

Market Research Report

Prepared for: Corner QuikMart on X/XX/202X

Report Summary


The following is a market research report for **Corner QuikMart**. 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

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

Keyword Research

“Convenience Store” receives approximately 673,000 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"/> convenience store	673,000 	\$1.09	\$3.35

Advertising Cost

Google Keyword Planner also estimates that the cost per click to advertise for keywords including Convenience Store is between \$1.09 and \$3.35 per click.

Top Related Keywords

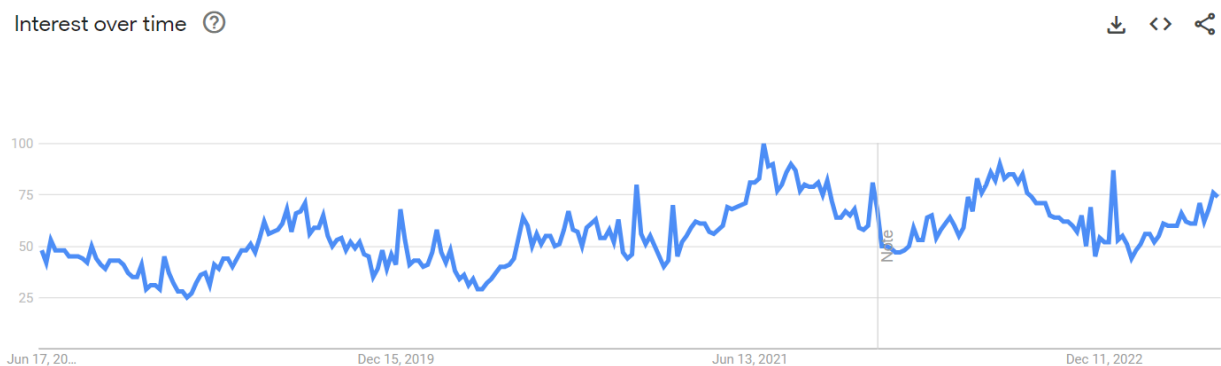
*all available keywords located at the end of the report

May 1, 2022 - April 30, 2023				
Location set to "Indianapolis"				
Top Keywords	Avg. monthly searches	Three month change	YoY change	Competition
convenience store	673000	22%	48%	Low
convenience store near me	368000	22%	0%	Low
corner store near me	90500	22%	22%	Low
nearest convenience store	14800	49%	-18%	Low
wawa gas station	18100	0%	0%	Low
wawa gas	12100	49%	0%	Low
nearest wawa	14800	22%	-18%	Low
convenience shops near me	260	0%	-18%	Low
variety store near me	1600	23%	0%	Low
24 hour convenience store near me	5400	22%	0%	Low
wawa stores	5400	-19%	50%	Low
allsups near me	6600	22%	0%	Low
circle k gas station	6600	23%	23%	Low
convenience shop	1900	0%	0%	Low
wawa convenience store	1900	-33%	23%	Low
convenience store for sale	1900	19%	19%	Medium
circle k gas station near me	2900	0%	0%	Low
circle k com	1900	46%	-34%	Low
24 hour convenience store	2900	26%	-17%	Low
circle k gas discount	590	-12%	83%	Low

lawson convenience store	590	14%	69%	Low
circle k near me now	1900	19%	19%	Low

Market Demand Seasonality

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

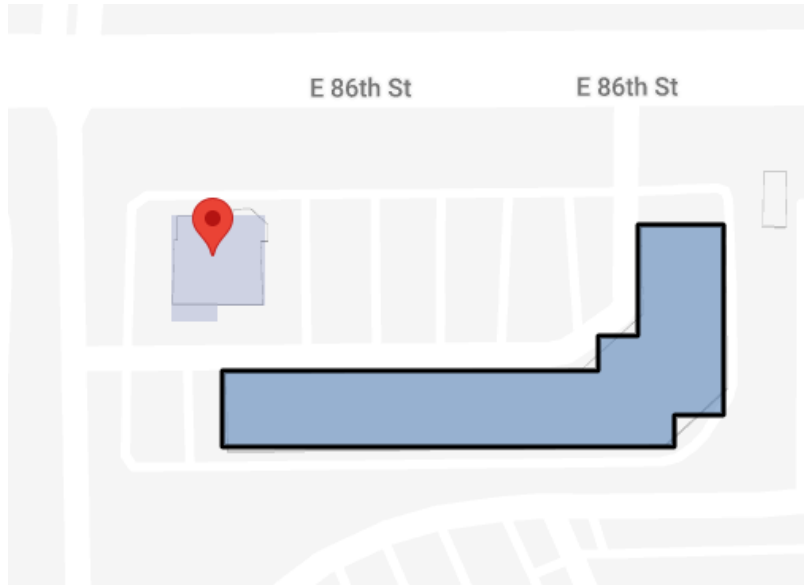


Target Location Analysis

Corner QuikMart 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 convenience store, 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:

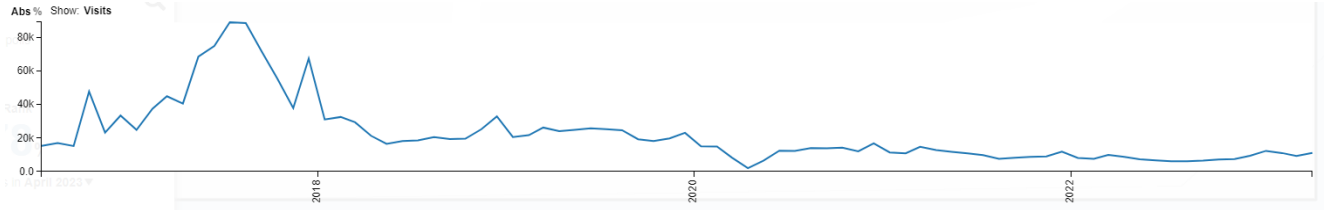
Last Month (4/2023) the strip mall had an estimated **11.11K visitors**

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 **Corner QuikMart** 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 - CVS Convenience Store

CVS is a key competitor. They are estimated to have roughly 10,210 customers per month visit their store and they rent approximately 14,200 square feet based on Advan Research data.


CVS Health Corporation #4663199  

7240 East 82nd Street, Indianapolis
 IN 46256, US  39.905789,-86.040176
 report bad polygon

Area: 14,241 sqf

tenants

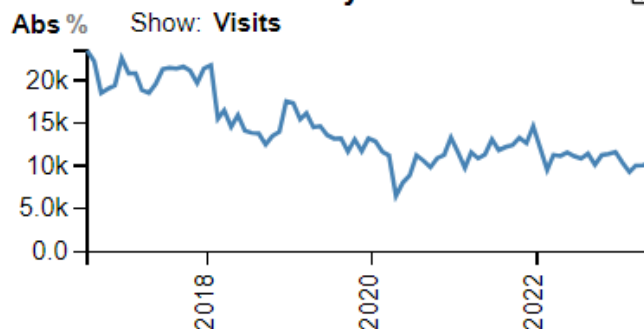
Rank

70%  Corporate

10.21k visits in May 2023 ▼

Avg. Yearly Sales: \$47.82mm, \$3,358.09/sf

Monthly Visits



Site Selection

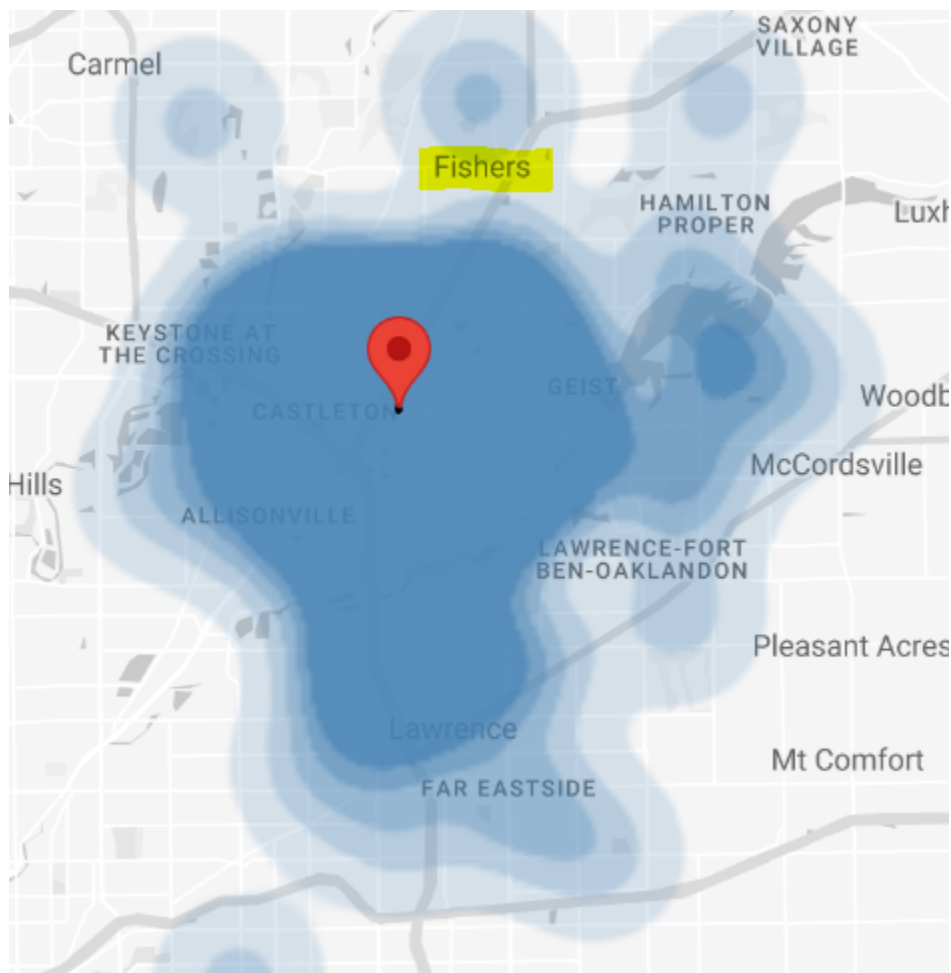
Corner QuikMart is planning to operate in Fishers, IN which is a suburb on the northside of Indianapolis. Based on Advan Research data we can see that very few customers are currently traveling from Fishers, IN to CVS which is why we believe there is an opportunity for Corner QuikMart to take some market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

Customer Heat Maps

The following heat map visualizes where the customers of CVS live.

CVS Customer Heat Map

Below you can see the customer heat map for CVS 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

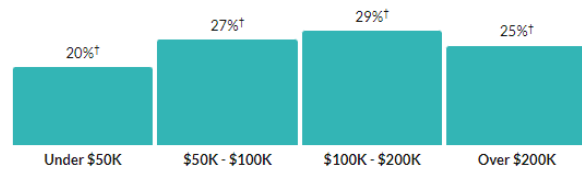
\$106,990

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

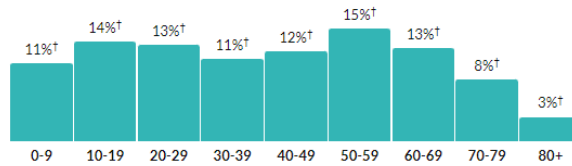
41.6 ±3.1

Median age

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

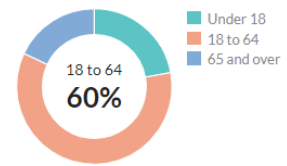
about 10 percent higher than the figure in Indiana: 38.2 ±0.2

Population by age range



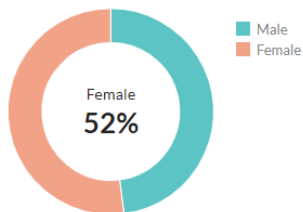
[Show data](#) / [Embed](#)

Population by age category



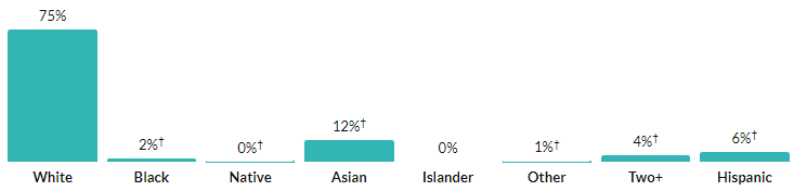
[Show data](#) / [Embed](#)

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
convenience store	673000	22%	48%	Low
convenience store near me	368000	22%	0%	Low
corner store near me	90500	22%	22%	Low
nearest convenience store	14800	49%	-18%	Low
wawa gas station	18100	0%	0%	Low
wawa gas	12100	49%	0%	Low
nearest wawa	14800	22%	-18%	Low
convenience shops near me	260	0%	-18%	Low
variety store near me	1600	23%	0%	Low
24 hour convenience store near me	5400	22%	0%	Low
wawa stores	5400	-19%	50%	Low
allsups near me	6600	22%	0%	Low
circle k gas station	6600	23%	23%	Low
convenience shop	1900	0%	0%	Low
wawa convenience store	1900	-33%	23%	Low
convenience store for sale	1900	19%	19%	Medium
circle k gas station near me	2900	0%	0%	Low
circle k com	1900	46%	-34%	Low

24 hour convenience store	2900	26%	-17%	Low
circle k gas discount	590	-12%	83%	Low
lawson convenience store	590	14%	69%	Low
circle k near me now	1900	19%	19%	Low
nearest corner store	2400	50%	26%	Low
casey's convenience store	1300	0%	60%	Low
wawa burgers	2900	53%	21%	Low
convenience store for sale near me	1000	23%	60%	Medium
c store near me	1300	23%	23%	Low
allsups burritos	1900	0%	-16%	Low
store 24	480	0%	0%	Low
nearest convenience store to my location	2400	50%	0%	Low
country convenience	880	14%	0%	Low
24 7 convenience store near me	590	0%	0%	Low
zabka store	90	0%	57%	Low
24 7 convenience store	590	22%	50%	Low
convenience corner	880	0%	-23%	Low
circle k stores	1300	23%	23%	Low
royal farms gas station	1300	-21%	19%	Low
24hr grocery store	12100	22%	-18%	Low
nearest seven eleven	880	49%	0%	Low
24 7 grocery store	1000	23%	0%	Low
nearest convenience store near me	880	171%	60%	Low
central convenience	110	-18%	0%	Low
fast mart near me	720	177%	-18%	Low

gas station convenience store near me	880	0%	14%	Low
circle k food	480	49%	22%	Low
convenience shop's near me	10	0%	0%	Unknown
c stores	8100	0%	22%	Low
24hr convenience store near me	720	60%	171%	Low
circle k fuel	260	213%	69%	Low
7 11 convenience store	590	-33%	0%	Low
local convenience store	720	83%	0%	Low
seven eleven day	260	450%	450%	Low
circle k convenience store	590	0%	120%	Low
convenience store near me now	1300	23%	-18%	Low
super wawa near me	880	22%	0%	Low
circle k pro	50	0%	27%	Low
oxxo store	390	50%	50%	Low
the corner store near me	590	23%	0%	Low
japanese convenience store near me	390	0%	126%	Low
quik mart near me	480	50%	-34%	Low
gs25 convenience store	90	-18%	56%	Low
wawa near ne	590	0%	0%	Low
any convenience stores nearby	110	22%	8700%	Low
am pm convenience store	390	-18%	84%	Low
seven eleven store	320	0%	23%	Low
7 eleven convenience store	720	-21%	494%	Low
gas station convenience store	880	14%	14%	Low
sheetz convenience store	720	0%	39%	Low

gs25 near me	10	0%	200%	Low
seven eleven slurpee	390	182%	50%	Low
gopuff store	390	0%	-18%	Low
24 hour corner store near me	320	52%	0%	Low
campus convenience	390	23%	-18%	Low
circle k promotions	210	-19%	0%	Low
24 convenience store near me	210	50%	-34%	Low
circle k subscription	210	0%	-56%	Low
west end convenience store	70	22%	-21%	Low
seven eleven usa	50	0%	0%	Low
conbini near me	10	-50%	0%	Low
publix quick picks	210	0%	-76%	Low
best convenience store	390	127%	51%	Low
the convenience shop	30	0%	-20%	Low
wawa shop	170	-35%	-21%	High
the nearest convenience store	480	50%	0%	Low
nearest corner store near me	390	0%	-18%	Low
local convenience	10	0%	0%	Low
big daddy's convenience store	590	-23%	39%	Low
hoagiefest wawa	2400	0%	0%	Low
daisy mart near me	10	0%	-50%	Low
a convenience store	110	0%	-21%	Low
asian convenience store near me	140	0%	129%	Low
cefcu convenience store	720	0%	82%	Low
wawa grocery store	170	-34%	0%	Low

indian convenience store	210	-46%	24%	Low
mini mart store	110	0%	-21%	Medium
convenience store around me	590	-19%	-19%	Low
circle k shell	720	22%	-28%	Low
crossroads convenience store	320	22%	50%	Low
indian convenience store near me	110	0%	56%	Low
central convenience store	50	-36%	75%	Low
yesway allsup	210	-19%	50%	Low
american convenience store	170	53%	24%	Low
amazon convenience store	210	0%	0%	Low
broadway convenience store	210	0%	24%	Low
mountaindale convenience store	260	-19%	0%	Low
7 days convenience store	110	21%	55%	Low
seven eleven food	140	27%	-18%	Low
circle k log in	1900	0%	26%	Low
wawa store near me	480	23%	0%	Low
24 hour convenience near me	260	0%	-19%	Low
mexican convenience store	320	23%	50%	Low
stop and go convenience	20	0%	25%	Low
nouria store	170	126%	529%	Low
circle k douglas	30	0%	0%	Low
parker's convenience stores	590	-70%	0%	Low
max convenience store	70	0%	29%	Low
wawa dinner	590	24%	-46%	Low
convenience retail	110	55%	55%	Low

max convenience	10	0%	0%	Low
circle k sip & save	110	0%	53%	Low
wawa location	14800	22%	22%	Low
speedway convenience stores	720	0%	23%	Low
total convenience	50	40%	0%	Low
small convenience store	210	-19%	0%	Low
convenience store food	390	233%	122%	Low
country convenience store	210	-46%	-46%	Low
circle k store near me	390	0%	0%	Low
cheers convenience store	20	0%	100%	Low
rays convenience store	140	27%	-33%	Low
6 12 convenience store	260	50%	22%	Low
becker's convenience store	20	-50%	0%	Low
royal farms store	590	23%	23%	Low
buckys store	1300	46%	46%	Low
convenient mart near me	390	23%	23%	Low
charlie's convenience store	140	-35%	-21%	Low
doordash convenience store	260	-18%	-46%	Medium
best one convenience store	40	-40%	-40%	Low
nicks convenience store	90	21%	89%	Low
spar convenience store	40	-43%	33%	Low
convenient food mart near me	210	0%	24%	Low
zoom convenience store	110	-34%	133%	Low
jerry's convenience	10	0%	0%	Low
chinese convenience store near me	50	-36%	75%	Low

convenience store with food near me	70	-76%	-56%	Low
main street convenience	110	24%	50%	Low
japanese convenience stores	2900	0%	22%	Low
365 convenience store	90	0%	55%	Low
orange convenience store	40	-60%	-33%	Low
jj convenience store	480	-19%	-33%	Low
adams convenience store	110	0%	55%	Low
andy's convenience store	170	-19%	21%	Low
quick stop shop	110	21%	21%	Low
boston convenience	260	50%	50%	Low
gas at circle k	110	55%	21%	Low
buc ee's largest location	90	191%	88%	Low
busy bee convenience	10	-50%	0%	Low
allsups chimichangas	480	23%	0%	High
central convenience store near me	10	50%	200%	Low
qt convenience store	260	23%	0%	Low
wawa ebt	170	-19%	-19%	Low
convenience shopping	70	0%	-22%	Low
busy bee convenience store	170	-18%	0%	Low
circle k company	70	0%	0%	Low
grocery store 24 7	170	0%	0%	Low
mac convenience store	320	0%	0%	Low