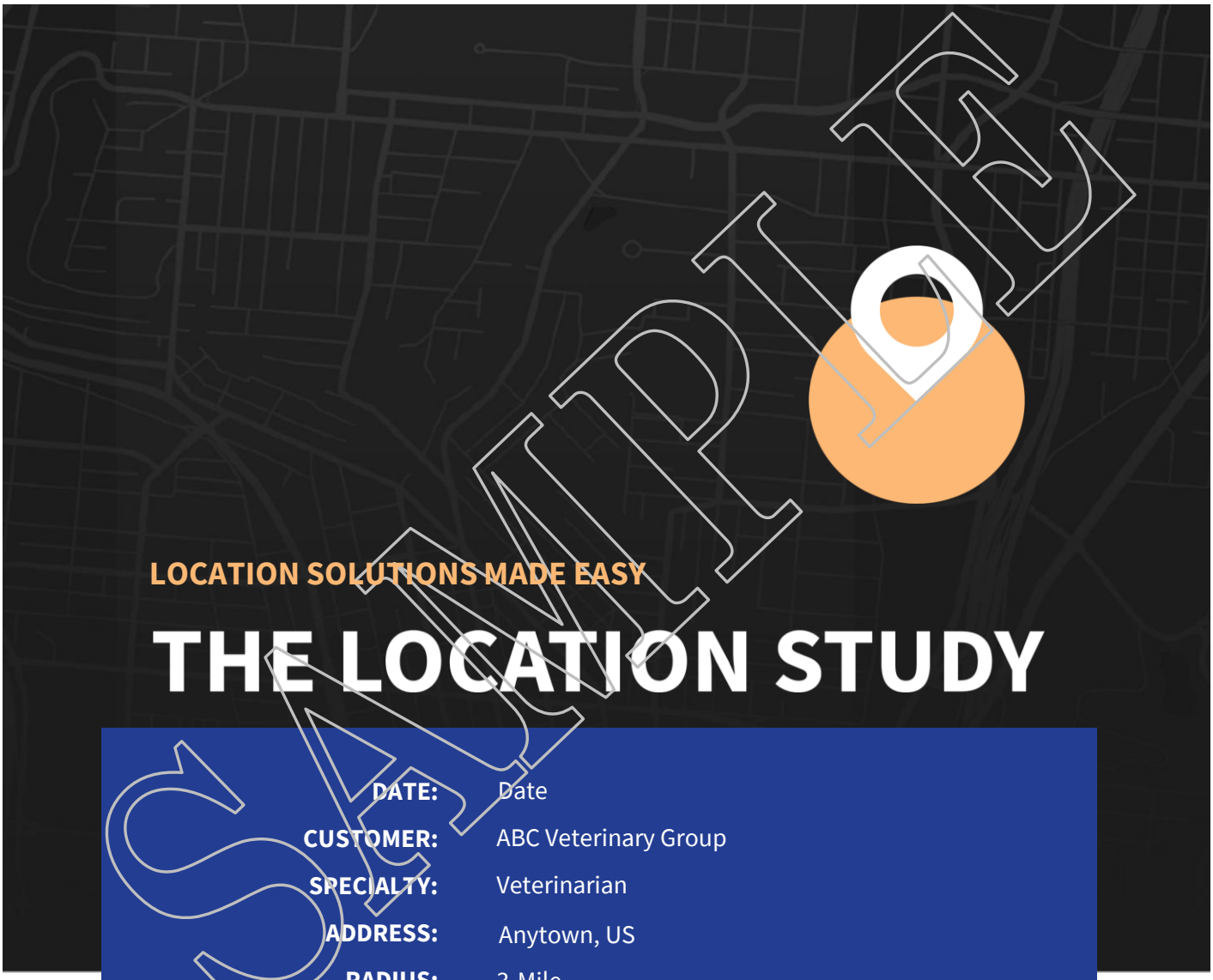

LOCATION SOLUTIONS MADE EASY

THE LOCATION STUDY

DATE:	Date
CUSTOMER:	ABC Veterinary Group
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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Table of Contents

Title Page	25
Table of Contents	26
Executive Summary	27
Maps	
Maps (Radius, Drive Time & Radius/Drive Time Overlay)	28-30
Practitioner Data	
Number of Practitioners by Specialty	31
Definition of a IdealRatio	32
Competition Ratios (Summary)	32
Competition Ratio vs. IdealRatio (+/- Comparison and % Variance)	33
Demographic Data	
Total Population	34
Population by Age Range	35-38
Population Change by Age Range	39-42
Average Per Capita Income	43
Average Household Income	44
Households by Income Bracket	45-48
Households Change by Income Bracket	49-52
Average Household Size	53
Total Households	54
Total Families	55
Average Family Size	56
Housing Units Breakdown	57-58
Total Housing Units Change	59-60
Average Median Value of Owner Occupied Units	61
Population by Race	62-63
Total Number of Businesses	64
Total Number of Employees	65
Total Sales	66
Retail Data	67

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LOCATE Location Strategy

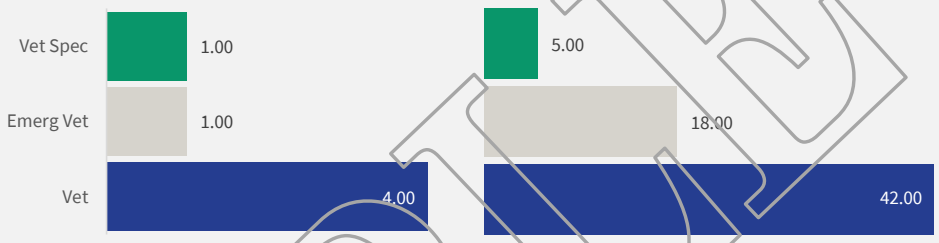
LOCATION SOLUTIONS MADE EASY

EXECUTIVE SUMMARY

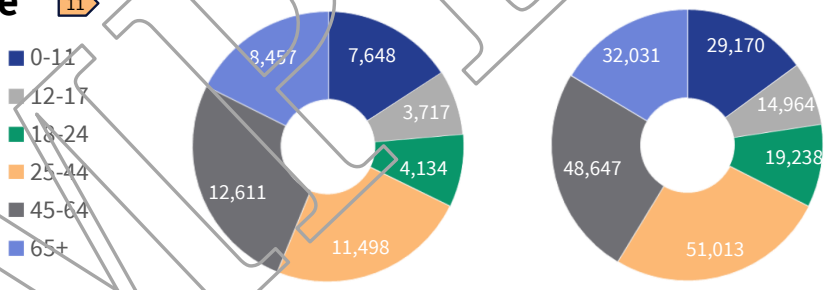
Veterinarian - Anytown, US

Page #		3-Mile Radius	15-Minute Drive Time
Competition Ratio	32	4,370	4,644
Veterinarian Ideal Ratio		*10,000*	*10,000*
Total Population	34	48,065	195,063
Projected 5-year Change		*1.1%*	*1.1%*

Practitioners By Specialty 31

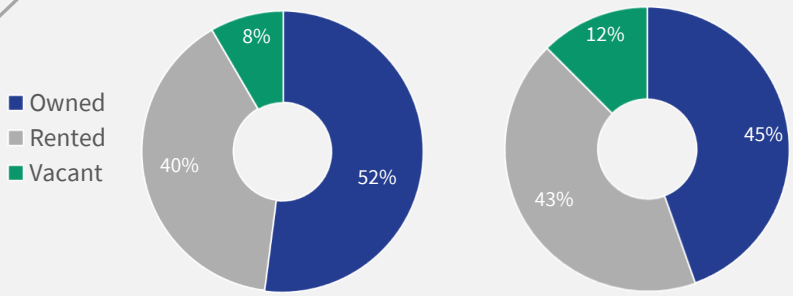


Population By Age 11



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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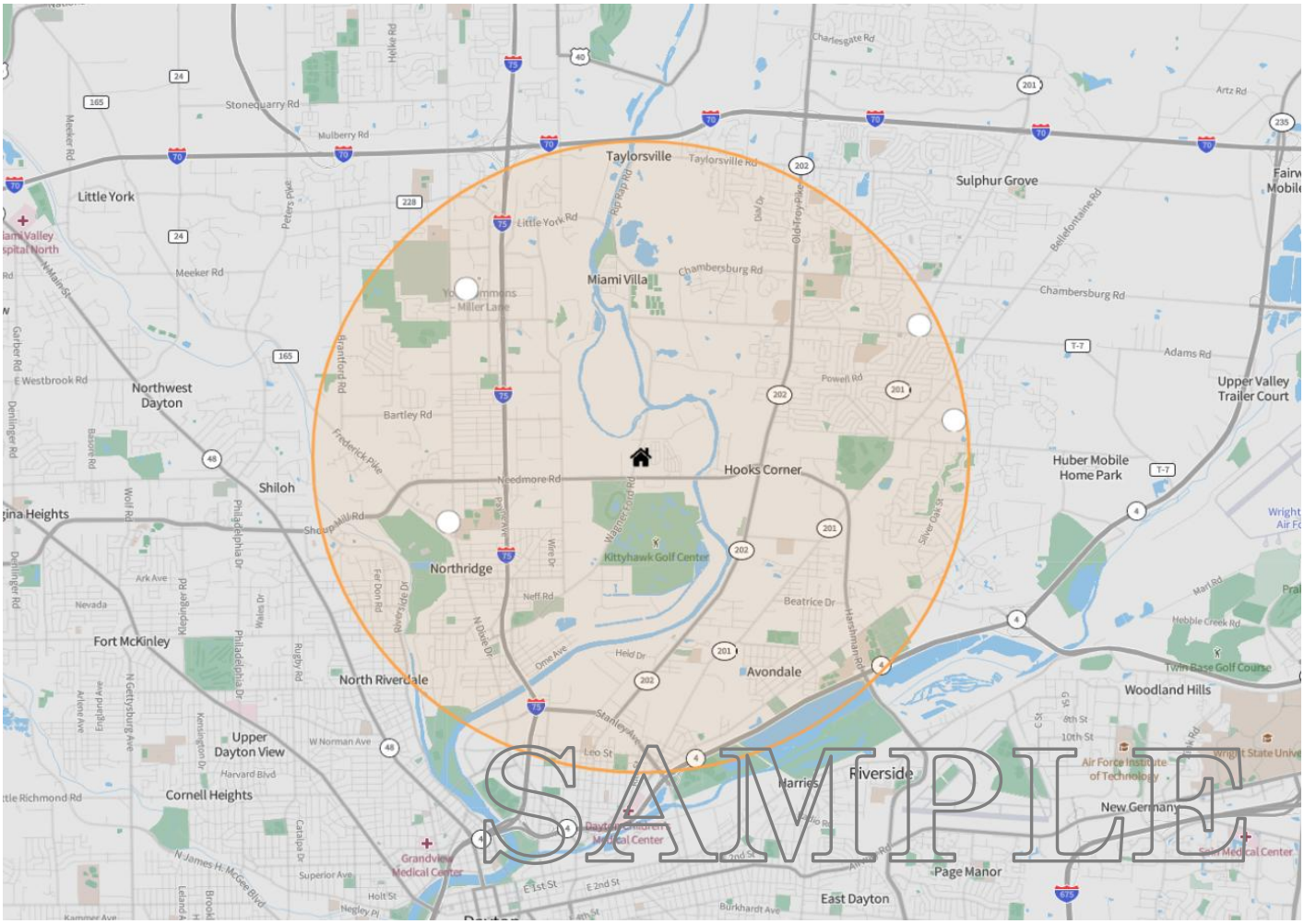
Radius Area Map

3-Mile Radius of Anytown, US



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

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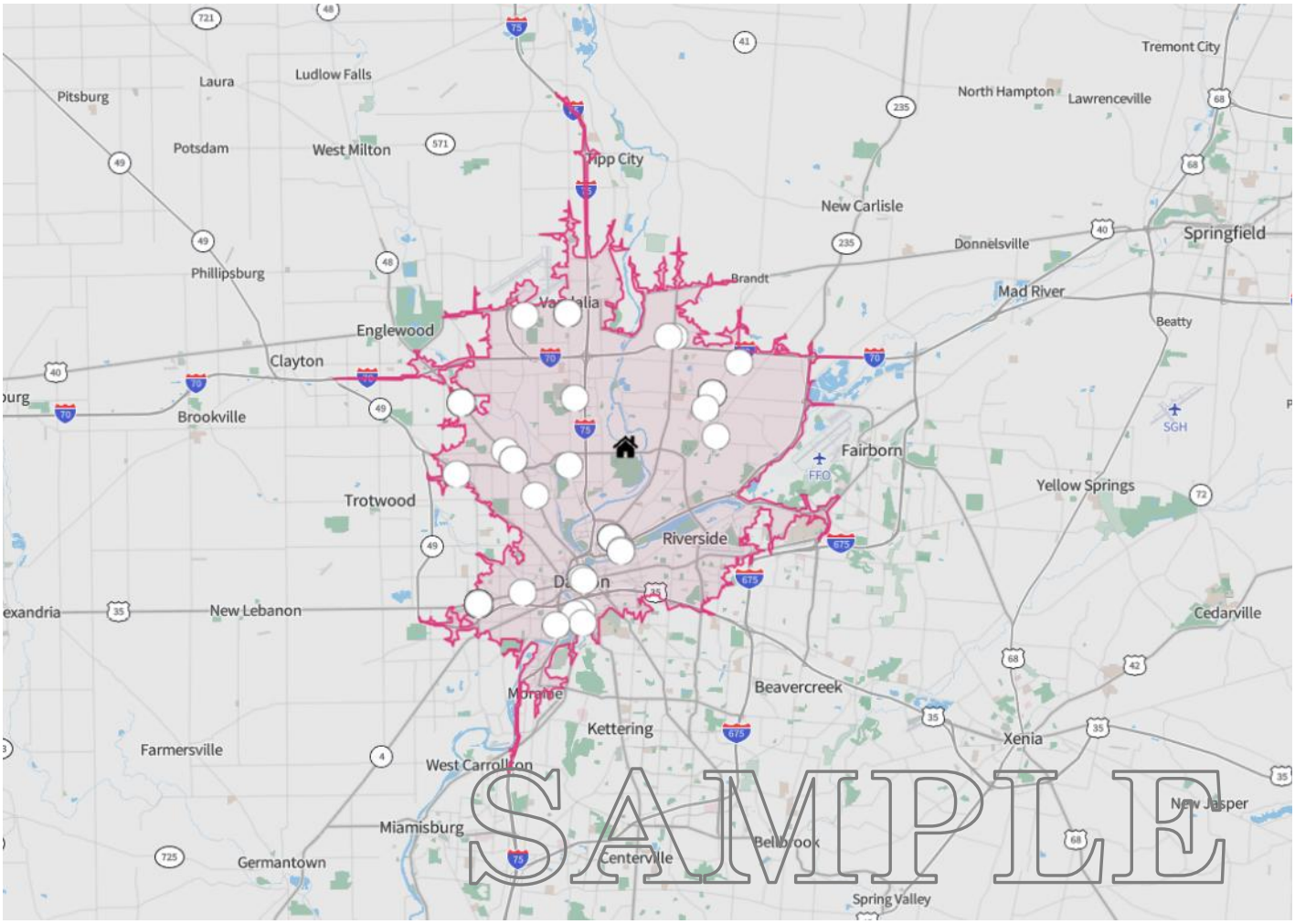
Drive Time Area Map

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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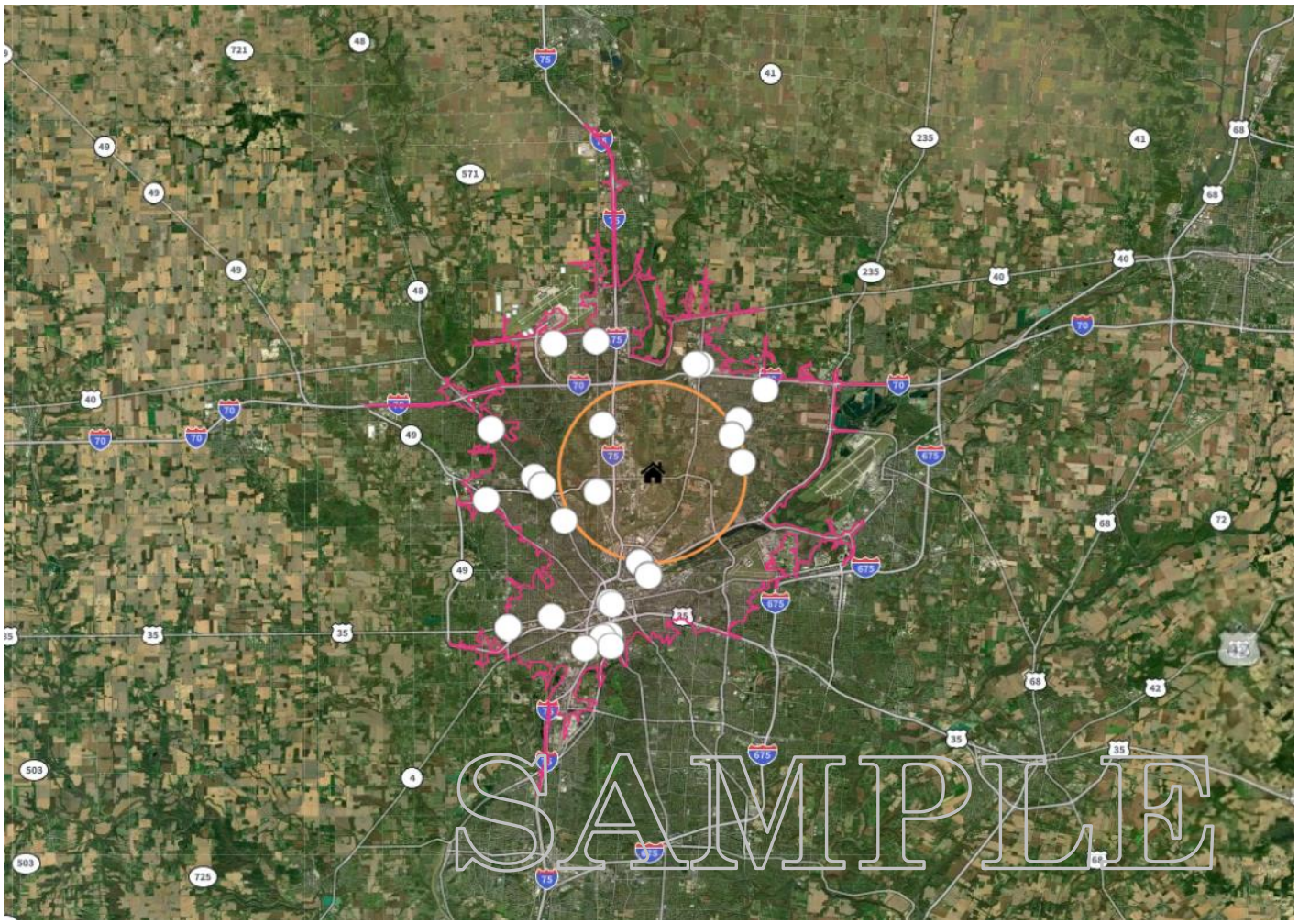
Radius and Drive Time Satellite Overlay Map

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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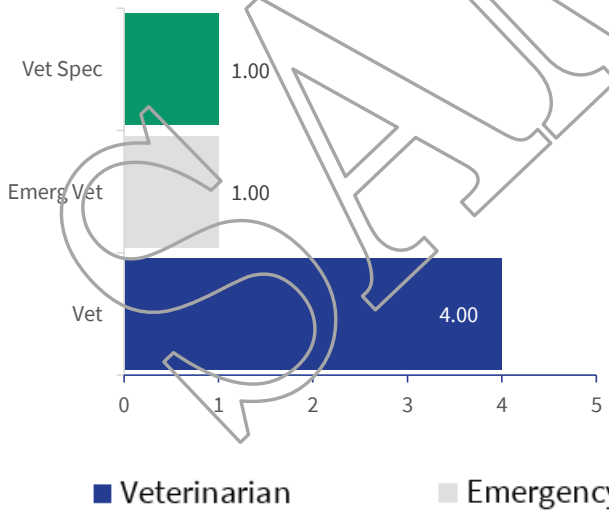
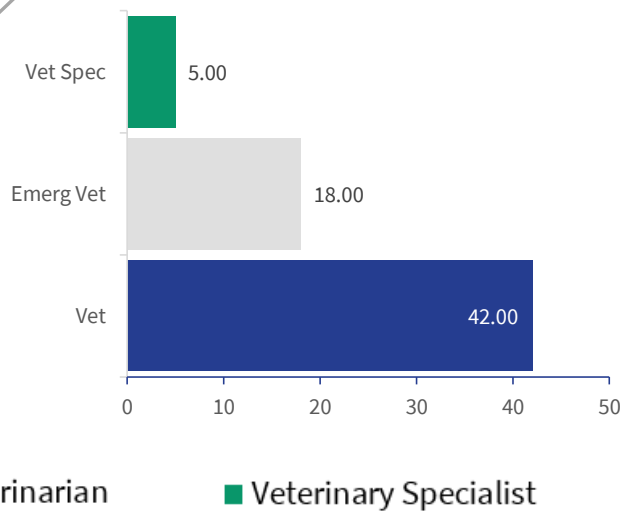
Number of Practitioners By Specialty

Distance	Specialty	# of Prac	% of Total	# / Veterinarian
3-Mile Radius	Veterinarian	4.00	66.7%	N/A
	Emergency Veterinarian	1.00	16.7%	0.25
	Veterinary Specialist	1.00	16.7%	0.25
	TOTAL	6.00	100.0%	
15-Minute Drive Time	Veterinarian	42.00	64.6%	N/A
	Emergency Veterinarian	18.00	27.7%	0.43
	Veterinary Specialist	5.00	7.7%	0.12
	TOTAL	65.00	100.0%	

Number of Practitioners 2024 (Radius)



Number of Practitioners 2024 (Drive Time)



Veterinarian Emergency Veterinarian Veterinary Specialist

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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 10,000. An actual ratio higher than 10,000 would generally indicate the market has potential for an additional practitioner(s). A ratio below 10,000 indicates the area is oversaturated and strategic plans should be carefully evaluated.

For purposes of clarity for this report, we have identified three classifications: Veterinarians, Emergency Veterinarians, and Veterinary Specialists.

Competition Ratios (Summary)

Distance	Specialty	# of Prac	Population	Ratio
3-Mile Radius	Veterinarian	11.00	48,065	4,370
	Emergency Veterinarian	1.00	48,065	48,065
	Veterinary Specialist	1.00	48,065	48,065
	TOTAL	13.00	48,065	
15-Minute Drive Time	Veterinarian	42.00	195,063	4,644
	Emergency Veterinarian	18.00	195,063	10,837
	Veterinary Specialist	5.00	195,063	39,013
	TOTAL	65.00	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.

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

Distance	Specialty	PTP Ratio	IdealRatio*	+/-	% Var
3-Mile Radius	Veterinarian	4,370	10,000	-5,630	-56.3%
	Emergency Veterinarian	48,065	20,000	28,065	140.3%
	Veterinary Specialist	48,065	20,000	28,065	140.3%
15-Minute Drive Time	Veterinarian	4,644	10,000	-5,356	-53.6%
	Emergency Veterinarian	10,837	20,000	-9,163	-45.8%
	Veterinary Specialist	39,013	20,000	19,013	95.1%

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*See page 8 for IdealRatio Definition.

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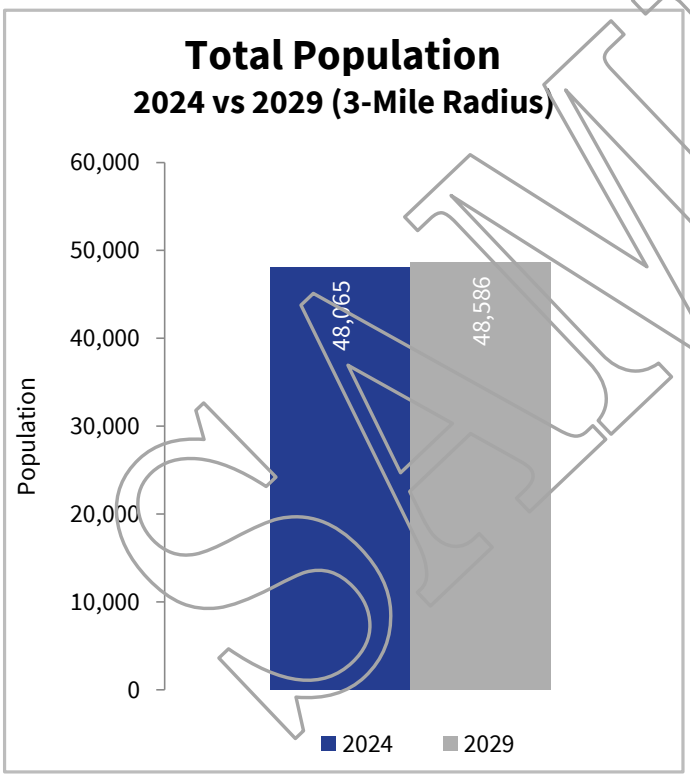
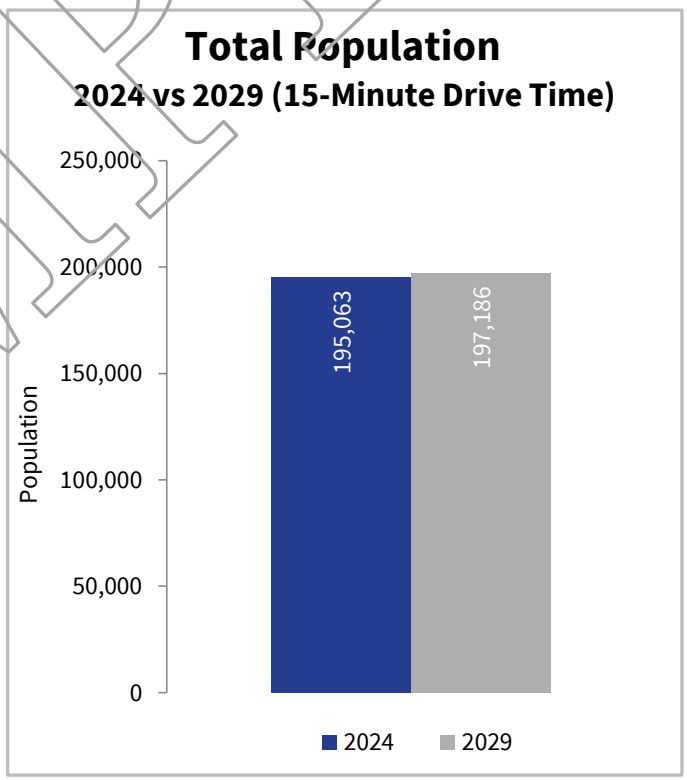
Total Population: 2024 vs. 2029

Distance	Year	Population	% Change
3-Mile Radius	2024	48,065	1.1%
	2029	48,586	
15-Minute Drive Time	2024	195,063	1.1%
	2029	197,186	





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

Distance	Age Range	Year	Population	% Total
3-Mile Radius	0-11	2024	7,648	15.9%
	12-17	2024	3,717	7.7%
	18-24	2024	4,134	8.6%
	25-44	2024	11,498	23.9%
	45-64	2024	12,611	26.2%
	65+	2024	8,457	17.6%
	TOTAL	2024	48,065	100%
	0-11	2029	7,929	16.3%
	12-17	2029	3,953	8.1%
	18-24	2029	4,240	8.7%
	25-44	2029	11,862	24.4%
	45-64	2029	12,382	25.5%
	65+	2029	8,220	16.9%
	TOTAL	2029	48,586	100%

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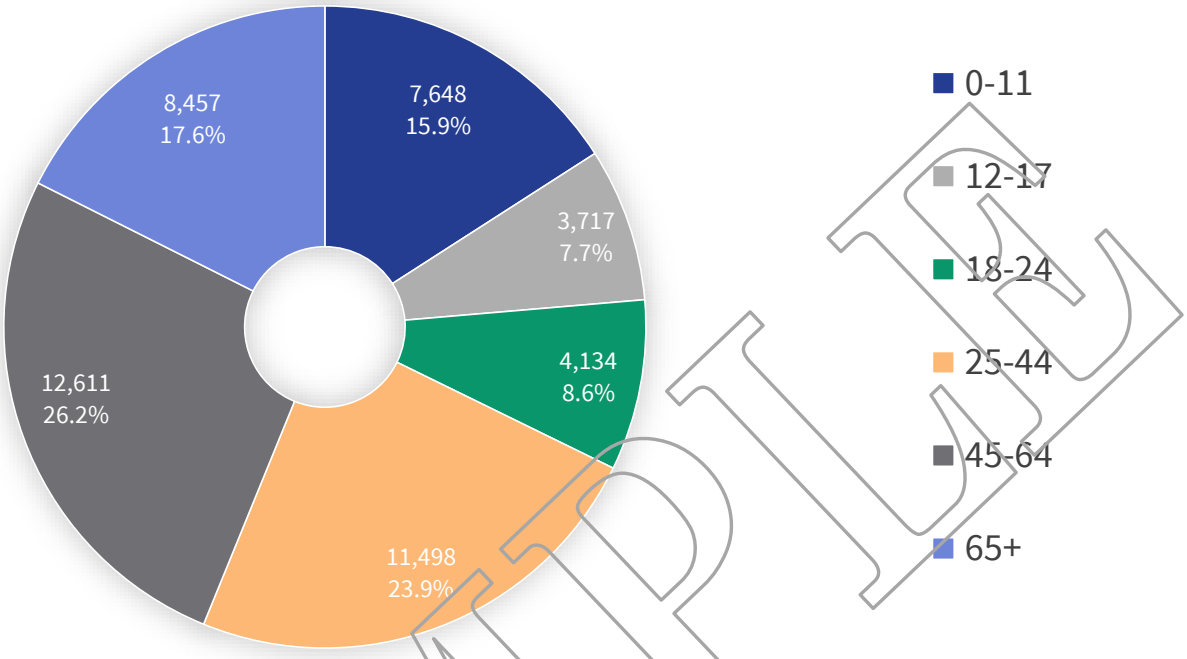
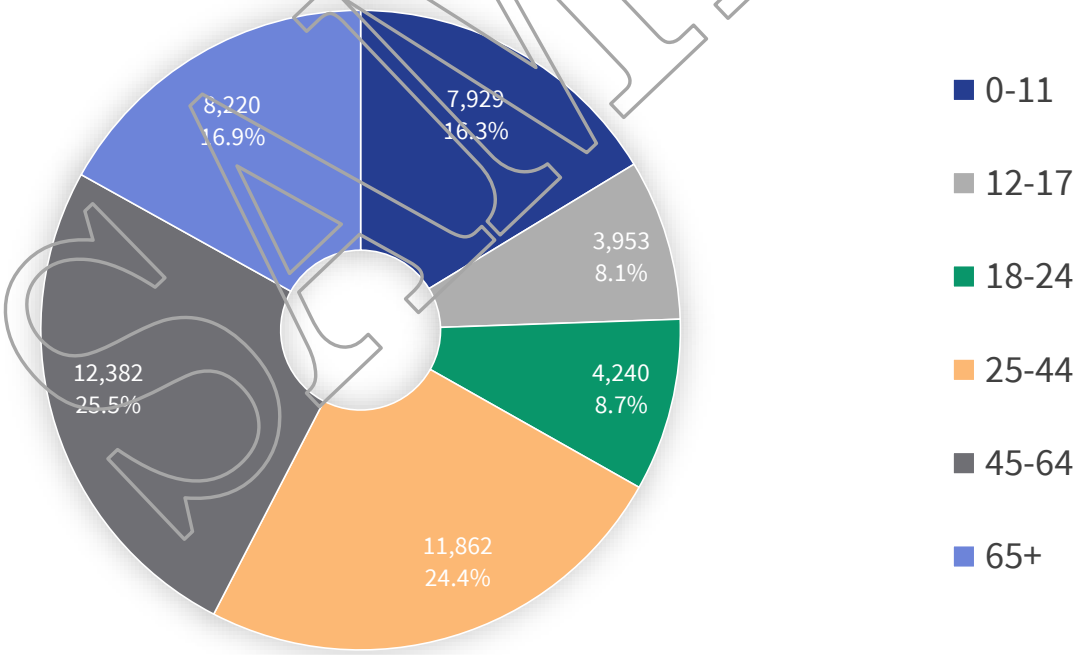
Population By Age Range 2024 (3-Mile Radius)



Population By Age Range 2029 (3-Mile Radius)



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

Distance	Age Range	Year	Population	% Total
15-Minute Drive Time	0-11	2024	29,170	15.0%
	12-17	2024	14,964	7.7%
	18-24	2024	19,238	9.9%
	25-44	2024	51,013	26.2%
	45-64	2024	48,647	24.9%
	65+	2024	32,031	16.4%
	TOTAL	2024	195,063	100%
	0-11	2029	30,203	15.3%
	12-17	2029	15,933	8.1%
	18-24	2029	19,592	9.9%
	25-44	2029	52,519	26.6%
	45-64	2029	47,729	24.2%
	65+	2029	31,210	15.8%
	TOTAL	2029	197,186	100%

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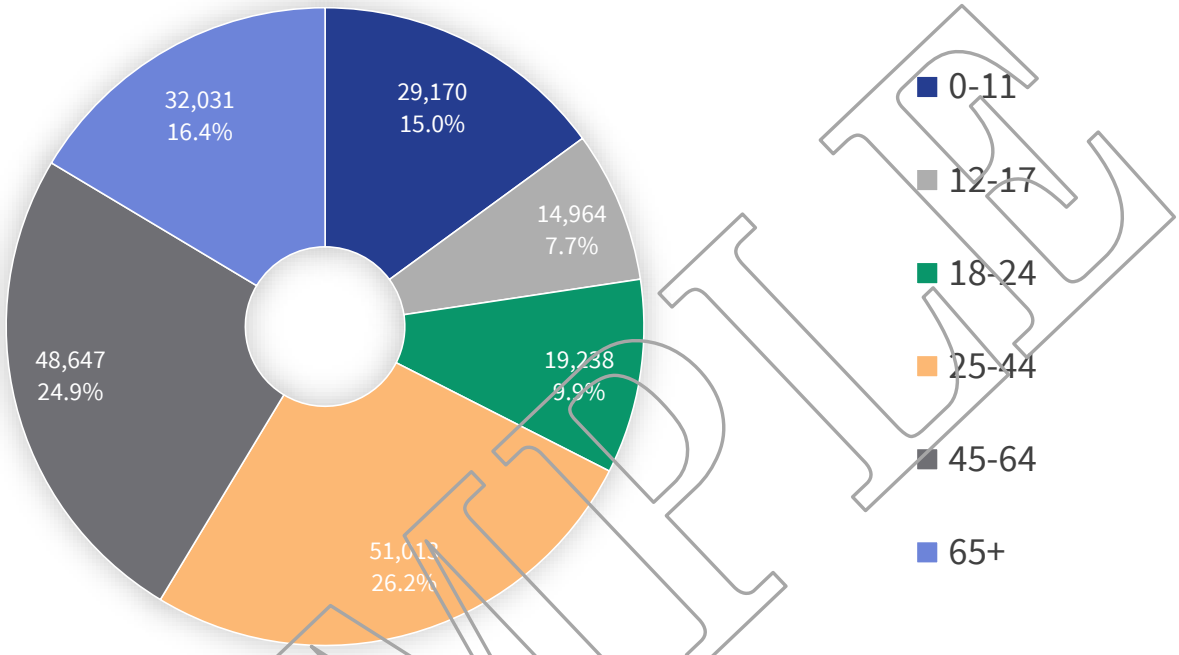
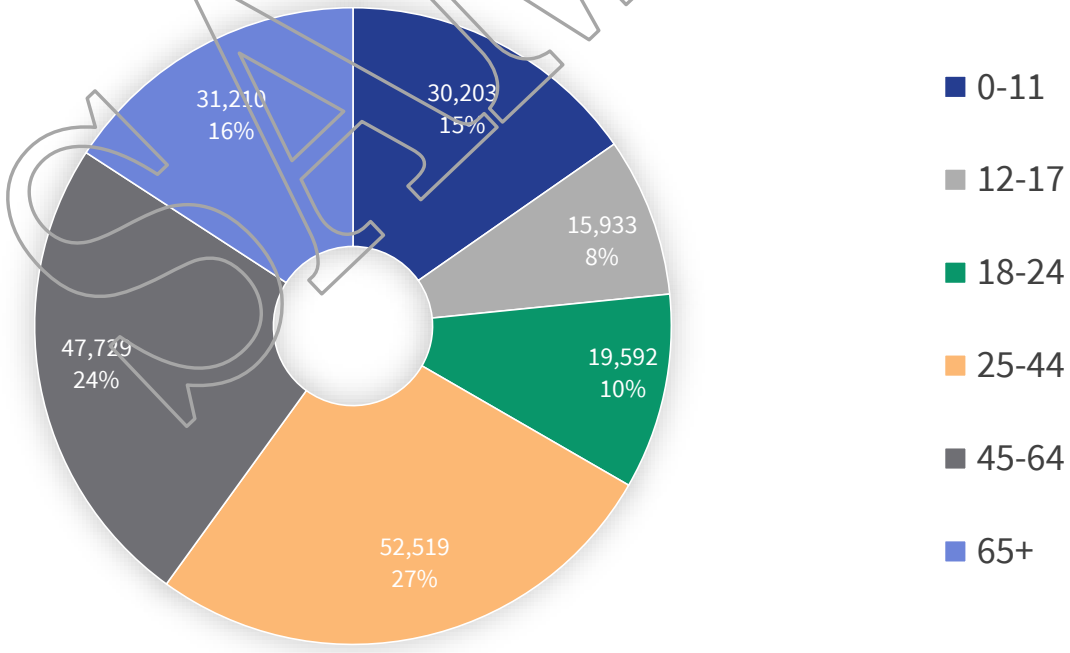
Population By Age Range 2024 (15-Minute Drive Time)



Population By Age Range 2029 (15-Minute Drive Time)



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

Distance	Age Range	Year	Population	% Change
3-Mile Radius	0-11	2024	7,648	3.7%
		2029	7,929	
	12-17	2024	3,717	6.3%
		2029	3,953	
	18-24	2024	4,134	2.6%
		2029	4,240	
	25-44	2024	11,498	3.2%
		2029	11,862	
	45-64	2024	12,611	-1.8%
		2029	12,382	
	65+	2024	8,457	-2.8%
		2029	8,220	
	TOTAL	2024	48,065	1.1%
		2029	48,586	

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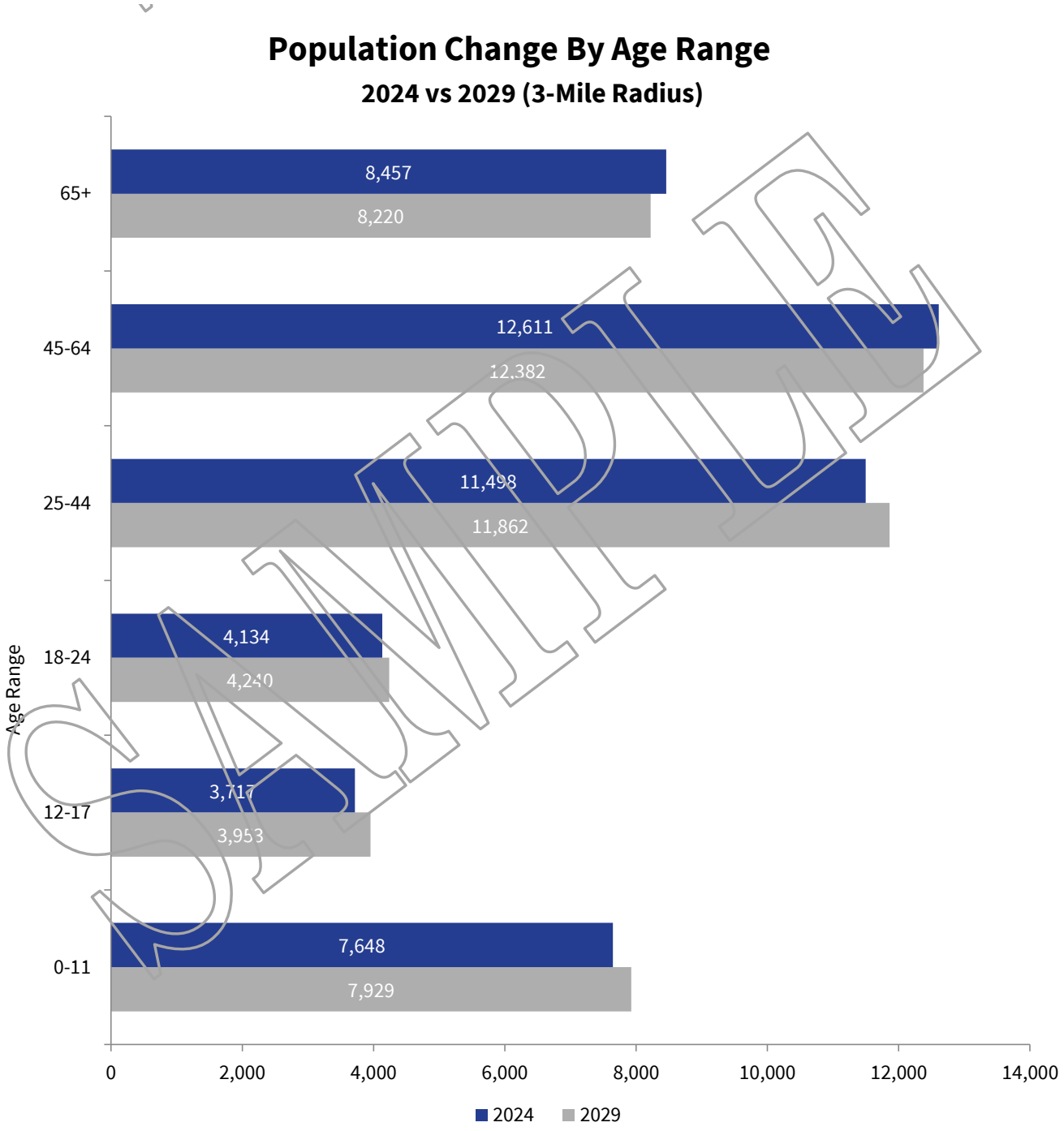

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Population Change By Age Range: 2024 vs. 2029 (Drive Time)

Distance	Age Range	Year	Population	% Change
15-Minute Drive Time	0-11	2024	29,170	3.5%
		2029	30,203	
	12-17	2024	14,964	6.5%
		2029	15,933	
	18-24	2024	19,238	1.8%
		2029	19,592	
	25-44	2024	51,013	3.0%
		2029	52,519	
	45-64	2024	48,647	-1.9%
		2029	47,729	
	65+	2024	32,031	-2.6%
		2029	31,210	
	TOTAL	2024	195,063	1.1%
		2029	197,186	

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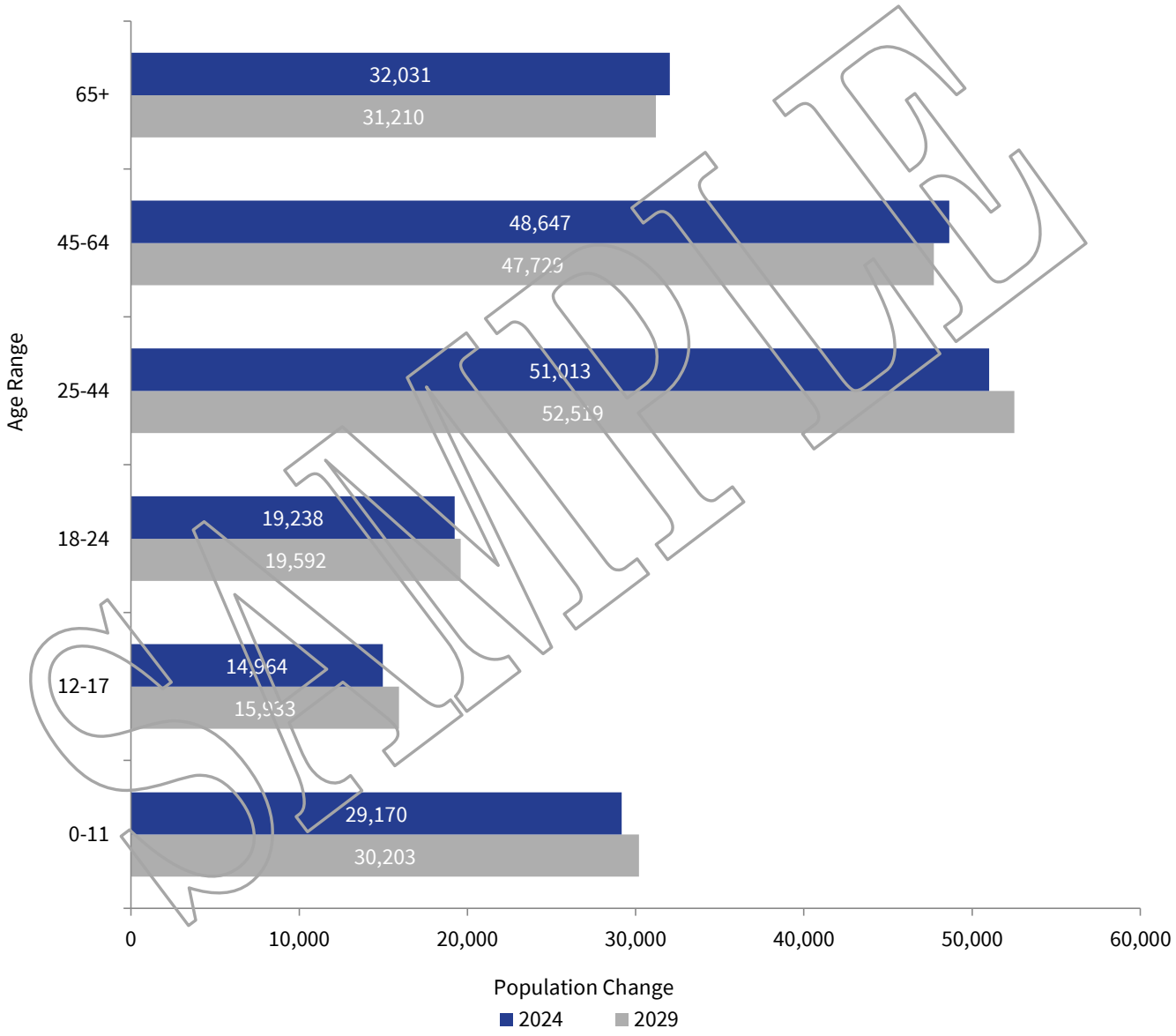
Population Change By Age Range

2024 vs 2029 (15-Minute Drive Time)



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Average Per Capita Income: 2024 vs. 2029

Distance	Year	Per Capita Income	% Change
3-Mile Radius	2024	$30,623	6.7%
	2029	$32,669	
15-Minute Drive Time	2024	$29,599	6.1%
	2029	$31,412	

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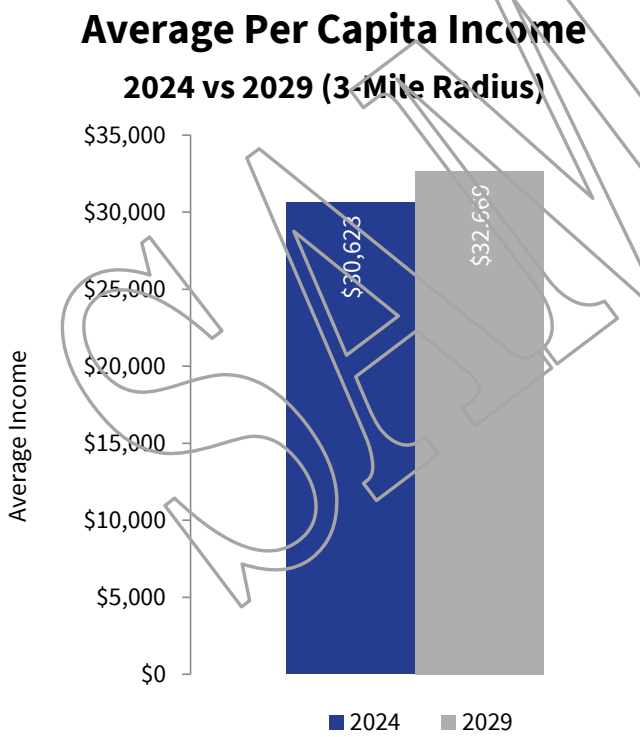

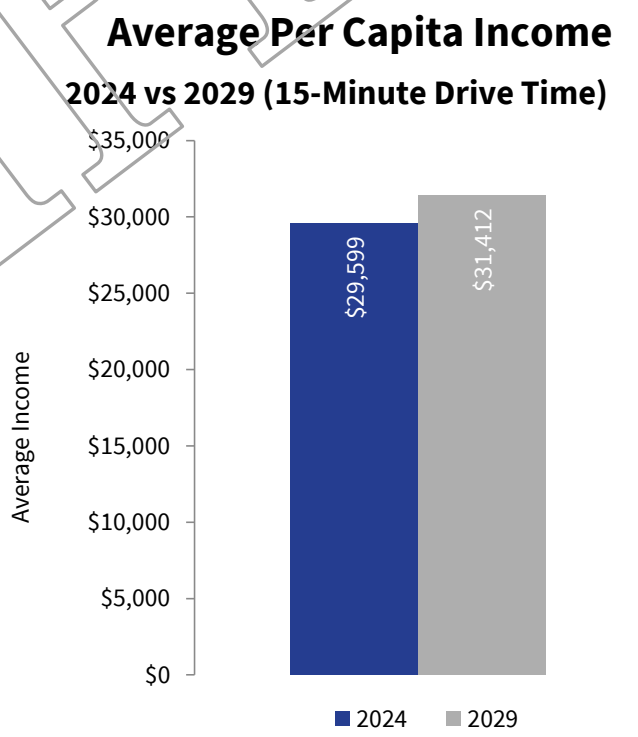

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Average Household Income: 2024 vs. 2029

Distance	Year	Avg HH Income	% Change
3-Mile Radius	2024	$72,811	8.0%
	2029	$78,633	
15-Minute Drive Time	2024	$71,010	7.5%
	2029	$76,305	

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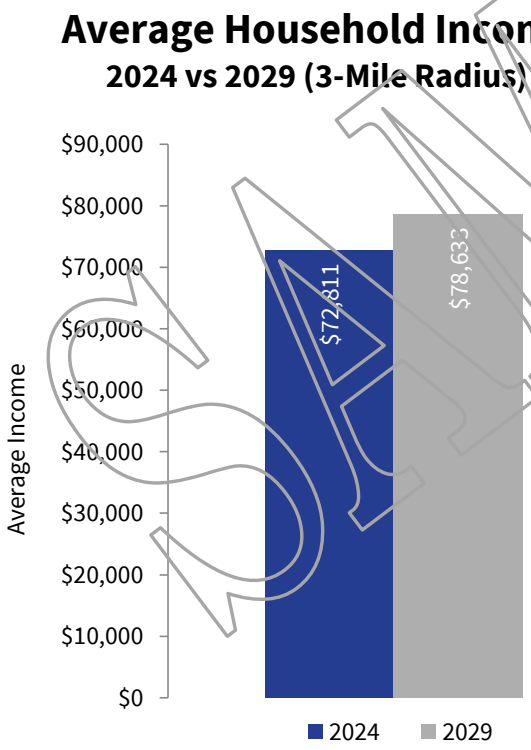

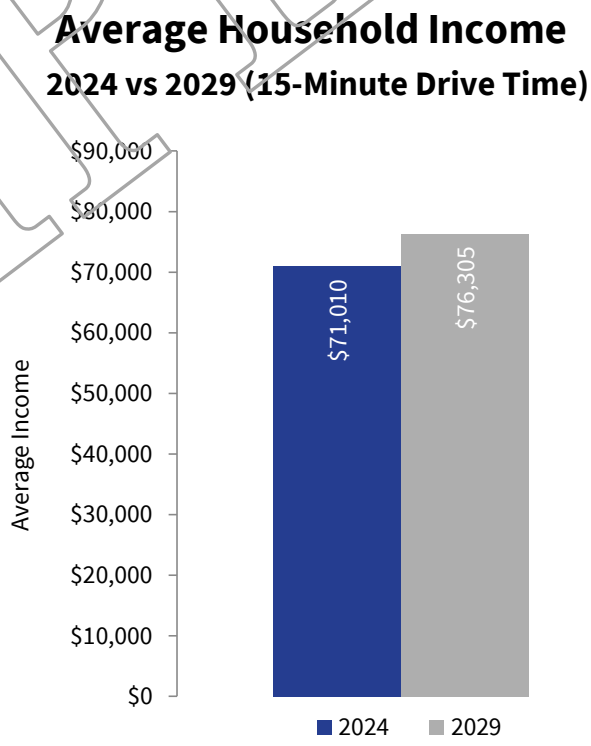

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Households By Income Brackets: 2024 vs. 2029 (Radius)

Distance	Income	Year	Households	% Total
3-Mile Radius	<$25,000	2024	5,167	25.5%
	$25,000-$49,999	2024	4,963	24.5%
	$50,000-$74,999	2024	3,588	17.7%
	$75,000-$99,999	2024	2,533	12.5%
	$100,000-$199,999	2024	3,247	16.0%
	$200,000+	2024	787	3.9%
	TOTAL	2024	20,285	
	<$25,000	2029	4,938	24.4%
	$25,000-$49,999	2029	4,822	23.8%
	$50,000-$74,999	2029	3,517	17.3%
	$75,000-$99,999	2029	2,625	12.9%
	$100,000-$199,999	2029	3,483	17.2%
	$200,000+	2029	888	4.4%
	TOTAL	2029	20,273	

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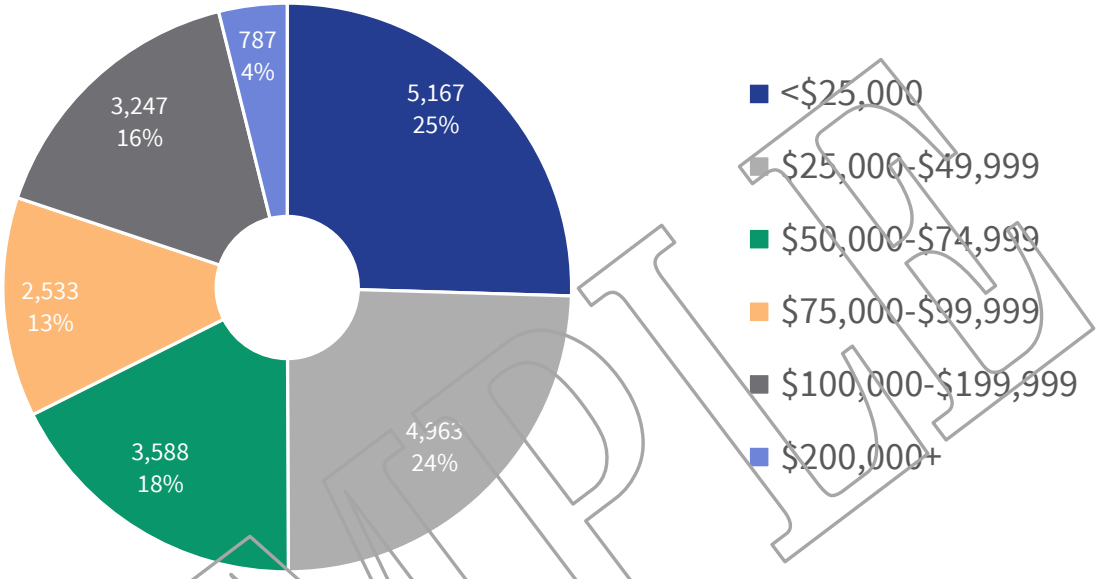
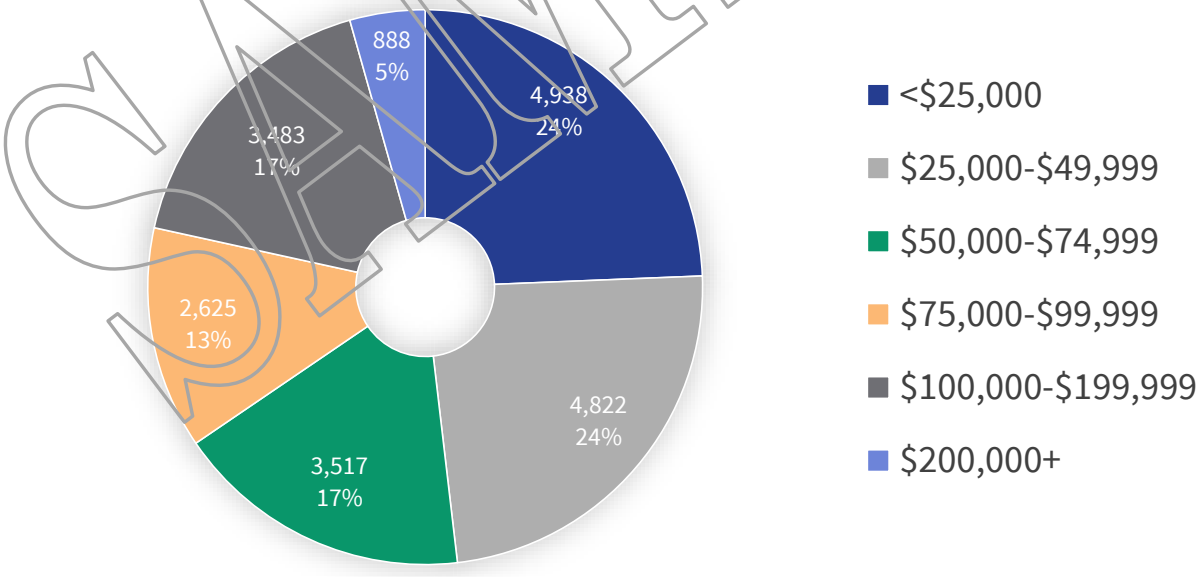
Households By Income Brackets - 2024 (3-Mile Radius)



Households By Income Brackets - 2029 (3-Mile Radius)



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

Distance	Income	Year	Households	% Total
15-Minute Drive Time	<$25,000	2024	22,583	27.2%
	$25,000-$49,999	2024	19,996	24.0%
	$50,000-$74,999	2024	13,950	16.8%
	$75,000-$99,999	2024	10,169	12.2%
	$100,000-$199,999	2024	13,452	16.2%
	$200,000+	2024	3,011	3.6%
	TOTAL	2024	83,161	
	<$25,000	2029	21,442	25.8%
	$25,000-$49,999	2029	19,613	23.6%
	$50,000-$74,999	2029	13,779	16.6%
	$75,000-$99,999	2029	10,350	12.4%
	$100,000-$199,999	2029	14,523	17.5%
	$200,000+	2029	3,489	4.2%
	TOTAL	2029	83,196	

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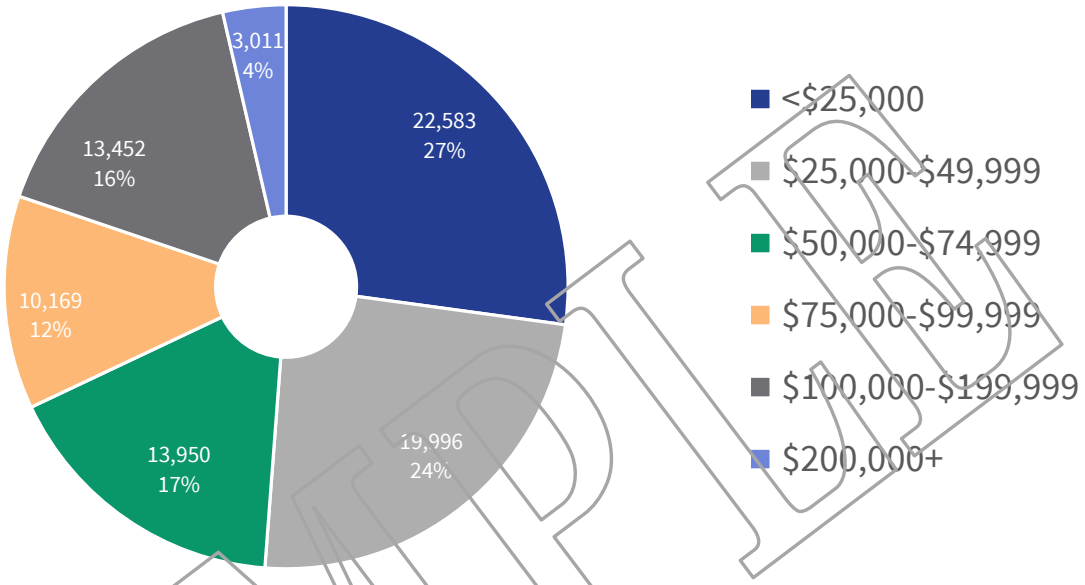
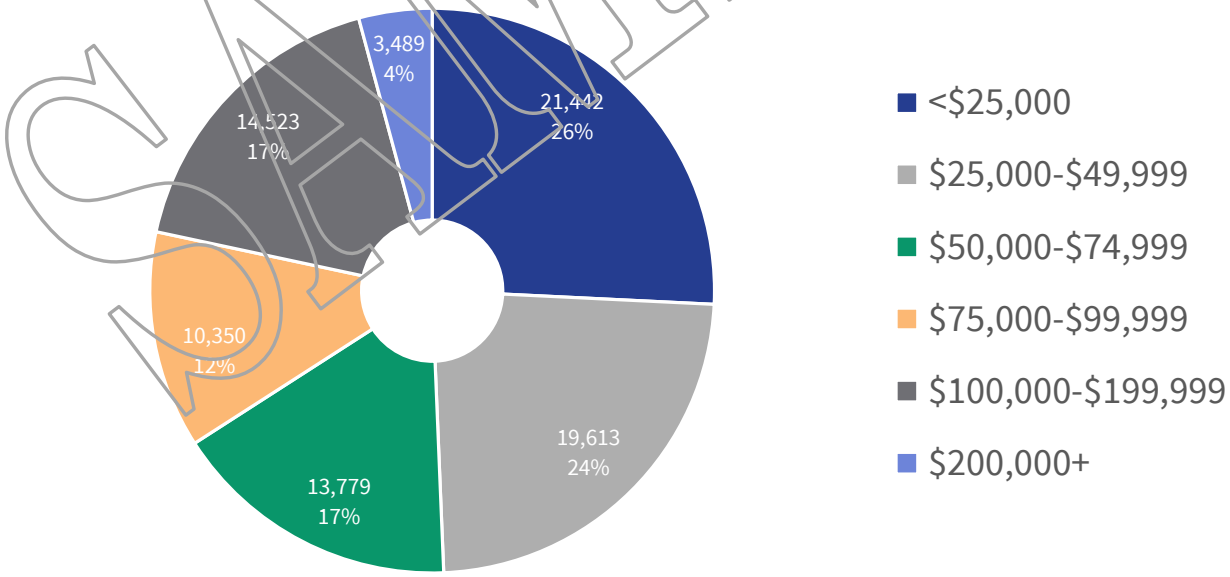
Households By Income Brackets - 2024 (15-Minute Drive Time)



Households By Income Brackets - 2029 (15-Minute Drive Time)



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

Distance	Income	Year	Households	% Change
3-Mile Radius	<$25,000	2024	5,167	-4.4%
		2029	4,938	
	$25,000-$49,999	2024	4,963	-2.8%
		2029	4,822	
	$50,000-$74,999	2024	3,588	-2.0%
		2029	3,517	
	$75,000-$99,999	2024	2,533	3.6%
		2029	2,625	
	$100,000-$199,999	2024	3,247	7.3%
		2029	3,483	
	$200,000+	2024	787	12.8%
		2029	888	
	TOTAL	2024	20,285	-0.1%
		2029	20,273	

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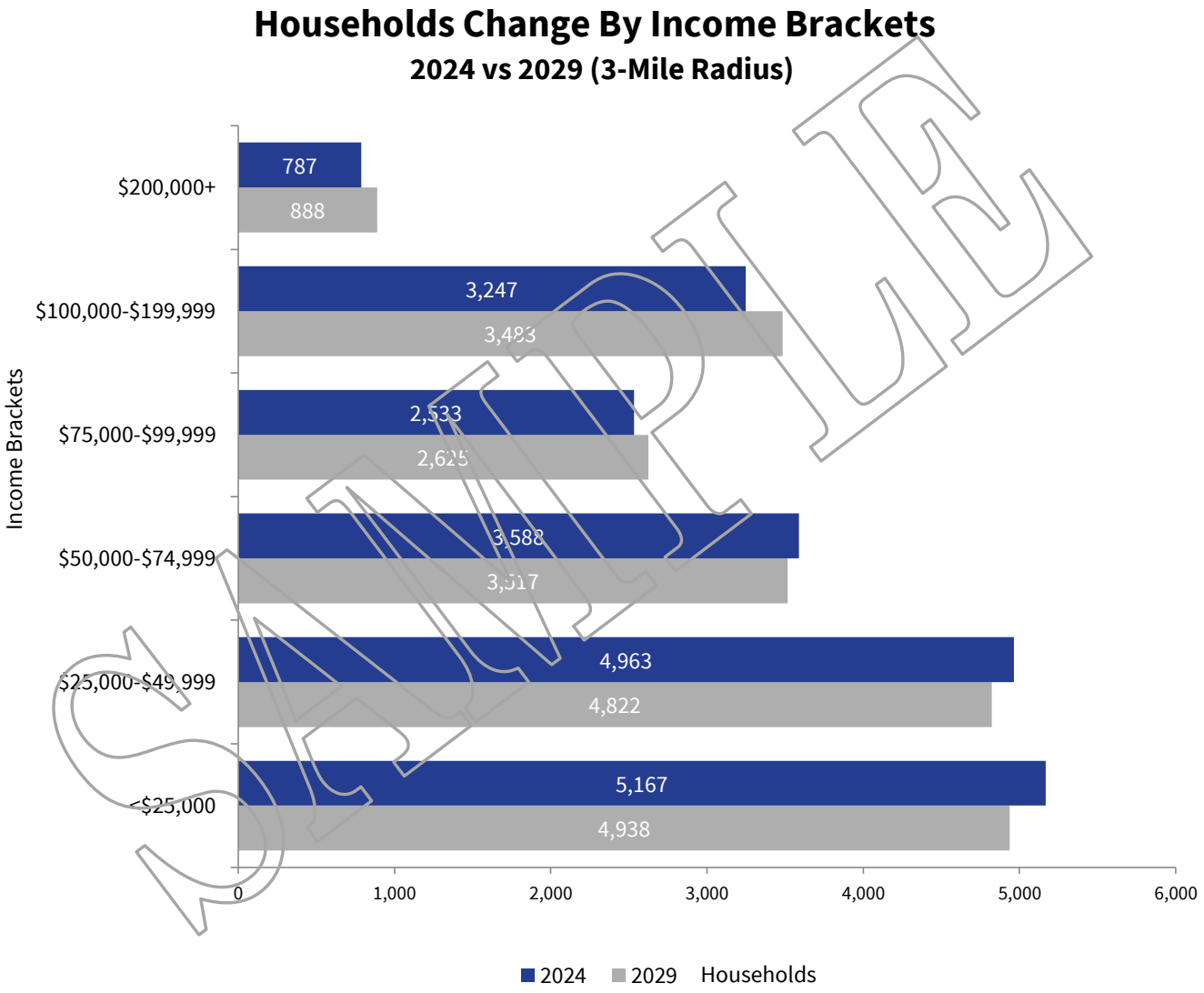

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Households Change By Income Brackets: 2024 vs. 2029 (Drive Time)

Distance	Income	Year	Households	% Change
15-Minute Drive Time	<$15,000	2024	22,583	-5.1%
		2029	21,442	
	$25,000-$34,999	2024	19,996	-1.9%
		2029	19,613	
	$50,000-$74,999	2024	13,950	-1.2%
		2029	13,779	
	$75,000-$99,999	2024	10,169	1.8%
		2029	10,350	
	$100,000-$149,999	2024	13,452	8.0%
		2029	14,523	
	$200,000+	2024	3,011	15.9%
		2029	3,489	
	TOTAL	2024	83,161	0.0%
		2029	83,196	

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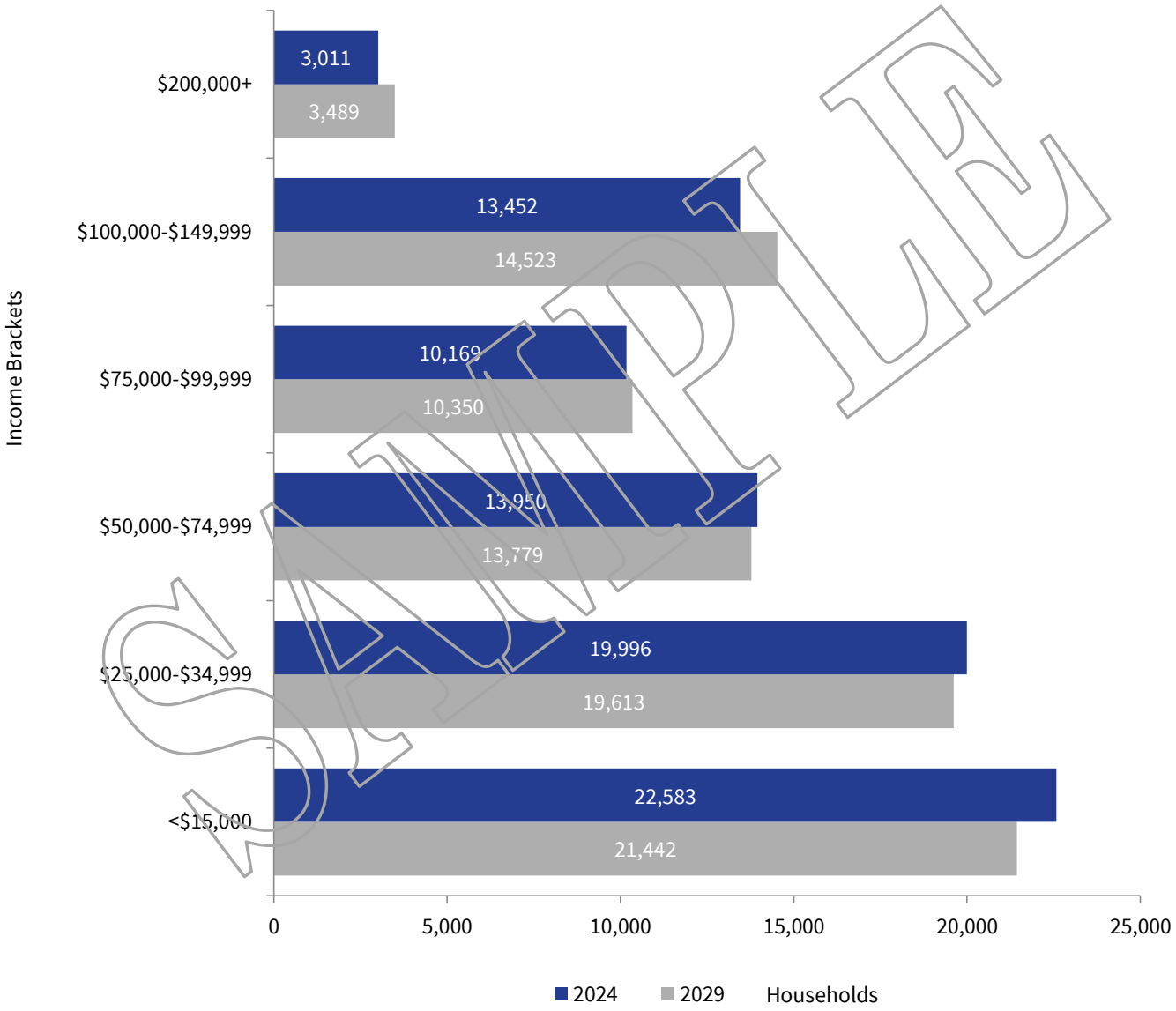
Households Change By Income Brackets
2024 vs 2029 (15-Minute Drive Time)



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Average Household Size / Change: 2024 vs. 2029

Distance	Year	Avg. Household Size	% Change
3-Mile Radius	2024	2.35	1.2%
	2029	2.38	
15-Minute Drive Time	2024	2.30	1.0%
	2029	2.32	

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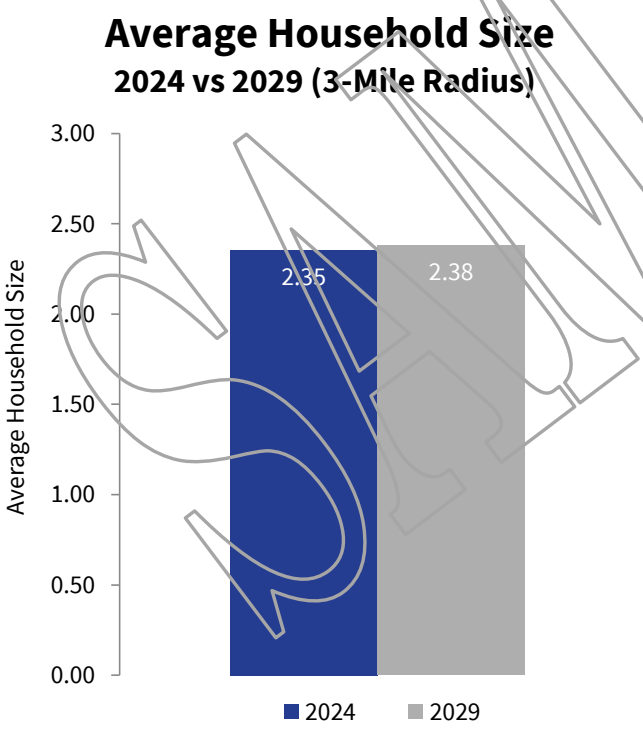

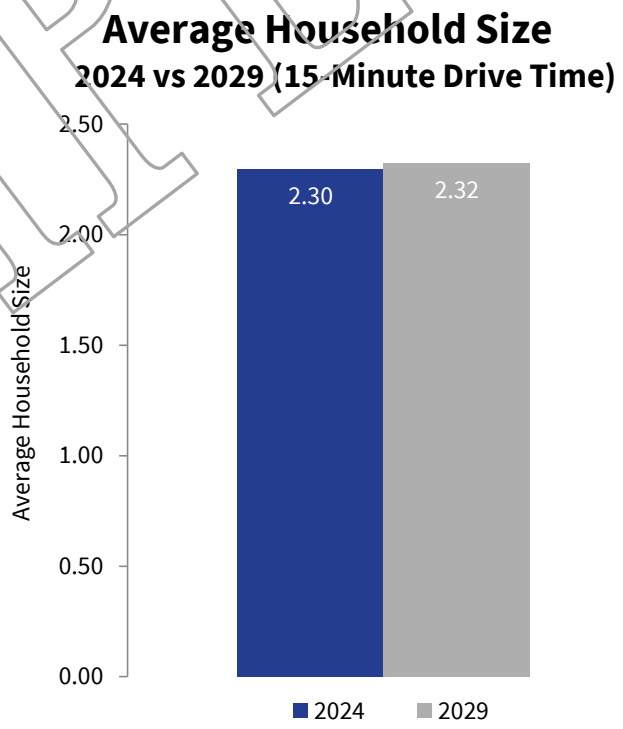

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Total Households: 2024 vs. 2029

Distance	Year	Total Households	% Change
3-Mile Radius	2024	20,285	-0.1%
	2029	20,273	
15-Minute Drive Time	2024	83,161	0.0%
	2029	83,196	

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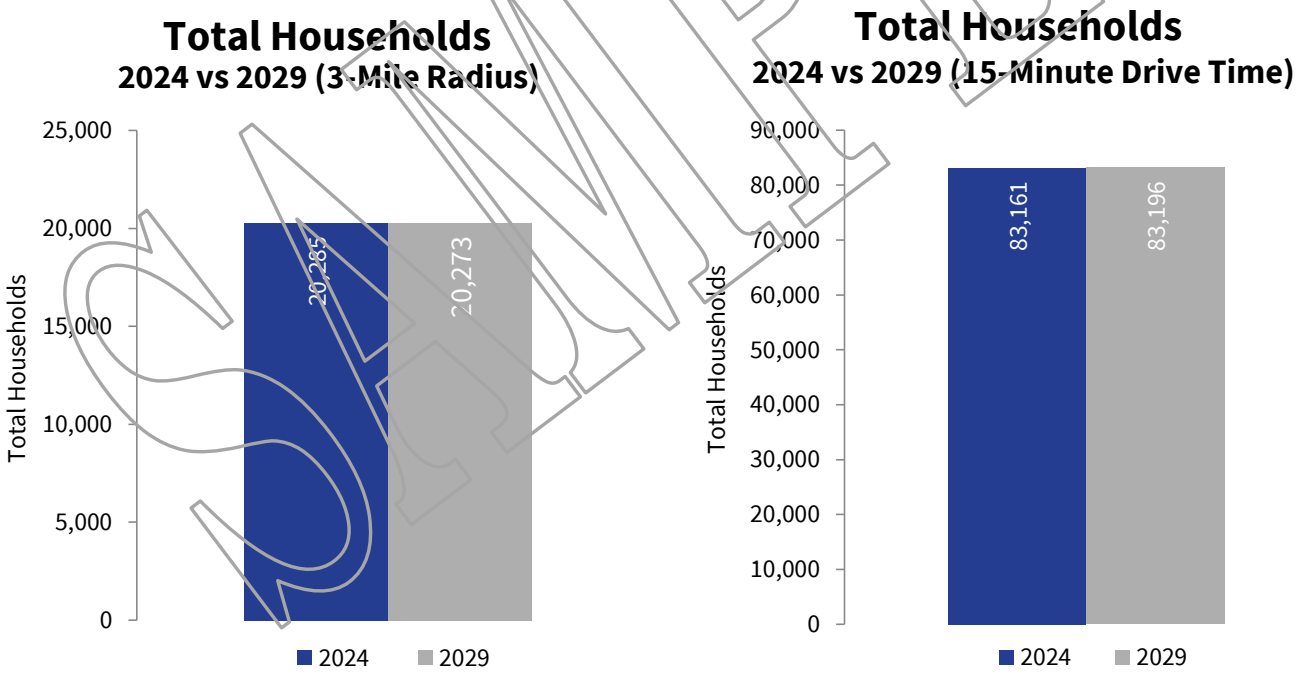

A household is composed of one or more people who occupy a housing unit. Families consist of two or more individuals who are related by birth, marriage, or adoption, although they also may include other unrelated people.

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Total Families: 2024 vs. 2029

Distance	Year	Total Families	% Change
3-Mile Radius	2024	12,423	1.0%
	2029	12,542	
15-Minute Drive Time	2024	47,014	0.9%
	2029	47,452	

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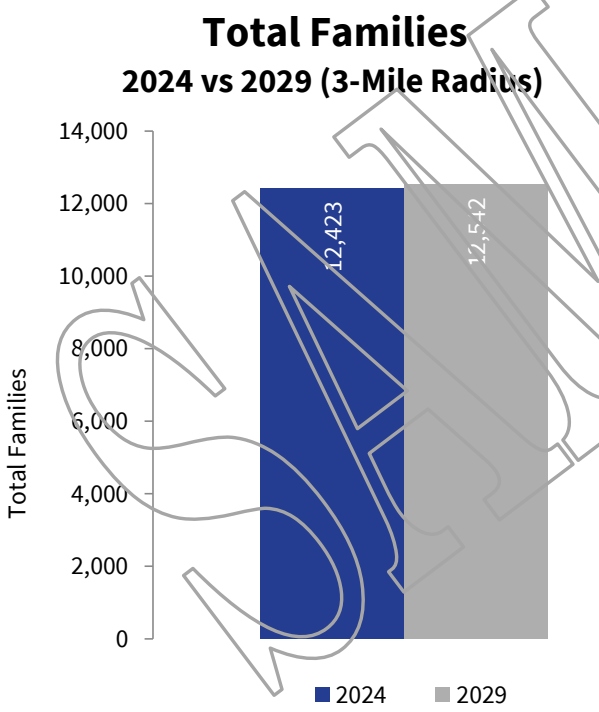

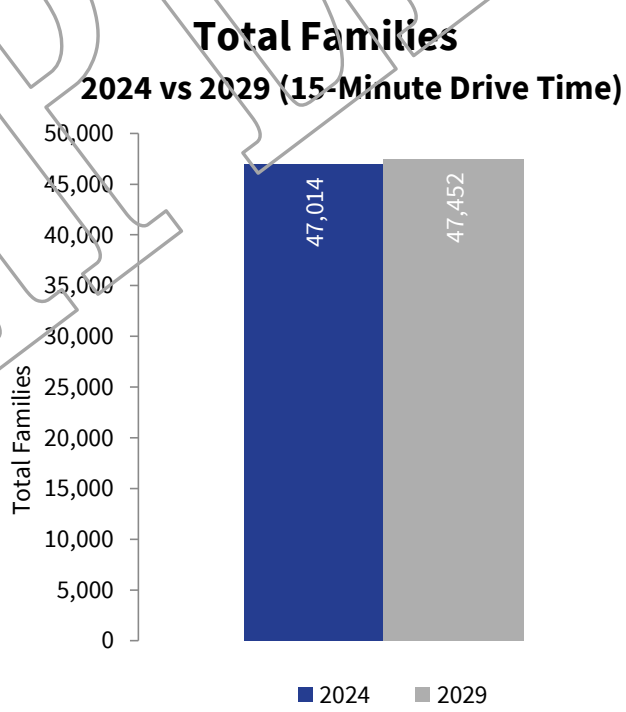

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Average Family Size: 2024 vs. 2029

Distance	Year	Avg Family Size	% Change
3-Mile Radius	2024	3.03	0.7%
	2029	3.05	
15-Minute Drive Time	2024	3.08	0.6%
	2029	3.10	

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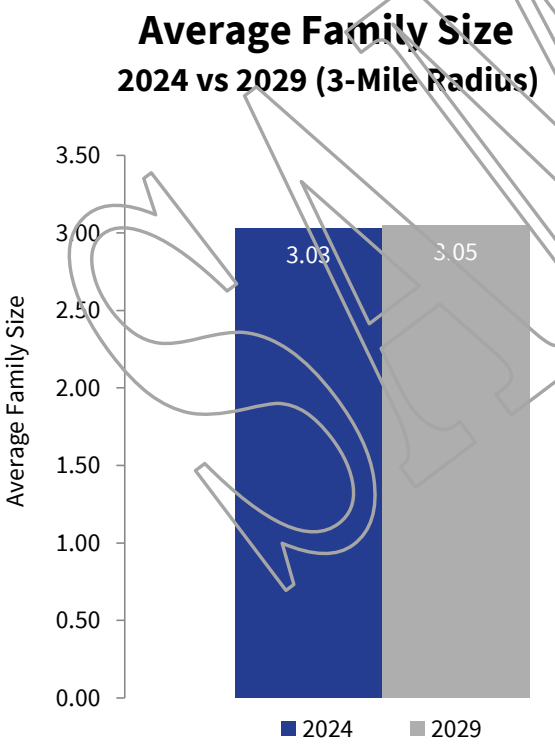

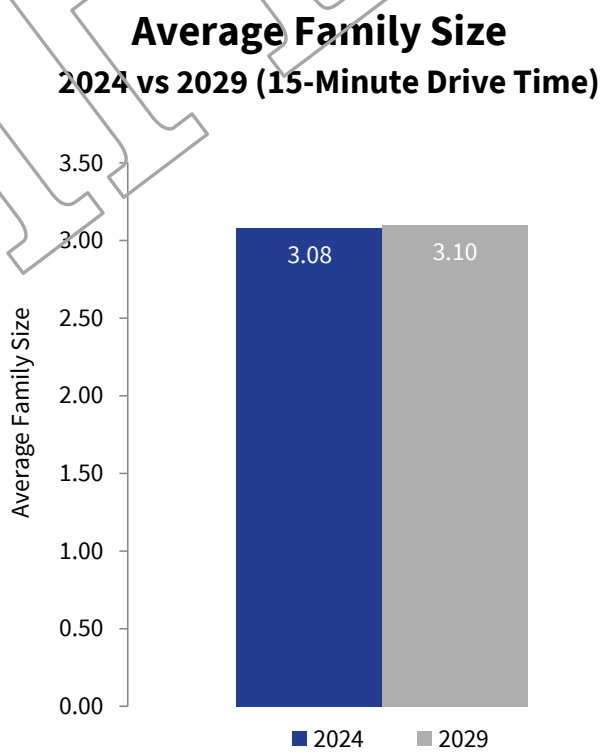

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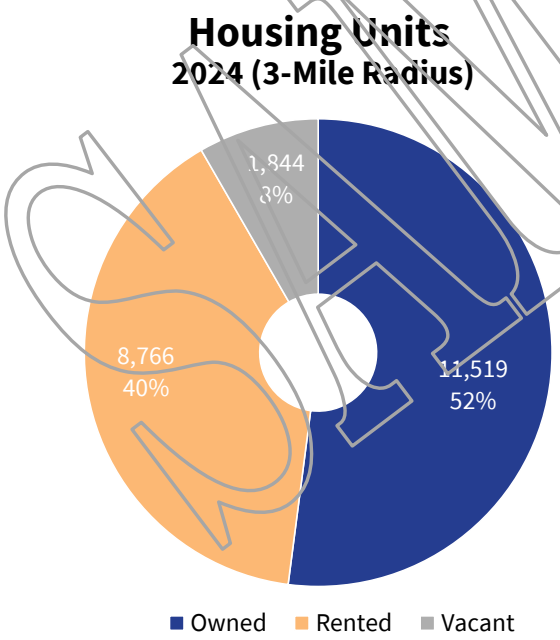
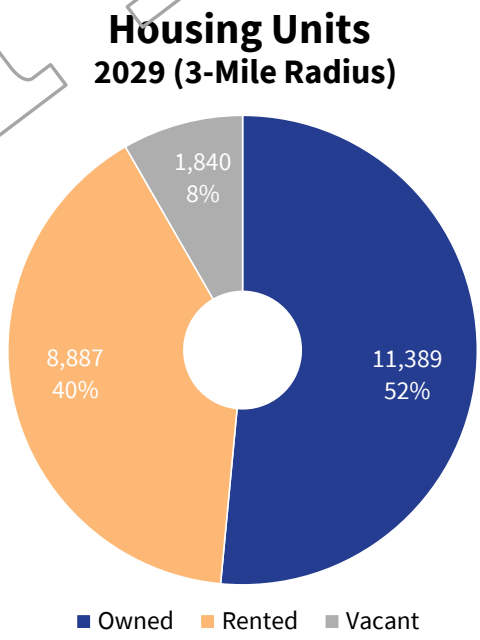
Total Housing Units Breakdown: 2024 vs. 2029 (Radius)

Distance	Type	Year	Housing Units	% Total
3-Mile Radius	Owned	2024	11,519	52.1%
	Rented	2024	8,766	39.6%
	Vacant	2024	1,844	8.3%
	TOTAL	2024	22,129	
	Owned	2029	11,389	51.5%
	Rented	2029	8,887	40.2%
	Vacant	2029	1,840	8.3%
	TOTAL	2029	22,116	





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

Distance	Type	Year	Housing Units	% Total
15-Minute Drive Time	Owned	2024	42,373	44.6%
	Rented	2024	40,783	43.0%
	Vacant	2024	11,792	12.4%
	TOTAL	2024	94,948	
	Owned	2029	41,864	44.1%
	Rented	2029	41,328	43.5%
	Vacant	2029	11,745	12.4%
	TOTAL	2029	94,937	

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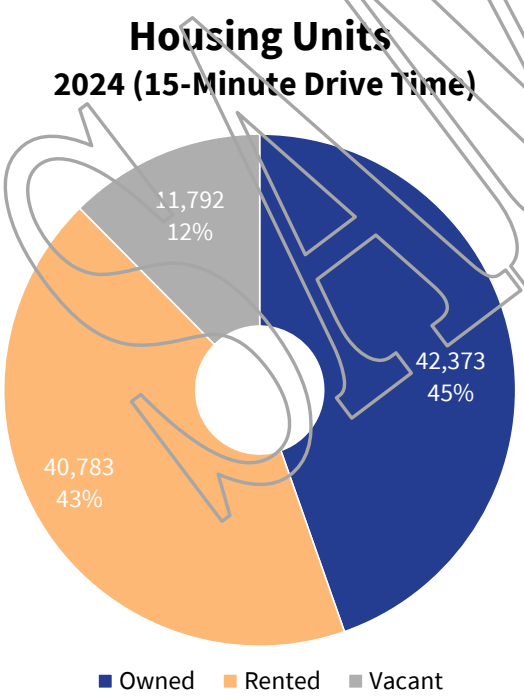

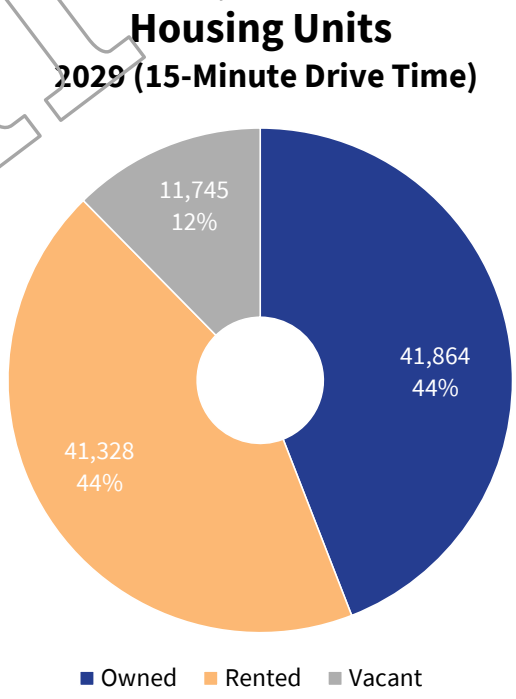

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Total Housing Units Change: 2024 vs. 2029 (Radius)

Distance	Type	Year	Housing Units	% Change
3-Mile Radius	Owned	2024	11,519	-1.1%
		2029	11,389	
	Rented	2024	8,766	1.4%
		2029	8,887	
	Vacant	2024	1,844	-0.2%
		2029	1,840	
	TOTAL	2024	22,129	-0.1%
		2029	22,116	

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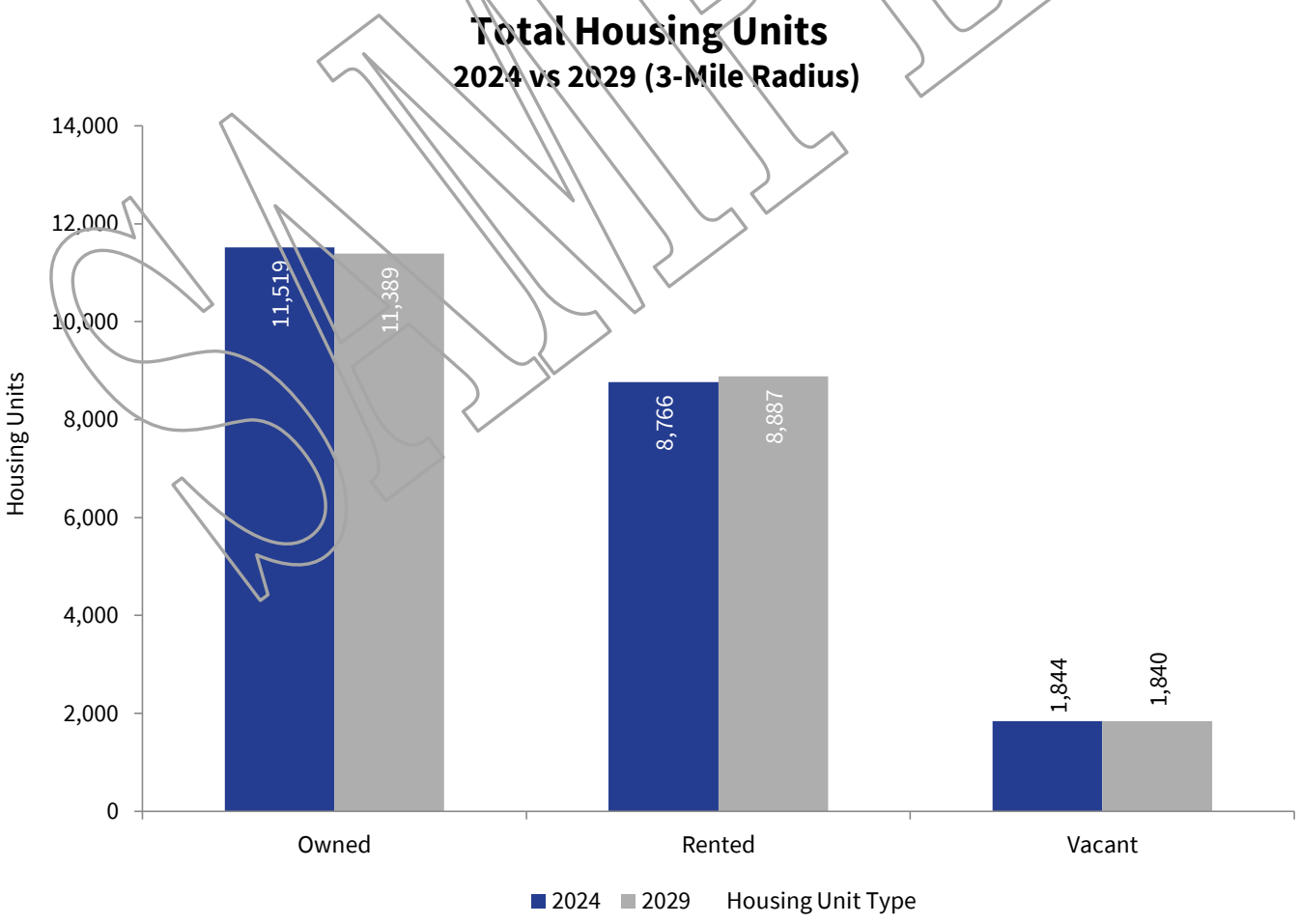

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Distance	Type	Year	Housing Units	% Change
15-Minute Drive Time	Owned	2024	42,373	-1.2%
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	Rented	2024	40,783	1.3%
		2029	41,328	
	Vacant	2024	11,792	-0.4%
		2029	11,745	
	TOTAL	2024	94,948	0.0%
		2029	94,937	

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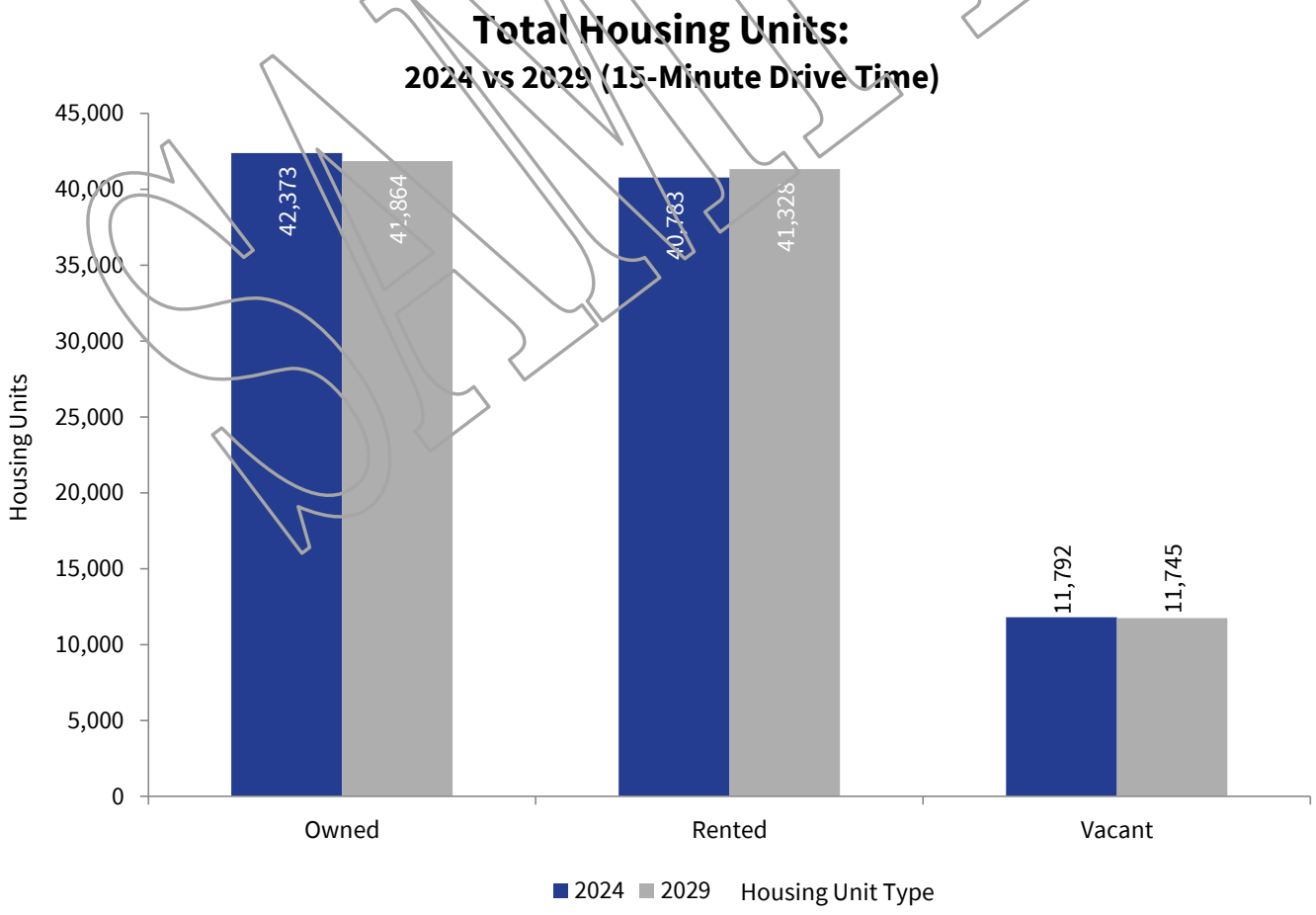

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Average Median Value Of Owner Occupied Units: 2024 vs. 2029

Distance	Year	Avg Value	% Change
3-Mile Radius	2024	$95,290	
	2029	$96,489	1.3%
15-Minute Drive Time	2024	$96,722	
	2029	$97,507	0.8%

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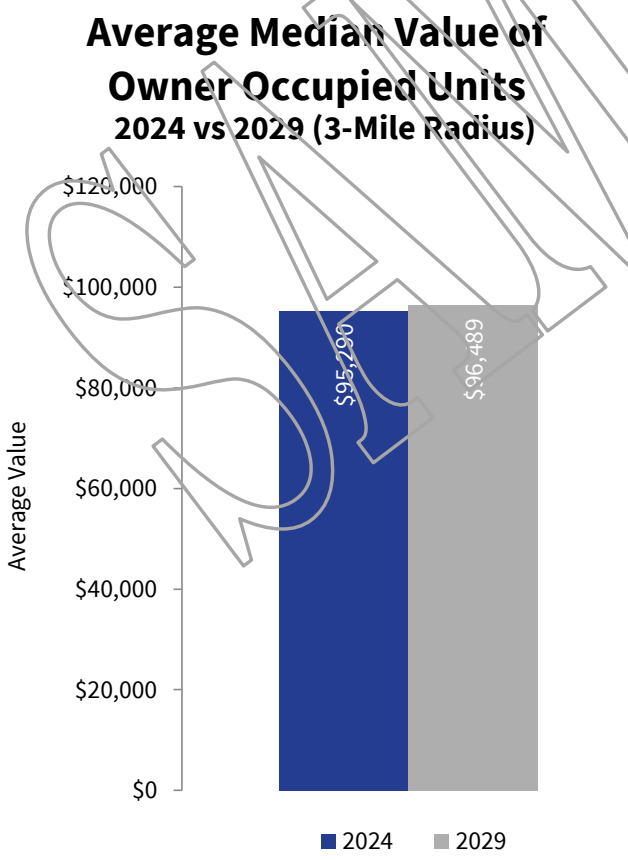

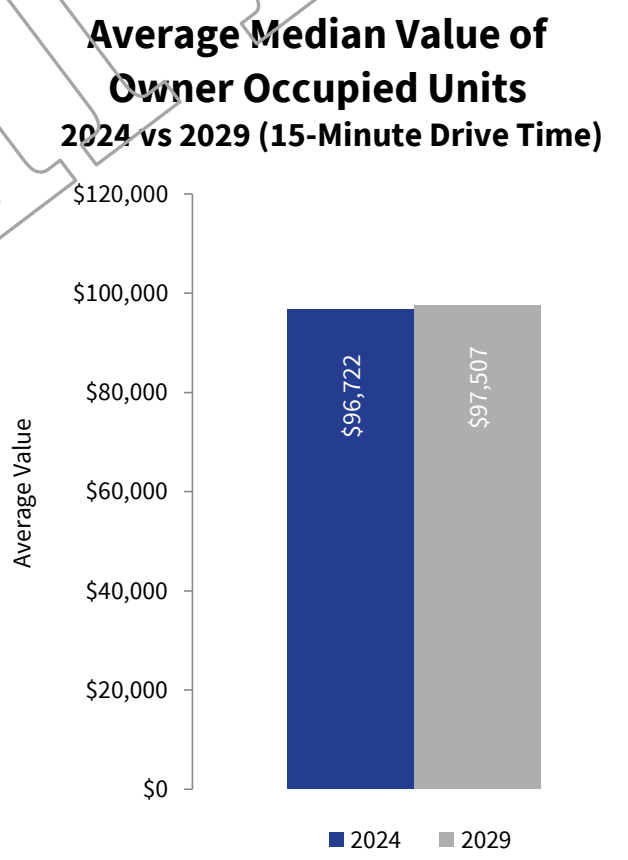

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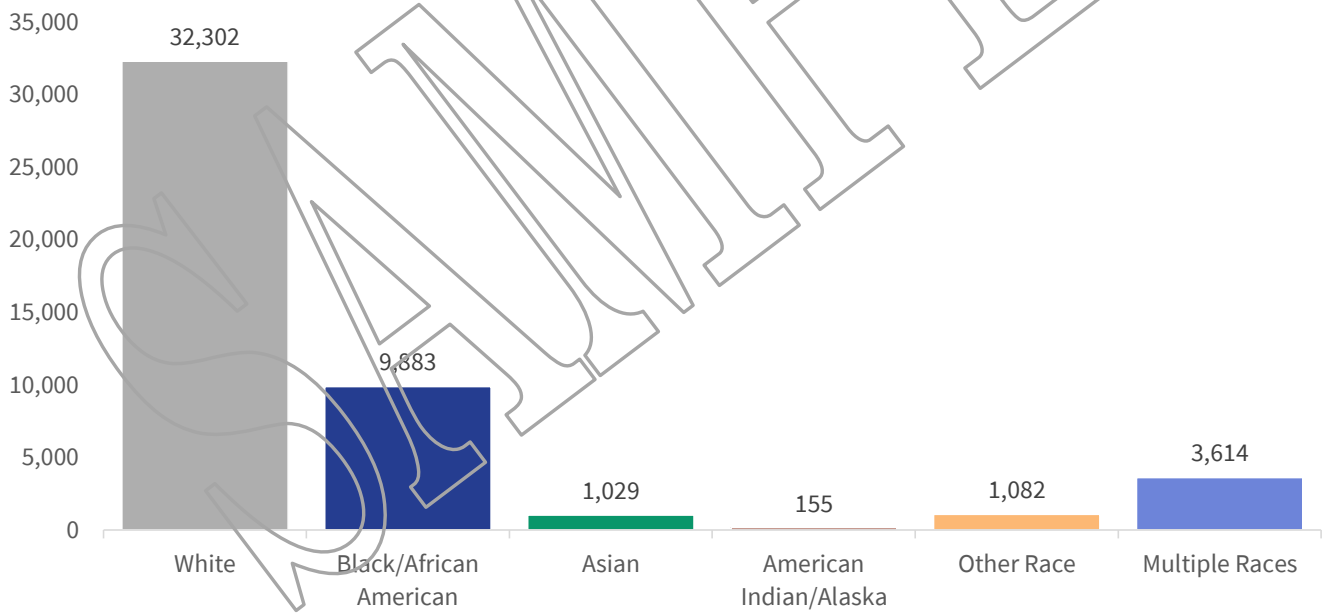
Population By Race: 2024 (Radius)

Distance	Race	Year	Population	% Total
3-Mile Radius	White	2024	32,302	67.2%
	Black/African American	2024	9,883	20.6%
	Asian	2024	1,029	2.1%
	American Indian/Alaska	2024	155	0.3%
	Other Race	2024	1,082	2.3%
	Multiple Races	2024	3,614	7.5%
	TOTAL	2024	48,065	100%

Population By Race 2024 (Radius)



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

Distance	Ethnicity	Year	Population	% of Total Population
3-Mile Radius	Hispanic	2024	2,092	4.4%

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Population By Race: 2024 (Drive Time)

Distance	Race	Year	Population	% Total
15-Minute Drive Time	White	2024	112,113	57.5%
	Black/African American	2024	59,867	30.7%
	Asian	2024	3,667	1.9%
	American Indian/Alaska	2024	673	0.3%
	Other Race	2024	5,230	2.7%
	Multiple Races	2024	13,513	6.9%
	TOTAL	2024	195,063	100%

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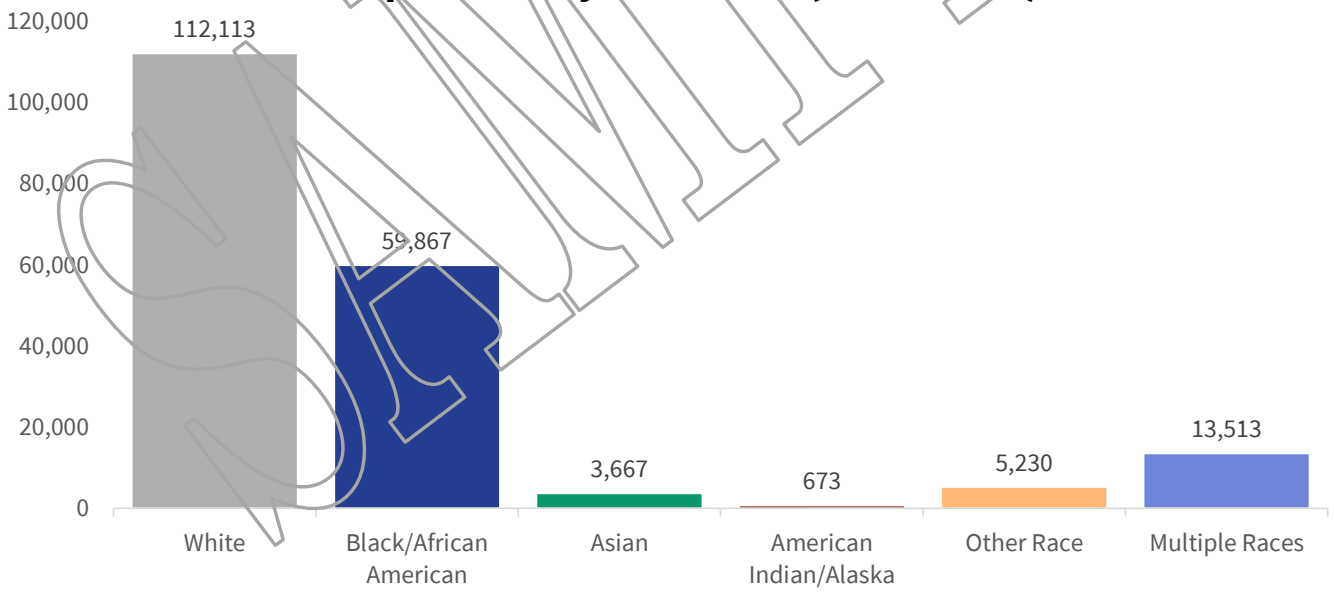
Population By Race 2024 (Drive Time)



Hispanic Percentage of Total Population: (Drive Time)

Distance	Ethnicity	Year	Population	% of Total Population
15-Minute Drive Time	Hispanic	2024	9,638	4.9%

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Total Number Of Businesses: 2024

Distance	Year	Total Number of Businesses
3-Mile Radius	2024	1,136
15-Minute Drive Time	2024	4,176

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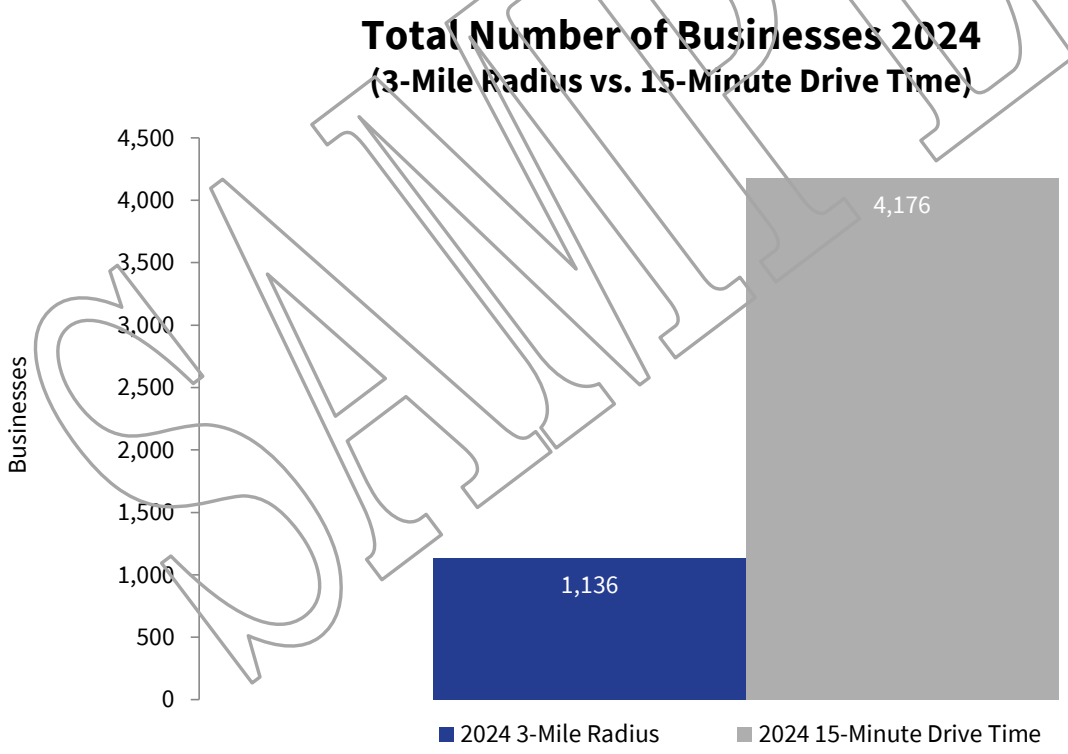

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Total Number Of Employees: 2024		
Distance	**Year**	**Total Number of Employees**
3-Mile Radius	2024	22,185
15-Minute Drive Time	2024	96,006

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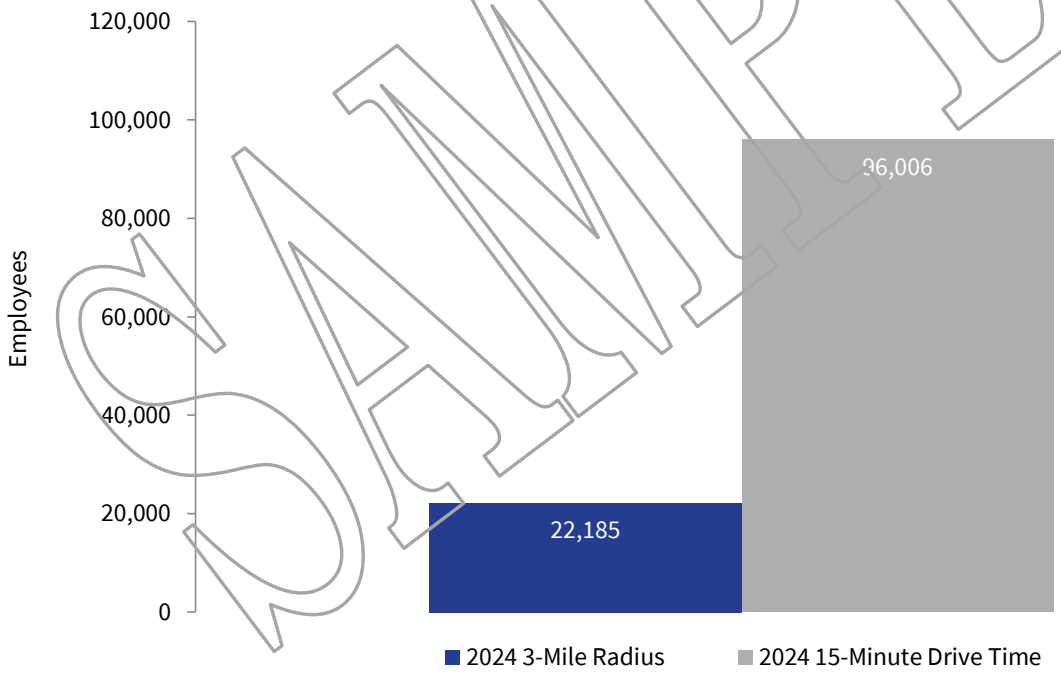
Total Number of Employees (Where People Work) 2024
(3-Mile Radius vs. 15-Minute Drive Time)



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Total Sales: 2024

Distance	Year	Total Sales
3-Mile Radius	2024	$1.1 Billion
15-Minute Drive Time	2024	$4.5 Billion

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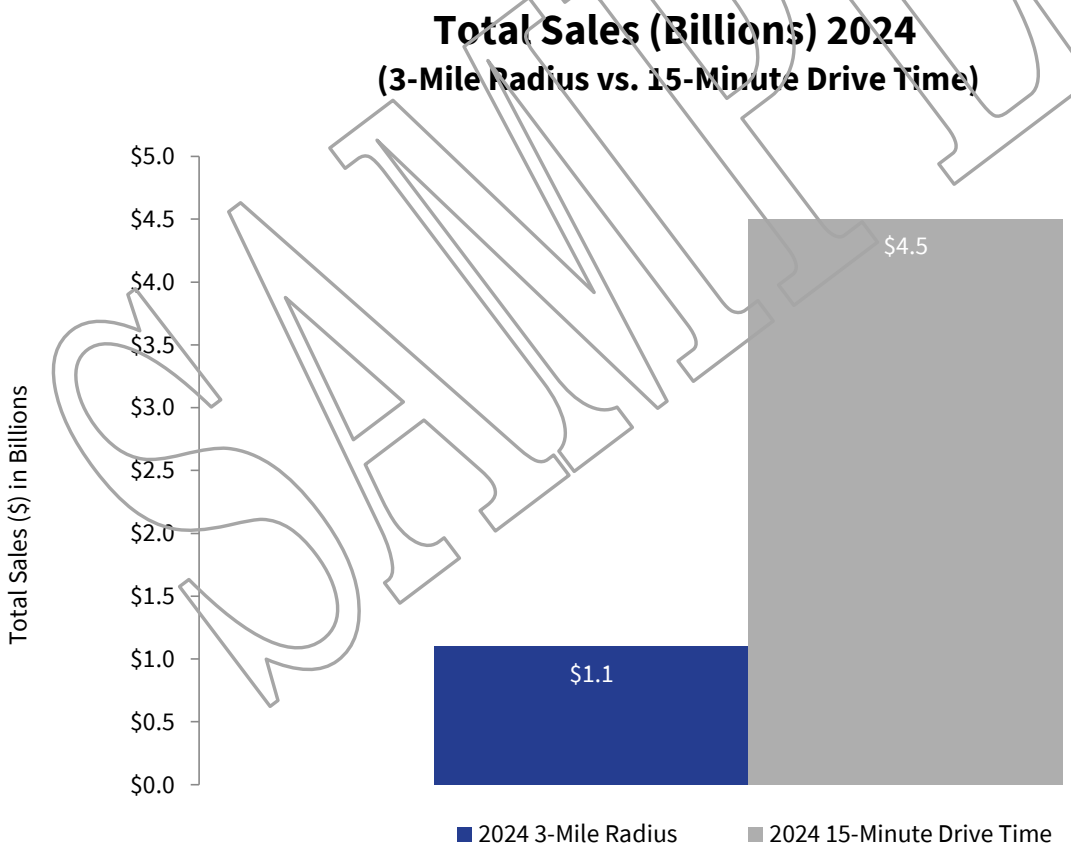

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Retail Data 2024 (Subset Of Total Businesses)

Distance	Type	Year	Retail Only
3-Mile Radius	Businesses	2024	121
	Employees	2024	1,637
	Sales	2024	$0.8 Billion
15-Minute Drive Time	Businesses	2024	598
	Employees	2024	8,480
	Sales	2024	$3.5 Billion

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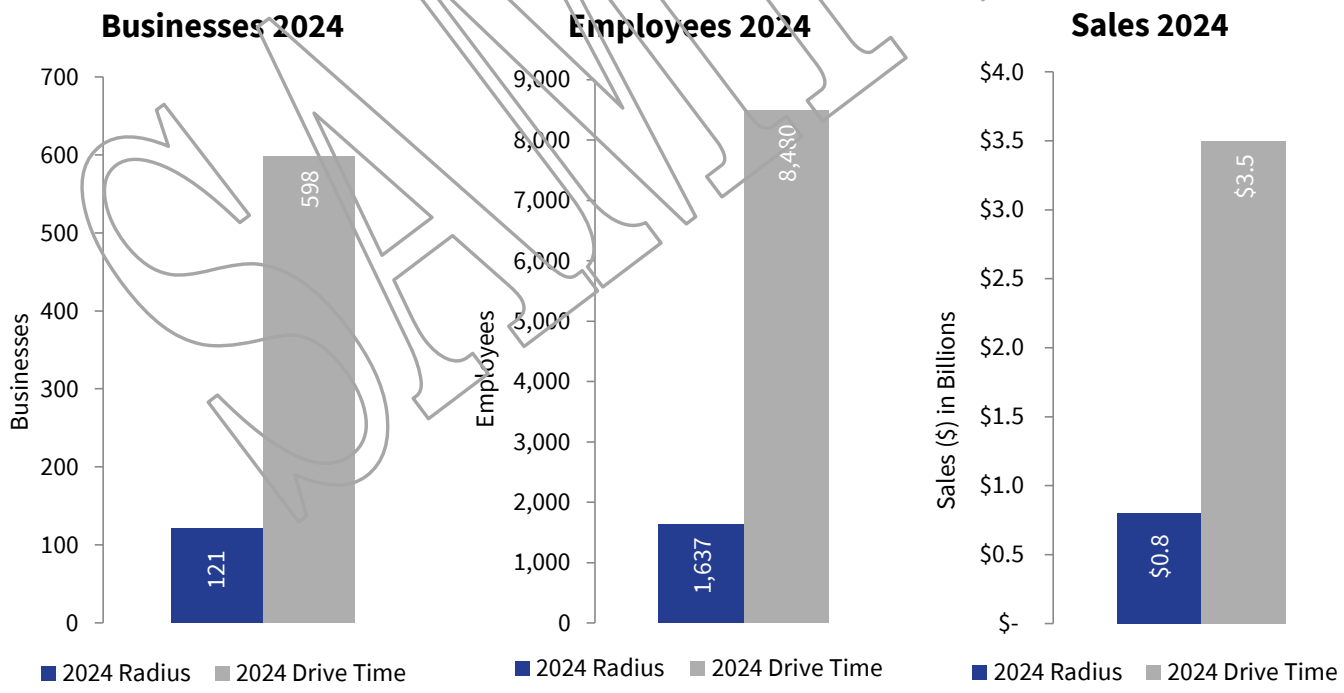
Retail Data 2024 (Subset of Total Businesses)

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



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