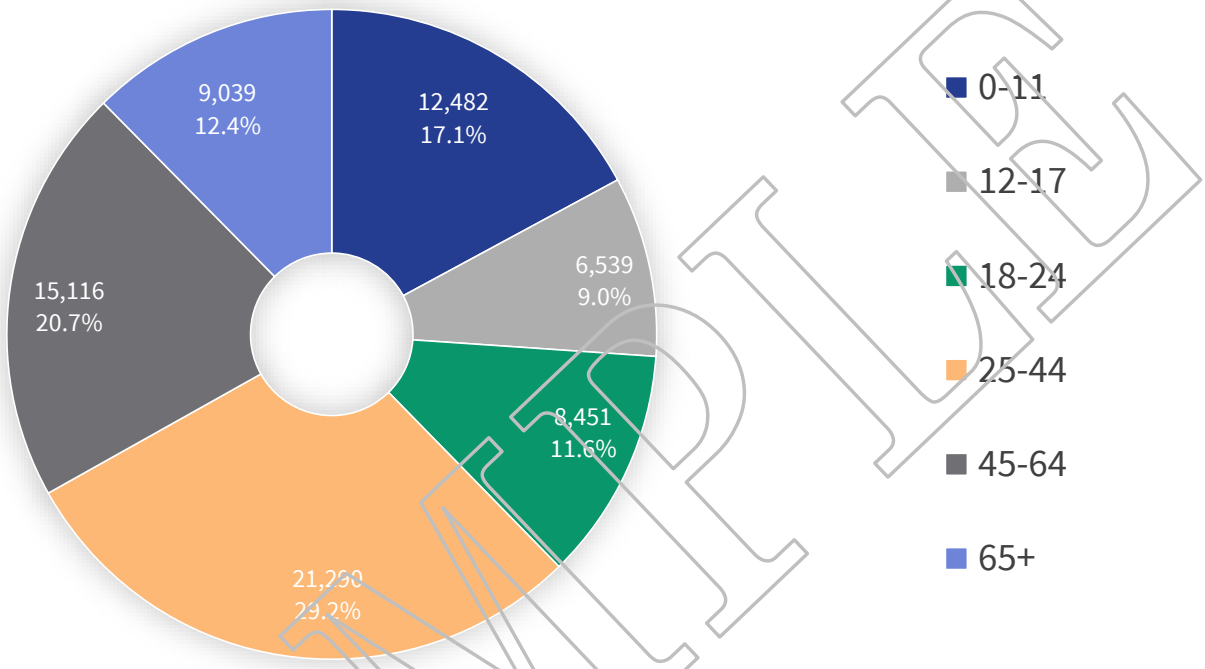
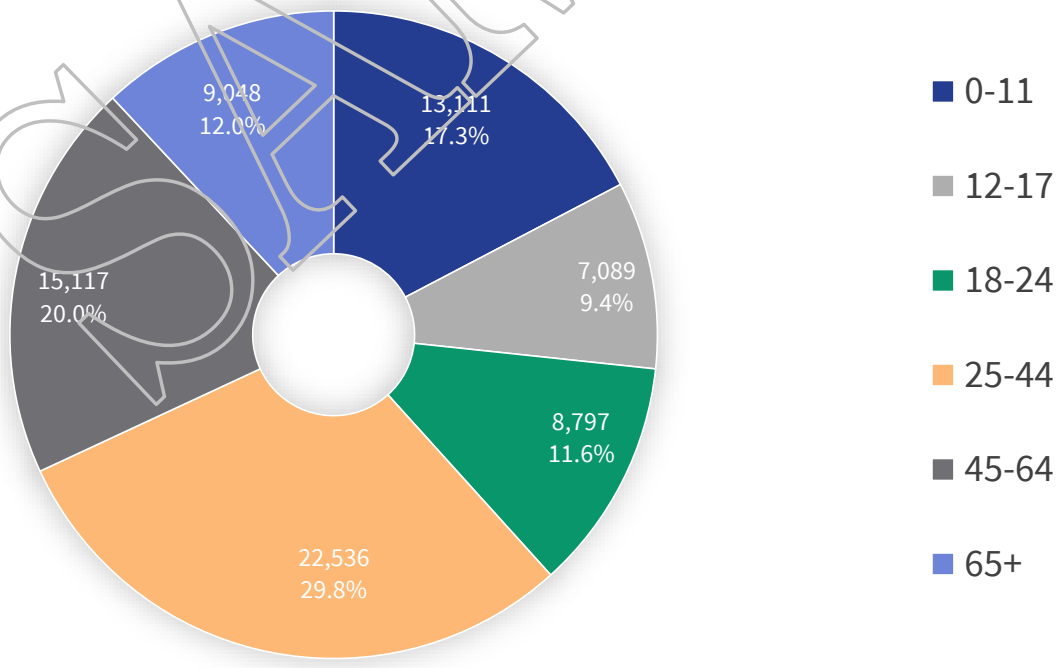
Population By Age Range 2024 (2-Mile Radius)



Population By Age Range 2029 (2-Mile Radius)



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Population By Age Range: 2024 vs.2029 (Drive Time)

Distance	Age Range	Year	Population	% Total
12-Minute Drive Time	0-11	2024	47,952	19.0%
	12-17	2024	25,002	9.9%
	18-24	2024	27,478	10.9%
	25-44	2024	70,833	28.0%
	45-64	2024	52,507	20.8%
	65+	2024	28,801	11.4%
	TOTAL	2024	252,573	100%
	0-11	2029	50,152	19.1%
	12-17	2029	26,981	10.3%
	18-24	2029	28,472	10.8%
	25-44	2029	75,093	28.6%
	45-64	2029	52,867	20.1%
	65+	2029	28,947	11.0%
	TOTAL	2029	262,512	100%

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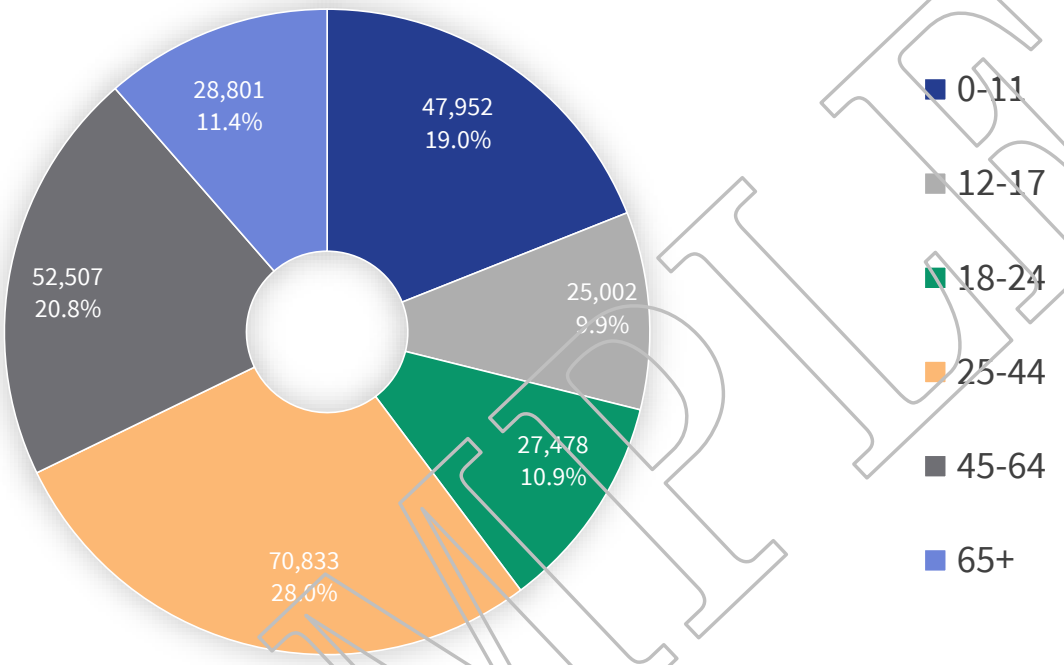
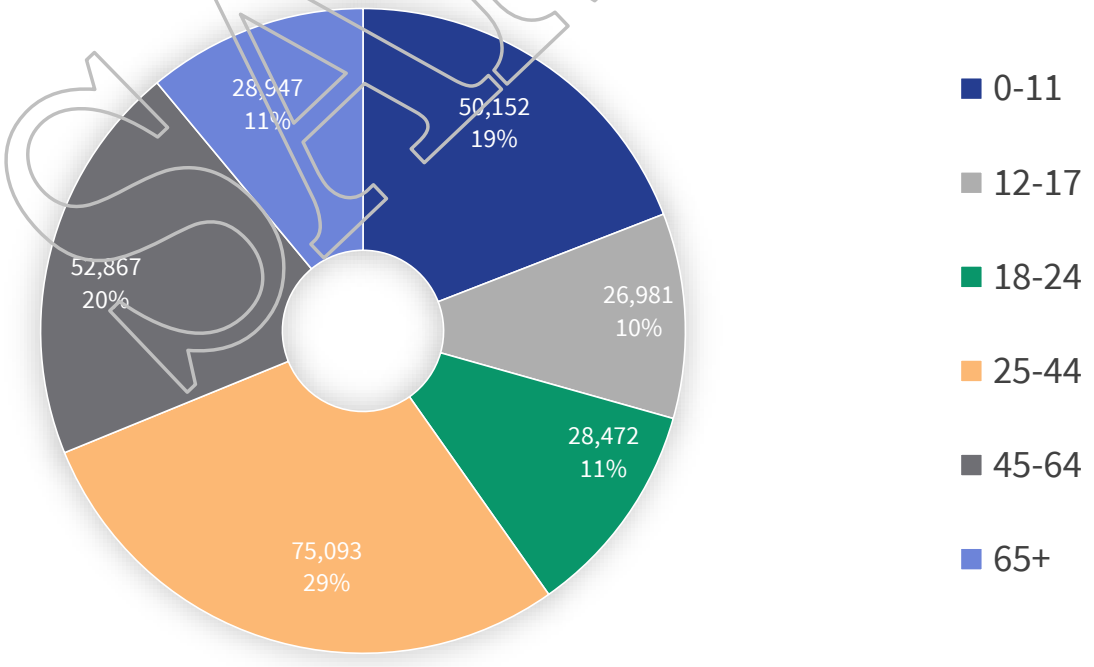
Population By Age Range 2024 (12-Minute Drive Time)



Population By Age Range 2029 (12-Minute Drive Time)



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Population Change By Age Range: 2024 vs. 2029 (Radius)

Distance	Age Range	Year	Population	% Change
2-Mile Radius	0-11	2024	12,482	5.0%
		2029	13,111	
	12-17	2024	6,539	8.4%
		2029	7,089	
	18-24	2024	8,451	4.1%
		2029	8,797	
	25-44	2024	21,290	5.9%
		2029	22,536	
	45-64	2024	15,116	0.0%
		2029	15,117	
	65+	2024	9,039	0.1%
		2029	9,048	
	TOTAL	2024	72,917	3.8%
		2029	75,698	

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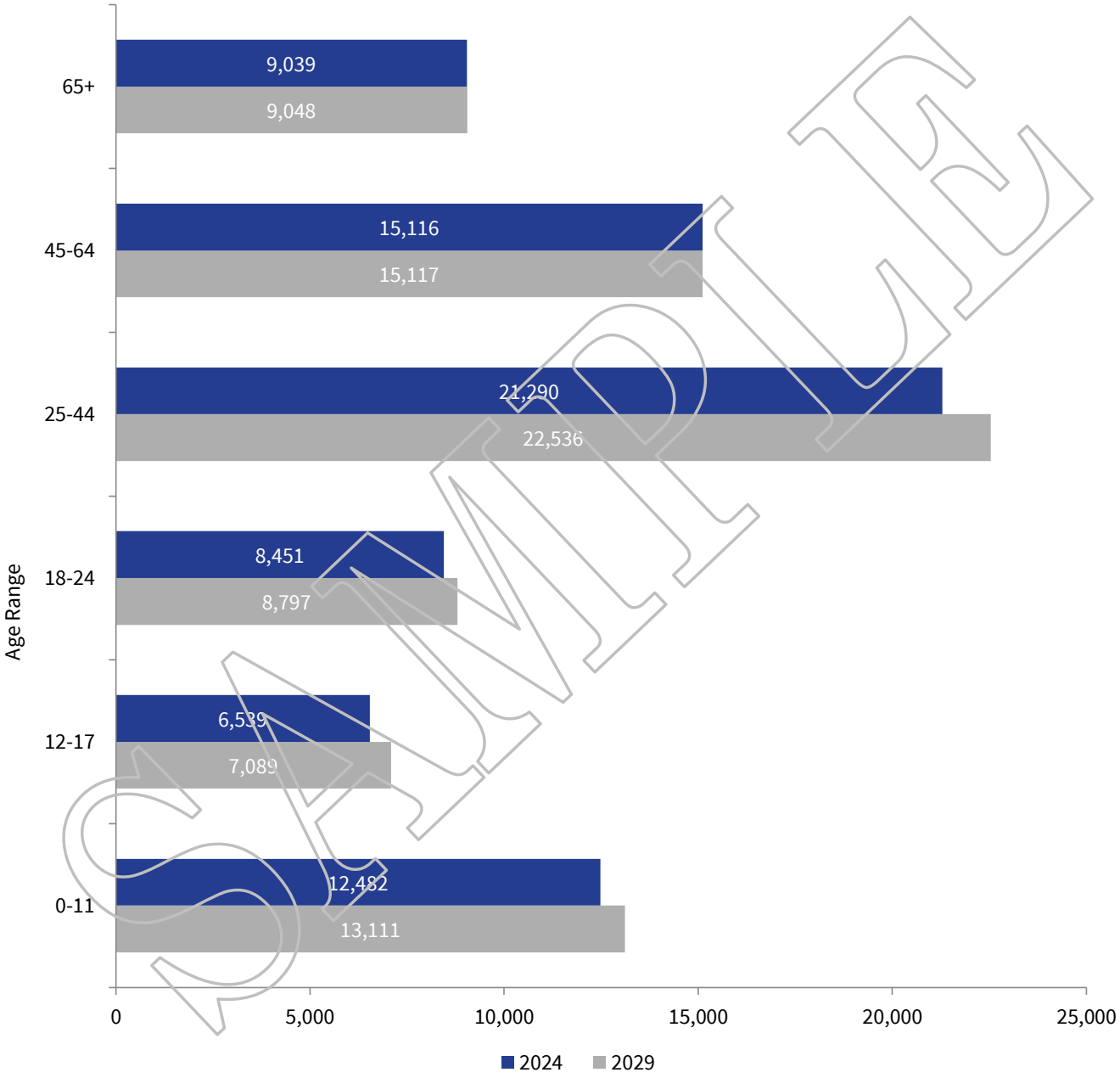
Population Change By Age Range

2024 vs 2029 (2-Mile Radius)



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Population Change By Age Range: 2024 vs. 2029 (Drive Time)

Distance	Age Range	Year	Population	% Change
12-Minute Drive Time	0-11	2024	47,952	4.6%
		2029	50,152	
	12-17	2024	25,002	7.9%
		2029	26,981	
	18-24	2024	27,478	3.6%
		2029	28,472	
	25-44	2024	70,833	6.0%
		2029	75,093	
	45-64	2024	52,507	0.7%
		2029	52,867	
	65+	2024	28,801	0.5%
		2029	28,947	
	TOTAL	2024	252,573	3.9%
		2029	262,512	

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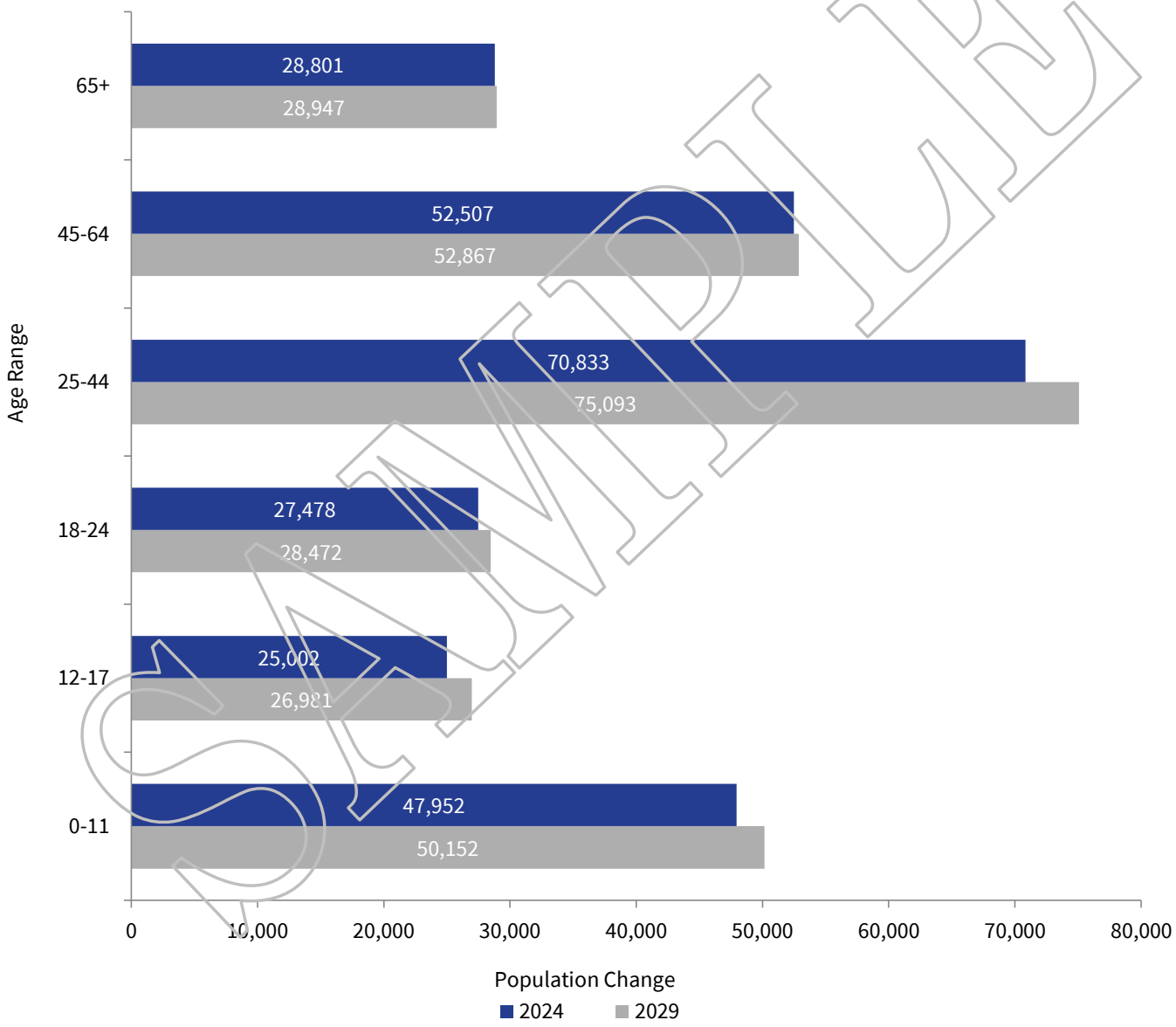
Population Change By Age Range
2024 vs 2029 (12-Minute Drive Time)



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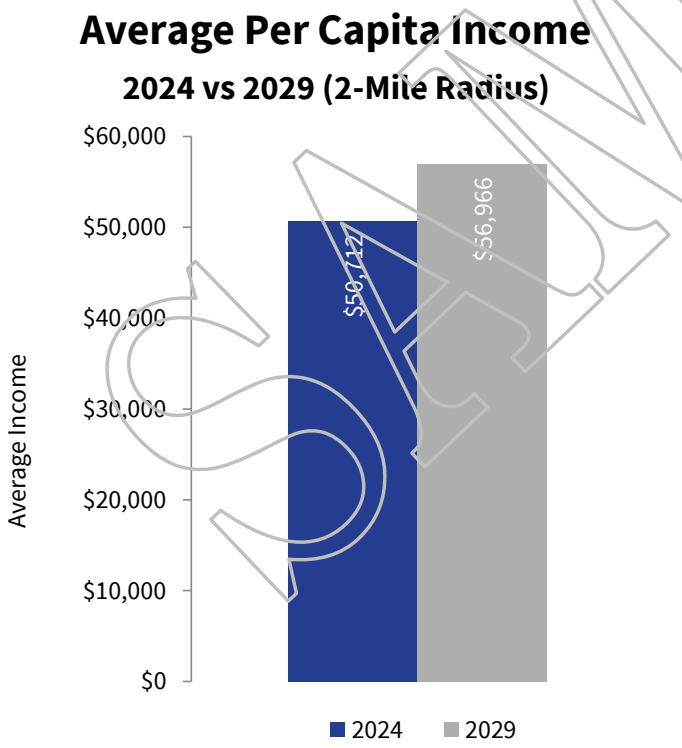
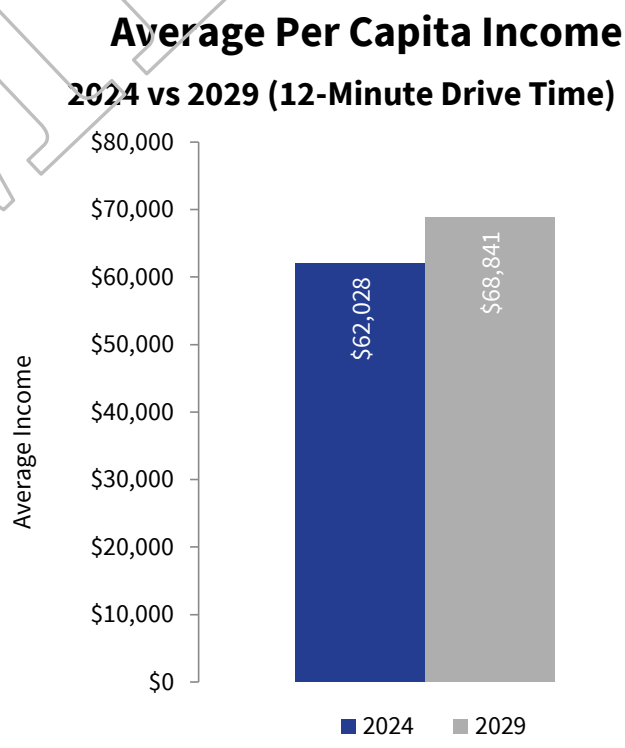
Average Per Capita Income: 2024 vs. 2029

Distance	Year	Per Capita Income	% Change
2-Mile Radius	2024	$50,712	12.3%
	2029	$56,966	
12-Minute Drive Time	2024	$62,028	11.0%
	2029	$68,841	





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Average Household Income: 2024 vs. 2029

Distance	Year	Avg HH Income	% Change
2-Mile Radius	2024	$94,005	12.2%
	2029	$105,504	
12-Minute Drive Time	2024	$105,469	11.9%
	2029	$118,020	

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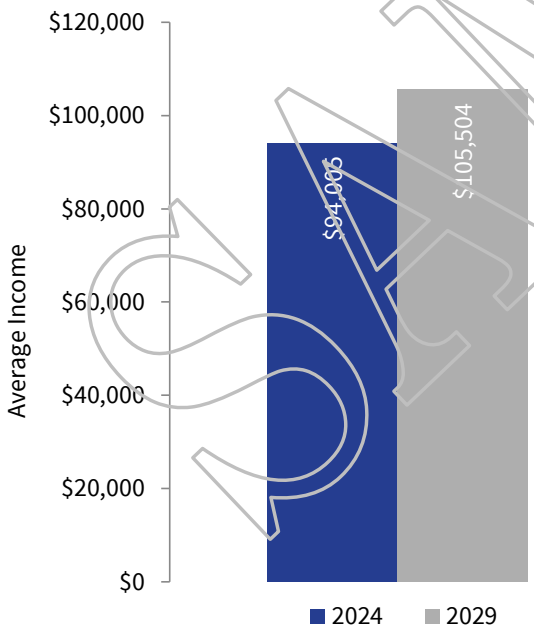
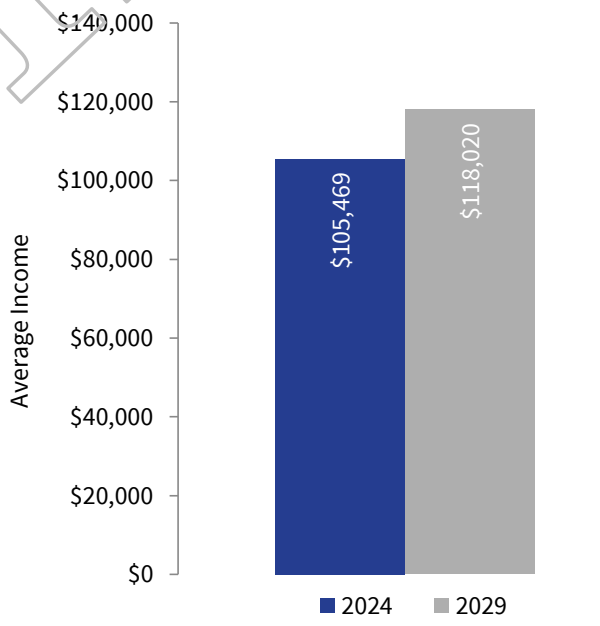
Average Household Income
2024 vs 2029 (2-Mile Radius)



Average Household Income
2024 vs 2029 (12-Minute Drive Time)



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Households By Income Brackets: 2024 vs. 2029 (Radius)

Distance	Income	Year	Households	% Total
2-Mile Radius	<$25,000	2024	8,660	41.2%
	$25,000-$49,999	2024	5,244	25.0%
	$50,000-$74,999	2024	2,815	13.4%
	$75,000-$99,999	2024	1,610	7.7%
	$100,000-$199,999	2024	1,414	6.7%
	$200,000+	2024	1,253	6.0%
	TOTAL	2024	20,996	
	<$25,000	2029	7,533	35.0%
	$25,000-$49,999	2029	5,553	25.8%
	$50,000-$74,999	2029	3,043	14.1%
	$75,000-$99,999	2029	1,952	9.1%
	$100,000-$199,999	2029	2,040	9.5%
	$200,000+	2029	1,388	6.5%
	TOTAL	2029	21,509	

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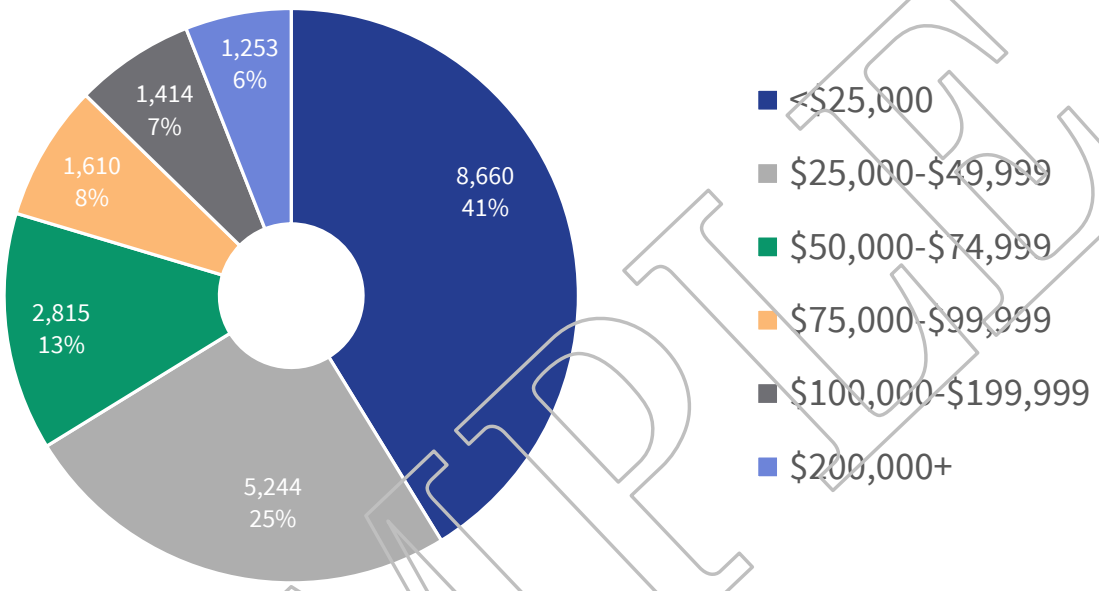
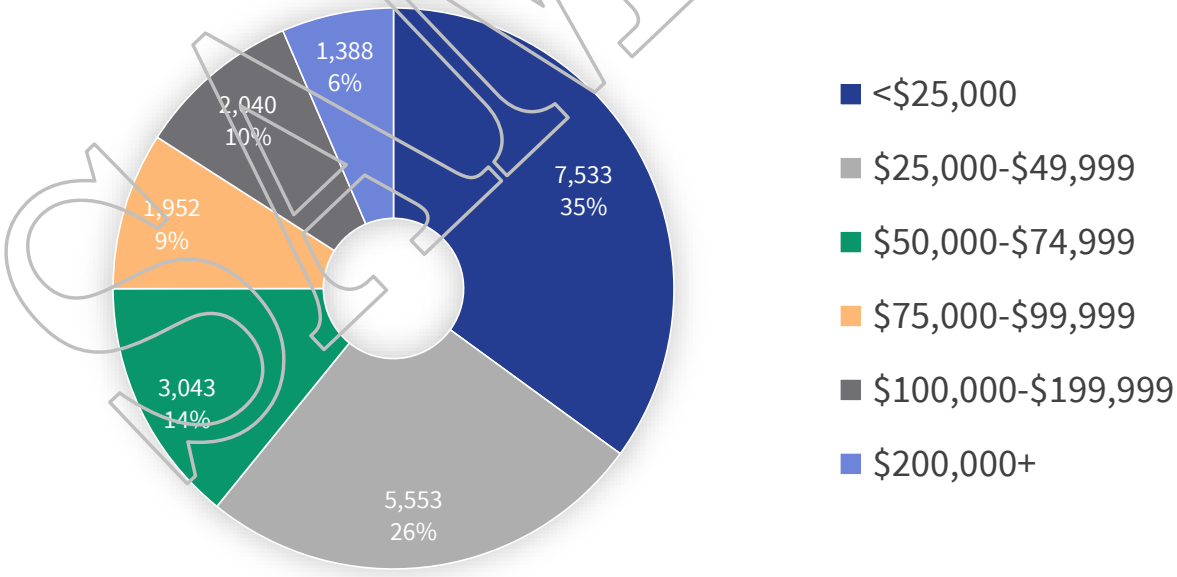
Households By Income Brackets - 2024 (2-Mile Radius)



Households By Income Brackets - 2029 (2-Mile Radius)



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Households By Income Brackets: 2024 vs. 2029 (Drive Time)

Distance	Income	Year	Households	% Total
12-Minute Drive Time	<$25,000	2024	24,348	32.2%
	$25,000-$49,999	2024	19,216	25.4%
	$50,000-$74,999	2024	11,619	15.3%
	$75,000-$99,999	2024	7,366	9.7%
	$100,000-$199,999	2024	7,897	10.4%
	$200,000+	2024	5,286	7.0%
	TOTAL	2024	75,732	
	<$25,000	2029	21,561	27.8%
	$25,000-$49,999	2029	19,474	25.1%
	$50,000-$74,999	2029	11,836	15.2%
	$75,000-$99,999	2029	8,356	10.8%
	$100,000-$199,999	2029	10,517	13.5%
	$200,000+	2029	5,887	7.6%
	TOTAL	2029	77,631	

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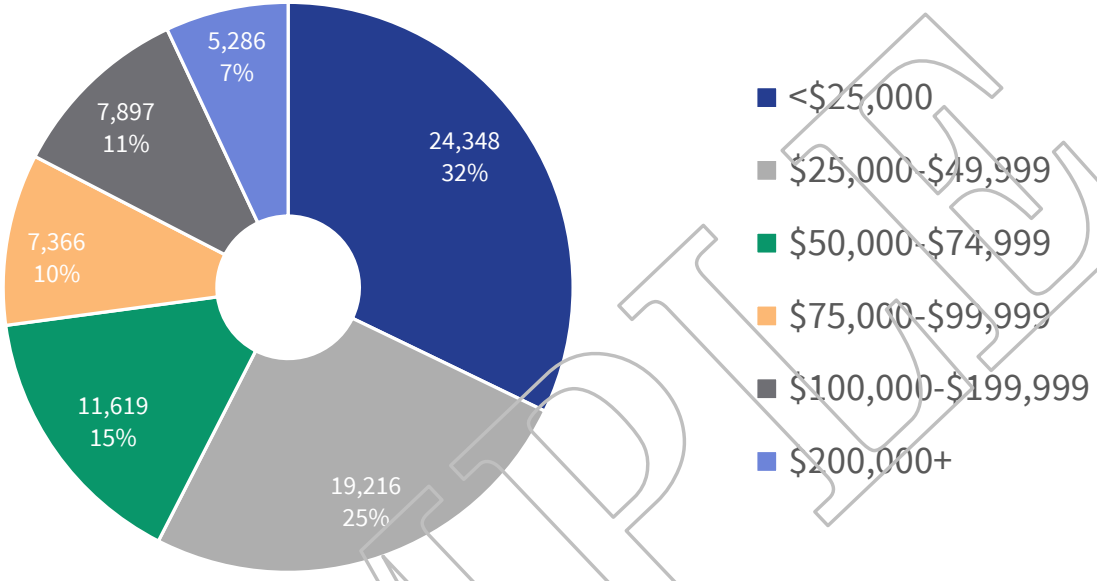
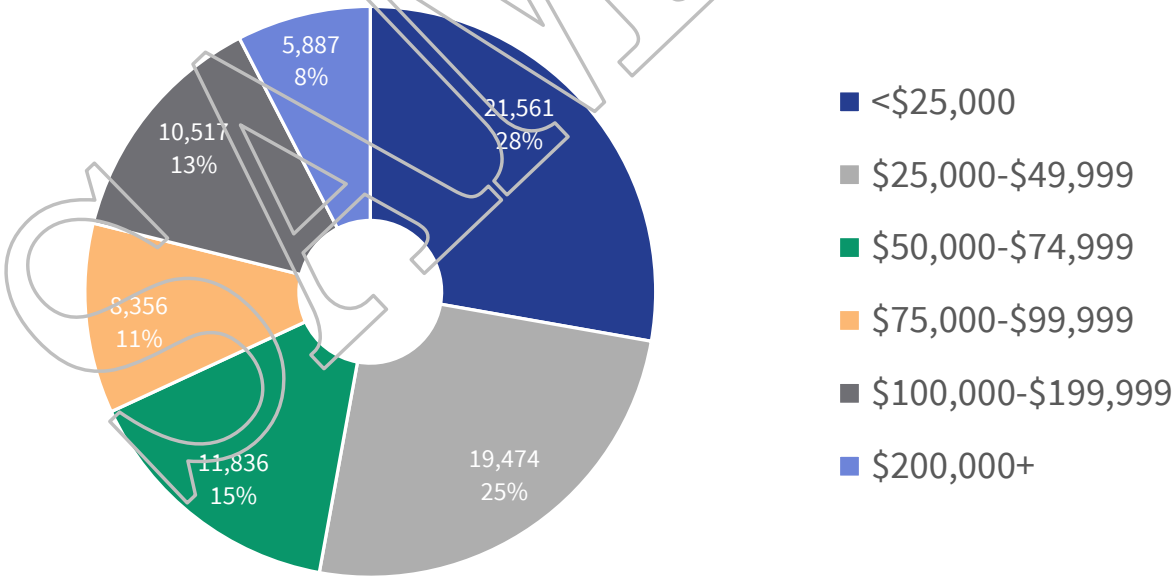
Households By Income Brackets - 2024 (12-Minute Drive Time)



Households By Income Brackets - 2029 (12-Minute Drive Time)



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Households Change By Income Brackets: 2024 vs. 2029 (Radius)

Distance	Income	Year	Households	% Change
2-Mile Radius	<$25,000	2024	8,660	-13.0%
		2029	7,533	
	$25,000-$49,999	2024	5,244	5.9%
		2029	5,553	
	$50,000-$74,999	2024	2,815	8.1%
		2029	3,043	
	$75,000-$99,999	2024	1,610	21.2%
		2029	1,952	
	$100,000-$199,999	2024	1,414	44.3%
		2029	2,040	
	$200,000+	2024	1,253	10.8%
		2029	1,388	
	TOTAL	2024	20,996	2.4%
		2029	21,509	

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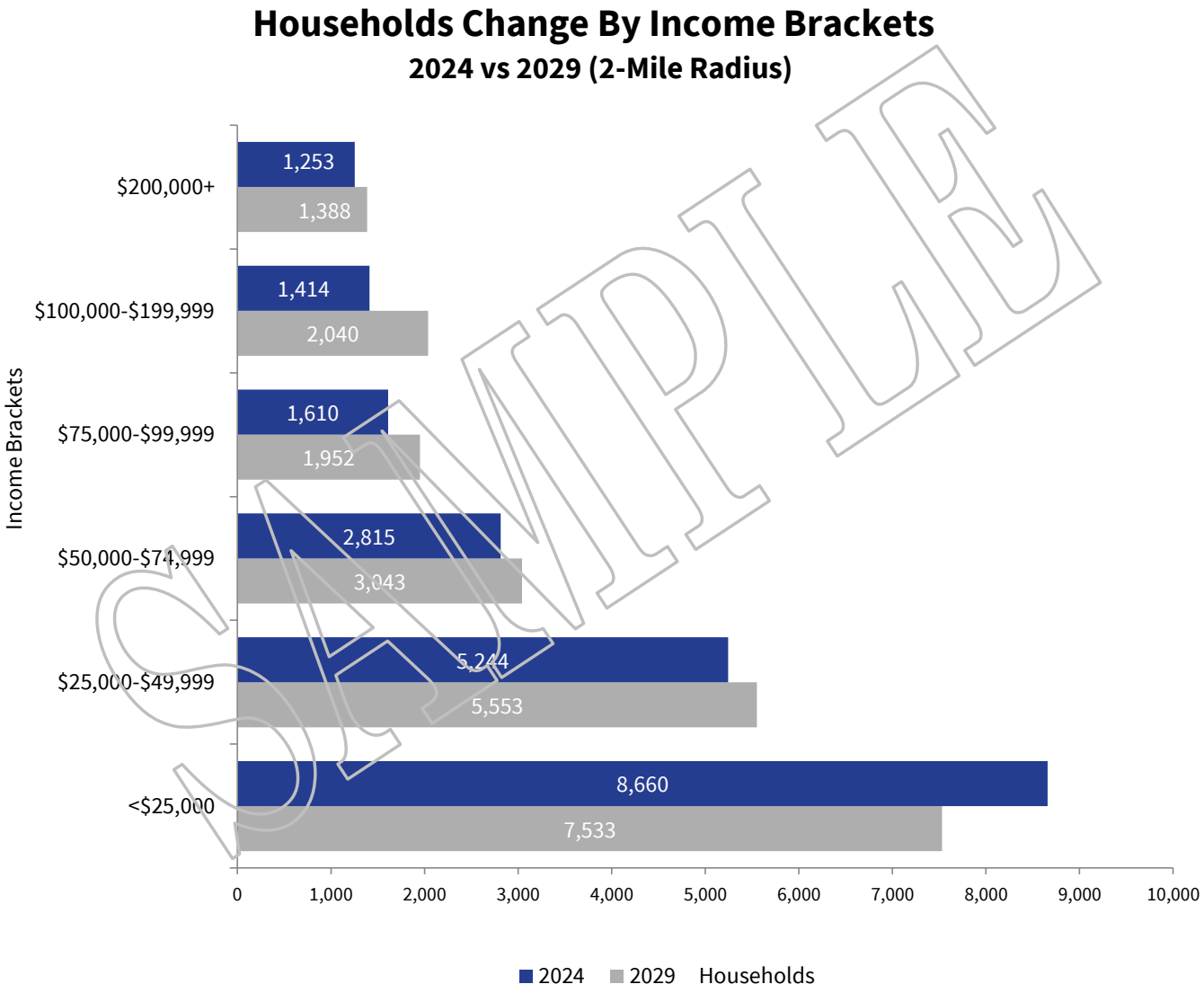

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Households Change By Income Brackets: 2024 vs. 2029 (Drive Time)

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		2029	19,474	
	$50,000-$74,999	2024	11,619	1.9%
		2029	11,836	
	$75,000-$99,999	2024	7,366	13.4%
		2029	8,356	
	$100,000-$149,999	2024	7,897	33.2%
		2029	10,517	
	$200,000+	2024	5,286	11.4%
		2029	5,887	
	TOTAL	2024	75,732	2.5%
		2029	77,631	

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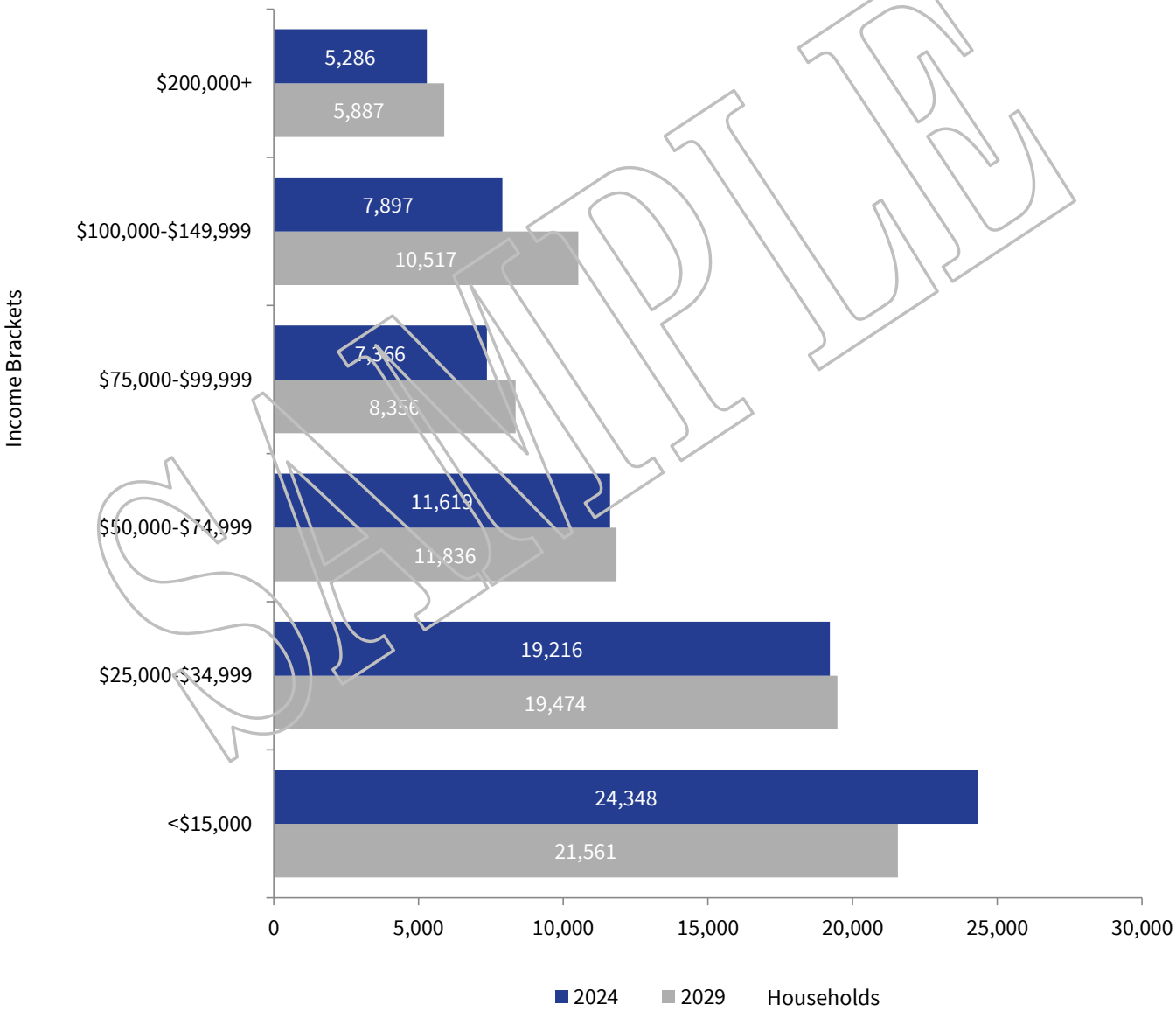
Households Change By Income Brackets

2024 vs 2029 (12-Minute Drive Time)



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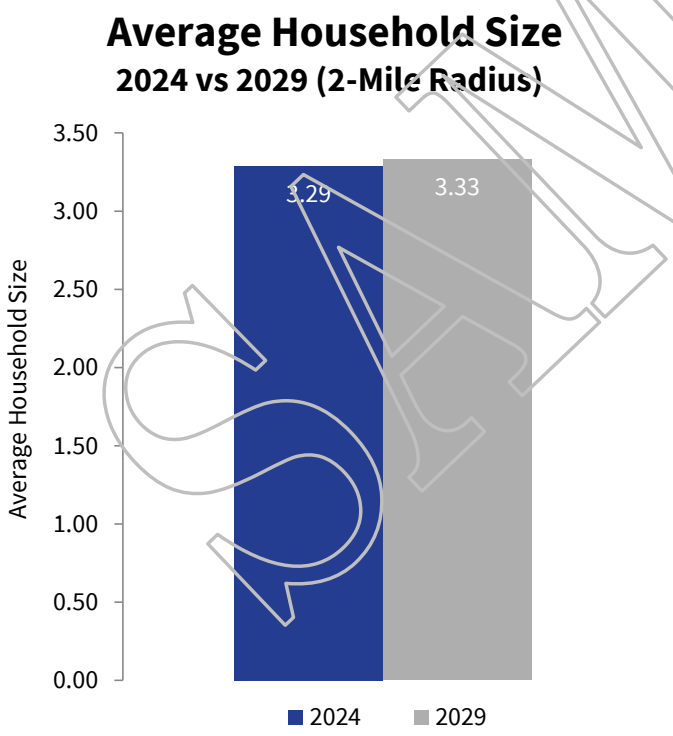
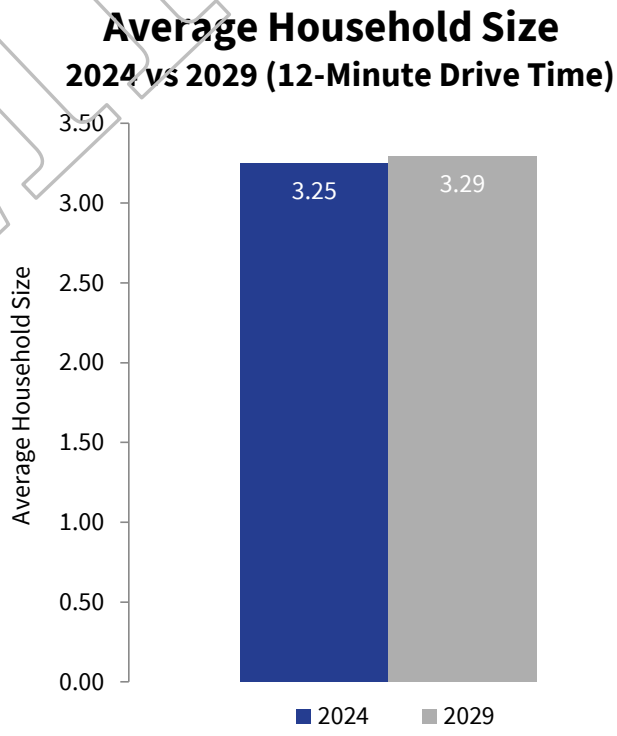
Average Household Size / Change: 2024 vs. 2029

Distance	Year	Avg. Household Size	% Change
2-Mile Radius	2024	3.29	1.3%
	2029	3.33	
12-Minute Drive Time	2024	3.25	1.4%
	2029	3.29	





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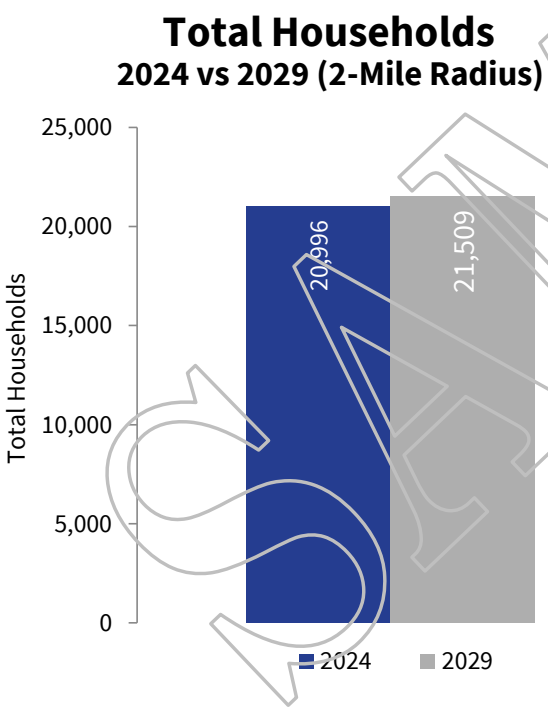
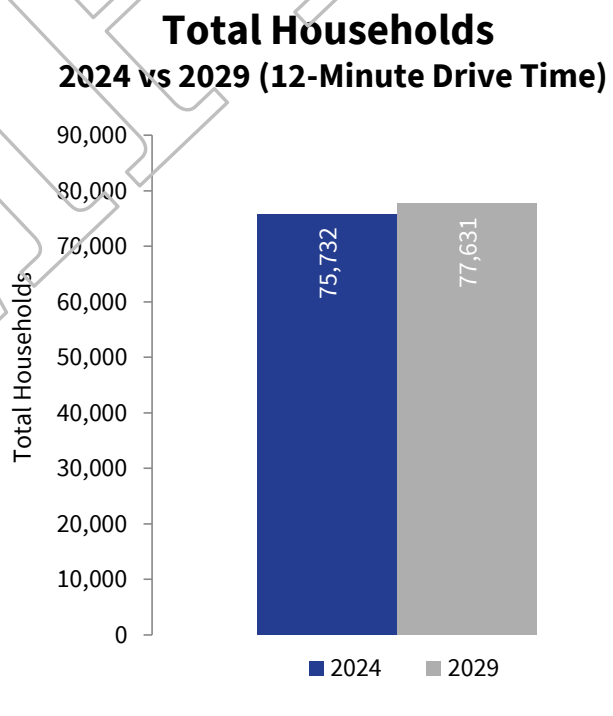
Total Households: 2024 vs. 2029

Distance	Year	Total Households	% Change
2-Mile Radius	2024	20,996	2.4%
	2029	21,509	
12-Minute Drive Time	2024	75,732	2.5%
	2029	77,631	





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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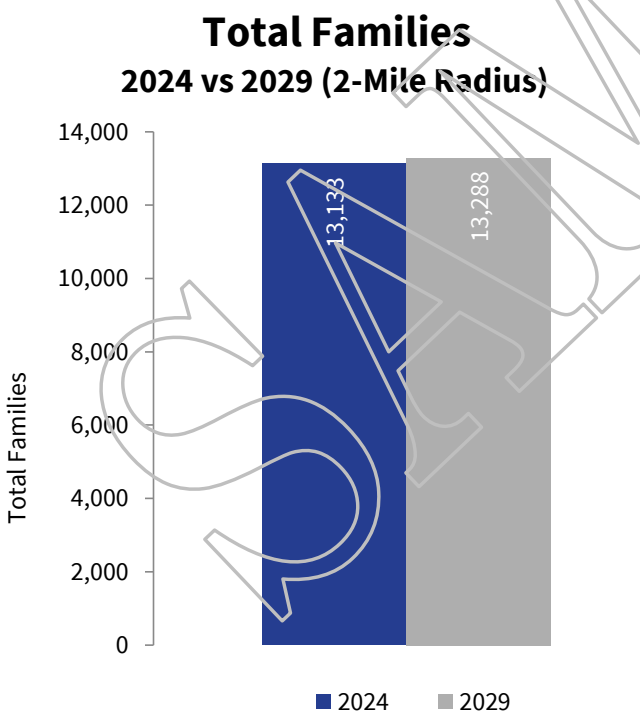
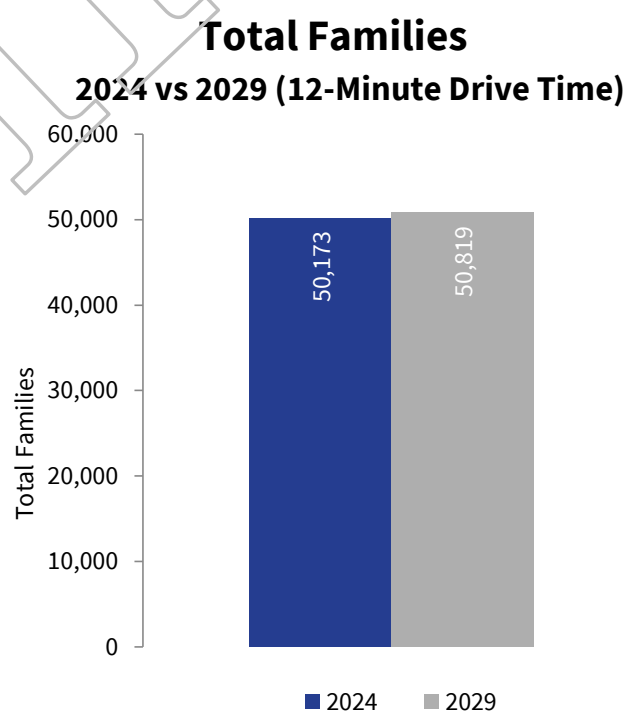
Total Families: 2024 vs. 2029

Distance	Year	Total Families	% Change
2-Mile Radius	2024	13,133	1.2%
	2029	13,288	
12-Minute Drive Time	2024	50,173	1.3%
	2029	50,819	





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Average Family Size: 2024 vs. 2029

Distance	Year	Avg Family Size	% Change
2-Mile Radius	2024	4.37	2.1%
	2029	4.46	
12-Minute Drive Time	2024	4.16	2.2%
	2029	4.25	

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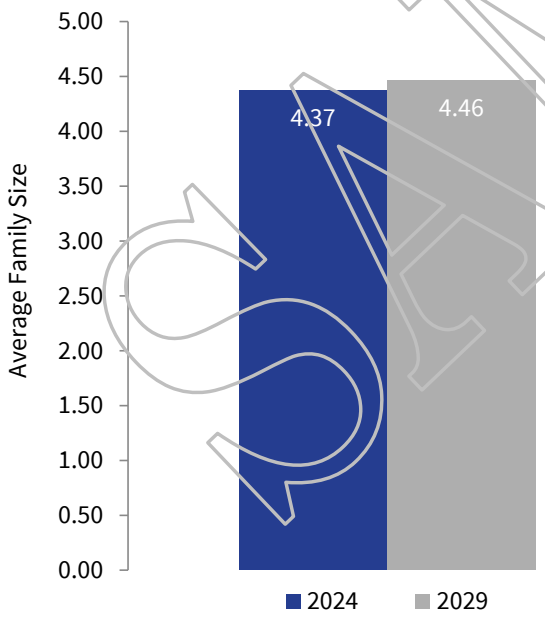
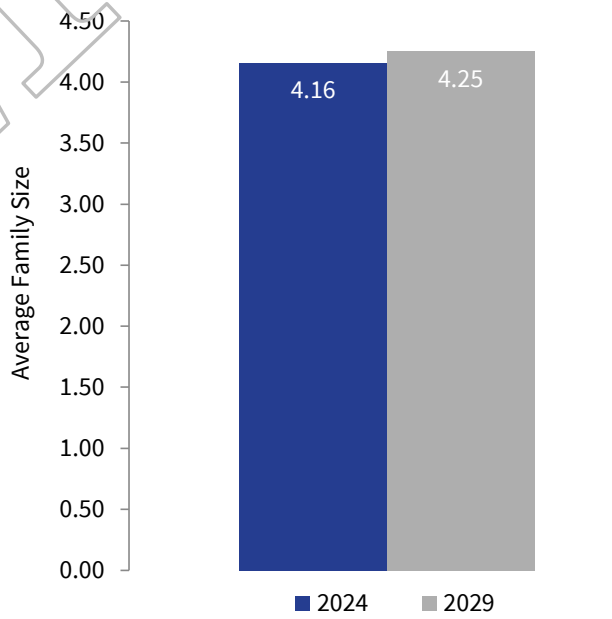
Average Family Size
2024 vs 2029 (2-Mile Radius)



Average Family Size
2024 vs 2029 (12-Minute Drive Time)



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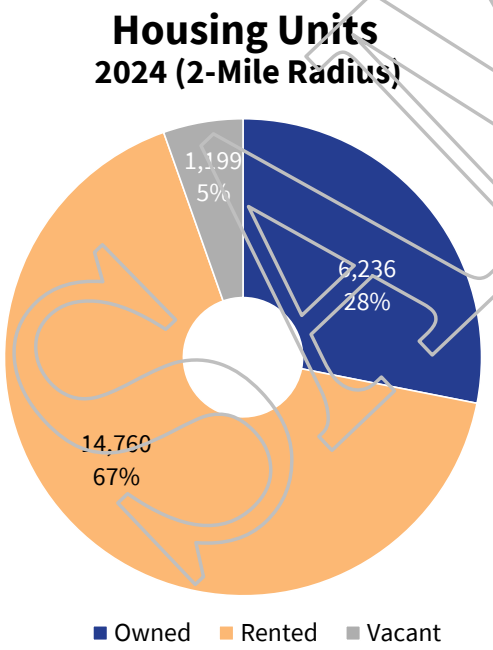
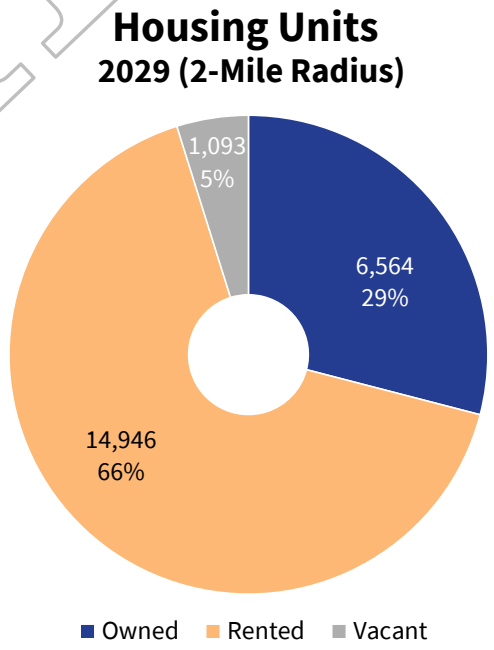
Total Housing Units Breakdown: 2024 vs. 2029 (Radius)

Distance	Type	Year	Housing Units	% Total
2-Mile Radius	Owned	2024	6,236	28.1%
	Rented	2024	14,760	66.5%
	Vacant	2024	1,199	5.4%
	TOTAL	2024	22,195	
	Owned	2029	6,564	29.0%
	Rented	2029	14,946	66.1%
	Vacant	2029	1,093	4.8%
	TOTAL	2029	22,603	





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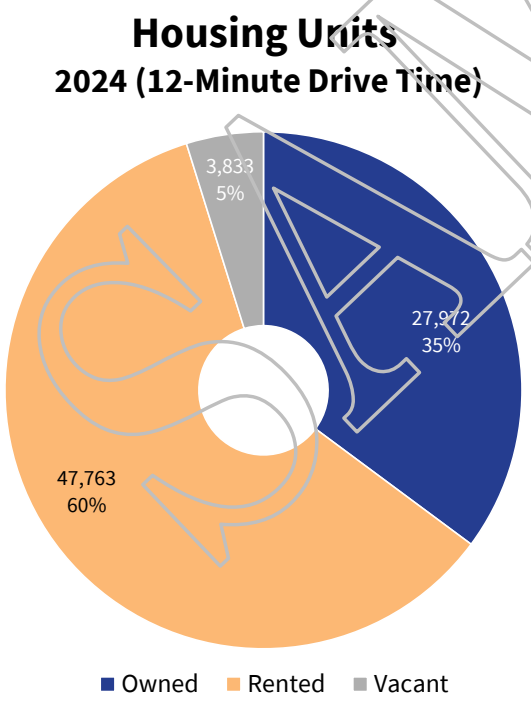
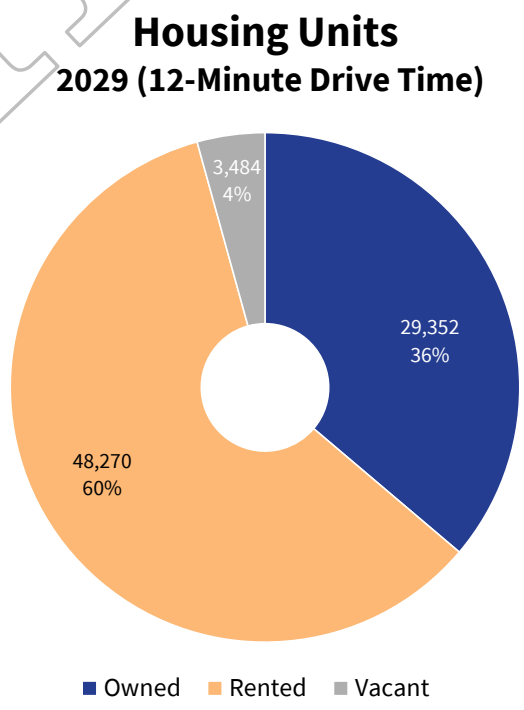
Total Housing Units Breakdown: 2024 vs. 2029 (Drive Time)

Distance	Type	Year	Housing Units	% Total
12-Minute Drive Time	Owned	2024	27,972	35.2%
	Rented	2024	47,763	60.0%
	Vacant	2024	3,833	4.8%
	TOTAL	2024	79,568	
	Owned	2029	29,352	36.2%
	Rented	2029	48,270	59.5%
	Vacant	2029	3,484	4.3%
	TOTAL	2029	81,106	





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Total Housing Units Change: 2024 vs. 2029 (Radius)

Distance	Type	Year	Housing Units	% Change
2-Mile Radius	Owned	2024	6,236	5.3%
		2029	6,564	
	Rented	2024	14,760	1.3%
		2029	14,946	
	Vacant	2024	1,199	-8.8%
		2029	1,093	
	TOTAL	2024	22,195	1.8%
		2029	22,603	

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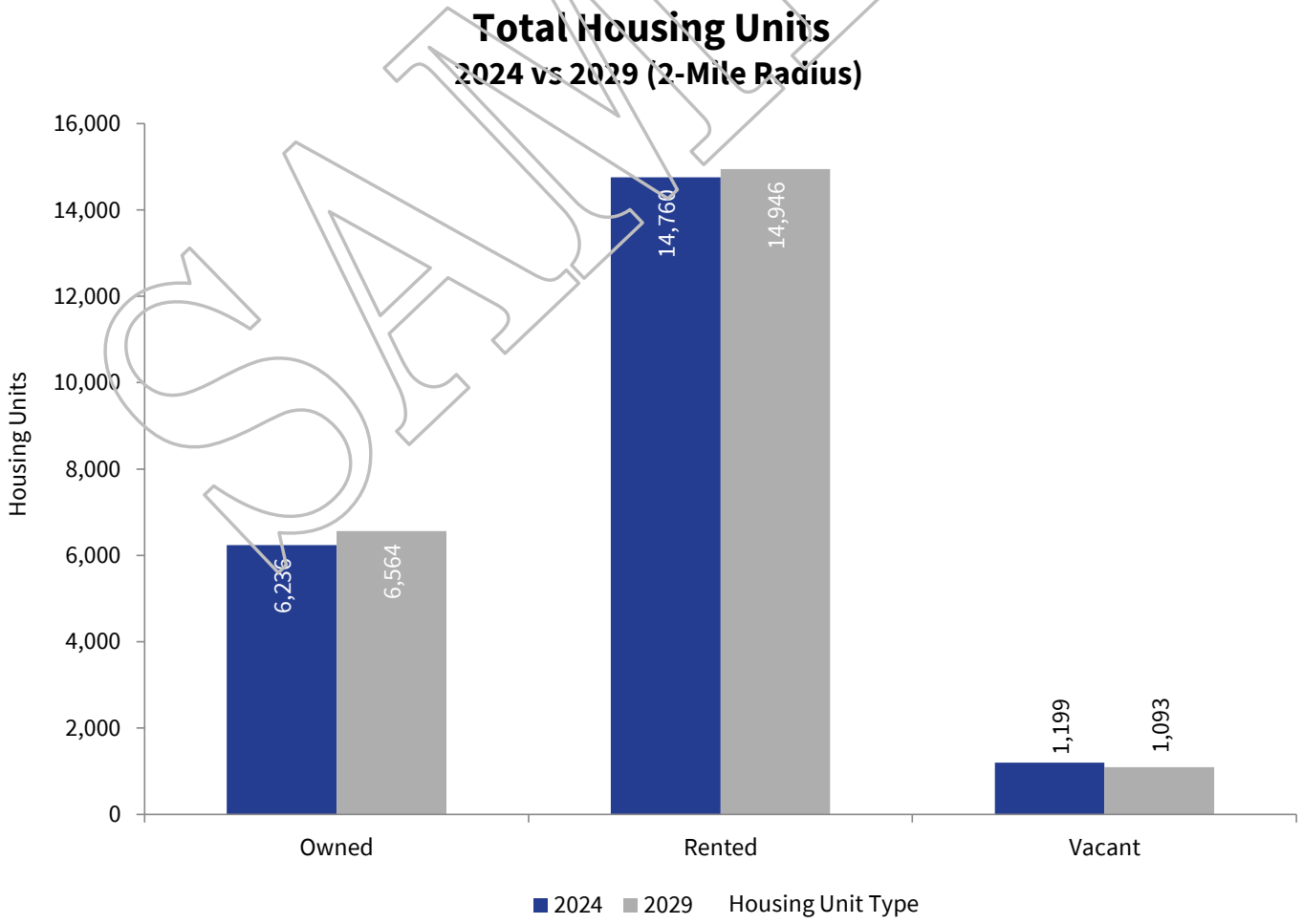

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Total Housing Units % Change: 2024 vs. 2029 (Drive Time)

Distance	Type	Year	Housing Units	% Change
12-Minute Drive Time	Owned	2024	27,972	4.9%
		2029	29,352	
	Rented	2024	47,763	1.1%
		2029	48,270	
	Vacant	2024	3,833	-9.1%
		2029	3,484	
	TOTAL	2024	79,568	1.9%
		2029	81,106	

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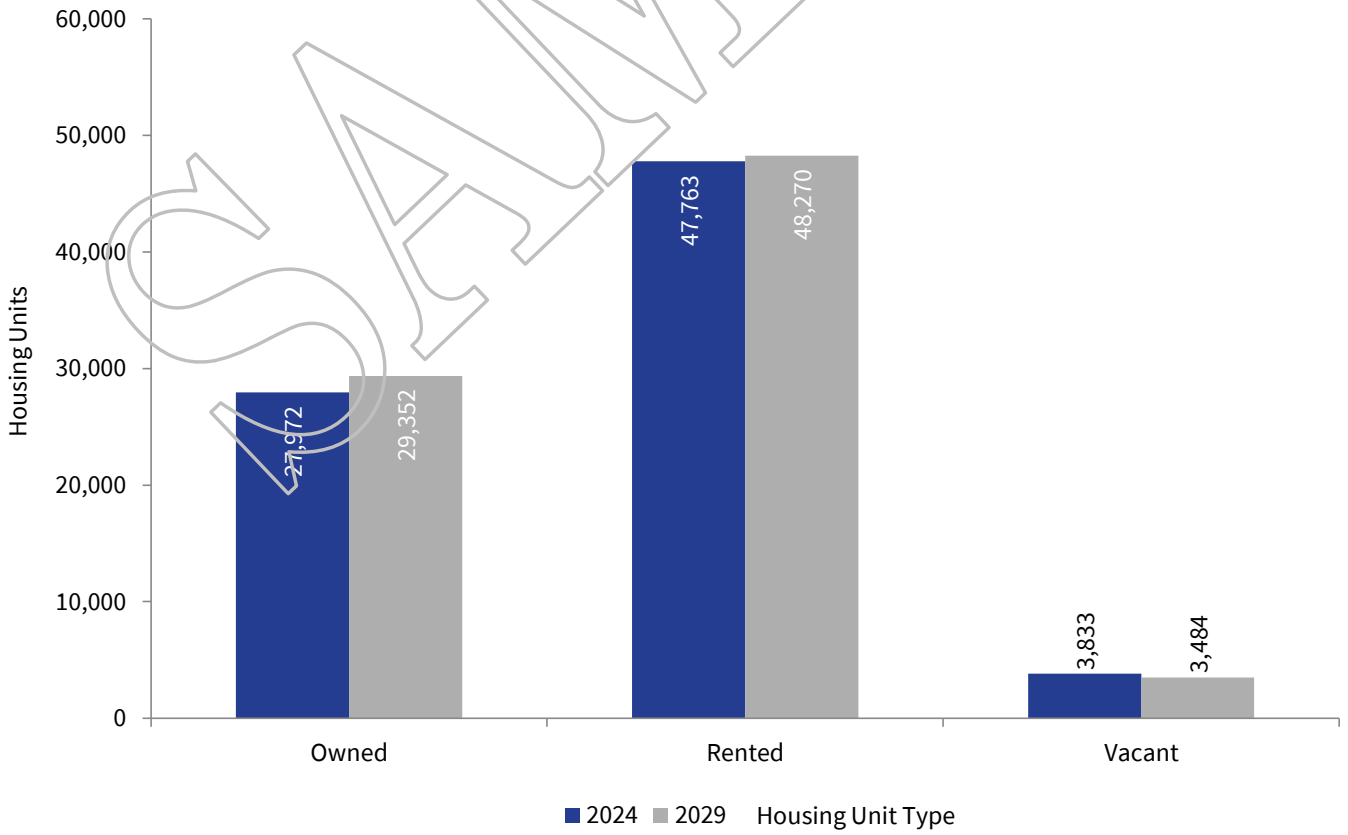
Total Housing Units:
2024 vs 2029 (12-Minute Drive Time)



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Average Median Value Of Owner Occupied Units: 2024 vs. 2029

Distance	Year	Avg Value	% Change
2-Mile Radius	2024	$162,782	2.0%
	2029	$165,971	
12-Minute Drive Time	2024	$192,419	1.8%
	2029	$195,859	

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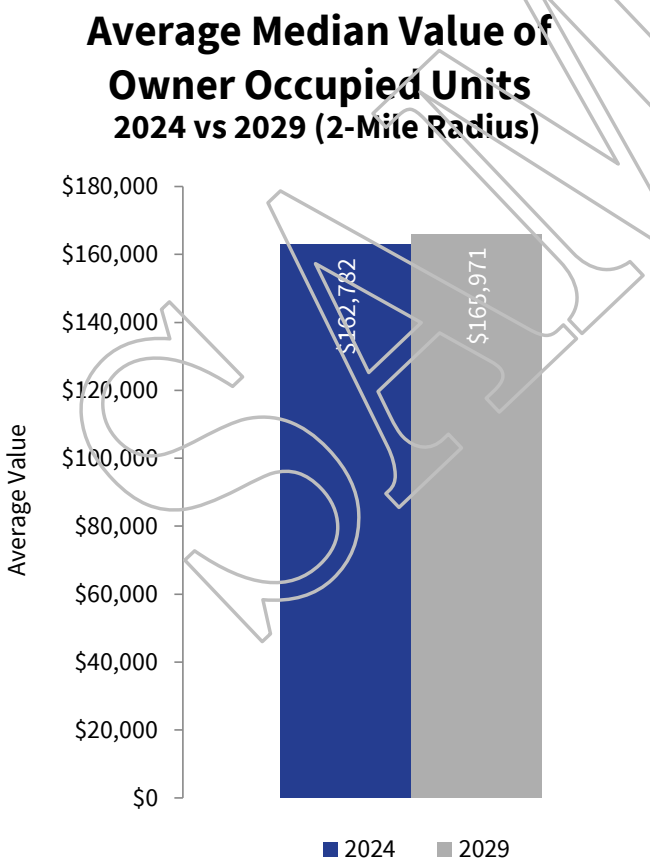

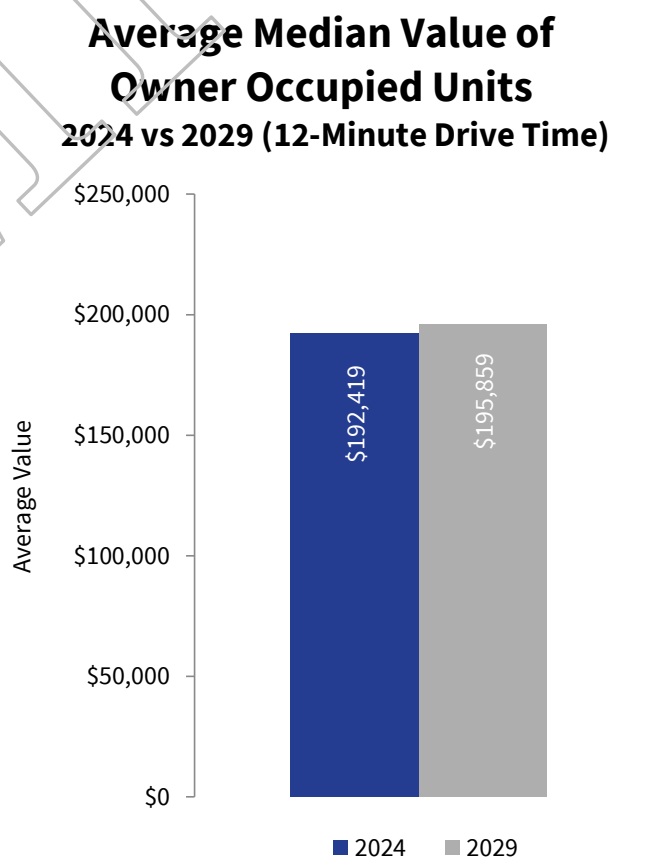

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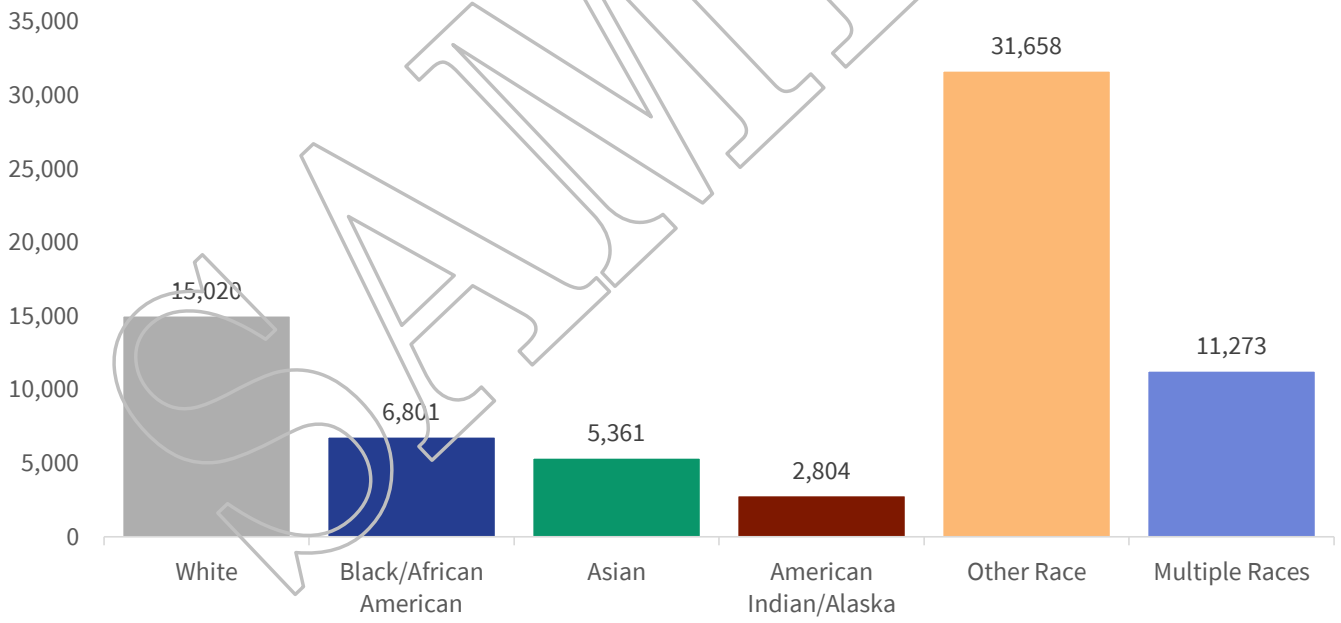
Population By Race: 2024 (Radius)

Distance	Race	Year	Population	% Total
2-Mile Radius	White	2024	15,020	20.6%
	Black/African American	2024	6,801	9.3%
	Asian	2024	5,361	7.4%
	American Indian/Alaska	2024	2,804	3.8%
	Other Race	2024	31,658	43.4%
	Multiple Races	2024	11,273	15.5%
	TOTAL	2024	72,917	100%

Population By Race 2024 (Radius)



Hispanic Percentage of Total Population: 2-Mile (Radius)

Distance	Ethnicity	Year	Population	% of Total Population
2-Mile Radius	Hispanic	2024	51,101	70.1%

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Population By Race: 2024 (Drive Time)

Distance	Race	Year	Population	% Total
12-Minute Drive Time	White	2024	61,342	24.3%
	Black/African American	2024	20,495	8.1%
	Asian	2024	29,159	11.5%
	American Indian/Alaska	2024	7,847	3.1%
	Other Race	2024	95,523	37.8%
	Multiple Races	2024	38,206	15.2%
	TOTAL	2024	252,572	100%

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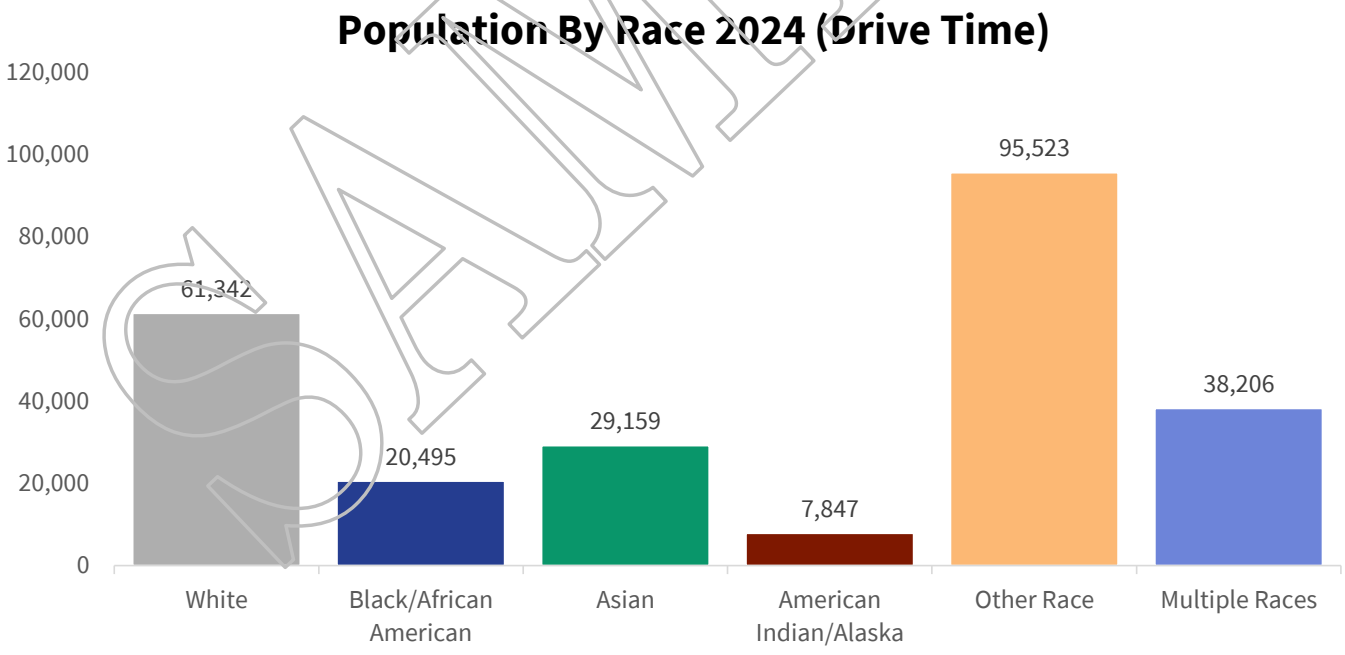

Hispanic Percentage of Total Population: (Drive Time)

Distance	Ethnicity	Year	Population	% of Total Population
12-Minute Drive Time	Hispanic	2024	161,293	63.9%

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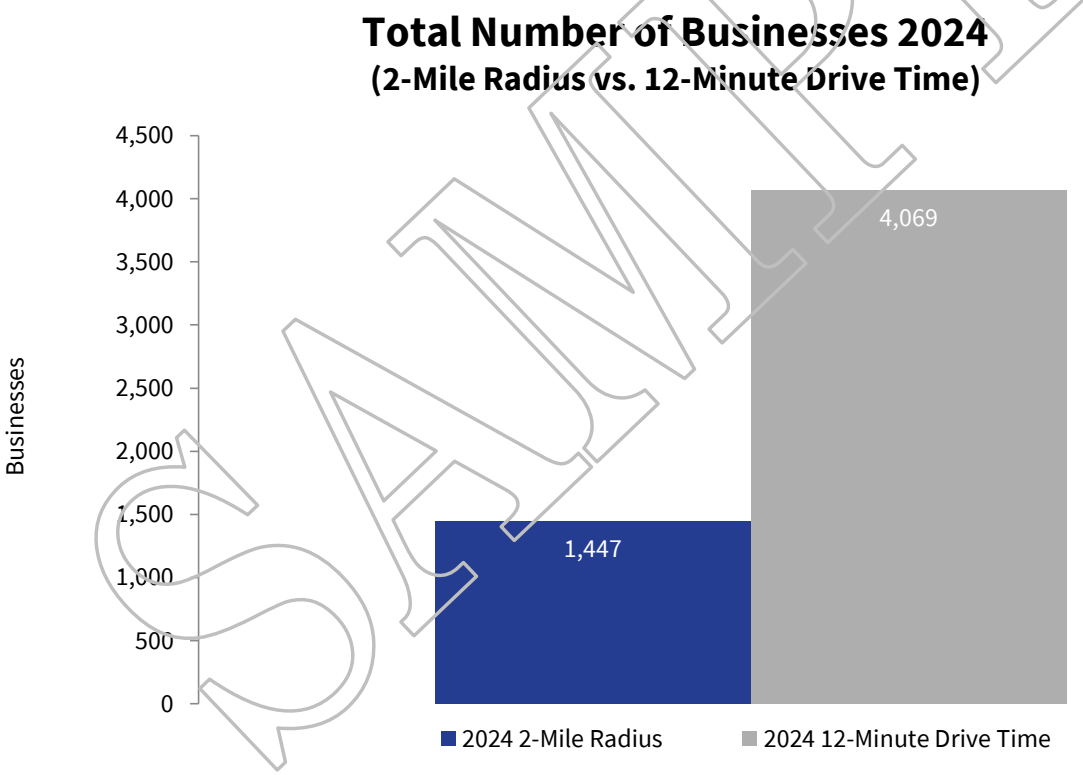
Total Number Of Businesses: 2024

Distance	Year	Total Number of Businesses
2-Mile Radius	2024	1,447
12-Minute Drive Time	2024	4,069



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Total Number Of Employees: 2024

Distance	Year	Total Number of Employees
2-Mile Radius	2024	26,245
12-Minute Drive Time	2024	73,462

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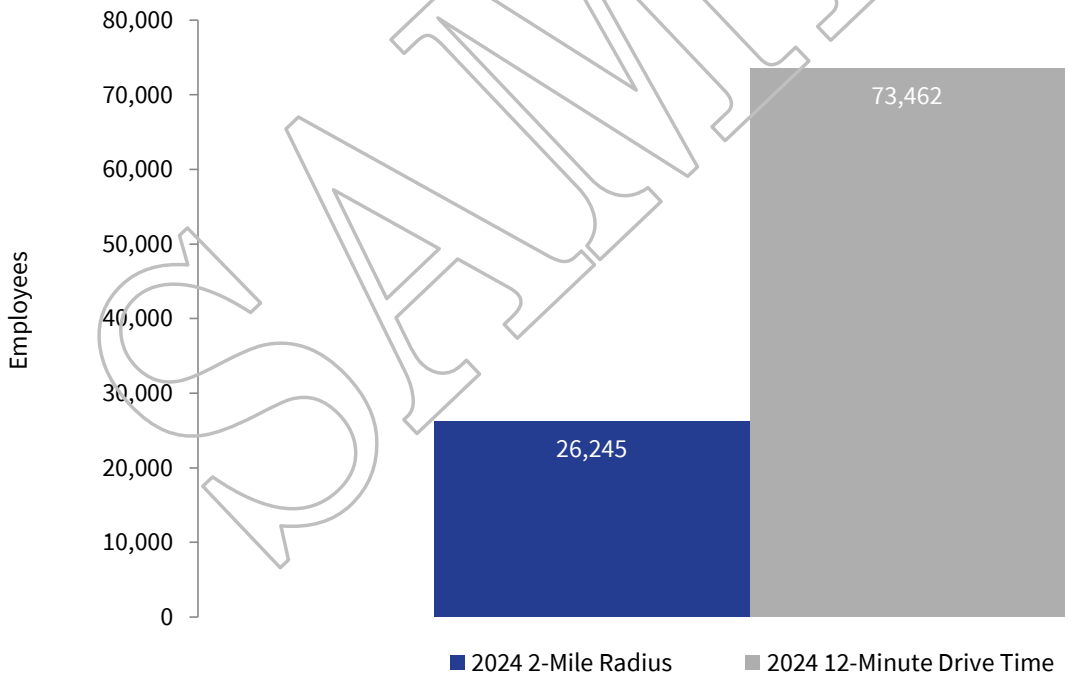
Total Number of Employees (Where People Work) 2024
(2-Mile Radius vs. 12-Minute Drive Time)



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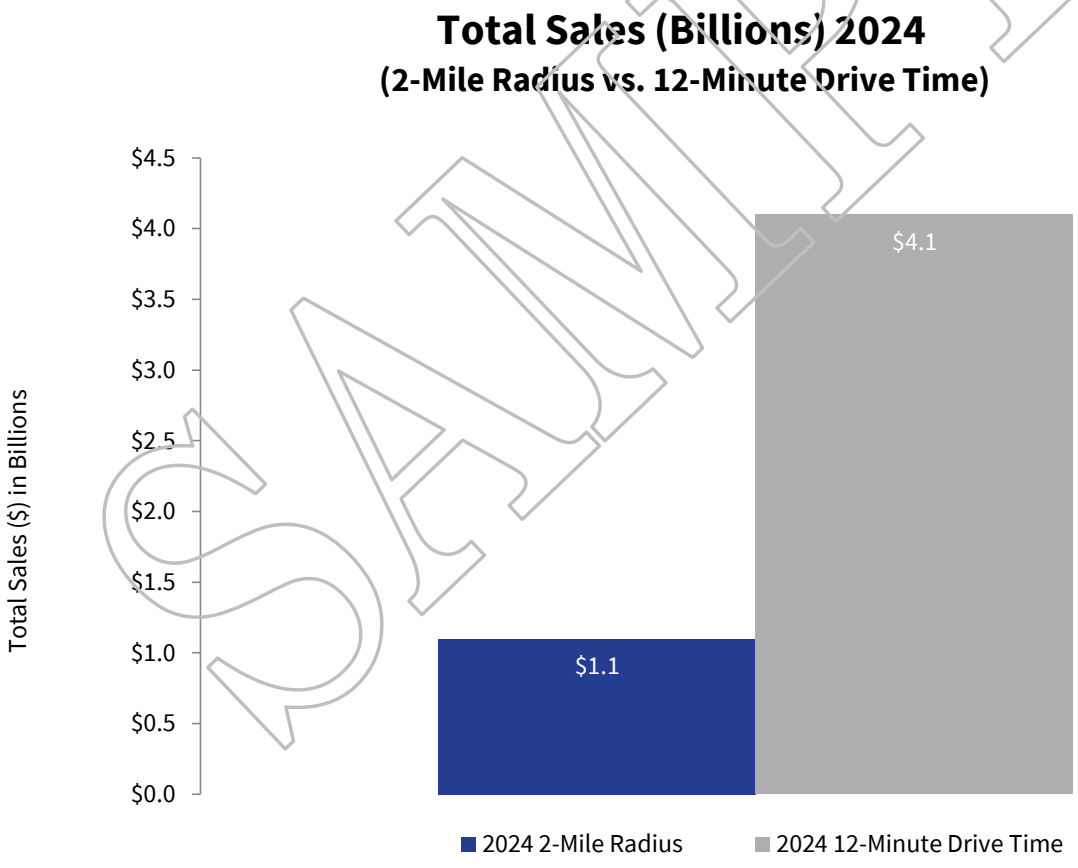
Total Sales: 2024		
Distance	**Year**	**Total Sales**
2-Mile Radius	2024	$1.1 Billion
12-Minute Drive Time	2024	$4.1 Billion



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Retail Data 2024 (Subset Of Total Businesses)

Distance	Type	Year	Retail Only
2-Mile Radius	Businesses	2024	192
	Employees	2024	1,372
	Sales	2024	$0.7 Billion
12-Minute Drive Time	Businesses	2024	628
	Employees	2024	8,148
	Sales	2024	$3.1 Billion

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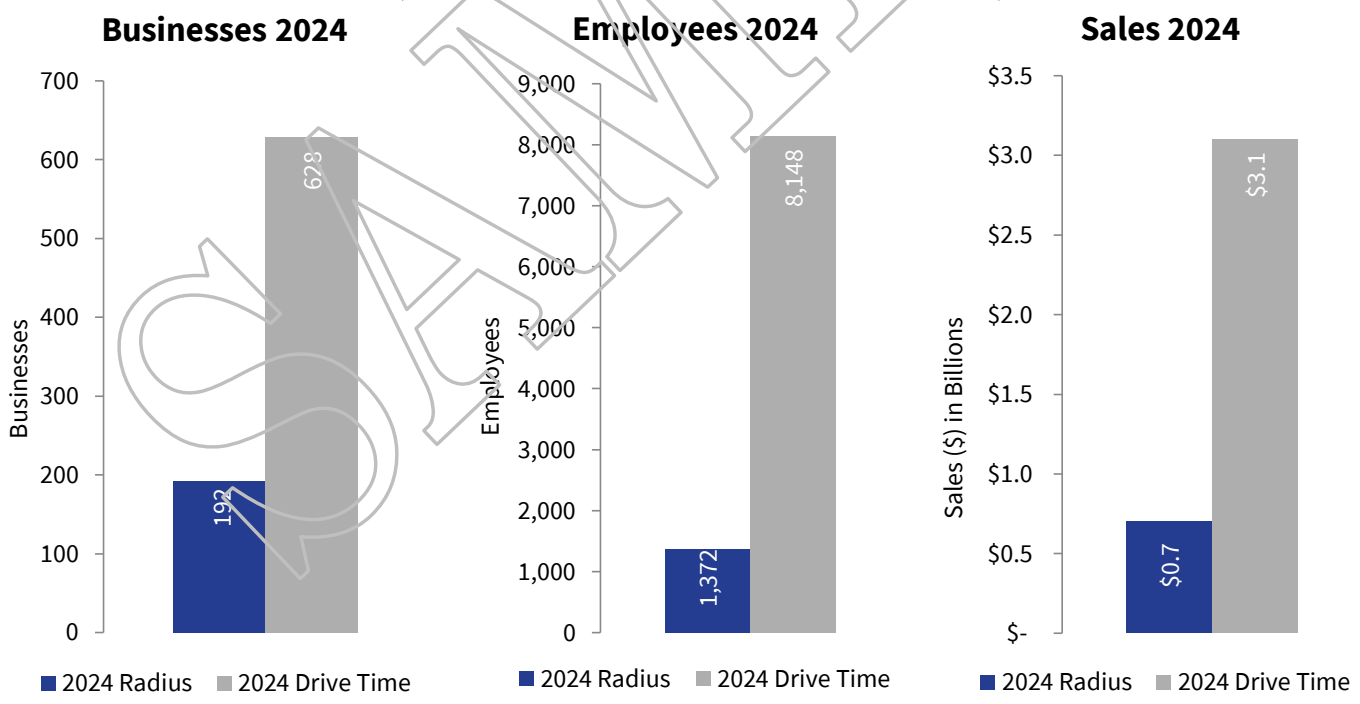
Retail Data 2024 (Subset of Total Businesses)

(2-Mile Radius vs. 12-Minute Drive Time)



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