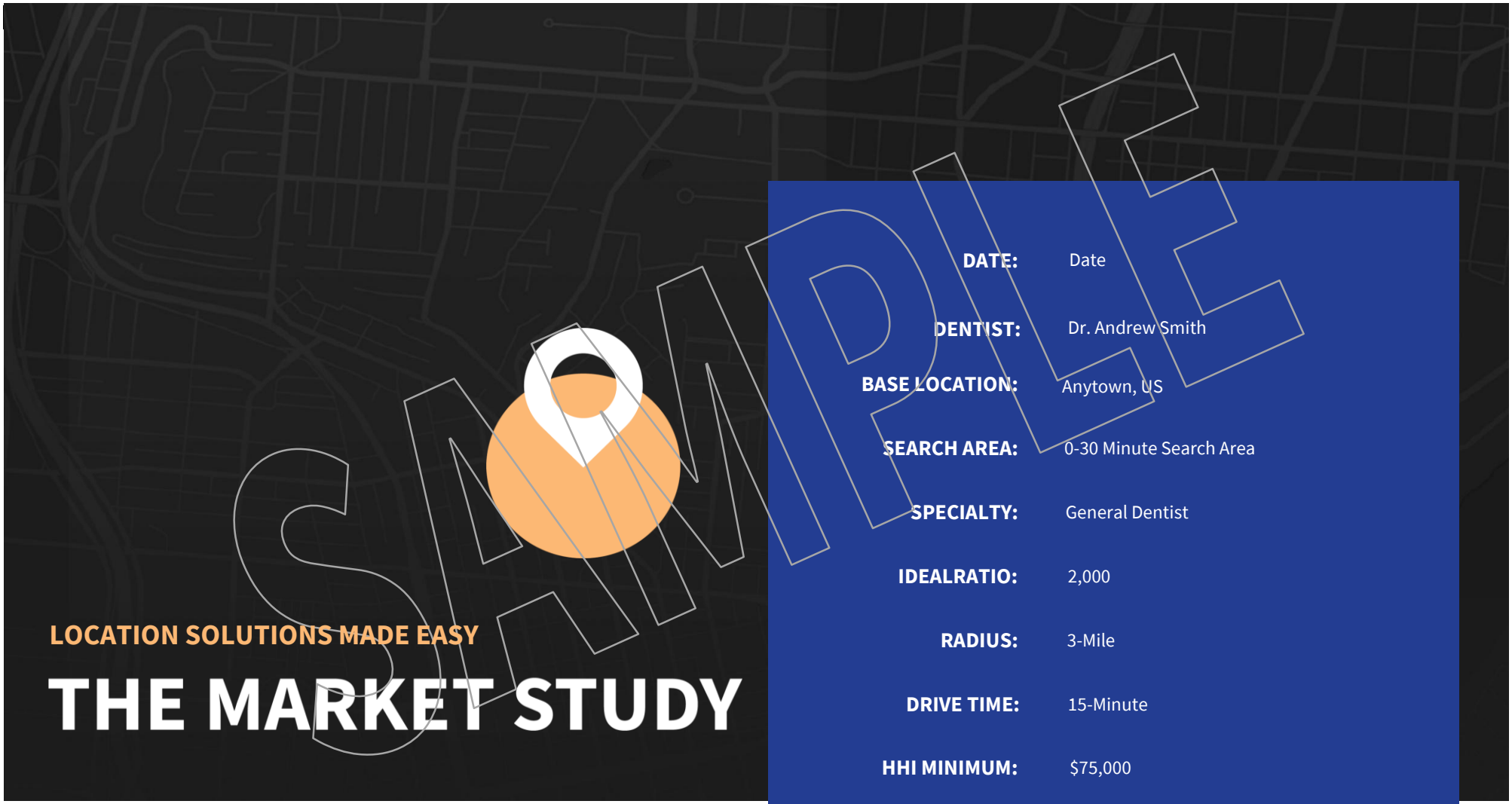

LOCATION SOLUTIONS MADE EASY

THE MARKET STUDY

DATE:	Date
DENTIST:	Dr. Andrew Smith
BASE LOCATION:	Anytown, US
SEARCH AREA:	0-30 Minute Search Area
SPECIALTY:	General Dentist
IDEALRATIO:	2,000
RADIUS:	3-Mile
DRIVE TIME:	15-Minute
HHI MINIMUM:	$75,000
TOP RESULTS:	10

PRESENTED BY

LOCATE™ Location Strategy

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740-527-3898

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Top 10 Drive Time Pockets & Data	10

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Search Parameters

DATE:	Date
DENTIST:	Dr. Andrew Smith
BASE LOCATION:	Anytown, US
SEARCH AREA:	0-30 Minute Search Area
SPECIALTY:	General Dentist
IDEALRATIO:	2,000
RADIUS:	3-Mile
DRIVE TIME:	15-Minute
HHI MINIMUM:	$75,000
TOP RESULTS:	Top 10 Overall Pockets - Composite Top 10 Radius Pockets & Data Top 10 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 a General Dentist is 2,000. A number higher than 2,000 would indicate the market has potential for an additional practitioner(s) and is shown with green text. A number below 2,000 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.

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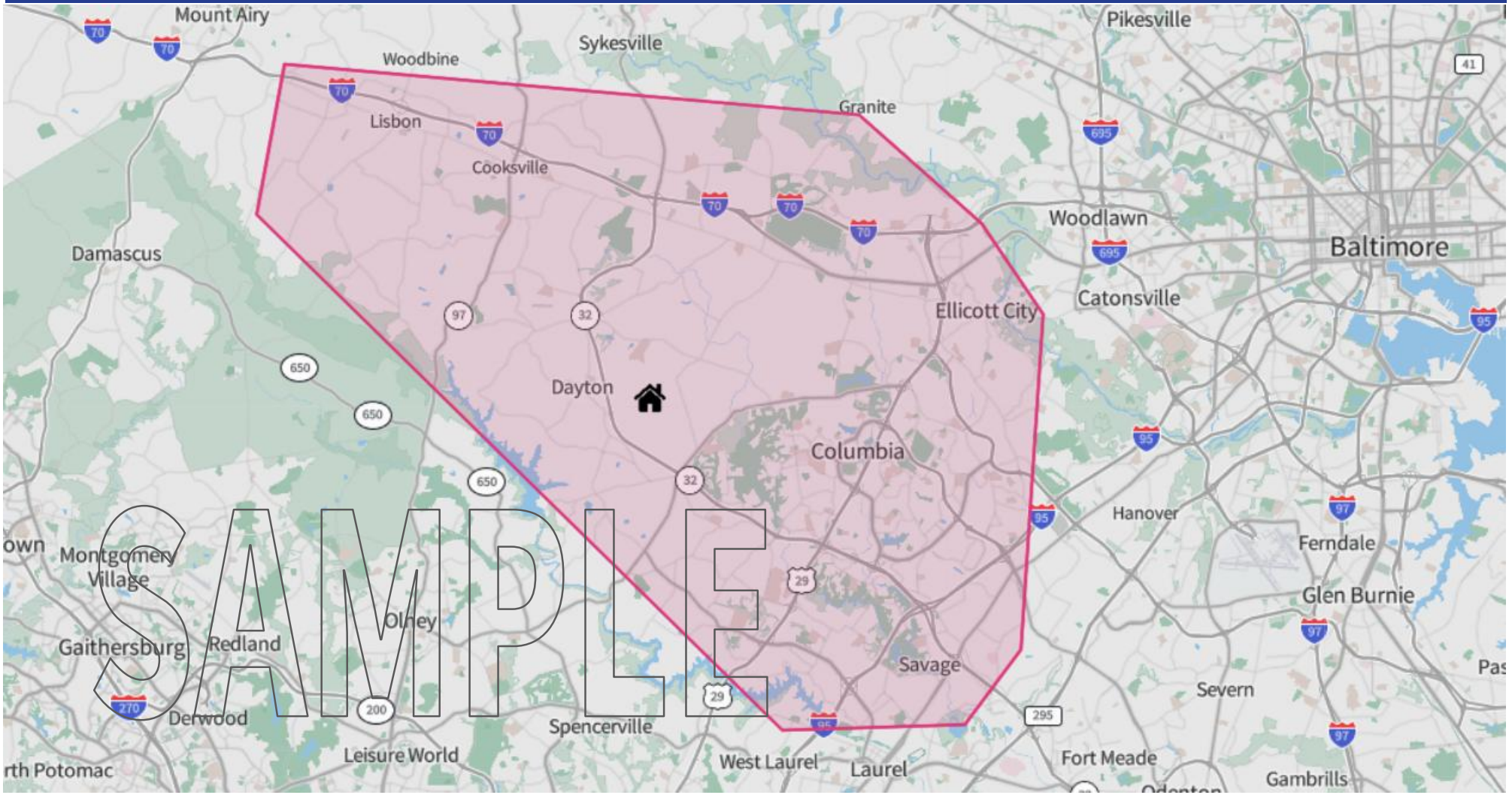
Overall Unfiltered Search Area - Map View



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

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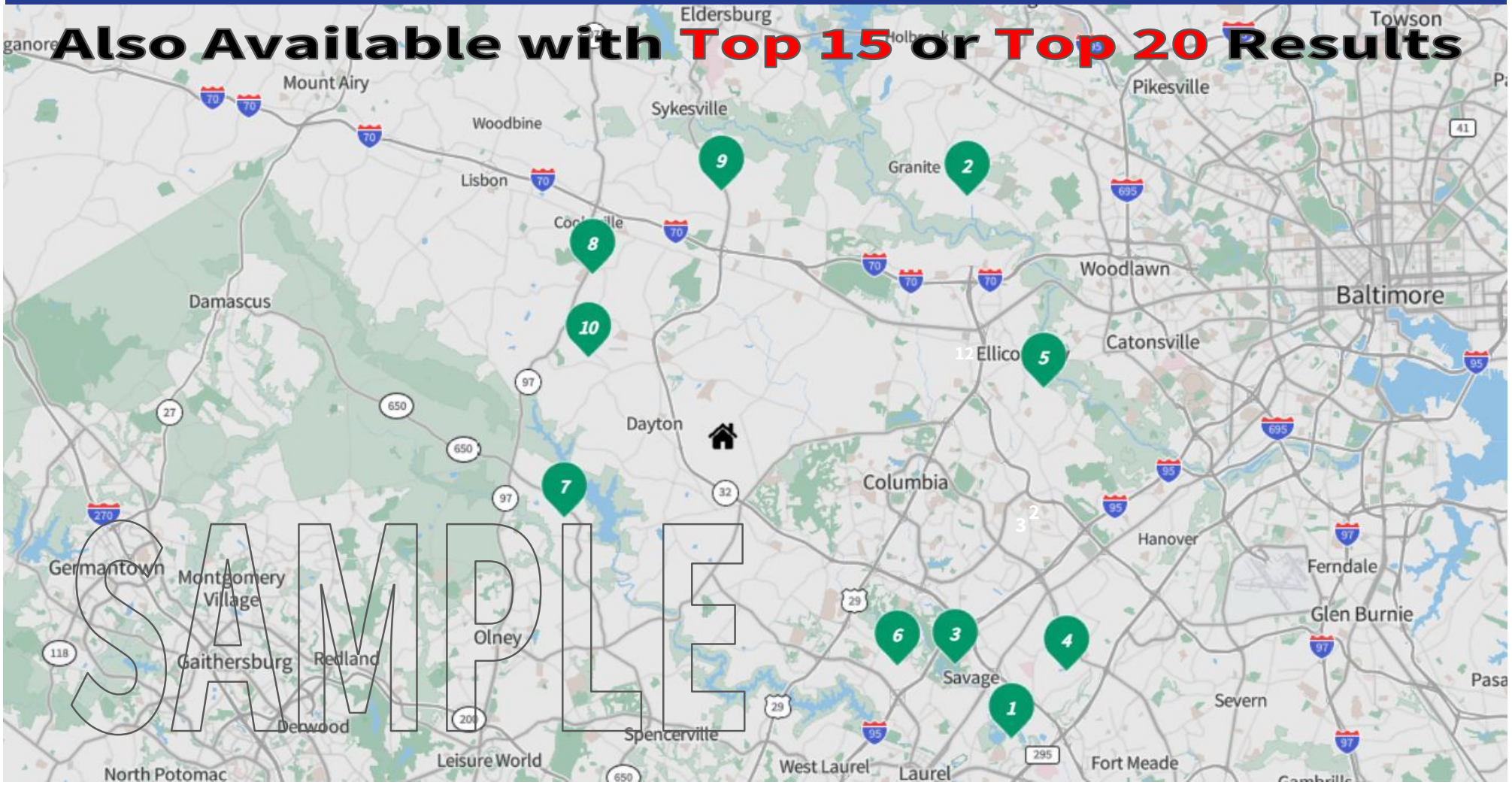
Top 10 Overall Pockets - Map View



Icons are Locations that appear in the Top 10 Overall Pockets Composite Ranking list (Page 6).

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Top 10 Overall Pockets - Composite Ranking

Overall Rank	Census Block Center	Average Household Income	Drive Time From Base (Minutes)	3-Mile Radius			15-Minute Drive Time			Idealratio Market Saturation Level*	Composite Ranking (Lowest is Best)
				Rank	2024 Population	Radius Ratio	Rank	2024 Population	Drive Time Ratio		
1	3022 Beech Bottom Rd Laurel MD 20724	$ 127,973	4:55	2	30,386	7,597	1	16,600	5,533	2,000	3
2	9221 Wrights Mill Rd Woodstock MD 21163	$ 187,433	7:37	1	7,808	7,808	3	4,644	4,644	2,000	4
3	8390 Fair St Savage MD 20763	$ 161,800	0:18	3	31,698	5,283	2	17,111	4,889	2,000	5
4	2020 Toulson Rd Jessup MD 20794	$ 102,393	23:53	4	20,842	5,211	8	22,563	2,051	2,000	12
5	8245 Stone Crop Dr Ellicott City MD 21043	$ 188,439	4:02	10	26,882	3,360	6	18,144	3,024	2,000	16
6	10168 Deep Skies Dr Laurel MD 20723	$ 177,136	0:03	14	31,435	3,144	5	18,718	3,744	2,000	19
7	1150 Hawlings Rd Brookeville MD 20833	$ 198,807	21:15	13	3,157	3,157	11	1,890	1,890	2,000	24
8	2605 MD-97 Glenwood MD 21738	$ 254,042	22:10	8	3,779	3,779	18	6,807	1,361	2,000	26
9	1284 Hay Meadow Ln Sykesville MD 21784	$ 205,375	22:11	11	3,259	3,259	17	12,598	1,400	2,000	28
10	14562 Windridge Ct Glenwood MD 21738	$ 302,968	17:04	22	4,462	2,231	9	6,060	2,020	2,000	31

*Less than 2,000 = Market Saturation; Higher than 2,000=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.

SAMPLE

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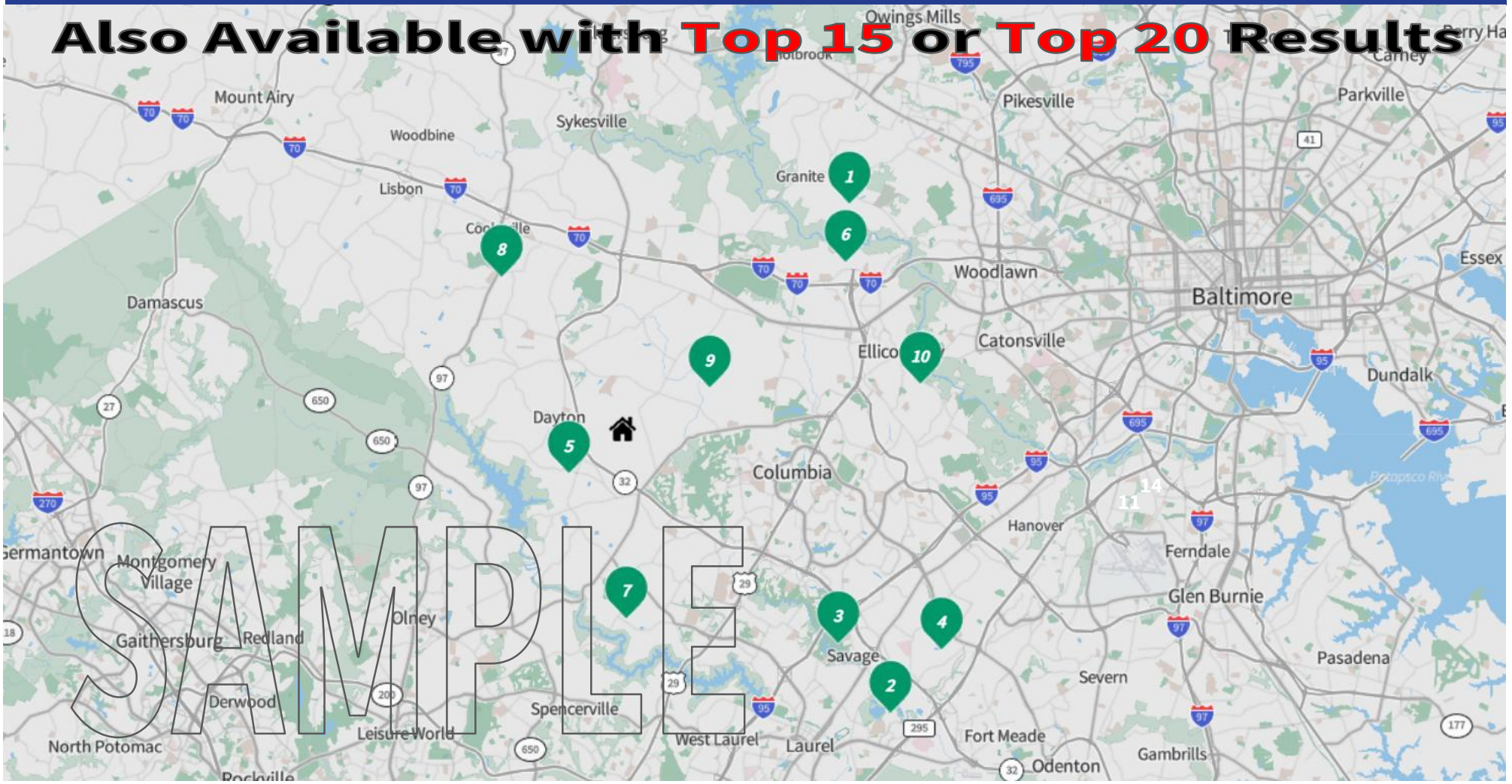
Top 10 Radius Pockets - Map View



Icons are Locations that appear in the Top 10 Radius Pockets & Data list (Page 8).

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Top 10 Radius Pockets & Data

3-Mile Radius

Overall Rank	Radius Rank	Census Block Center	2024 Population	2029 Projected Population	% Growth	Average Household Income	Drive Time From Base (Minutes)	Total Competing Dentists	Competition Ratio (Existing Practice)	Competition Ratio (If New Start-Up)	Idealratio Market Saturation Level	+/-
2	1	9221 Wrights Mill Rd Woodstock MD 21163	7,808	8,106	3.82%	$ 187,433	7:37	0.00	7,808	7,808	2,000	5,808
1	2	3022 Beech Bottom Rd Laurel MD 20724	30,386	31,019	2.08%	$ 127,973	4:55	4.00	7,597	6,077	2,000	5,597
3	3	8390 Fair St Savage MD 20763	31,698	33,310	5.09%	$ 161,800	0:18	6.00	5,283	4,528	2,000	3,283
4	4	2020 Toulson Rd Jessup MD 20794	20,842	21,148	1.47%	$ 102,393	23:53	4.00	5,211	4,168	2,000	3,211
12c	5	13614 Curtis Vista Way Clarksville MD 21029	5,138	5,402	5.14%	$ 265,714	14:47	0.00	5,138	5,138	2,000	3,138
12a	6	2358 Mt Hebron Dr Ellicott City MD 21042	23,717	24,885	4.92%	$ 169,048	0:07	6.00	3,953	3,388	2,000	1,953
12e	7	12590 Lime Kiln Rd Fulton MD 20759	7,611	7,977	4.81%	$ 201,706	18:09	2.00	3,806	2,537	2,000	1,806
8	8	2605 MD-97 Glenwood MD 21738	3,779	3,971	5.08%	$ 254,042	22:10	0.00	3,779	3,779	2,000	1,779
12b	9	4899 Castlebridge Rd Ellicott City MD 21042	7,359	7,737	5.14%	$ 232,991	12:03	2.00	3,680	2,453	2,000	1,680
5	10	8245 Stone Crop Dr Ellicott City MD 21043	26,882	28,096	4.52%	$ 188,439	4:02	8.00	3,360	2,987	2,000	1,360

*Less than 2,000 = Market Saturation; Higher than 2,000=Market Potential - For a full definition of the Idealratio levels, see page 3.

SAMPLE

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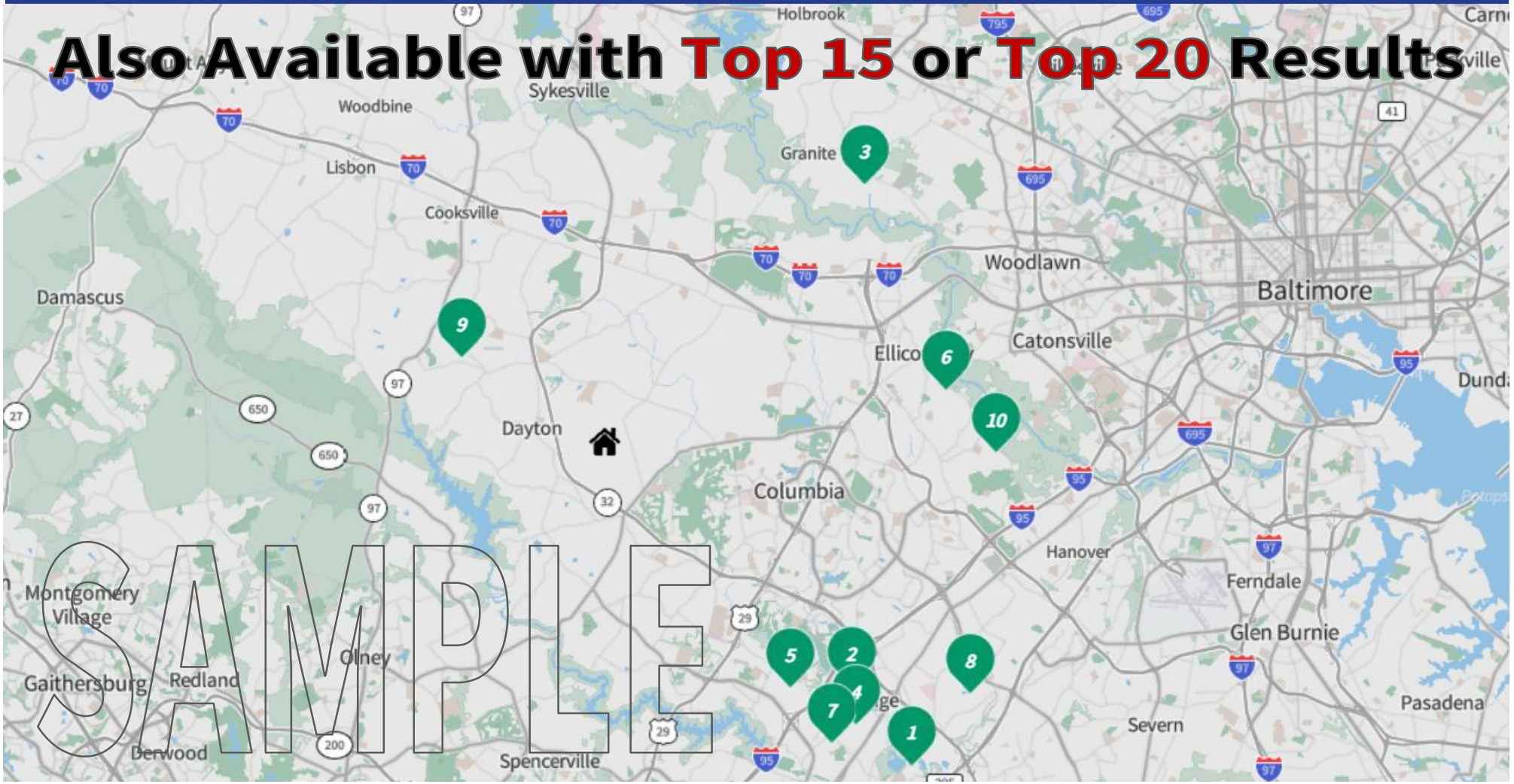
Top 10 Drive Time Pockets & Data



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

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Top 10 Drive Time Pockets & Data

15-Minute Drive Time

Overall Rank	Drive Time Rank	Census Block Center	2024 Population	2029 Projected Population	% Growth	Average Household Income	Drive Time From Base (Minutes)	Total Competing Dentists	Competition Ratio (Existing Practice)	Competition Ratio (If New Start-Up)	Idealratio Market Saturation Level	+/-
1	1	3022 Beech Bottom Rd Laurel MD 20724	16,600	16,809	1.26%	$ 130,289	4:55	3.00	5,533	4,150	2,000	3,533
3	2	8390 Fair St Savage MD 20763	17,111	17,976	5.06%	$ 154,198	0:18	3.50	4,889	3,802	2,000	2,889
2	3	9221 Wrights Mill Rd Woodstock MD 21163	4,644	4,760	2.50%	$ 136,018	7:37	0.00	4,644	4,644	2,000	2,644
12d	4	9220 Howland Rd Laurel MD 20723	27,916	29,317	5.02%	$ 159,682	23:55	7.00	3,988	3,490	2,000	1,988
6	5	10168 Deep Skies Dr Laurel MD 20723	18,718	19,682	5.15%	$ 164,041	0:03	5.00	3,744	3,120	2,000	1,744
5	6	8245 Stone Crop Dr Ellicott City MD 21043	18,144	19,025	4.86%	$ 199,939	4:02	6.00	3,024	2,592	2,000	1,024
11	7	9163 Bourbon St Laurel MD 20723	46,548	48,354	3.88%	$ 142,110	23:35	22.00	2,116	2,024	2,000	116
4	8	2020 Toulson Rd Jessup MD 20794	22,563	22,917	1.57%	$ 105,236	23:53	11.00	2,051	1,880	2,000	51
10	9	14562 Windridge Ct Glenwood MD 21738	6,060	6,367	5.07%	$ 274,827	17:04	3.00	2,020	1,515	2,000	20
21	10	5020 Ellis Ln Ellicott City MD 21043	34,094	35,800	5.00%	$ 183,329	4:08	18.00	1,894	1,794	2,000	-106

*Less than 2,000 = Market Saturation; Higher than 2,000=Market Potential - For a full definition of the Idealratio levels, see page 3.

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