

Market Research Report

Prepared for: **Prestige Wheelhouse** on X/XX/202X

Report Summary


The following is a market research report for **Prestige Wheelhouse**. We pulled data from a variety of sources to analyze market demand, key competitor performance data, and foot traffic and demographic data for the proposed location of the business.

Market Demand

Prestige Wheelhouse intends to open a new Car Dealership in the Indianapolis, IN area. [Google Keyword Planner](#) provides search traffic estimates for relevant keywords that potential customers may be searching for.

Keyword Research

“Car Dealership” receives approximately 450,000 monthly searches from individuals in Indianapolis according to Google Keyword Planner.

<input type="checkbox"/> Keyword ↑	Avg. monthly searches	Top of page bid (low range)	Top of page bid (high range)
<input type="checkbox"/> car dealership	450,000 	\$1.64	\$5.62

Advertising Cost

Google Keyword Planner also estimates that the cost per click to advertise for keywords including Car Dealership is between \$1.64 cents and \$5.62 per click.

Top Related Keywords

*all available keywords located at the end of the report

May 1, 2022 - April 30, 2023				
Location set to "Indianapolis"				
Top Keywords	Avg. monthly searches	Three month change	YoY change	Competition
car dealership	450000	0%	22%	Medium
car dealerships near me	673000	0%	0%	High
used cars near me	450000	0%	0%	High
toyota dealership	550000	0%	-18%	Medium
cars for sale near me	301000	-18%	-18%	High
ford dealership near me	550000	0%	-18%	High
honda dealership	450000	0%	-18%	High
toyota dealership near me	450000	22%	0%	High
ford dealership	550000	0%	0%	Medium
honda dealership near me	368000	0%	0%	High
buy here pay here near me	135000	-18%	0%	Medium
kia dealership near me	246000	22%	0%	Medium
used car dealerships near me	301000	0%	0%	Medium
used cars for sale near me	165000	0%	0%	High
chevy dealership	246000	0%	-18%	High
nissan dealership	201000	0%	-18%	Low
kia dealership	201000	0%	-18%	Medium
jeep dealership near me	301000	0%	-18%	High
buy here pay here	135000	-18%	22%	Medium
dodge dealership	246000	0%	-18%	Medium

chevy dealer near me	368000	0%	-18%	High
toyota near me	90500	22%	0%	High

Market Demand Seasonality

Search volume for “car dealership near me” in the United States is seasonal in nature. December is consistently the lowest search volume, with the summer tending to be the high point of the season according to [Google Trends](#) data.

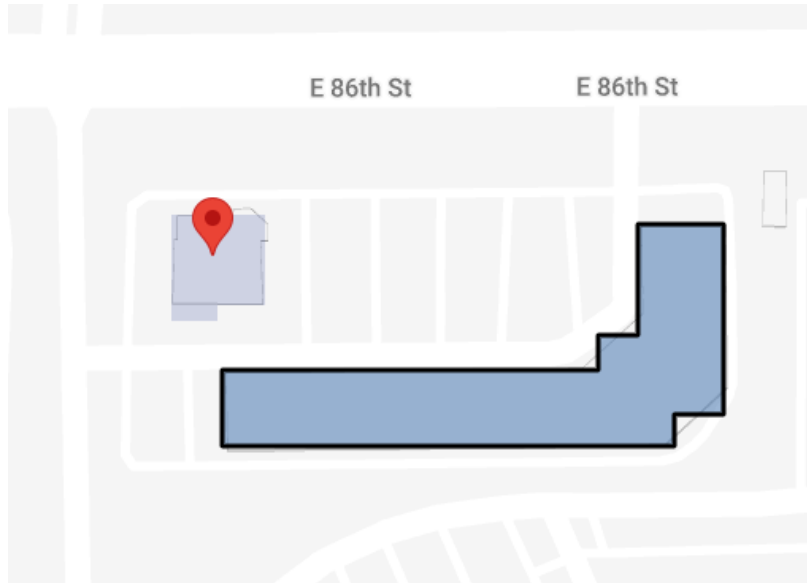


Target Location Analysis

Prestige Wheelhouse is looking at 5899 East 86TH Street, Fishers IN 46250, US as a possible location indicated on the map below as a red pin. However, the location has been vacant for a recent amount of time so analyzing foot traffic directly to the property would likely not be helpful. Instead, we will analyze visitor data to the strip mall located nearby that shares the same parking lot. While this will not give us an exact estimate of the foot traffic we can expect to our car dealership, it should help us better understand the frequency of visitors and popularity of the nearby area and we can presume we could attract some of those visitors as customers.

Target Location at:

5933 E 86th St, Indianapolis IN 46250-3504, US



Estimated Foot Traffic Last Month:

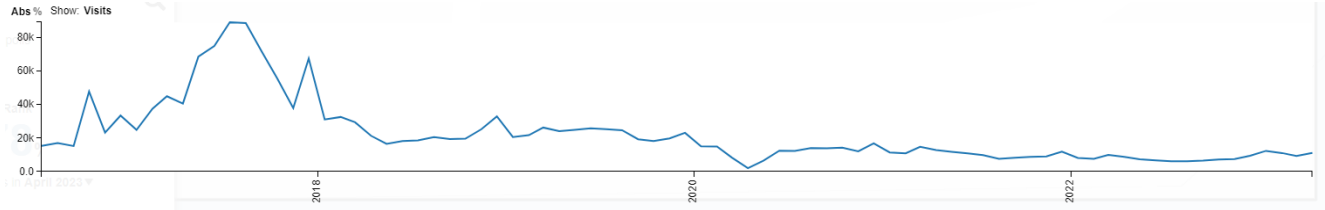
Last Month (4/2023) the strip mall had an estimated **11.11K visitors**

Estimated Foot Traffic Last 12 Months & Prior Year Change:

*all available years located at the end of the report

	5/1/2022	6/1/2022	7/1/2022	8/1/2022	9/1/2022	10/1/2022	11/1/2022	12/1/2022	1/1/2023	2/1/2023	3/1/2023	4/1/2023
Last 12 Mos	7341	6714	6185	6150	6557	7178	7484	9447	12359	11058	9332	11113
Prior Year	11811	10832	9791	7589	8253	8799	9028	11865	8104	7594	9914	8810
Y/Y % Change	-61%	-61%	-58%	-23%	-26%	-23%	-21%	-26%	34%	31%	-6%	21%

Estimated 5 Year Foot Traffic Trend:



Competitor Analysis

In order to get an estimate of the amount of customer traffic that **Prestige Wheelhouse** might receive we can look at a key competitor in the same market. In order to estimate customer traffic we partnered with Advan Research to provide foot traffic estimates based on consumer cell phone data.

Competitor - Sharp Cars of Indy

Sharp Cars of Indy is a key competitor. They are estimated to have roughly 8,500 customers per month visit their store and they rent approximately 44,800 square feet based on Advan Research data.

10320 Pendleton Pike, Indianapolis
 IN 46236, US 39.858286,-85.983800

Area: 44,799 sqf

tenants

Rank

Commercial Building **71** %

8.46k visits in May 2023 ▼



Site Selection

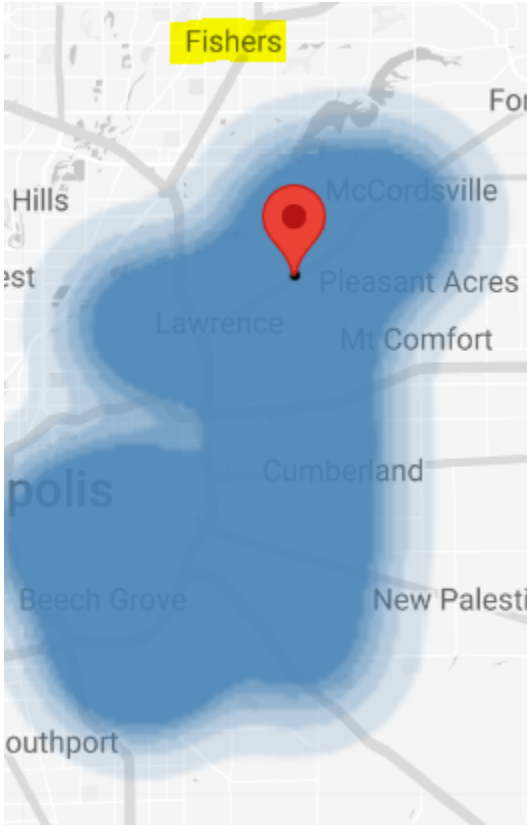
Prestige Wheelhouse is planning to operate in Fishers, IN which is a suburb on the northside of Indianapolis. Based on Advan Research data we can see that very few customers are currently traveling from Fishers, IN to Sharp Cars of Indy which is why we believe there is an opportunity for Prestige Wheelhouse to take some market share by locating directly in Fishers, IN.

Customer Heat Maps

The following heat map visualizes where the customers of Sharp Cars of Indy live.

Crew Customer Heat Map

Below you can see the customer heat map for Sharp Cars of Indy with the proposed location of Fishers, IN highlighted.



Demographic Data

The following is Census and demographic data for Fishers, IN

Income

\$63,385

Per capita income

more than 1.5 times the amount in the Indianapolis-Carmel-Anderson, IN Metro Area: \$37,422

nearly double the amount in Indiana: \$33,054

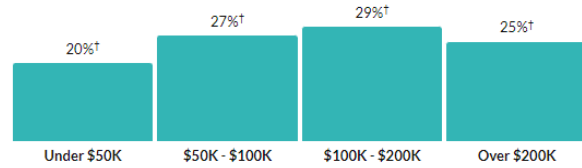
\$106,990

Median household income

about 1.5 times the amount in the Indianapolis-Carmel-Anderson, IN Metro Area: \$70,224

more than 1.5 times the amount in Indiana: \$62,743

Household income



[Show data](#) / [Embed](#)

Age

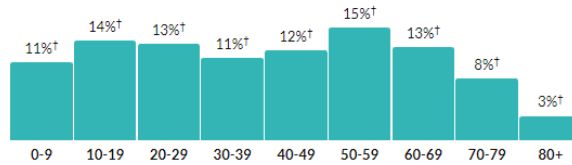
41.6 ±3.1

Median age

about 10 percent higher than the figure in the Indianapolis-Carmel-Anderson, IN Metro Area: 37 ±0.2

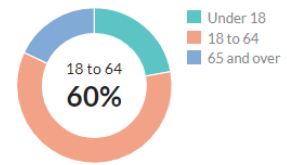
about 10 percent higher than the figure in Indiana: 38.2 ±0.2

Population by age range



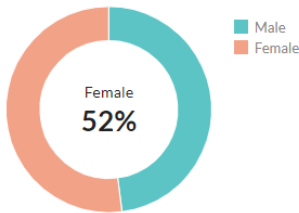
[Show data](#) / [Embed](#)

Population by age category



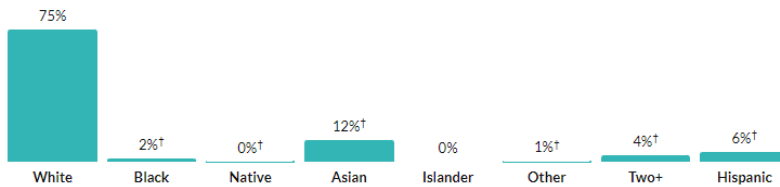
[Show data](#) / [Embed](#)

Sex



[Show data](#) / [Embed](#)

Race & Ethnicity



* Hispanic includes respondents of any race. Other categories are non-Hispanic.

[Show data](#) / [Embed](#)

Target Location Historical Data:

Month Number

4/1/2023	11113
3/1/2023	9332
2/1/2023	11058

1/1/2023	12359
12/1/2022	9447
11/1/2022	7484
10/1/2022	7178
9/1/2022	6557
8/1/2022	6150
7/1/2022	6185
6/1/2022	6714
5/1/2022	7341
4/1/2022	8810
3/1/2022	9914
2/1/2022	7594
1/1/2022	8104
12/1/2021	11865
11/1/2021	9028
10/1/2021	8799
9/1/2021	8253
8/1/2021	7589
7/1/2021	9791
6/1/2021	10832
5/1/2021	11811
4/1/2021	12848
3/1/2021	14738
2/1/2021	10878
1/1/2021	11432
12/1/2020	16847
11/1/2020	12115
10/1/2020	14273
9/1/2020	13880
8/1/2020	13950
7/1/2020	12367
6/1/2020	12488
5/1/2020	6515
4/1/2020	2066
3/1/2020	8303
2/1/2020	14918
1/1/2020	14997
12/1/2019	23101
11/1/2019	19825
10/1/2019	18185

9/1/2019	19270
8/1/2019	24635
7/1/2019	25282
6/1/2019	24918
5/1/2019	24150
4/1/2019	26232
3/1/2019	21692
2/1/2019	20585
1/1/2019	32903
12/1/2018	25265
11/1/2018	19616
10/1/2018	19350
9/1/2018	20608
8/1/2018	18583
7/1/2018	18194
6/1/2018	16506
5/1/2018	21331
4/1/2018	29372
3/1/2018	32534
2/1/2018	31063
1/1/2018	67415
12/1/2017	37824
11/1/2017	55523
10/1/2017	71550
9/1/2017	88574
8/1/2017	89054
7/1/2017	74888
6/1/2017	68501
5/1/2017	40536
4/1/2017	44922
3/1/2017	37463
2/1/2017	24876
1/1/2017	33385
12/1/2016	23221
11/1/2016	47750
10/1/2016	15206
9/1/2016	16981
8/1/2016	15287
7/1/2016	11113

Rest of Top Related Keywords:

Top Keywords	Avg. monthly searches	Three month change	YoY change	Competition
car dealership	450000	0%	22%	Medium
car dealerships near me	673000	0%	0%	High
used cars near me	450000	0%	0%	High
toyota dealership	550000	0%	-18%	Medium
cars for sale near me	301000	-18%	-18%	High
ford dealership near me	550000	0%	-18%	High
honda dealership	450000	0%	-18%	High
toyota dealership near me	450000	22%	0%	High
ford dealership	550000	0%	0%	Medium
honda dealership near me	368000	0%	0%	High
buy here pay here near me	135000	-18%	0%	Medium
kia dealership near me	246000	22%	0%	Medium
used car dealerships near me	301000	0%	0%	Medium
used cars for sale near me	165000	0%	0%	High
chevy dealership	246000	0%	-18%	High
nissan dealership	201000	0%	-18%	Low
kia dealership	201000	0%	-18%	Medium
jeep dealership near me	301000	0%	-18%	High
buy here pay here	135000	-18%	22%	Medium
dodge dealership	246000	0%	-18%	Medium

chevy dealer near me	368000	0%	-18%	High
toyota near me	90500	22%	0%	High
nissan dealer near me	201000	22%	0%	Low
hyundai dealership near me	201000	22%	-18%	High
used car dealers	201000	-18%	0%	Medium
car lots near me	110000	-33%	0%	High
dodge dealer near me	201000	0%	-18%	Medium
honda near me	60500	22%	22%	High
subaru dealership	135000	0%	0%	Medium
hyundai near me	49500	22%	-18%	High
mazda dealership	110000	0%	-18%	Medium
ford near me	49500	0%	-18%	High
jeep dealership	165000	0%	-18%	High
bmw near me	49500	0%	0%	High
chevrolet dealer near me	135000	0%	0%	High
used car lots near me	74000	0%	0%	High
subaru dealer near me	165000	0%	0%	High
mazda dealer near me	110000	0%	-19%	High
chevrolet dealership	165000	0%	0%	Medium
dealership	90500	23%	23%	Medium
gmc dealership	135000	0%	-19%	High
lexus dealer near me	74000	0%	0%	Medium
bmw dealership	90500	0%	0%	Medium
volkswagen dealership	74000	0%	-18%	Medium
nissan near me	33100	22%	0%	Low

automall	4400	0%	0%	Low
search for used cars	12100	0%	-55%	Medium
lexus dealership	74000	0%	-18%	Medium
audi dealership near me	74000	0%	0%	High
bmw dealership near me	74000	22%	0%	High
buy used cars	40500	22%	22%	High
subaru near me	33100	0%	0%	High
toyota used cars	22200	0%	22%	High
cheap cars for sale near me	33100	-18%	-33%	High
acura dealership	60500	22%	0%	Medium
car dealer	201000	50%	22%	Low
mitsubishi dealer near me	33100	0%	-18%	High
cadillac dealer near me	60500	0%	0%	High
dealerships	110000	-19%	22%	Medium
audi dealership	60500	0%	0%	Medium
used car sales	550000	22%	0%	High
cheap used cars near me	22200	-18%	-33%	High
audi near me	22200	0%	0%	High
mazda near me	22200	22%	22%	High
vw dealership	49500	0%	-18%	Medium
jeep near me	27100	0%	-18%	High
acura dealer near me	60500	22%	0%	Medium
auto sales near me	27100	-18%	0%	High
vw dealer near me	40500	0%	-18%	Medium
lexus near me	22200	22%	0%	High

buick dealership near me	49500	0%	-18%	High
volkswagen near me	18100	0%	0%	High
mercedes dealership	40500	0%	0%	High
mercedes dealership near me	40500	0%	-18%	High
mercedes near me	14800	22%	0%	High
car lots	27100	-18%	22%	High
infiniti dealer near me	33100	0%	-18%	Medium
used car lots	33100	-18%	0%	High
auto trader used cars	27100	22%	22%	High
infiniti dealership	40500	0%	-18%	Medium
auto dealers near me	22200	0%	0%	Medium
ford used cars	5400	22%	0%	High
cadillac dealership	40500	0%	0%	Medium
chevy near me	22200	23%	0%	High
mercedes benz dealership	18100	0%	22%	High
kia used cars	5400	0%	0%	High
chevrolet near me	14800	22%	22%	High
dodge near me	18100	22%	0%	High
car shops	60500	22%	22%	Medium
honda used cars	27100	22%	22%	High
acura near me	12100	22%	0%	High
used car dealer	40500	0%	49%	Low
anderson ford	14800	0%	22%	Medium
vw near me	8100	0%	-18%	High
hyundai used cars	4400	23%	23%	High

porsche dealer near me	22200	0%	0%	Medium
used car dealer near me	12100	22%	22%	Medium
ford lincoln	8100	0%	0%	High
porsche dealership	27100	0%	22%	Medium
used dealerships near me	14800	-18%	0%	Medium
buy here pay here car lots near me	14800	-18%	0%	Medium
nissan used cars	5400	22%	22%	Medium
auto mall	9900	0%	0%	Low
mitsubishi dealership	33100	22%	-18%	Medium
mitsubishi near me	6600	23%	0%	High
lithia dodge	18100	0%	-18%	Medium
used vehicles near me	8100	0%	22%	High
jaguar dealership near me	18100	0%	-18%	Medium
nissan dealerships near me	12100	22%	-18%	Low
car lot	12100	0%	22%	High
buick dealership	27100	22%	0%	Medium
toyota inventory	5400	22%	49%	Medium
dodge chrysler	12100	0%	0%	Medium
new car dealerships near me	12100	-18%	0%	Medium
team chevrolet	6600	22%	22%	Medium
kings auto mall	12100	0%	0%	Low
dodge jeep ram	18100	22%	0%	Low
range rover near me	6600	0%	0%	High
genesis dealership	22200	0%	-18%	Medium
charles hurst used cars	10	0%	100%	Low

chrysler jeep dodge	27100	0%	-18%	Medium
hyundai dealerships	201000	0%	-18%	Medium
porsche near me	8100	22%	0%	High
united auto sales	9900	0%	22%	Medium
shottenkirk	8100	0%	22%	Low
auto deal	27100	-18%	49%	Low
fiat dealership near me	9900	49%	22%	Low
buy here pay here dealerships	9900	-18%	22%	Medium
mazda used cars	2400	0%	21%	High
drivetime inventory	8100	22%	22%	Medium
affordable used cars	6600	0%	0%	High
range rover dealership	8100	0%	0%	High
gm dealership near me	18100	-18%	0%	Low
mercedes benz dealer near me	18100	23%	23%	Medium
second hand car dealers near me	480	0%	23%	High
mini cooper dealership	8100	23%	0%	High
auto dealerships near me	18100	0%	23%	Medium
used auto dealers near me	5400	-45%	-45%	Medium
cash cars for sale near me	5400	-45%	-18%	High
jaguar dealership	14800	22%	0%	Medium
buick gmc	9900	0%	22%	High
hybrid cars for sale near me	2900	24%	-33%	High
classic car dealers	14800	0%	-18%	Low
mercedes benz dealer	14800	22%	0%	Medium
used vehicles for sale near me	5400	-19%	0%	High

lexus used cars	4400	0%	0%	High
jones chevrolet	4400	0%	0%	Low
range rover dealership near me	9900	0%	0%	High
fiat dealership	9900	0%	-19%	Low
cheap car dealerships near me	5400	-19%	-19%	High
driveway car sales	1900	-19%	0%	Medium
dodge chrysler jeep	6600	-19%	-19%	High
mini dealership	8100	0%	0%	Medium
bad credit car dealerships near me	9900	0%	0%	Medium
dodge ram dealership	8100	0%	0%	High
quality auto sales	6600	0%	22%	Low
ford inventory	3600	0%	-33%	High
chevrolet dealerships	9900	0%	-19%	Medium
luther auto	5400	0%	-19%	Low
atlanta luxury motors	6600	0%	-19%	Medium
buy used cars near me	6600	0%	0%	High
crown ford	4400	-17%	-45%	Low
mini cooper dealership near me	9900	22%	0%	High
honda inventory	2400	0%	-18%	Medium
kia inventory	2400	0%	-19%	High
best deal auto sales	5400	0%	0%	Medium
alfa romeo dealership	9900	22%	22%	Medium
luxury motors	8100	22%	22%	Low
used hybrid cars for sale near me	1300	0%	-34%	High
best car dealerships near me	4400	0%	-19%	High