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THE MARKET STUDY

DATE:	Date
DOCTOR:	Dr. John Smith
BASE LOCATION:	Anytown, US
SEARCH AREA:	User Drawn Search Area
SPECIALTY:	Optometrist
IdealRatio:	4,000
RADIUS:	3-Mile
DRIVE TIME:	10-Minute
HHI MINIMUM:	$70,000
TOP RESULTS:	10

PRESENTED BY

LOCATE™ Location Strategy

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Search Parameters

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RADIUS:	3-Mile
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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 an Optometrist is 4,000. A number higher than 4,000 would indicate the market has potential for an additional practitioner(s) and is shown with green text. A number below 4,000 indicates the area may be oversaturated and is shown with red text. While the IdealRatio can be used as a gauge for opportunity, it is never safely used as sole location-selection criteria. Furthermore, it is only one piece of the custom analysis for each client and their individual market.

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

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

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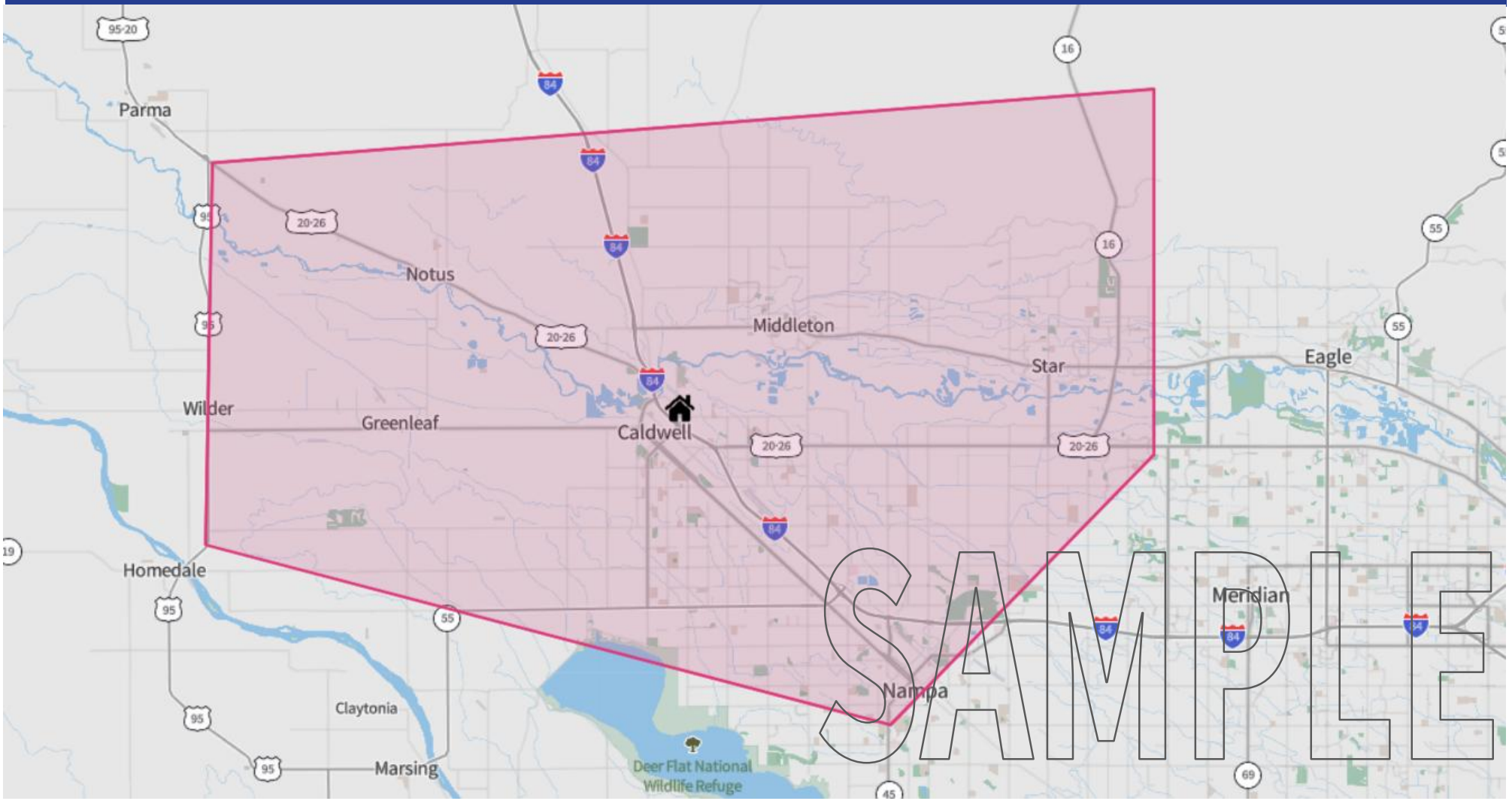
Overall Unfiltered Search Area - Map View



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

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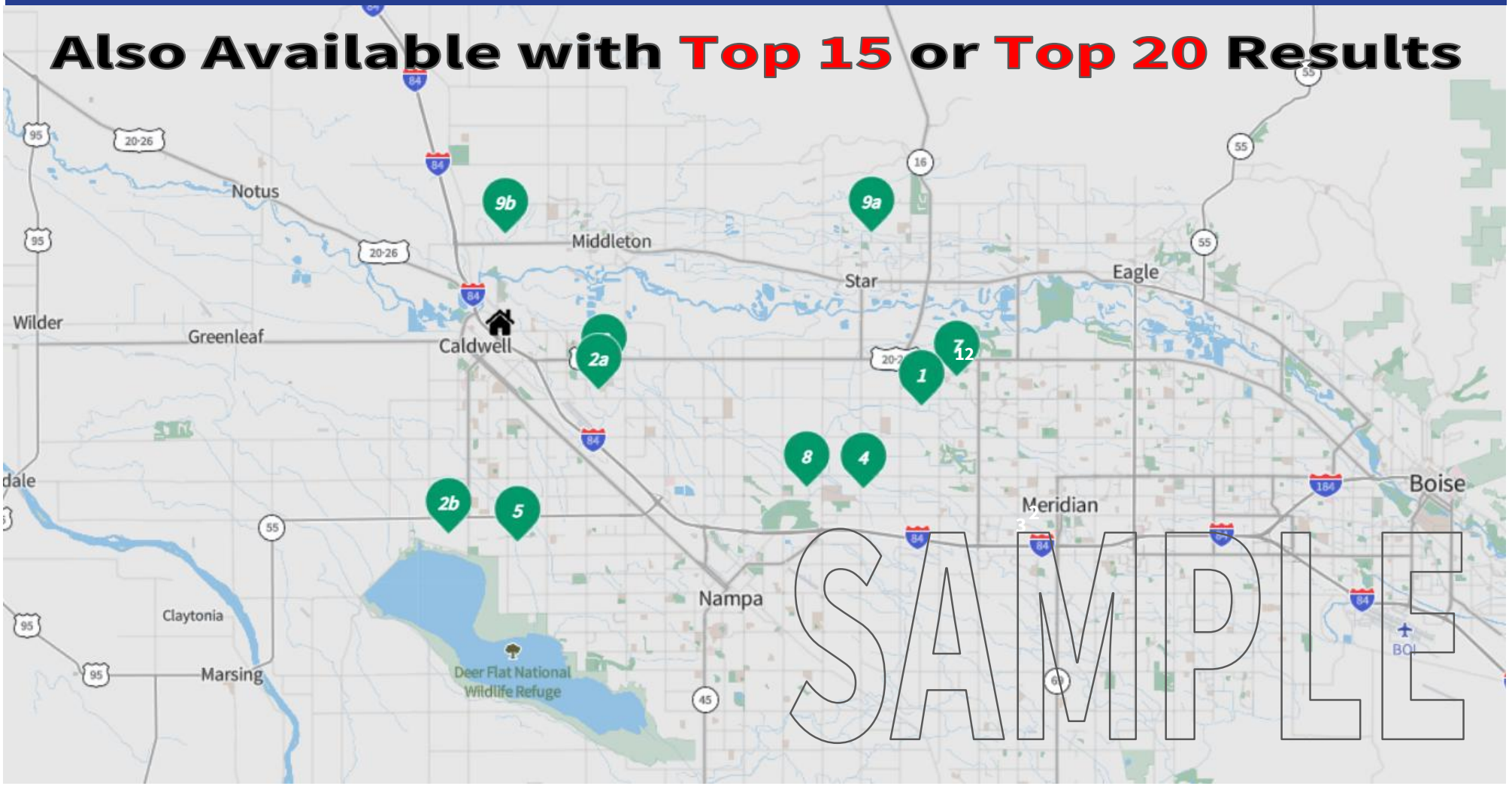
Top 10 Overall Pockets - Map View



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			10-Minute Drive Time			IdealRatio Market Saturation Level*	Composite Ranking (Lowest is Best)
				Rank	2024 Population	Radius Ratio	Rank	2024 Population	Drive Time Ratio		
1	4475 N Basswood Ave Meridian Idaho 83646	$ 116,224	1:02	1	43,744	21,872	2	39,220	19,610	4,000	3
2a	11741 Thorn Bird Court Caldwell Idaho 83605	$ 72,210	12:18	6	40,244	10,061	4	27,477	13,739	4,000	10
2b	15690 Cupid Drive Caldwell Idaho 83607	$ 86,077	19:14	3	21,330	10,665	7	9,439	9,439	4,000	10
4	4958 Heath Way Nampa Idaho 83687	$ 79,794	18:47	7	29,126	9,709	5	37,890	12,630	4,000	12
5	15366 Sequoia Grove Way Caldwell Idaho 83607	$ 78,649	18:01	14	35,459	8,865	1	39,977	19,989	4,000	15
6	11587 Shelburne Street Caldwell Idaho 83605	$ 71,119	11:20	13	35,785	8,946	3	19,560	19,560	4,000	16
7	5756 North Assisi Way Meridian Idaho 83646	$ 121,770	0:48	11	55,175	9,196	6	40,826	10,207	4,000	17
8	6416 East Dannsmore Drive Nampa Idaho 83687	$ 73,875	18:17	8	28,677	9,559	10	20,578	6,859	4,000	18
9a	2050 North Brandon Road Star Idaho 83669	$ 105,229	2:18	15	17,465	8,733	13	16,444	5,481	4,000	28
9b	14163 Leather Ridge Road Caldwell Idaho 83607	$ 74,157	9:24	4	20,801	10,401	24	20,187	4,037	4,000	28

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

To see the detailed Population to Practitioner data that supports the rankings, see the following pages.

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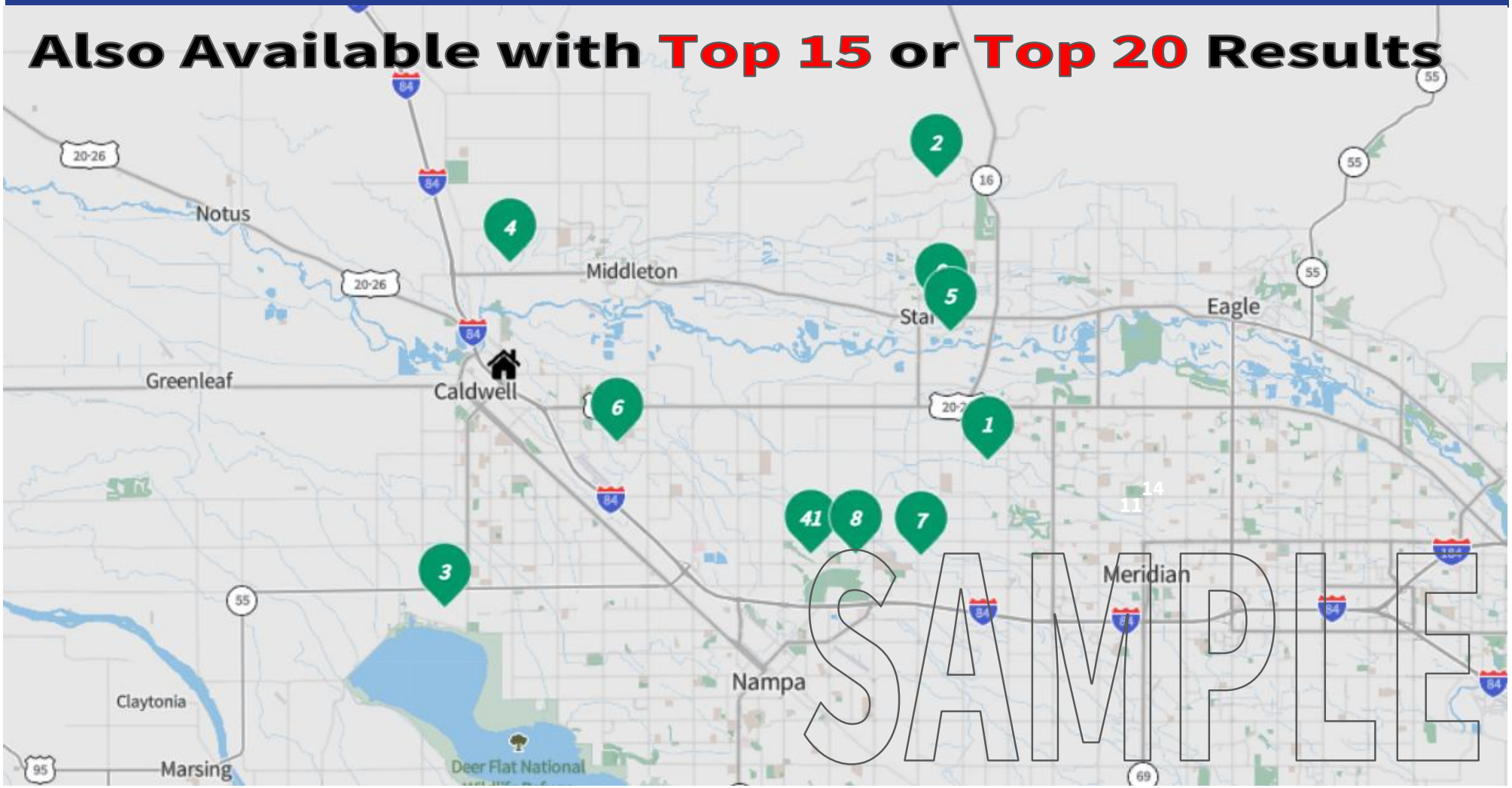
Top 10 Radius Pockets - Map View



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 Doctors	Competition Ratio (Existing Practice)	Competition Ratio (If New Start-Up)	IdealRatio Market Saturation Level	+/-
1	1	4475 N Basswood Ave Meridian Idaho 83646	43,744	46,519	6.34%	$ 116,224	1:02	2.00	21,872	14,581	4,000	17,872
17	2	4866 North High Prairie Place Star Idaho 83669	10,729	11,399	6.24%	$ 108,244	5:58	0.00	10,729	10,729	4,000	6,729
2b	3	15690 Cupid Drive Caldwell Idaho 83607	21,330	22,612	6.01%	$ 86,077	19:14	2.00	10,665	7,110	4,000	6,665
9b	4	14163 Leather Ridge Road Caldwell Idaho 83607	20,801	22,053	6.02%	$ 74,157	9:24	2.00	10,401	6,934	4,000	6,401
15	5	10153 West Twisted Vine Drive Star Idaho 83669	20,577	21,870	6.28%	$ 110,882	1:37	2.00	10,289	6,859	4,000	6,289
2a	6	11741 Thorn Bird Court Caldwell Idaho 83605	40,244	42,607	5.87%	$ 72,210	12:18	4.00	10,061	8,049	4,000	6,061
4	7	4958 Heath Way Nampa Idaho 83687	29,126	30,920	6.16%	$ 79,794	18:47	3.00	9,709	7,282	4,000	5,709
8	8	6416 East Dannsmore Drive Nampa Idaho 83687	28,677	30,414	6.06%	$ 73,875	18:17	3.00	9,559	7,169	4,000	5,559
18	9	441 North Nebula Avenue Star Idaho 83669	18,862	20,045	6.27%	$ 107,483	1:21	2.00	9,431	6,287	4,000	5,431
12b	10	1144 North Nebula Place Star Idaho 83669	18,502	19,662	6.27%	$ 106,641	3:34	2.00	9,251	6,167	4,000	5,251

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

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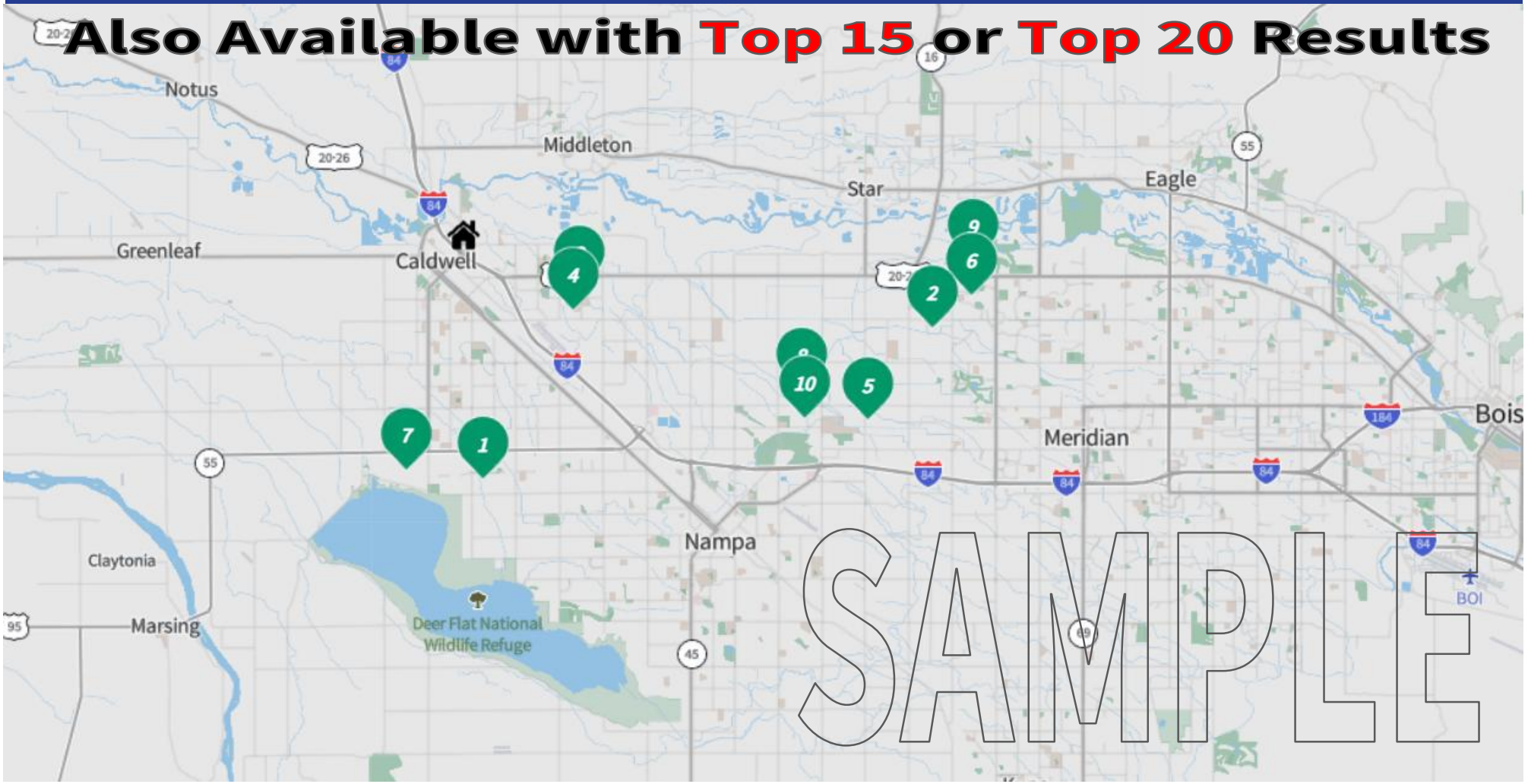
Top 10 Drive Time Pockets & Data



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

10-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 Doctors	Competition Ratio (Existing Practice)	Competition Ratio (If New Start-Up)	IdealRatio Market Saturation Level	+/-
5	1	15366 Sequoia Grove Way Caldwell Idaho 83607	39,977	42,361	5.96%	$ 72,746	18:01	2.00	19,989	13,326	4,000	15,989
1	2	4475 N Basswood Ave Meridian Idaho 83646	39,220	41,713	6.36%	$ 118,237	1:02	2.00	19,610	13,073	4,000	15,610
6	3	11587 Shelburne Street Caldwell Idaho 83605	19,560	20,700	5.83%	$ 72,980	11:20	1.00	19,560	9,780	4,000	15,560
2a	4	11741 Thorn Bird Court Caldwell Idaho 83605	27,477	29,078	5.83%	$ 69,685	12:18	2.00	13,739	9,159	4,000	9,739
4	5	4958 Heath Way Nampa Idaho 83687	37,890	40,229	6.17%	$ 81,144	18:47	3.00	12,630	9,473	4,000	8,630
7	6	5756 North Assisi Way Meridian Idaho 83646	40,826	43,399	6.30%	$ 126,949	0:48	4.00	10,207	8,165	4,000	6,207
2b	7	15690 Cupid Drive Caldwell Idaho 83607	9,439	10,004	5.99%	$ 82,045	19:14	0.00	9,439	9,439	4,000	5,439
12c	8	17353 North Yuma Way Nampa Idaho 83687	9,362	9,932	6.09%	$ 74,782	20:16	1.00	9,362	4,681	4,000	5,362
11	9	4083 W Highland Fall Ct Meridian Idaho 83646	24,749	26,305	6.29%	$ 139,533	1:43	3.00	8,250	6,187	4,000	4,250
8	10	6416 East Dannsmore Drive Nampa Idaho 83687	20,578	21,824	6.06%	$ 73,171	18:17	3.00	6,859	5,145	4,000	2,859

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

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