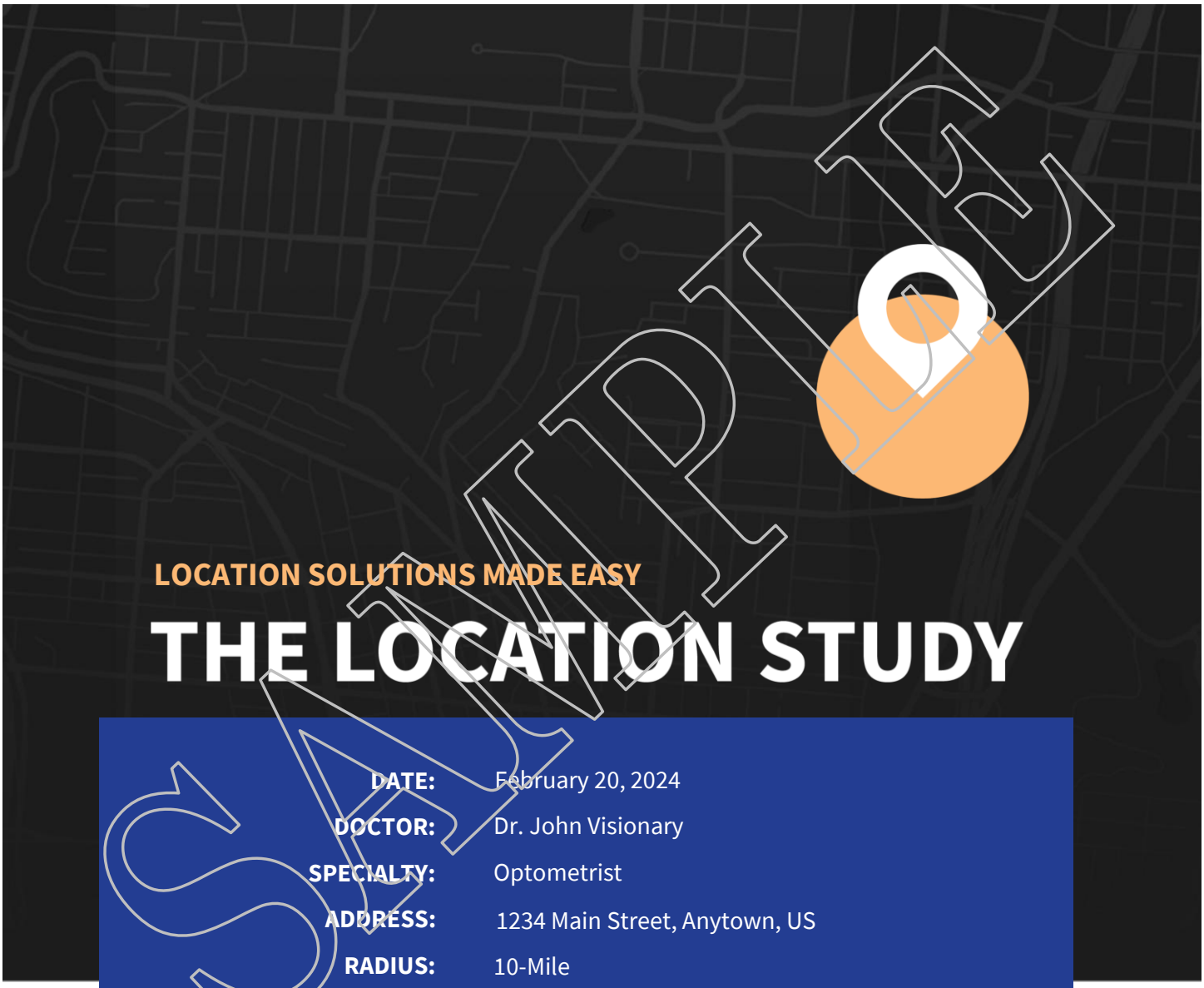

LOCATION SOLUTIONS MADE EASY

THE LOCATION STUDY

DATE:	February 20, 2024
DOCTOR:	Dr. John Visionary
SPECIALTY:	Optometrist
ADDRESS:	1234 Main Street, Anytown, US
RADIUS:	10-Mile
DRIVE TIME:	20-Minute

PRESENTED BY

LOCATE™ Location Strategy

contact@locatestrategy.com
740-527-3898
locatestrategy.com

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LOCATE Location Strategy

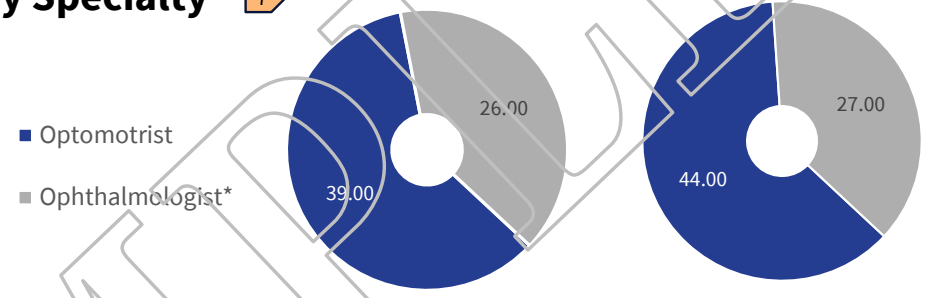
LOCATION SOLUTIONS MADE EASY

EXECUTIVE SUMMARY

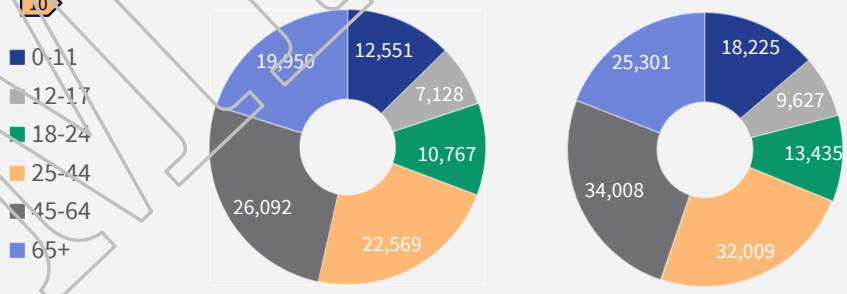
Optometrist - 1234 Main Street, Anytown, US

Page #		10-Mile Radius	20-Minute Drive Time
Competition Ratio	8	99,057	132,605
Optometrist Ideal Ratio		*4,000*	*4,000*
Total Population	9	99,057	132,605
Projected 5-year Change		*0.3%*	*0.6%*

Practitioners By Specialty 7

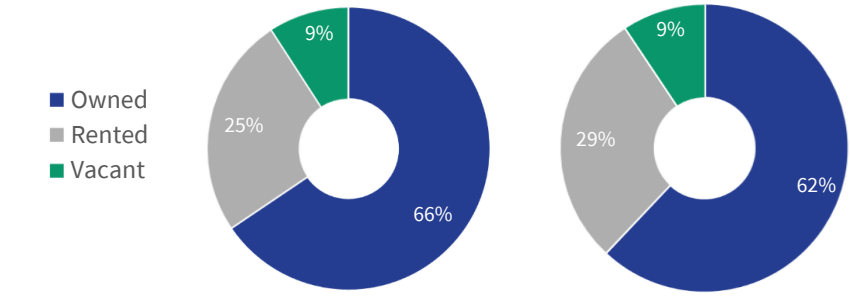


Population By Age 10



Household Income	19	$72,011	$69,564
Projected 5-year Change		*6.5%*	*6.5%*
Avg Home Value	36	$98,050	$93,120
Projected 5-year Change		*0.4%*	*0.7%*

Housing Units 32



Businesses	39	2,420	3,304
Sales		*$2.5 Billion*	*$3.3 Billion*

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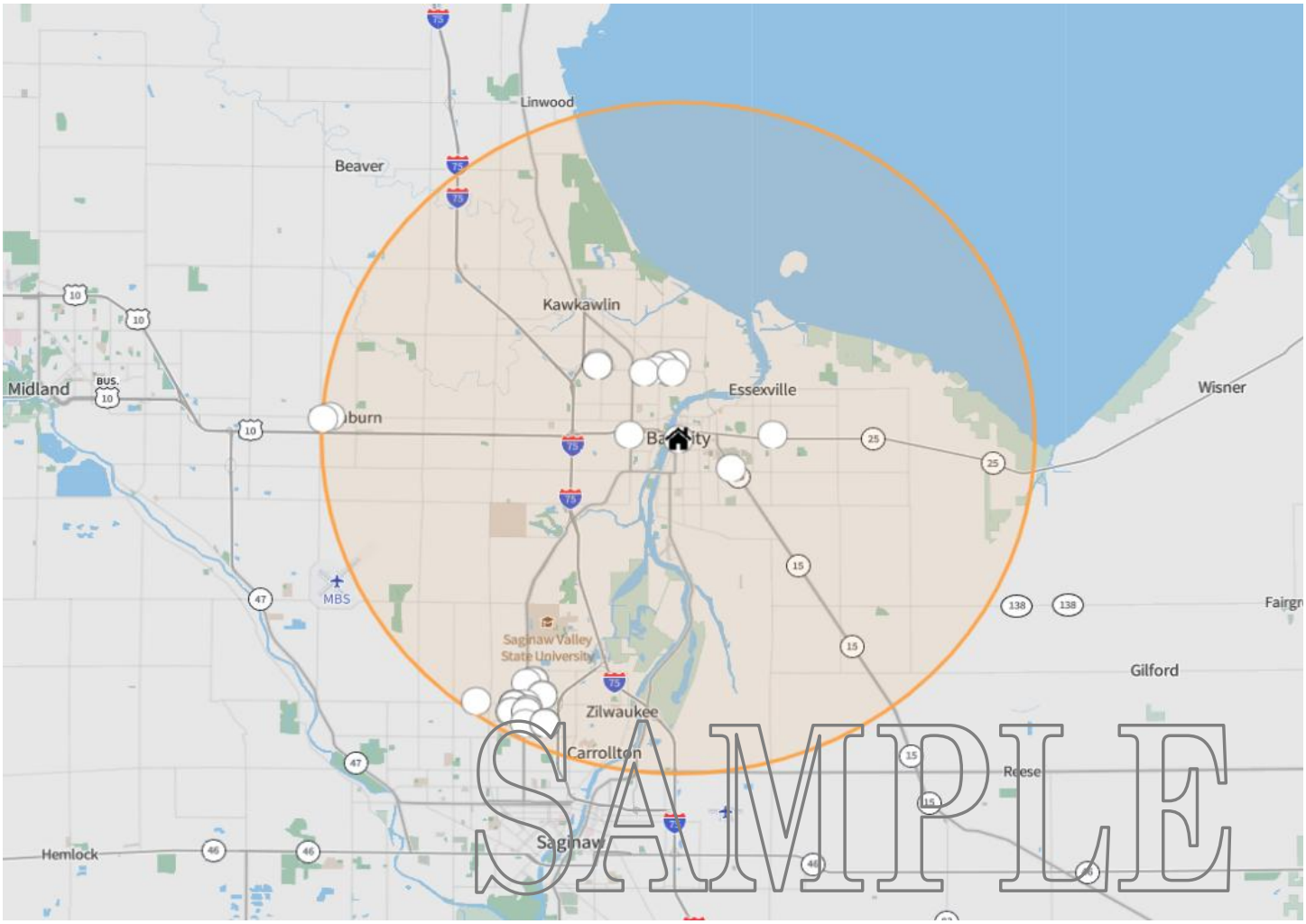
Radius Area Map

10-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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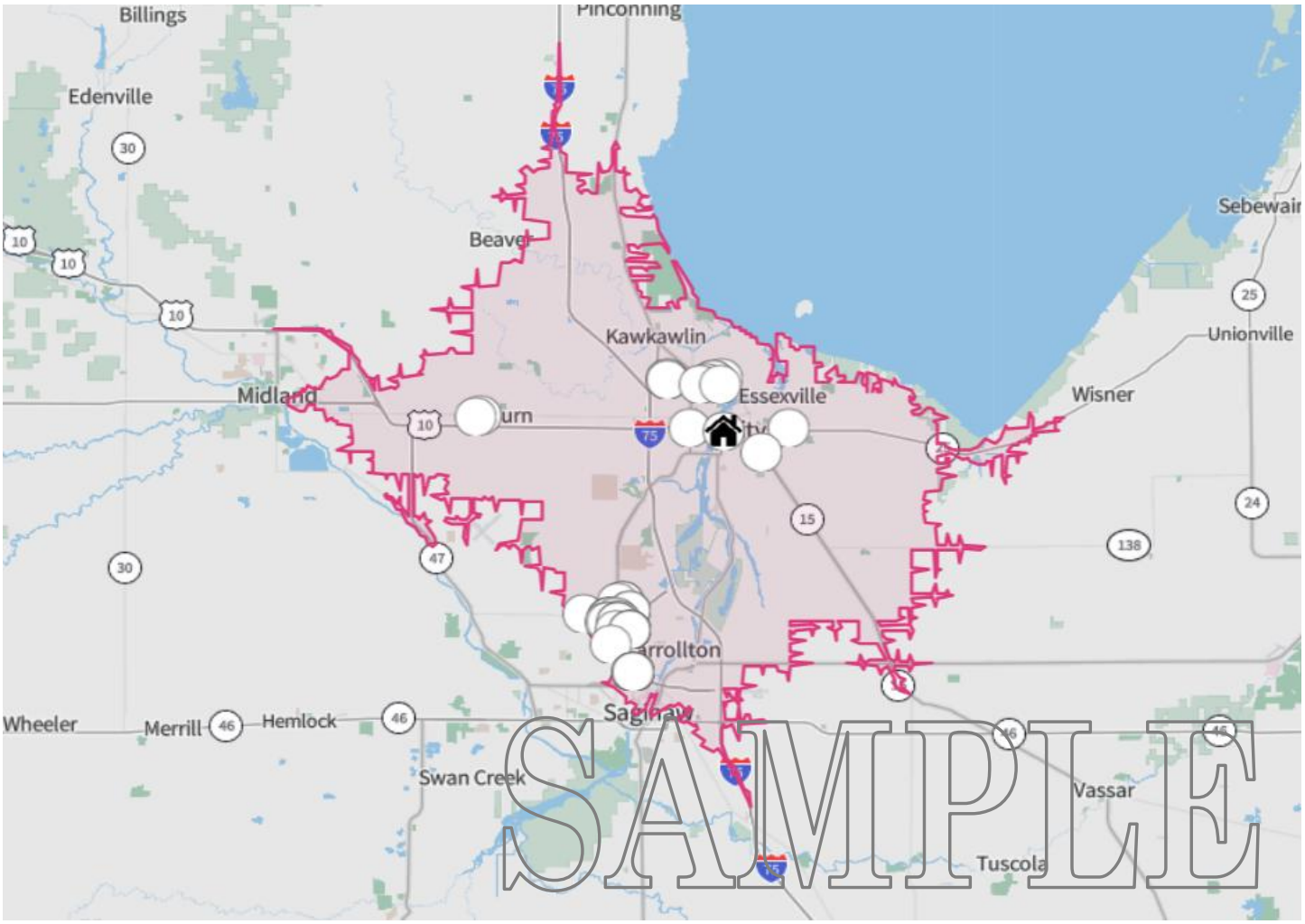
Drive Time Area Map

20-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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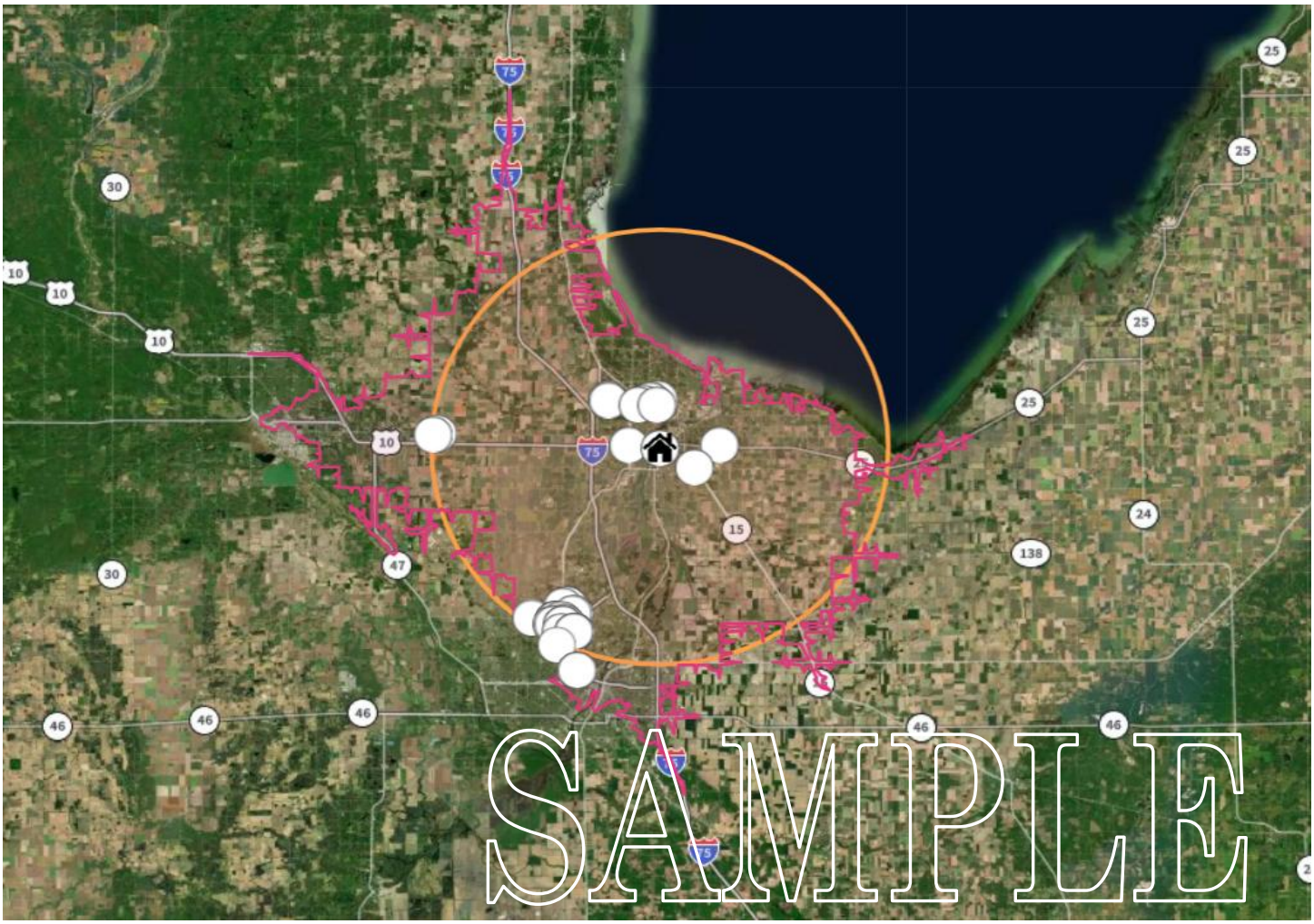
Radius and Drive Time Satellite Overlay Map

10-Mile Radius & 20-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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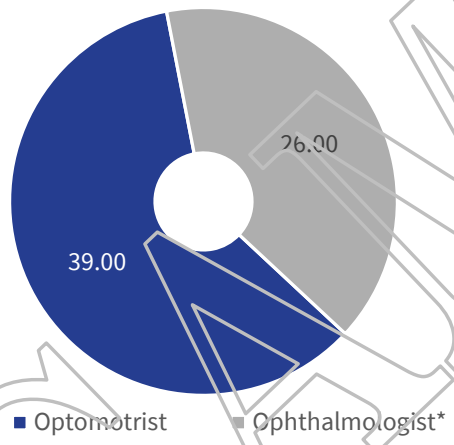
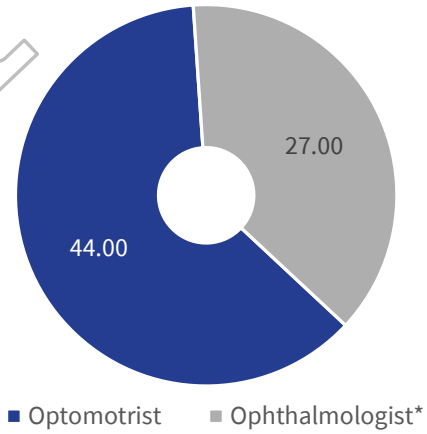
Number of Practitioners By Specialty

Distance	Specialty	Practitioners	% of Total	# / Optomotrists
10-Mile Radius	Optomotrist	39.00	60.0%	N/A
	Ophthalmologist*	26.00	40.0%	0.67
	TOTAL	65.00	100.0%	
20-Minute Drive Time	Optomotrist	44.00	62.0%	N/A
	Ophthalmologist*	27.00	38.0%	0.61
	TOTAL	71.00	100.0%	

Number of Practitioners 2024 (Radius)



Number of Practitioners 2024 (Drive Time)



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

Retina Specialist	Pediatric Ophthalmologist
Glaucoma Specialist	Ophthalmic Plastic and Reconstructive Specialist
Corneal Ophthalmologist	Neuro Ophthalmologist

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Definition of Competition Ratios, IdealRatios, and Market Saturation

An 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 an Optometrist is 4,000. An actual ratio higher than 4,000 would generally indicate the market has potential for an additional practitioner(s). A ratio below 4,000 indicates the area is oversaturated and strategic plans should be carefully evaluated.

Competition Ratios (Summary)

Distance	Specialty	# of Practitioners	Population	Ratio
10-Mile Radius	Optometrist	39.00	99,057	2,540
	Ophthalmologist*	26.00	99,057	3,810
	TOTAL	65.00		
20-Minute Drive Time	Optometrist	44.00	132,605	3,014
	Ophthalmologist*	27.00	132,605	4,911
	TOTAL	71.00		

For optimal use, please compare ratios to IdealRatios below. 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.

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

Distance	Specialty	PTP Ratio	IdealRatio*	+/-	% Var
10-Mile Radius	Optometrist	2,540	4,000	-1,460	-36.5%
	Ophthalmologist*	3,810	5,000	-1,190	-23.8%
20-Minute Drive Time	Optometrist	3,014	4,000	-986	-24.7%
	Ophthalmologist*	4,911	5,000	-89	-1.8%

See above for IdealRatio definition.

*See note on page 7 for Ophthalmology definition for purposes of this report.

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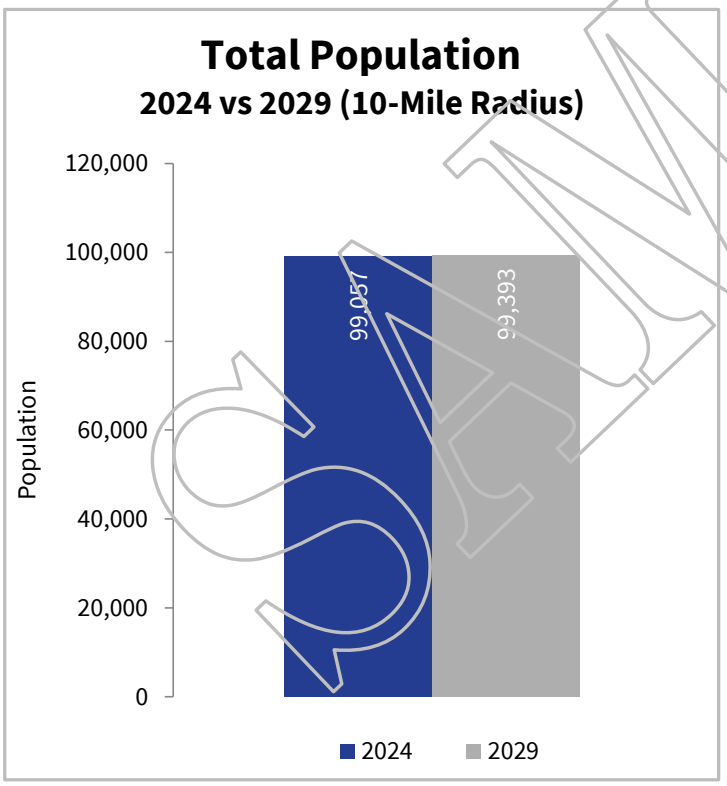
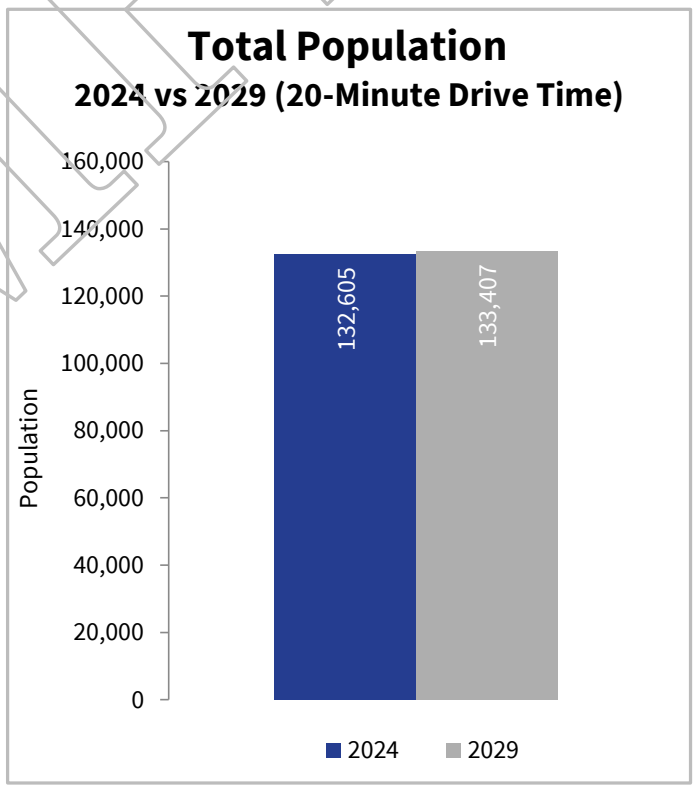
Total Population: 2024 vs. 2029

Distance	Year	Population	% Change
10-Mile Radius	2024	99,057	0.3%
	2029	99,393	
20-Minute Drive Time	2024	132,605	0.6%
	2029	133,407	





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

Distance	Age Range	Year	Population	% Total
10-Mile Radius	0-11	2024	12,551	12.7%
	12-17	2024	7,128	7.2%
	18-24	2024	10,767	10.9%
	25-44	2024	22,569	22.8%
	45-64	2024	26,092	26.3%
	65+	2024	19,950	20.1%
	TOTAL	2024	99,057	100%
	0-11	2029	12,886	13.0%
	12-17	2029	7,530	7.6%
	18-24	2029	10,947	11.0%
	25-44	2029	23,187	23.3%
	45-64	2029	25,584	25.7%
	65+	2029	19,259	19.4%
	TOTAL	2029	99,393	100%

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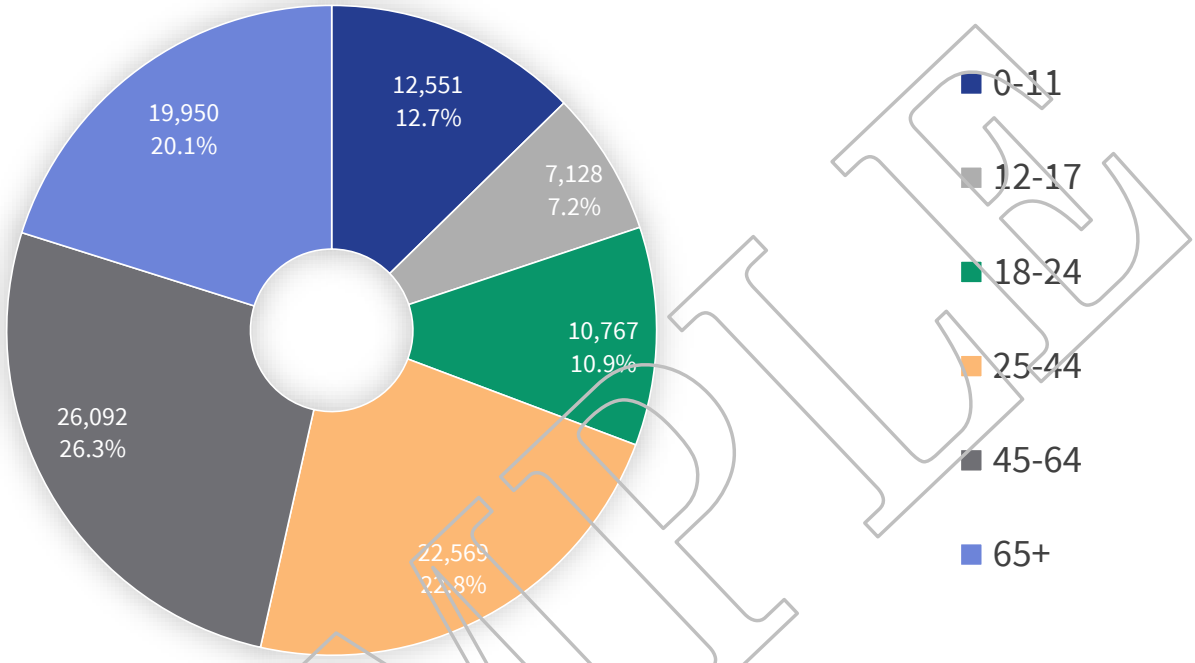
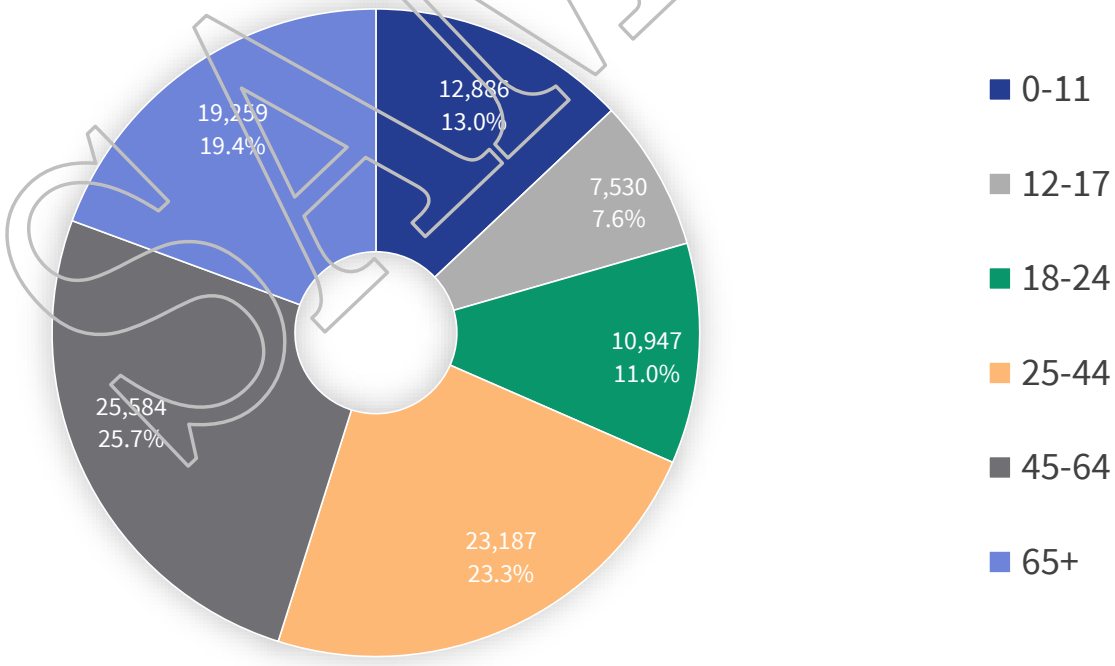
Population By Age Range 2024 (10-Mile Radius)



Population By Age Range 2029 (10-Mile Radius)



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

Distance	Age Range	Year	Population	% Total
20-Minute Drive Time	0-11	2024	18,225	13.7%
	12-17	2024	9,627	7.3%
	18-24	2024	13,435	10.1%
	25-44	2024	32,009	24.1%
	45-64	2024	34,008	25.6%
	65+	2024	25,301	19.1%
	TOTAL	2024	132,605	100%
	0-11	2029	18,736	14.0%
	12-17	2029	10,164	7.6%
	18-24	2029	13,670	10.2%
	25-44	2029	32,933	24.7%
	45-64	2029	33,421	25.1%
	65+	2029	24,483	18.4%
	TOTAL	2029	133,407	100%

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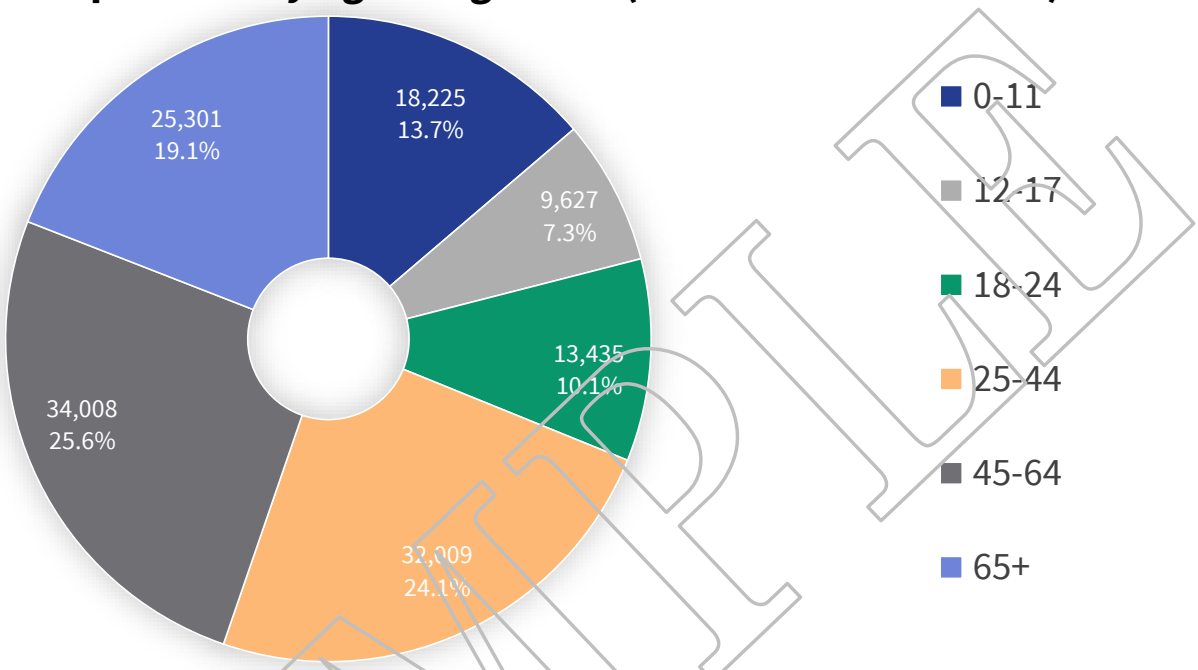
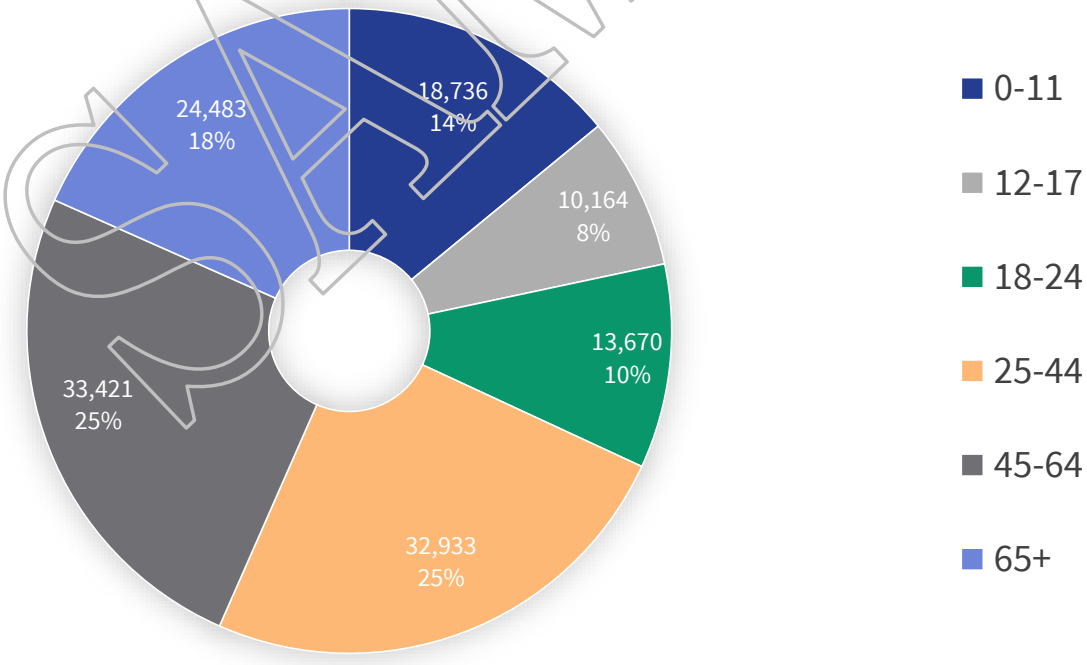
Population By Age Range 2024 (20-Minute Drive Time)



Population By Age Range 2029 (20-Minute Drive Time)



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

Distance	Age Range	Year	Population	% Change
10-Mile Radius	0-11	2024	12,551	2.7%
		2029	12,886	
	12-17	2024	7,128	5.6%
		2029	7,530	
	18-24	2024	10,767	1.7%
		2029	10,947	
	25-44	2024	22,569	2.7%
		2029	23,187	
	45-64	2024	26,092	-1.9%
		2029	25,584	
	65+	2024	19,950	-3.5%
		2029	19,259	
	TOTAL	2024	99,057	0.3%
		2029	99,393	

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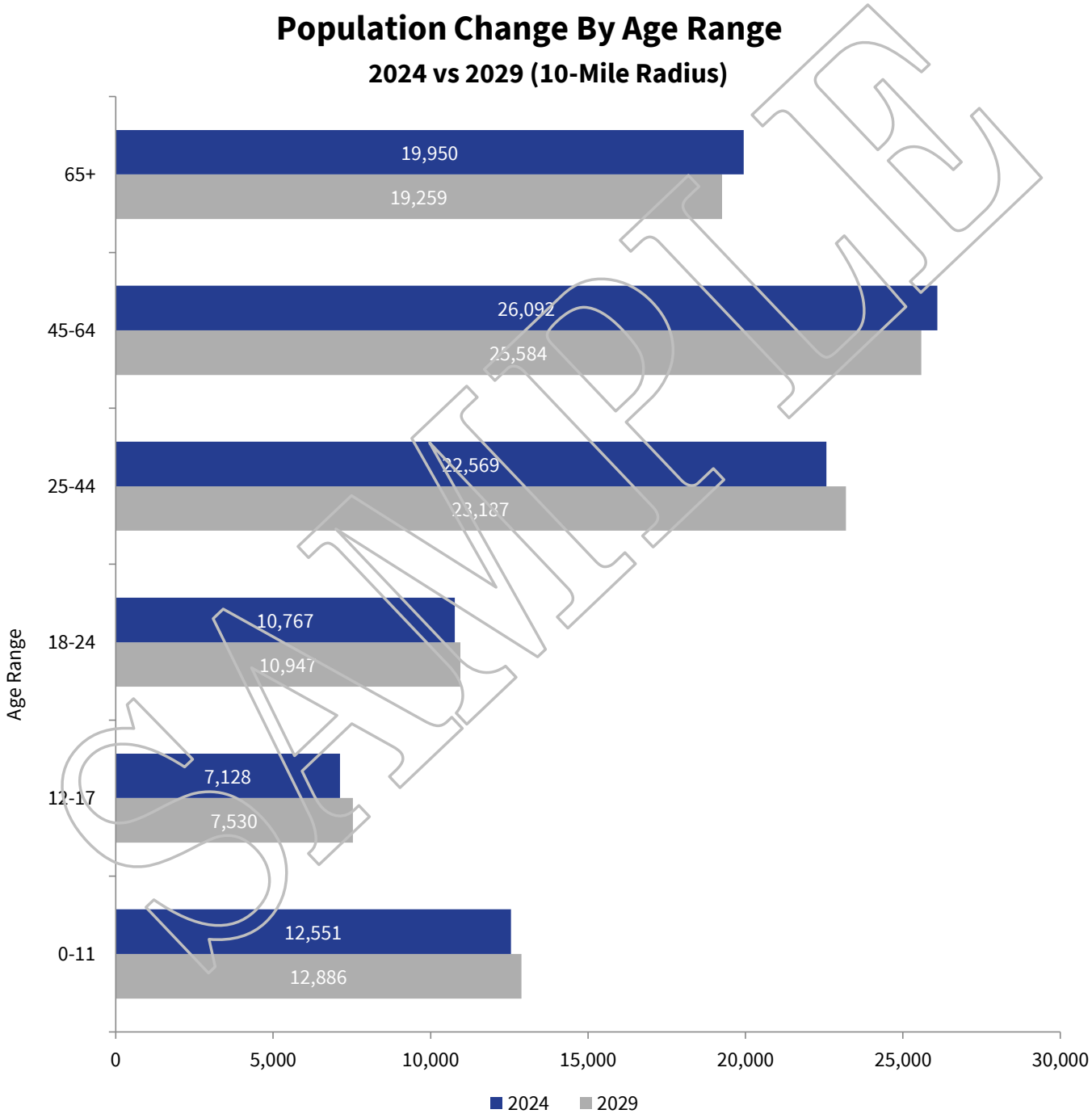

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Population Change By Age Range: 2024 vs. 2029 (Drive Time)

Distance	Age Range	Year	Population	% Change
20-Minute Drive Time	0-11	2024	18,225	2.8%
		2029	18,736	
	12-17	2024	9,627	5.6%
		2029	10,164	
	18-24	2024	13,435	1.7%
		2029	13,670	
	25-44	2024	32,009	2.9%
		2029	32,933	
	45-64	2024	34,008	-1.7%
		2029	33,421	
	65+	2024	25,301	-3.2%
		2029	24,483	
	TOTAL	2024	132,605	0.6%
		2029	133,407	

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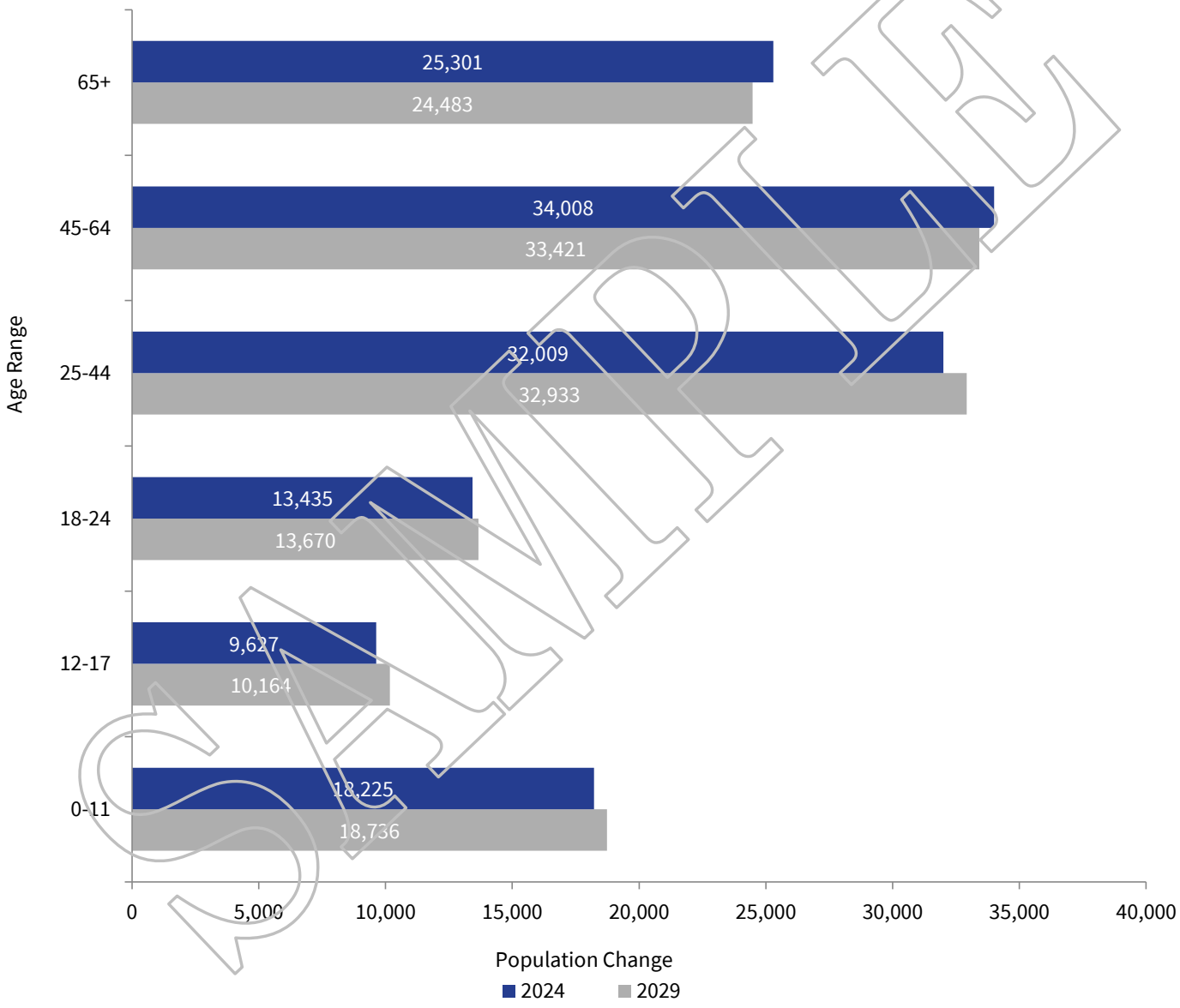
Population Change By Age Range

2024 vs 2029 (20-Minute Drive Time)



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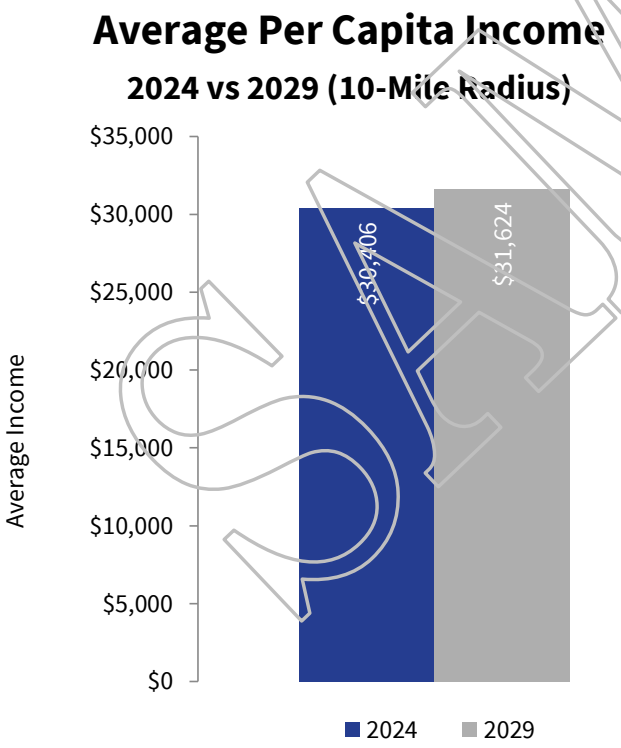
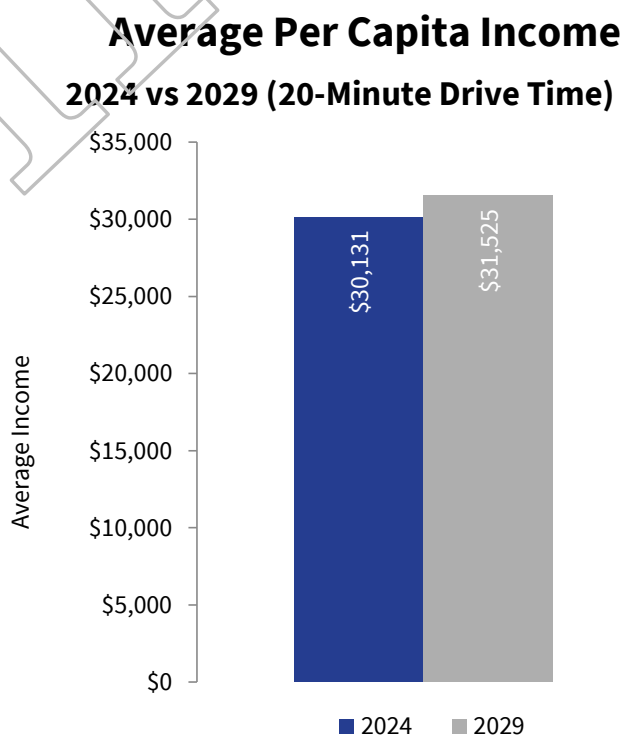
Average Per Capita Income: 2024 vs. 2029

Distance	Year	Per Capita Income	% Change
10-Mile Radius	2024	$30,406	4.0%
	2029	$31,624	
20-Minute Drive Time	2024	$30,131	4.6%
	2029	$31,525	





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Average Household Income: 2024 vs. 2029

Distance	Year	Avg HH Income	% Change
10-Mile Radius	2024	$72,011	6.5%
	2029	$76,667	
20-Minute Drive Time	2024	$69,564	6.5%
	2029	$74,093	

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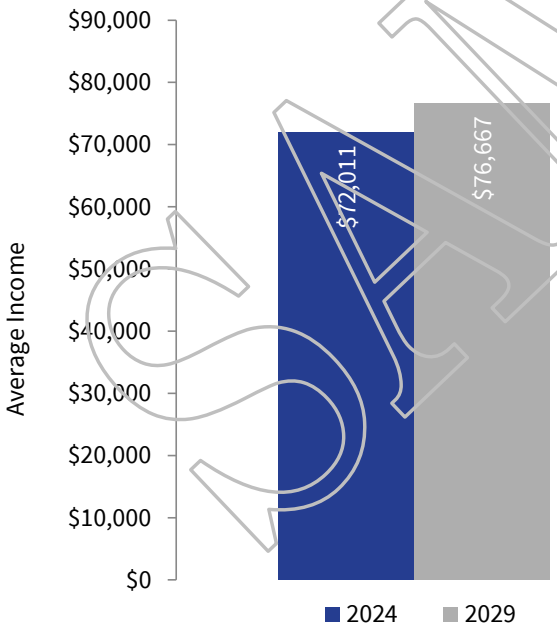
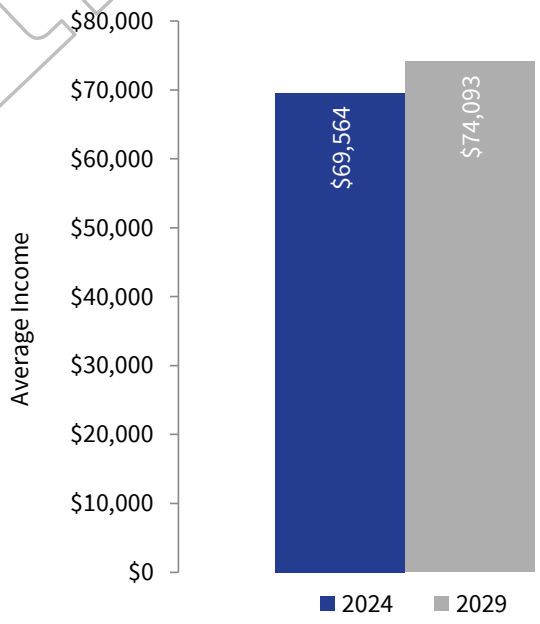
Average Household Income
2024 vs 2029 (10-Mile Radius)



Average Household Income
2024 vs 2029 (20-Minute Drive Time)



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

Distance	Income	Year	Households	% Total
10-Mile Radius	<$25,000	2024	8,721	20.9%
	$25,000-$49,999	2024	10,990	26.4%
	$50,000-$74,999	2024	7,453	17.9%
	$75,000-$99,999	2024	5,012	12.0%
	$100,000-$199,999	2024	7,750	18.6%
	$200,000+	2024	1,714	4.1%
	TOTAL	2024	41,640	
	<$25,000	2029	8,171	20.0%
	$25,000-$49,999	2029	10,433	25.6%
	$50,000-$74,999	2029	7,209	17.7%
	$75,000-$99,999	2029	5,039	12.4%
	$100,000-$199,999	2029	8,021	19.7%
	$200,000+	2029	1,899	4.7%
	TOTAL	2029	40,772	

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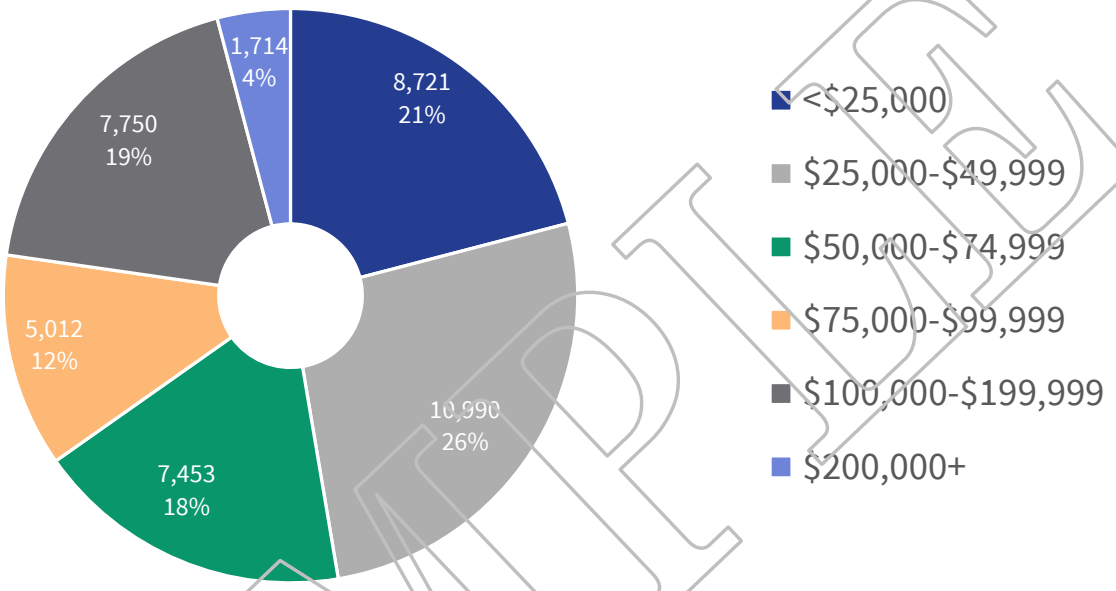
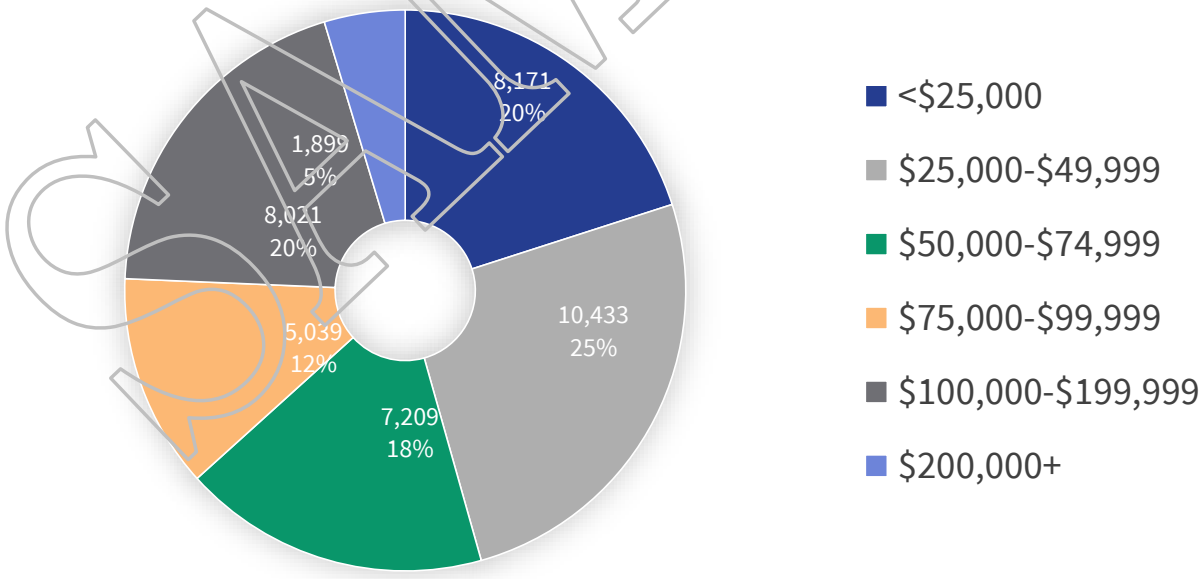
Households By Income Brackets - 2024 (10-Mile Radius)



Households By Income Brackets - 2029 (10-Mile Radius)



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

Distance	Income	Year	Households	% Total
20-Minute Drive Time	<$25,000	2024	12,584	22.4%
	$25,000-$49,999	2024	14,754	26.3%
	$50,000-$74,999	2024	10,392	18.5%
	$75,000-$99,999	2024	6,681	11.9%
	$100,000-$199,999	2024	9,773	17.4%
	$200,000+	2024	1,944	3.5%
	TOTAL	2024	56,128	
	<$25,000	2029	11,830	21.4%
	$25,000-$49,999	2029	14,111	25.6%
	$50,000-$74,999	2029	10,052	18.2%
	$75,000-$99,999	2029	6,790	12.3%
	$100,000-$199,999	2029	10,256	18.6%
	$200,000+	2029	2,186	4.0%
	TOTAL	2029	55,225	

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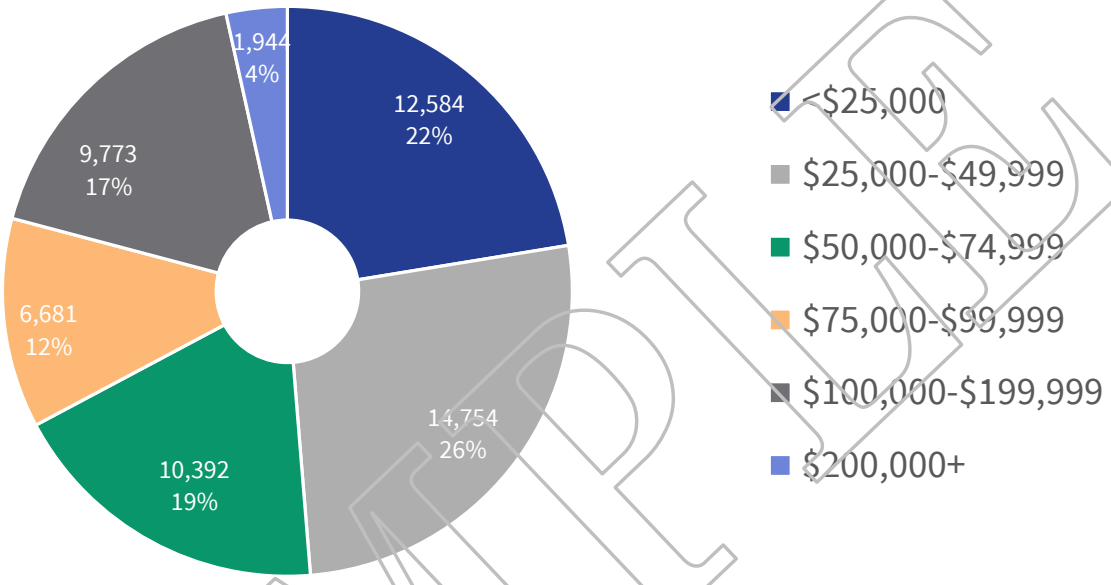
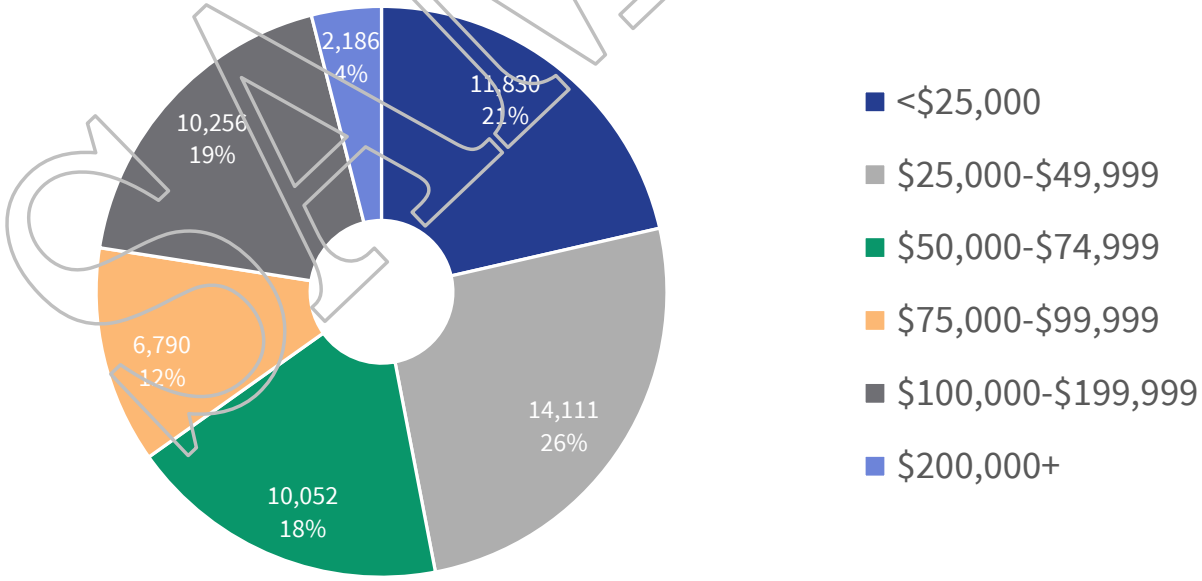
Households By Income Brackets - 2024 (20-Minute Drive Time)



Households By Income Brackets - 2029 (20-Minute Drive Time)



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

Distance	Income	Year	Households	% Change
10-Mile Radius	<$25,000	2024	8,721	-6.3%
		2029	8,171	
	$25,000-$49,999	2024	10,990	-5.1%
		2029	10,433	
	$50,000-$74,999	2024	7,453	-3.3%
		2029	7,209	
	$75,000-$99,999	2024	5,012	0.5%
		2029	5,039	
	$100,000-$199,999	2024	7,750	3.5%
		2029	8,021	
	$200,000+	2024	1,714	10.8%
		2029	1,899	
	TOTAL	2024	41,640	-2.1%
		2029	40,772	

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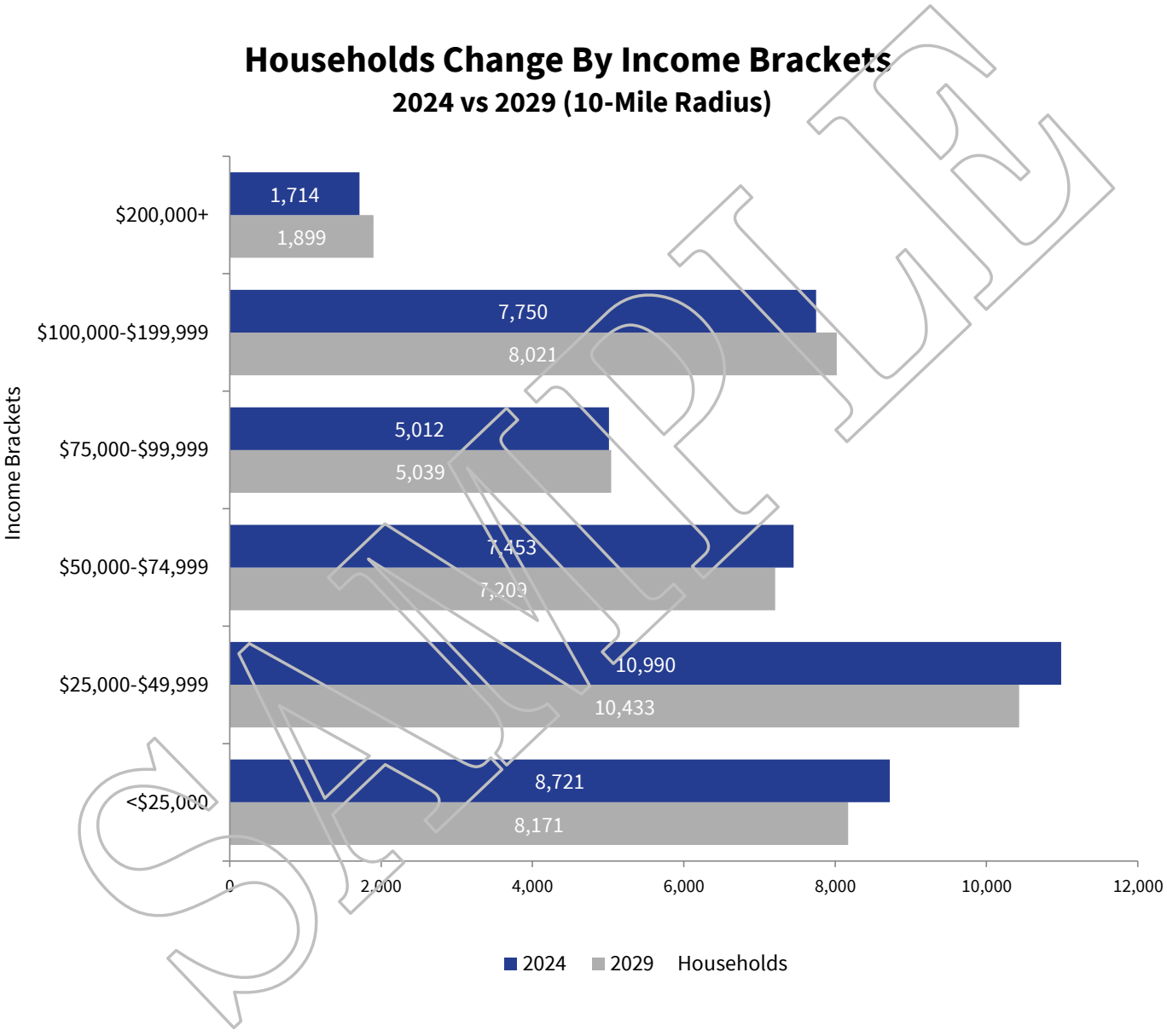

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Households Change By Income Brackets: 2024 vs. 2029 (Drive Time)

Distance	Income	Year	Households	% Change
20-Minute Drive Time	<$15,000	2024	12,584	-6.0%
		2029	11,830	
	$25,000-$34,999	2024	14,754	-4.4%
		2029	14,111	
	$50,000-$74,999	2024	10,392	-3.3%
		2029	10,052	
	$75,000-$99,999	2024	6,681	1.6%
		2029	6,790	
	$100,000-$149,999	2024	9,773	4.9%
		2029	10,256	
	$200,000+	2024	1,944	12.4%
		2029	2,186	
	TOTAL	2024	56,128	-1.6%
		2029	55,225	

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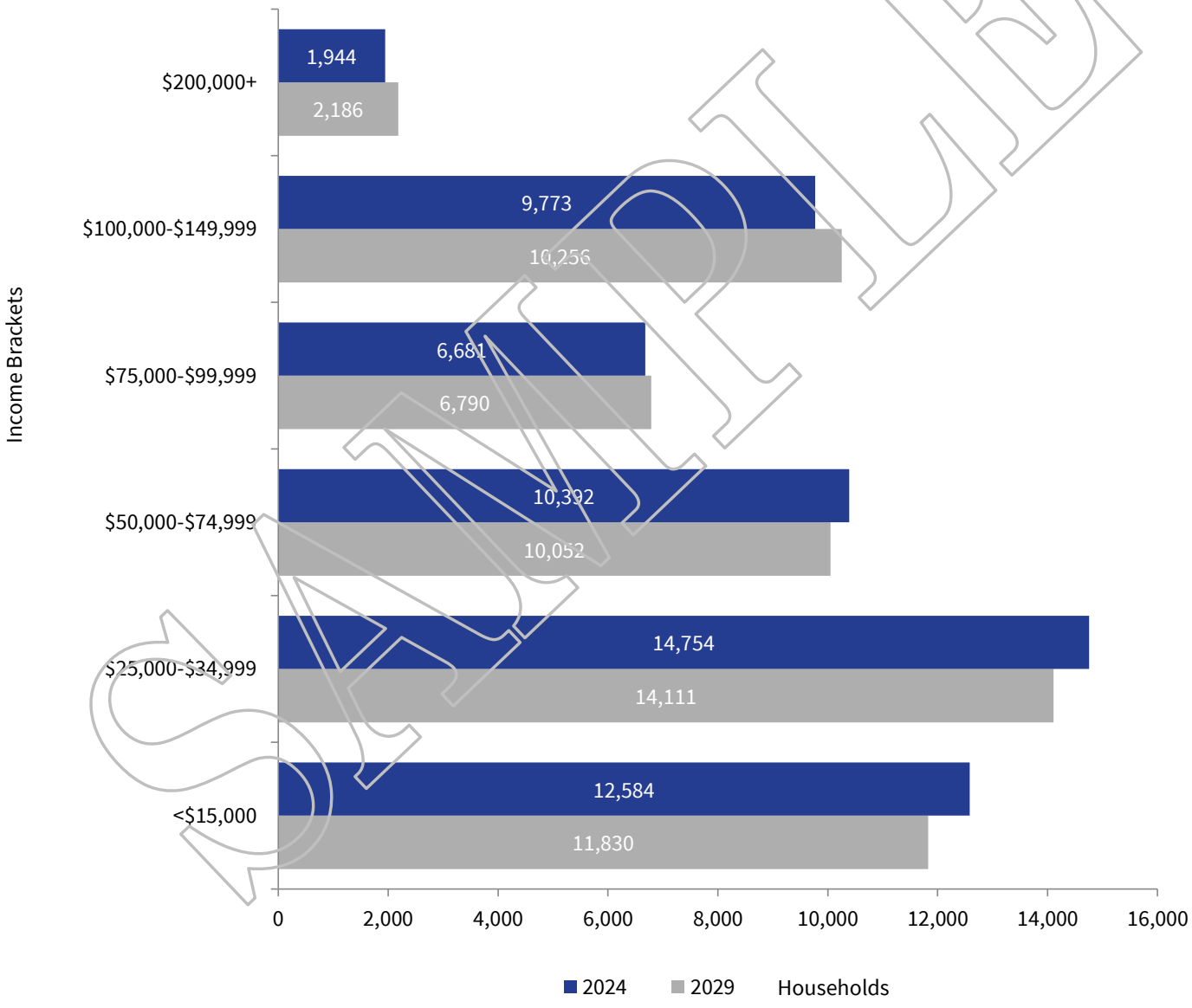
Households Change By Income Brackets
2024 vs 2029 (20-Minute Drive Time)



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Average Household Size / Change: 2024 vs. 2029

Distance	Year	Avg. Household Size	% Change
10-Mile Radius	2024	2.30	2.5%
	2029	2.35	
20-Minute Drive Time	2024	2.30	2.2%
	2029	2.35	

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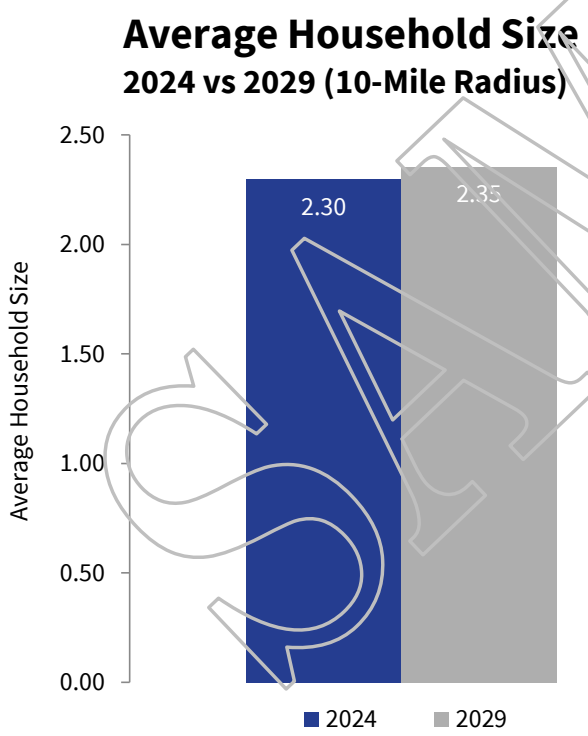

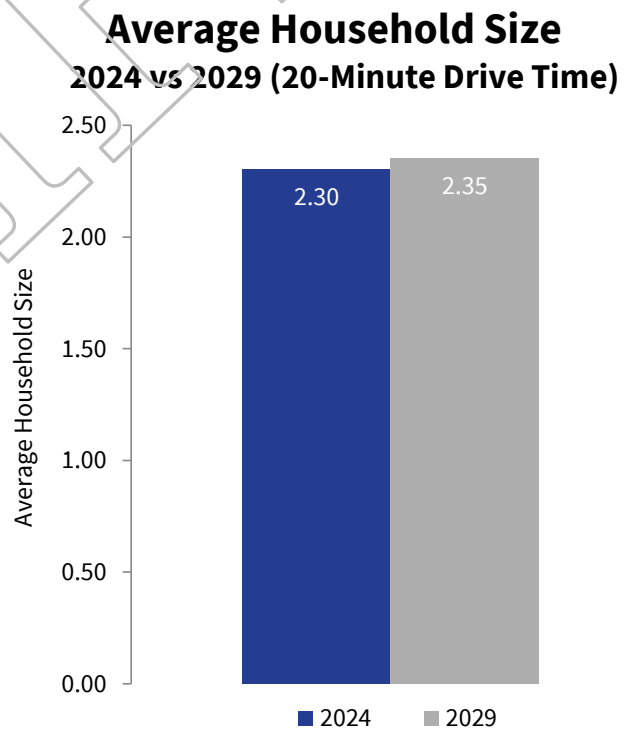

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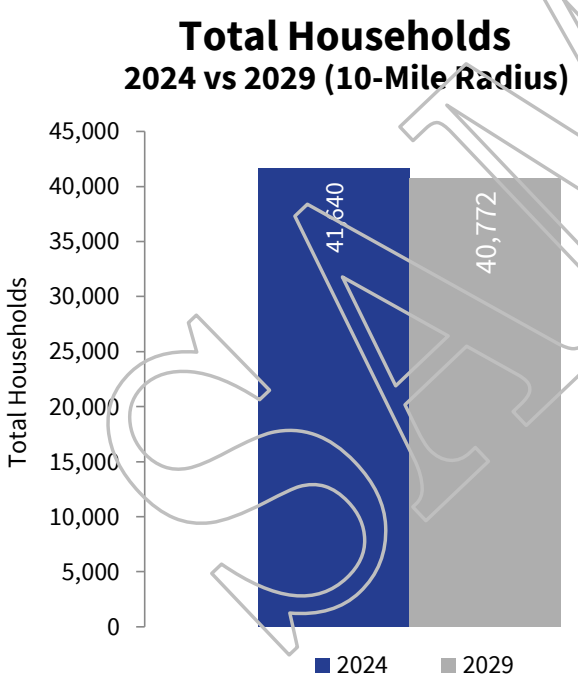
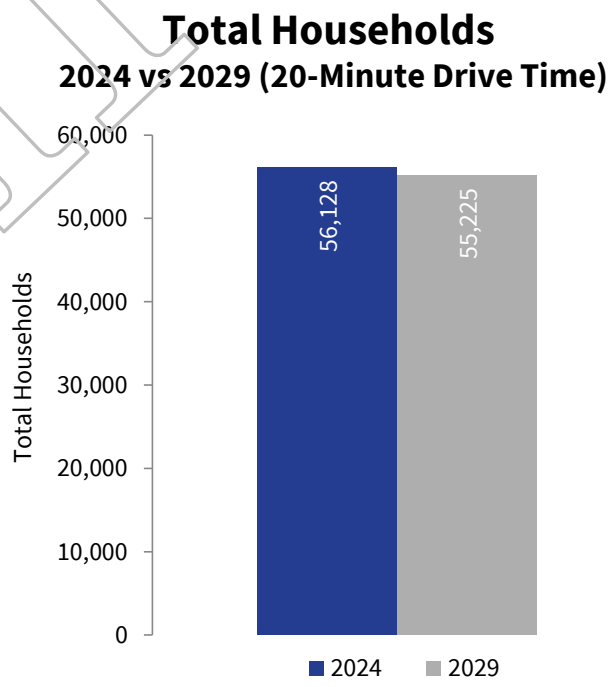
Total Households: 2024 vs. 2029

Distance	Year	Total Households	% Change
10-Mile Radius	2024	41,640	-2.1%
	2029	40,772	
20-Minute Drive Time	2024	56,128	-1.6%
	2029	55,225	





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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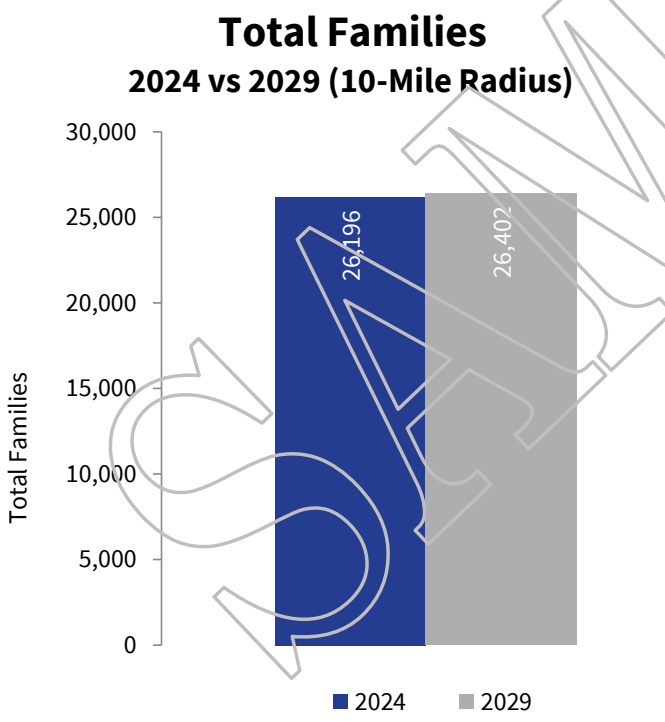
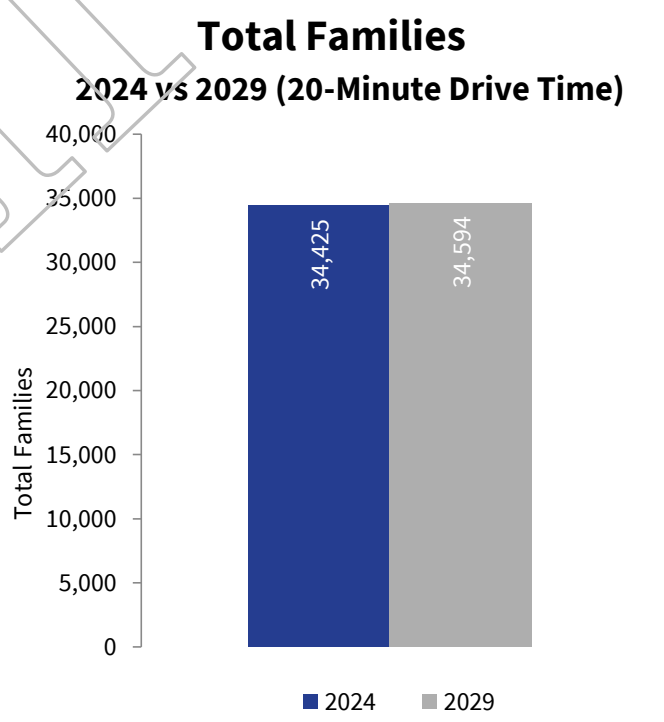
Total Families: 2024 vs. 2029

Distance	Year	Total Families	% Change
10-Mile Radius	2024	26,196	0.8%
	2029	26,402	
20-Minute Drive Time	2024	34,425	0.5%
	2029	34,594	





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: 2024 vs. 2029

Distance	Year	Avg Family Size	% Change
10-Mile Radius	2024	2.90	0.3%
	2029	2.91	
20-Minute Drive Time	2024	2.94	0.7%
	2029	2.96	

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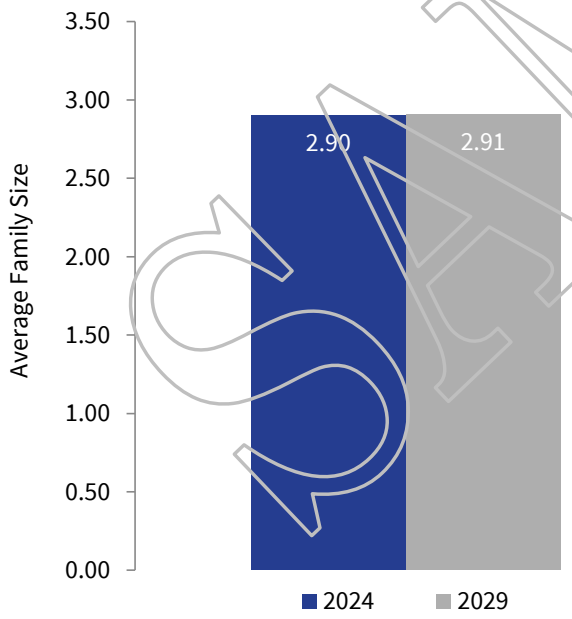
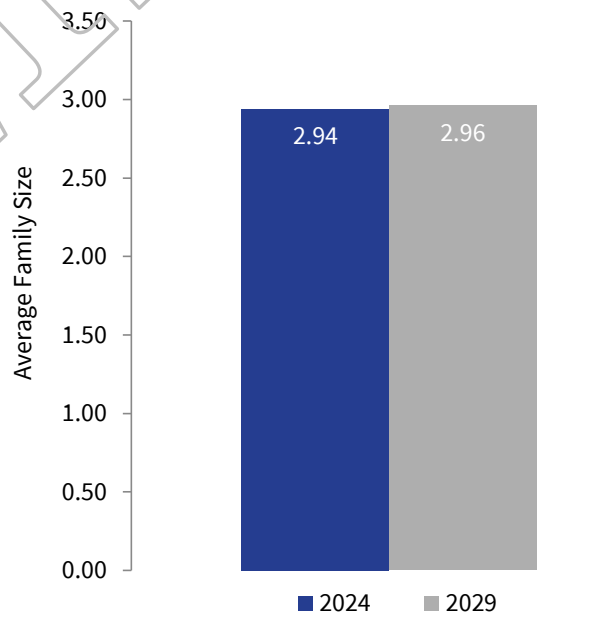
Average Family Size
2024 vs 2029 (10-Mile Radius)



Average Family Size
2024 vs 2029 (20-Minute Drive Time)



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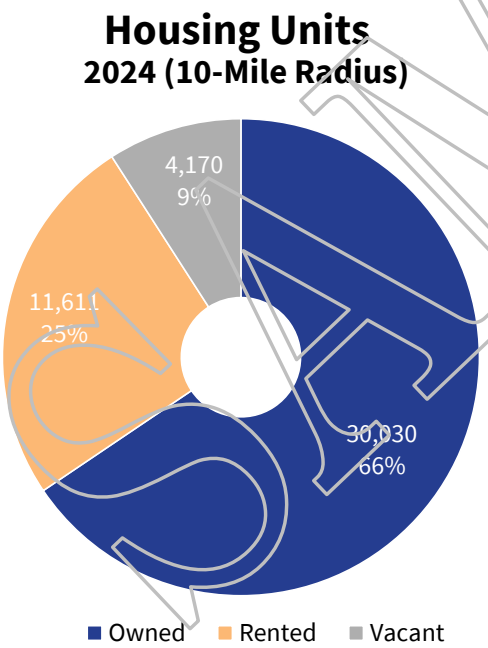
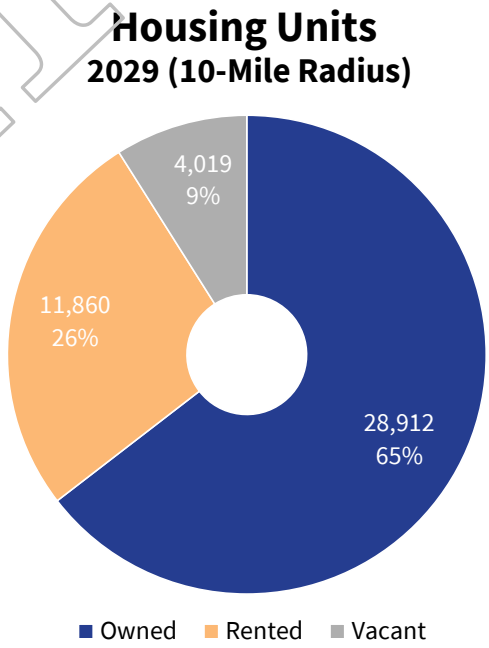
Total Housing Units Breakdown: 2024 vs. 2029 (Radius)

Distance	Type	Year	Housing Units	% Total
10-Mile Radius	Owned	2024	30,030	65.6%
	Rented	2024	11,611	25.3%
	Vacant	2024	4,170	9.1%
	TOTAL	2024	45,811	
	Owned	2029	28,912	64.5%
	Rented	2029	11,860	26.5%
	Vacant	2029	4,019	9.0%
	TOTAL	2029	44,791	





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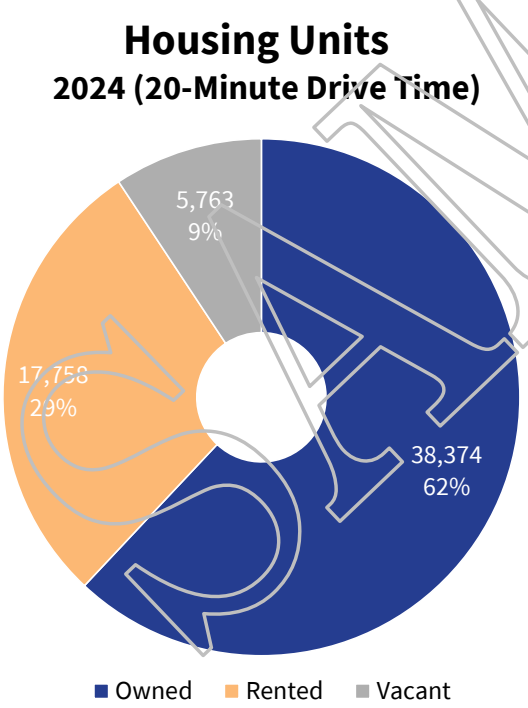
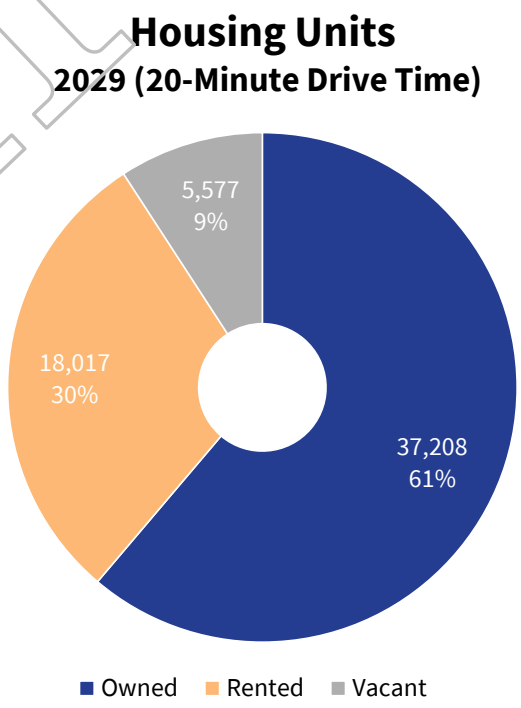
Total Housing Units Breakdown: 2024 vs. 2029 (Drive Time)

Distance	Type	Year	Housing Units	% Total
20-Minute Drive Time	Owned	2024	38,374	62.0%
	Rented	2024	17,758	28.7%
	Vacant	2024	5,763	9.3%
	TOTAL	2024	61,895	
	Owned	2029	37,208	61.2%
	Rented	2029	18,017	29.6%
	Vacant	2029	5,577	9.2%
	TOTAL	2029	60,802	





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

Distance	Type	Year	Housing Units	% Change
10-Mile Radius	Owned	2024	30,030	-3.7%
		2029	28,912	
	Rented	2024	11,611	2.1%
		2029	11,860	
	Vacant	2024	4,170	-3.6%
		2029	4,019	
	TOTAL	2024	45,811	-2.2%
		2029	44,791	

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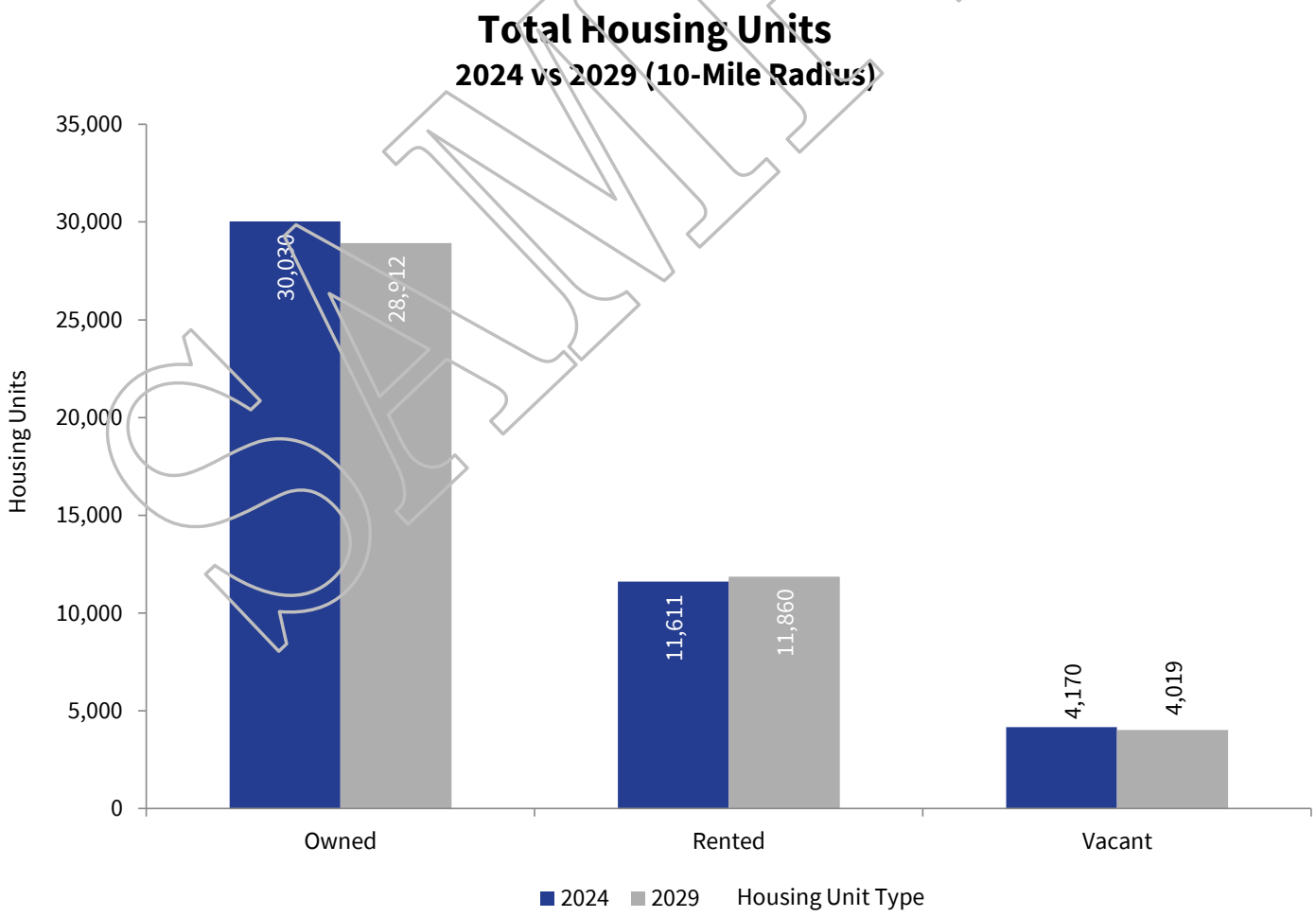

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Total Housing Units % Change: 2024 vs. 2029 (Drive Time)

Distance	Type	Year	Housing Units	% Change
20-Minute Drive Time	Owned	2024	38,374	-3.0%
		2029	37,208	
	Rented	2024	17,758	1.5%
		2029	18,017	
	Vacant	2024	5,763	-3.2%
		2029	5,577	
	TOTAL	2024	61,895	-1.8%
		2029	60,802	

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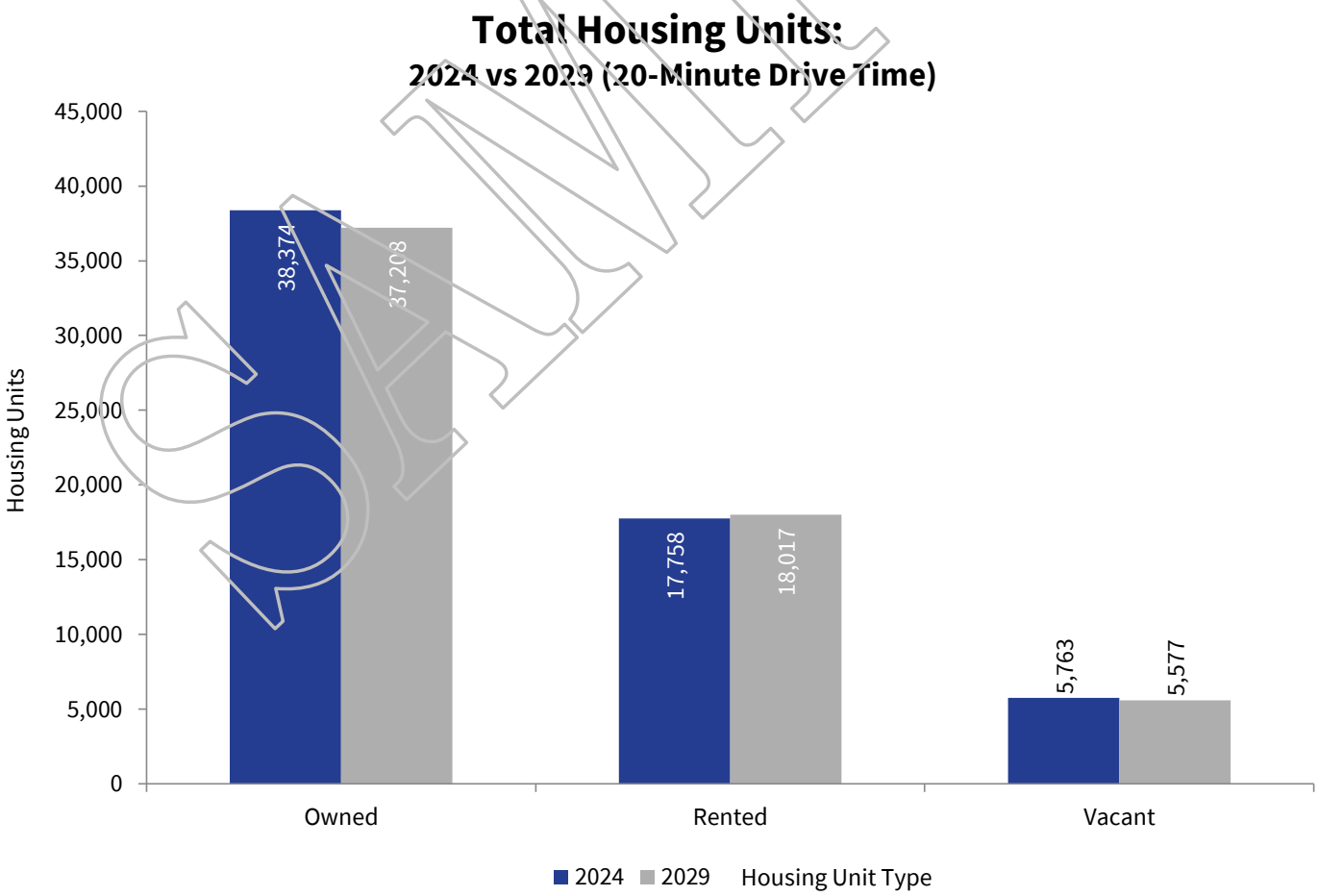

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Average Median Value Of Owner Occupied Units: 2024 vs. 2029

Distance	Year	Avg Value	% Change
10-Mile Radius	2024	$98,050	
	2029	$98,429	0.4%
20-Minute Drive Time	2024	$93,120	
	2029	$93,734	0.7%

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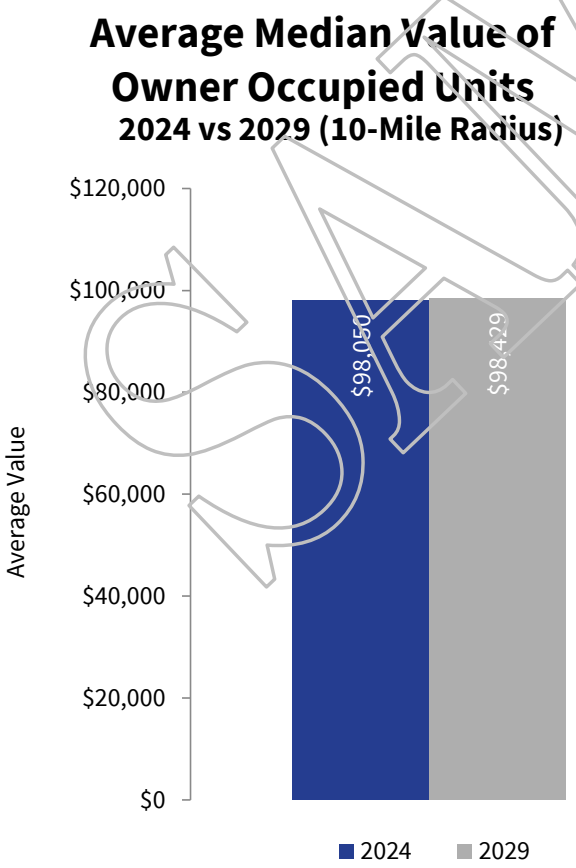

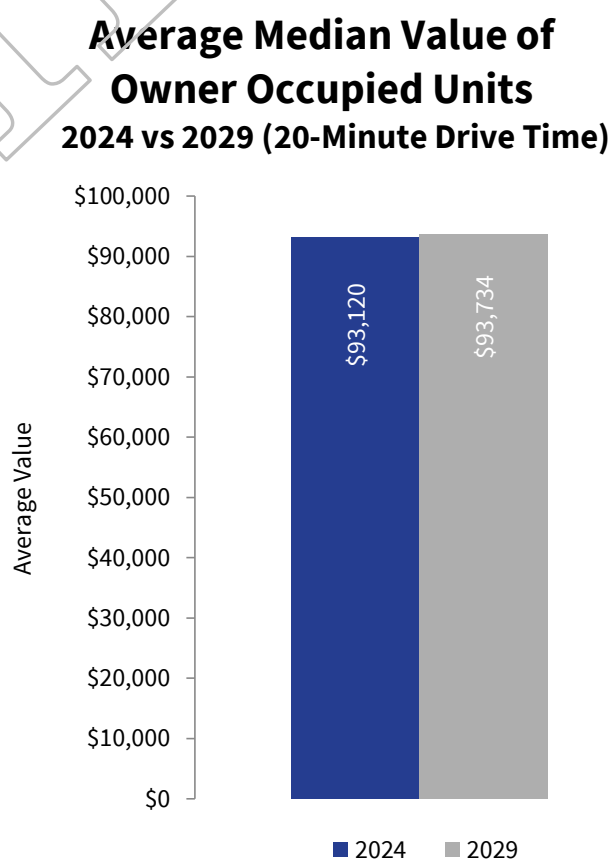

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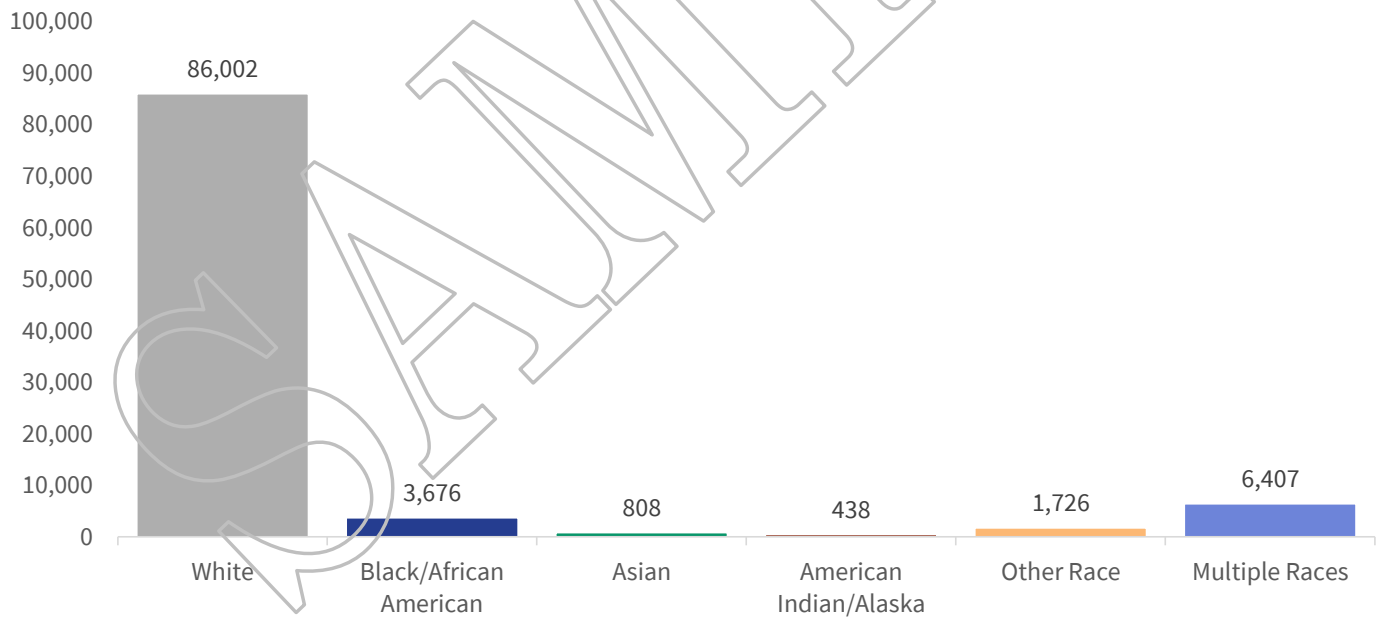
Population By Race: 2024 (Radius)

Distance	Race	Year	Population	% Total
10-Mile Radius	White	2024	86,002	86.8%
	Black/African American	2024	3,676	3.7%
	Asian	2024	808	0.8%
	American Indian/Alaska	2024	438	0.4%
	Other Race	2024	1,726	1.7%
	Multiple Races	2024	6,407	6.6%
	TOTAL	2024	99,057	100%

Population By Race 2024 (Radius)



Hispanic Percentage of Total Population: 10-Mile (Radius)

Distance	Ethnicity	Year	Population	% of Total Population
10-Mile Radius	Hispanic	2024	6,651	6.7%

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Population By Race: 2024 (Drive Time)

Distance	Race	Year	Population	% Total
20-Minute Drive Time	White	2024	105,200	79.3%
	Black/African American	2024	13,684	10.3%
	Asian	2024	1,292	1.0%
	American Indian/Alaska	2024	653	0.5%
	Other Race	2024	2,882	2.2%
	Multiple Races	2024	8,894	6.7%
	TOTAL	2024	132,605	100%

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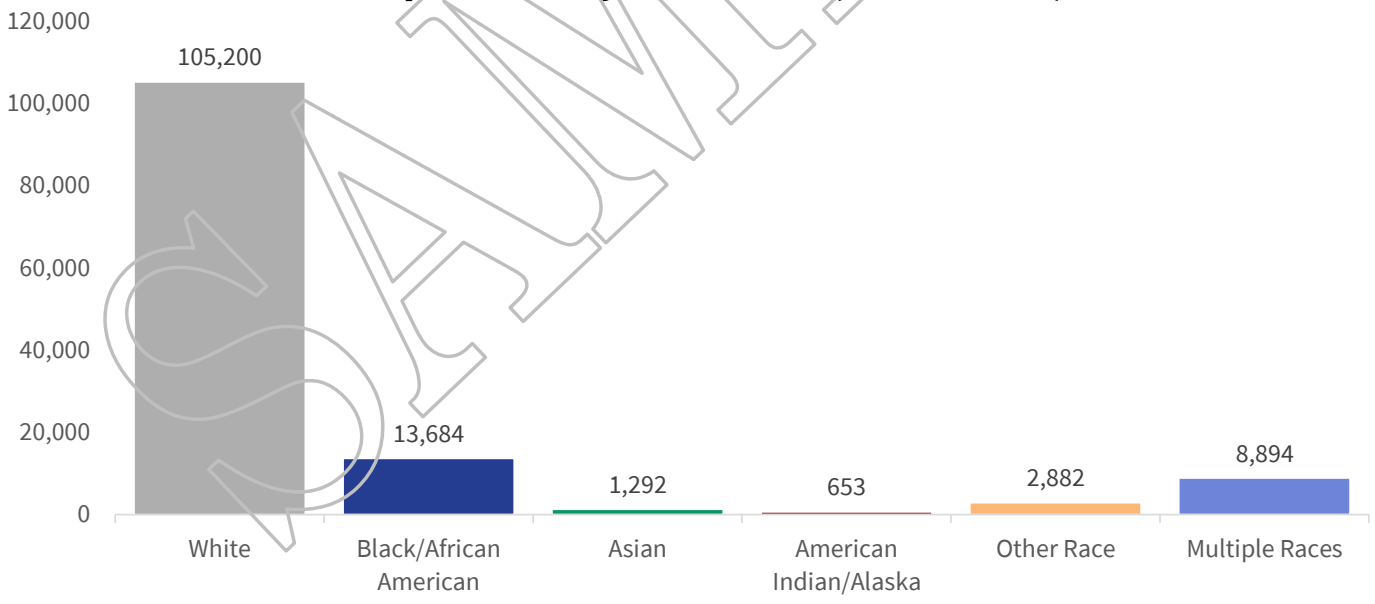
Population By Race 2024 (Drive Time)



Hispanic Percentage of Total Population: (Drive Time)

Distance	Ethnicity	Year	Population	% of Total Population
20-Minute Drive Time	Hispanic	2024	9,887	7.5%

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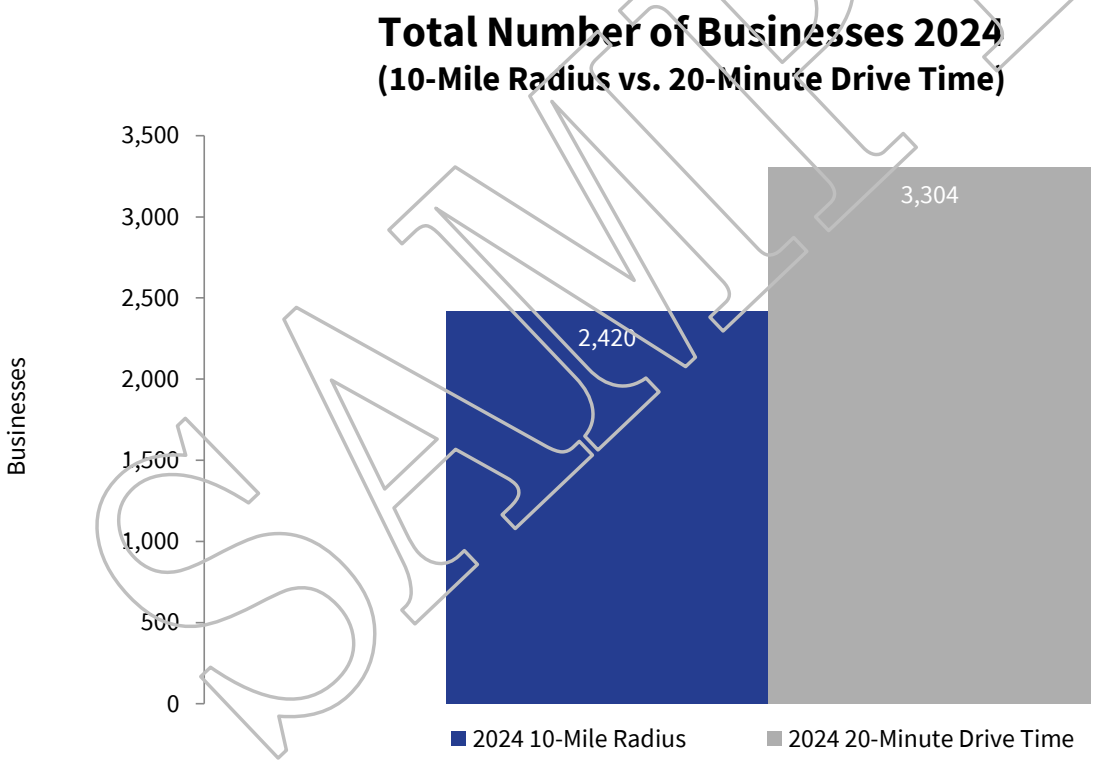
Total Number Of Businesses: 2024

Distance	Year	Total Number of Businesses
10-Mile Radius	2024	2,420
20-Minute Drive Time	2024	3,304



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Total Number Of Employees: 2024

Distance	Year	Total Number of Employees
10-Mile Radius	2024	38,778
20-Minute Drive Time	2024	57,189

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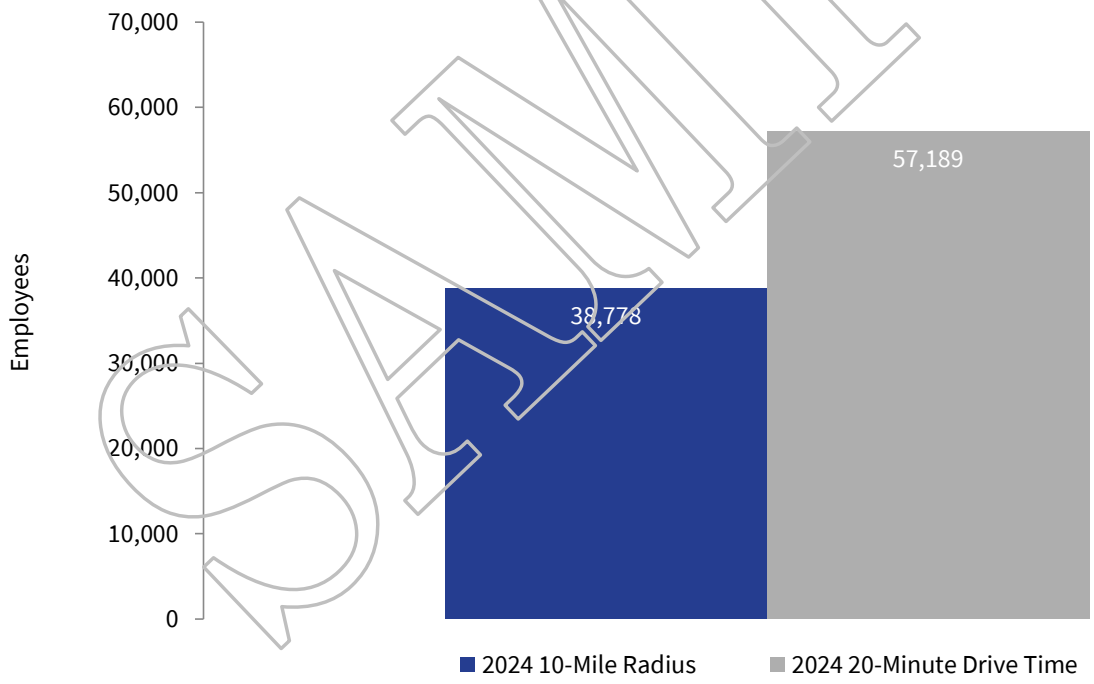
Total Number of Employees (Where People Work) 2024
(10-Mile Radius vs. 20-Minute Drive Time)



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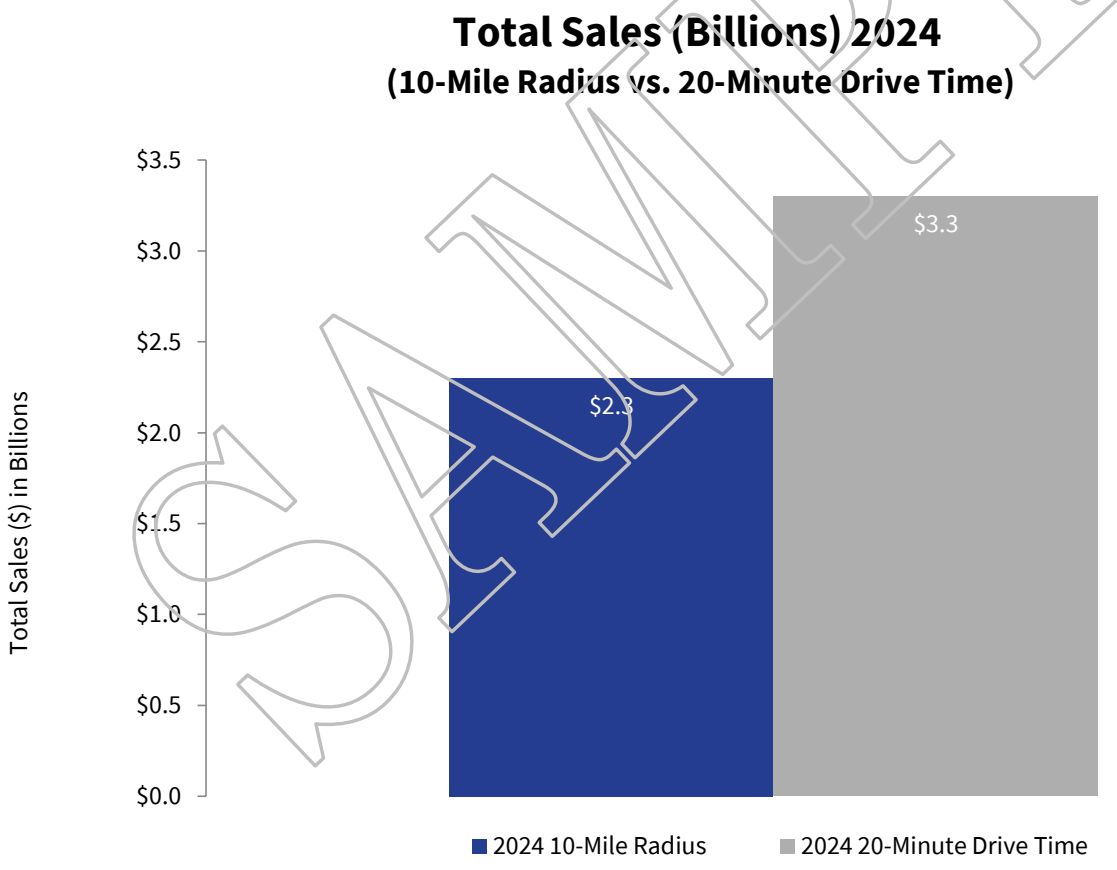
Total Sales: 2024		
Distance	**Year**	**Total Sales**
10-Mile Radius	2024	$2.5 Billion
20-Minute Drive Time	2024	$3.3 Billion



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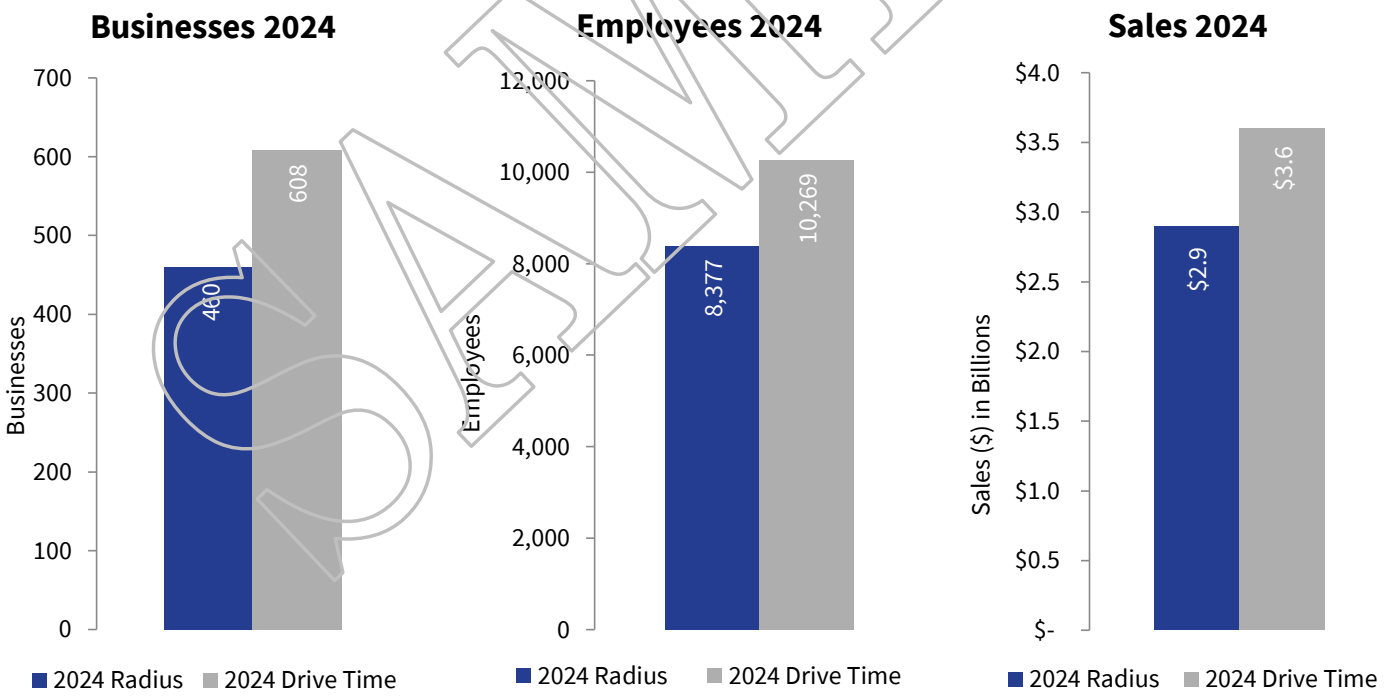
Retail Data 2024 (Subset Of Total Businesses)

Distance	Type	Year	Retail Only
10-Mile Radius	Businesses	2024	460
	Employees	2024	8,377
	Sales	2024	$2.9 Billion
20-Minute Drive Time	Businesses	2024	608
	Employees	2024	10,269
	Sales	2024	$3.6 Billion

Retail Data 2024 (Subset of Total Businesses)

(10-Mile Radius vs. 20-Minute Drive Time)



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