LOCATION SOLUTIONS MADE EASY

# THE MARKET STUDY

| | |
|---|---|
| **DATE:** | Date |
| **DENTIST:** | Dr. David Jones |
| **BASE LOCATION:** | Anytown, US |
| **SEARCH AREA:** | User Drawn Search Area |
| **SPECIALTY:** | Veterinarian |
| **IDEALRATIO:** | 10,000 |
| **RADIUS:** | 3-Mile |
| **DRIVE TIME:** | 15-Minute |
| **HHI MINIMUM:** | $50,000 |
| **TOP RESULTS:** | 10 |

PRESENTED BY

LOCATE™ Location Strategy

contact@locatestrategy.com

740-527-3898

locatestrategy.com

© 2026 Unauthorized copying/distribution strictly prohibited.

# Table of Contents


| | |
|---|---|
| Title Page | 1 |
| Table of Contents | 2 |
| Pocket Search Criteria | 3 |
| Overall Unfiltered Search Area - Map View | 4 |
| Top 10  Overall Pockets - Map View | 5 |
| Top 10 Overall Pockets - Composite Ranking | 6 |
| Top 10 Radius Pockets - Map View | 7 |
| Top 10 Radius Pockets & Data | 8 |
| Top 10 Drive Time Pockets - Map View | 9 |
| Top 10 Drive Time Pockets & Data | 10 |


SAMPLE


© 2026 Unauthorized copying/distribution strictly prohibited.

# Search Parameters

| | |
|---|---|
| **DATE:** | Date |
| **DENTIST:** | Dr. David Jones |
| **BASE LOCATION:** | Anytown, US |
| **SEARCH AREA:** | User Drawn Search Area |
| **SPECIALTY:** | Veterinarian |
| **IDEALRATIO:** | 10,000 |
| **RADIUS:** | 3-Mile |
| **DRIVE TIME:** | 15-Minute |
| **HHI MINIMUM:** | $50,000 |
| **TOP RESULTS:** | Top 10 Overall Pockets - Composite<br>Top 10 Radius Pockets & Data<br>Top 10 Drive Time Pockets & Data |

# Definition of a Idealratio

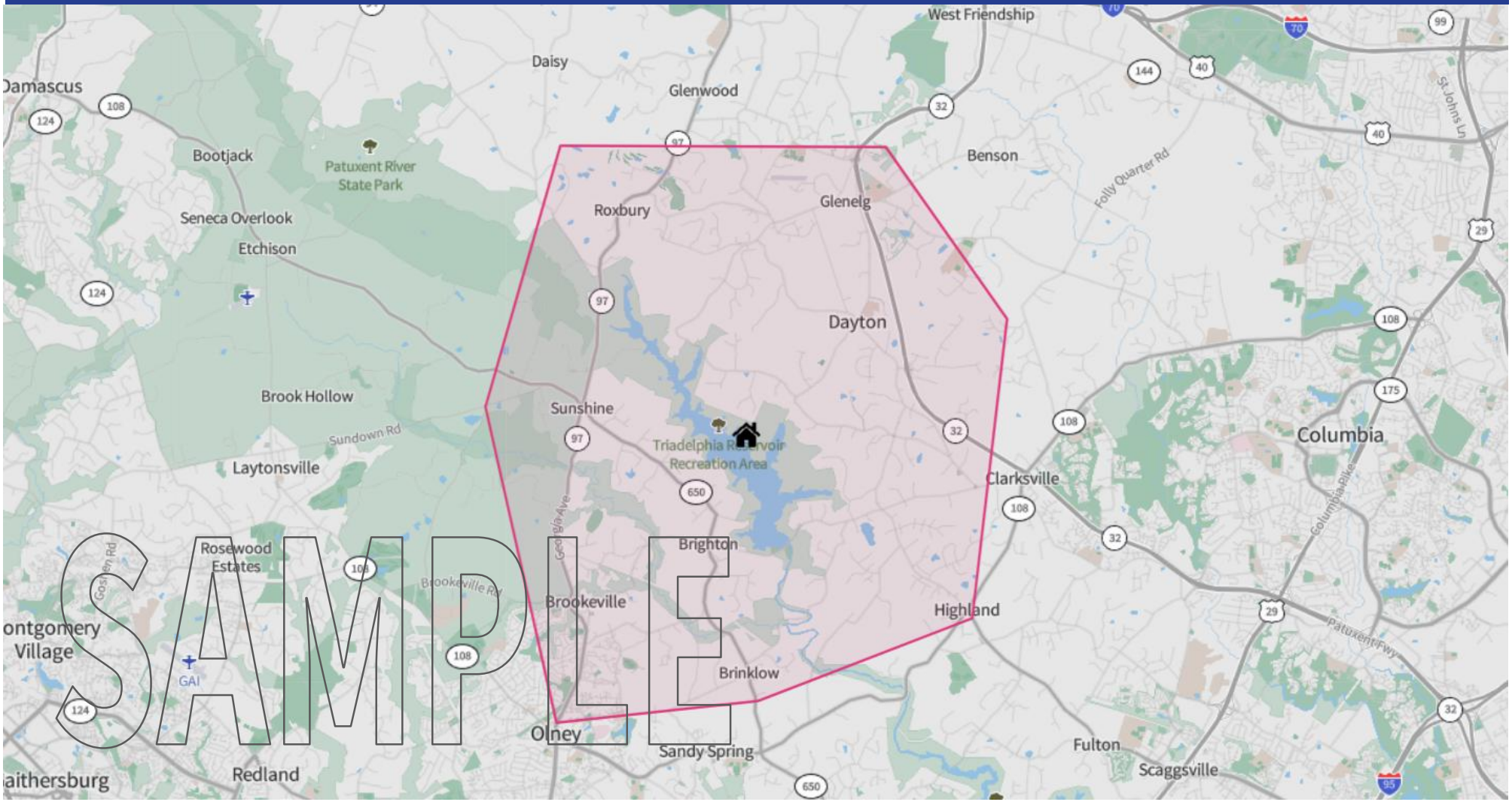
To effectively analyze Practitioner to Population Ratios, we compare them to proprietary saturation standards that measure the population (not patients) per practitioner that indicates a point where a market generally becomes saturated. For example, the saturation ratio for a Veterinarian is 10,000. A number higher than 10,000 would indicate the market has potential for an additional practitioner(s) and is shown with green text. A number below 10,000 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.

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

SAMPLE


© 2026 Unauthorized copying/distribution strictly prohibited.

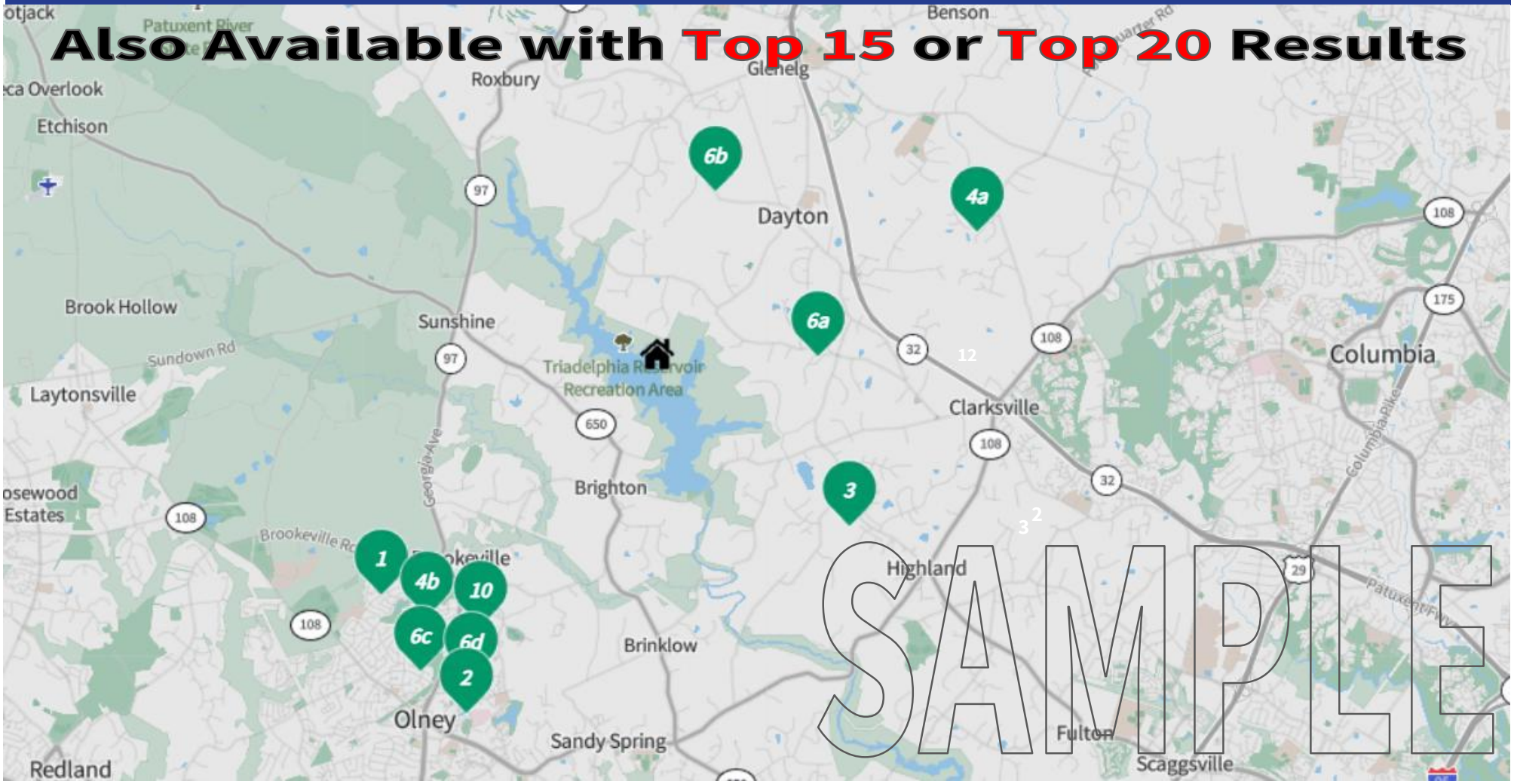
# Overall Unfiltered Search Area - Map View




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


© 2026 Unauthorized copying/distribution strictly prohibited.

# Top 10 Overall Pockets - Map View




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


© 2026 Unauthorized copying/distribution strictly prohibited.

# Top 10 Overall Pockets - Composite Ranking

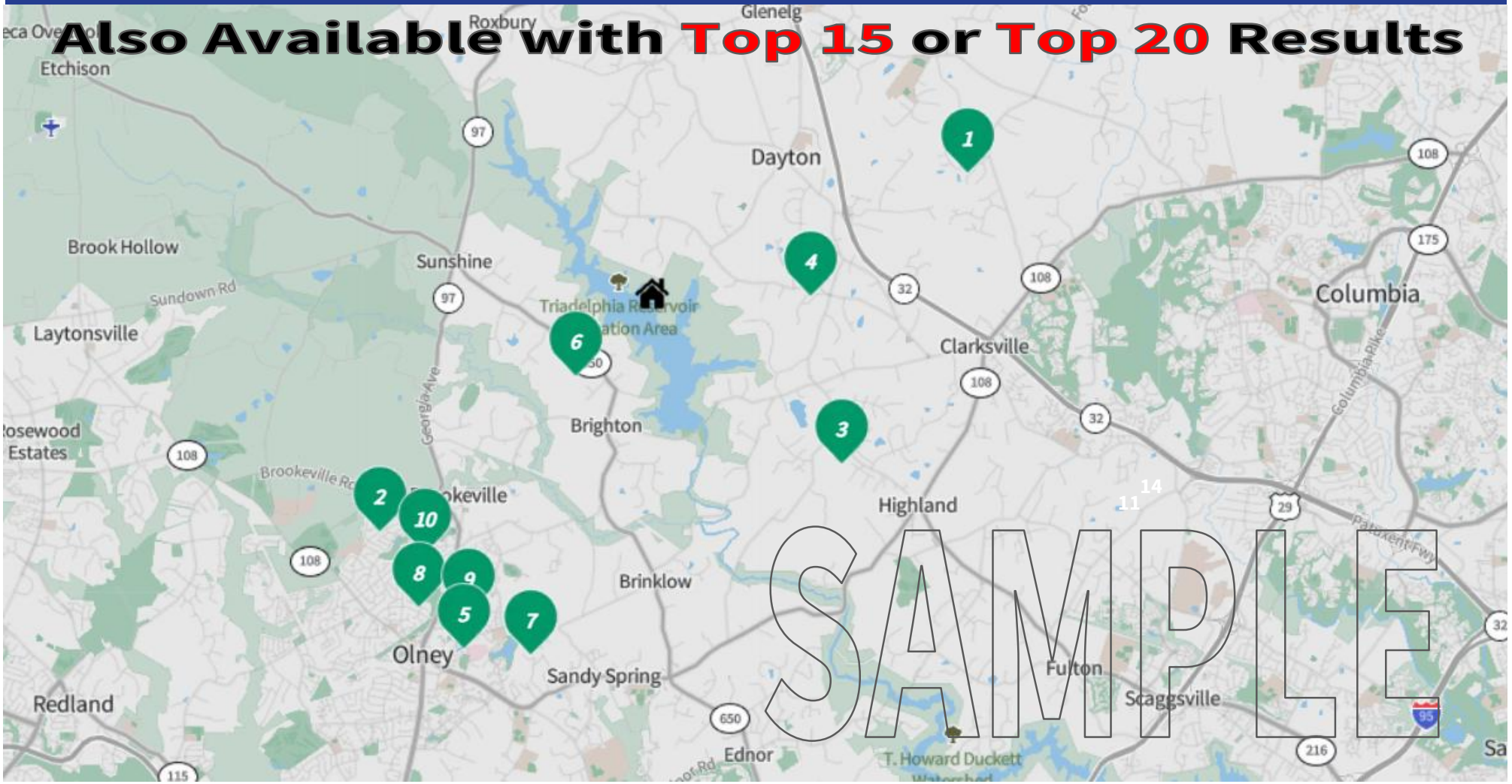
| Overall Rank | Census Block Center | Average Household Income | Drive Time From Base (Minutes) | 3-Mile Radius | | | 15-Minute Drive Time | | | Idealratio Market Saturation Level* | Composite Ranking (Lowest is Best) |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | Rank | 2024 Population | Radius Ratio | Rank | 2024 Population | Drive Time Ratio | | |
| 1 | 19336 Olney Mill Rd Olney MD 20832 | $ 193,058 | 1:44 | 2 | 35,445 | 17,723 | 2 | 26,937 | 8,979 | 10,000 | 4 |
| 2 | 18284 Windsor Hill Dr Olney MD 20832 | $ 192,784 | 1:03 | 5 | 40,257 | 13,419 | 4 | 33,273 | 8,318 | 10,000 | 9 |
| 3 | 13191 Highland Rd Highland MD 20777 | $ 243,164 | 14:22 | 3 | 16,508 | 16,508 | 9 | 6,766 | 6,766 | 10,000 | 12 |
| 4a | 14041 Big Branch Dr Dayton MD 21036 | $ 261,572 | 20:43 | 1 | 18,431 | 18,431 | 12 | 4,867 | 4,867 | 10,000 | 13 |
| 4b | 19305 Richwood Ct Brookeville MD 20833 | $ 193,097 | 0:01 | 10 | 35,998 | 11,999 | 3 | 26,744 | 8,915 | 10,000 | 13 |
| 6a | 13614 Curtis Vista Way Clarksville MD 21029 | $ 257,406 | 9:35 | 4 | 14,153 | 14,153 | 10 | 6,478 | 6,478 | 10,000 | 14 |
| 6b | 5119 Honey Locust Court Ellicott City MD 21042 | $ 277,159 | 8:47 | 13 | 10,444 | 10,444 | 1 | 9,597 | 9,597 | 10,000 | 14 |
| 6c | 18636 Tanterra Way Brookeville MD 20833 | $ 194,117 | 0:58 | 8 | 38,351 | 12,784 | 6 | 30,959 | 7,740 | 10,000 | 14 |
| 6d | 18507 Lacewing Pl Olney MD 20832 | $ 192,990 | 23:19 | 9 | 37,801 | 12,600 | 5 | 31,369 | 7,842 | 10,000 | 14 |
| 10 | 2515 St George Way Brookeville MD 20833 | $ 192,352 | 22:53 | 11 | 35,350 | 11,783 | 7 | 22,291 | 7,430 | 10,000 | 18 |

*Less than 10,000 = Market Saturation; Higher than 10,000=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


© 2026 Unauthorized copying/distribution strictly prohibited.

# Top 10 Radius Pockets - Map View




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


© 2026 Unauthorized copying/distribution strictly prohibited.

# Top 10 Radius Pockets & Data

## 3-Mile Radius

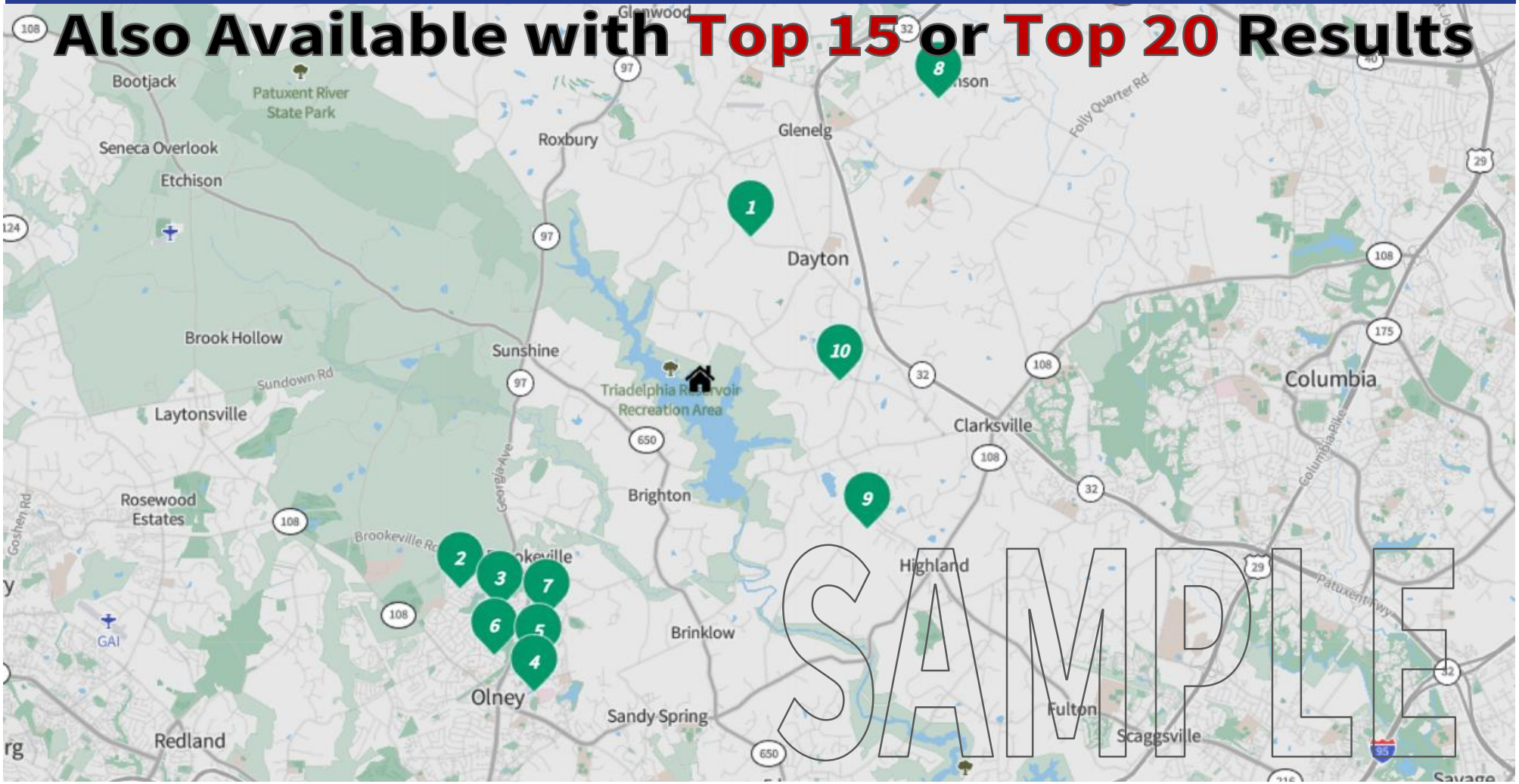
| Overall Rank | Radius Rank | Census Block Center | 2024 Population | 2029 Projected Population | % Growth | Average Household Income | Drive Time From Base (Minutes) | Total Competing Doctors | Competition Ratio (Existing Practice) | Competition Ratio (If New Start-Up) | Idealratio Market Saturation Level | +/- |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 4a | 1 | 14041 Big Branch Dr Dayton MD 21036 | 18,431 | 19,375 | 5.12% | $ 261,572 | 20:43 | 1.00 | 18,431 | 9,216 | 10,000 | 8,431 |
| 1 | 2 | 19336 Olney Mill Rd Olney MD 20832 | 35,445 | 36,640 | 3.37% | $ 193,058 | 1:44 | 2.00 | 17,723 | 11,815 | 10,000 | 7,723 |
| 3 | 3 | 13191 Highland Rd Highland MD 20777 | 16,508 | 17,306 | 4.83% | $ 243,164 | 14:22 | 1.00 | 16,508 | 8,254 | 10,000 | 6,508 |
| 6a | 4 | 13614 Curtis Vista Way Clarksville MD 21029 | 14,153 | 14,859 | 4.99% | $ 257,406 | 9:35 | 1.00 | 14,153 | 7,077 | 10,000 | 4,153 |
| 2 | 5 | 18284 Windsor Hill Dr Olney MD 20832 | 40,257 | 41,608 | 3.36% | $ 192,784 | 1:03 | 3.00 | 13,419 | 10,064 | 10,000 | 3,419 |
| 13a | 6 | 1150 Hawlings Rd Brookeville MD 20833 | 13,078 | 13,576 | 3.81% | $ 221,487 | 19:25 | 1.00 | 13,078 | 6,539 | 10,000 | 3,078 |
| 12 | 7 | 18094 Slade School Rd Sandy Spring MD 20860 | 38,497 | 39,787 | 3.35% | $ 192,515 | 2:17 | 3.00 | 12,832 | 9,624 | 10,000 | 2,832 |
| 6c | 8 | 18636 Tanterra Way Brookeville MD 20833 | 38,351 | 39,645 | 3.37% | $ 194,117 | 0:58 | 3.00 | 12,784 | 9,588 | 10,000 | 2,784 |
| 6d | 9 | 18507 Lacewing Pl Olney MD 20832 | 37,801 | 39,067 | 3.35% | $ 192,990 | 23:19 | 3.00 | 12,600 | 9,450 | 10,000 | 2,600 |
| 4b | 10 | 19305 Richwood Ct Brookeville MD 20833 | 35,998 | 37,207 | 3.36% | $ 193,097 | 0:01 | 3.00 | 11,999 | 9,000 | 10,000 | 1,999 |

*Less than 10,000 = Market Saturation; Higher than 10,000=Market Potential - For a full definition of the Idealratio levels, see page 3.

SAMPLE


© 2026 Unauthorized copying/distribution strictly prohibited.

# Top 10 Drive Time Pockets & Data




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


© 2026 Unauthorized copying/distribution strictly prohibited.

# 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 Doctors | Competition Ratio (Existing Practice) | Competition Ratio (If New Start-Up) | Idealratio Market Saturation Level | +/- |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 6b | 1 | 5119 Honey Locust Court Ellicott City MD 21042 | 9,597 | 10,084 | 5.07% | $ 270,497 | 8:47 | 0.00 | 9,597 | 9,597 | 10,000 | -403 |
| 1 | 2 | 19336 Olney Mill Rd Olney MD 20832 | 26,937 | 27,853 | 3.40% | $ 194,293 | 1:44 | 3.00 | 8,979 | 6,734 | 10,000 | -1,021 |
| 4b | 3 | 19305 Richwood Ct Brookeville MD 20833 | 26,744 | 27,647 | 3.38% | $ 193,218 | 0:01 | 3.00 | 8,915 | 6,686 | 10,000 | -1,085 |
| 2 | 4 | 18284 Windsor Hill Dr Olney MD 20832 | 33,273 | 34,391 | 3.36% | $ 192,756 | 1:03 | 4.00 | 8,318 | 6,655 | 10,000 | -1,682 |
| 6d | 5 | 18507 Lacewing Pl Olney MD 20832 | 31,369 | 32,425 | 3.37% | $ 192,703 | 23:19 | 4.00 | 7,842 | 6,274 | 10,000 | -2,158 |
| 6c | 6 | 18636 Tanterra Way Brookeville MD 20833 | 30,959 | 32,004 | 3.38% | $ 193,637 | 0:58 | 4.00 | 7,740 | 6,192 | 10,000 | -2,260 |
| 10 | 7 | 2515 St George Way Brookeville MD 20833 | 22,291 | 23,039 | 3.36% | $ 188,511 | 22:53 | 3.00 | 7,430 | 5,573 | 10,000 | -2,570 |
| 11 | 8 | 3592 Scheel Dr Ellicott City MD 21042 | 7,395 | 7,766 | 5.02% | $ 237,693 | 15:24 | 1.00 | 7,395 | 3,698 | 10,000 | -2,605 |
| 3 | 9 | 13191 Highland Rd Highland MD 20777 | 6,766 | 7,105 | 5.01% | $ 250,803 | 14:22 | 1.00 | 6,766 | 3,383 | 10,000 | -3,234 |
| 6a | 10 | 13614 Curtis Vista Way Clarksville MD 21029 | 6,478 | 6,806 | 5.06% | $ 252,526 | 9:35 | 1.00 | 6,478 | 3,239 | 10,000 | -3,522 |

*Less than 10,000 = Market Saturation; Higher than 10,000=Market Potential - For a full definition of the Idealratio levels, see page 3.

Map data provided by © Mapbox and © OpenStreetMap

SAMPLE


© 2026 Unauthorized copying/distribution strictly prohibited.