

Market Research Report

Prepared for: Energy Express Fuel on X/XX/202X

Report Summary

The following is a market research report for **Energy Express Fuel**. 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

Energy Express Fuel intends to open a new Gas Station in the Indianapolis, IN area. [Google Keyword Planner](#) provides search traffic estimates for relevant keywords that potential customers may be searching for.

Keyword Research

“Gas Station” receives approximately 9,140,000 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"/> gas station | 9,140,000 | \$0.85 | \$1.80 |

Advertising Cost

Google Keyword Planner also estimates that the cost per click to advertise for keywords including Gas Station is between \$.85 cents and \$1.80 per click.

Top Related Keywords

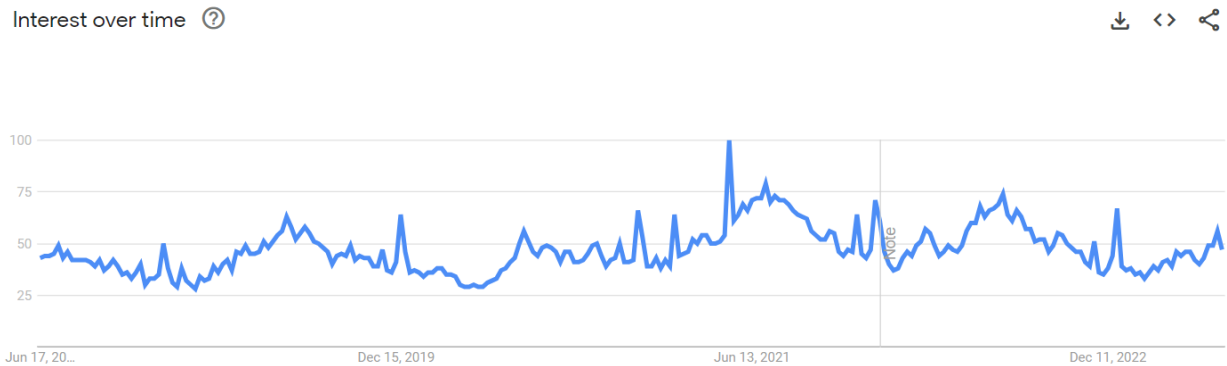
*all available keywords located at the end of the report

| May 1, 2022 - April 30, 2023 | | | | |
|--------------------------------|-----------------------|--------------------|------------|-------------|
| Location set to "Indianapolis" | | | | |
| Top Keywords | Avg. monthly searches | Three month change | YoY change | Competition |
| gas station | 9140000 | 22% | 22% | Low |
| gas station near me | 4090000 | 22% | 0% | Low |
| any gas stations nearby | 165000 | 0% | -63% | Low |
| gas prices near me | 673000 | 50% | -18% | Low |
| petrol pump near me | 880 | 14% | 39% | Low |
| petrol station near me | 2400 | 24% | 24% | Low |
| gas near me | 550000 | 50% | 0% | Low |
| cheap gas near me | 450000 | 49% | 0% | Low |
| nearest gas station | 301000 | 22% | 0% | Low |
| bp near me | 74000 | 22% | 0% | Low |
| cheapest petrol near me | 140 | 24% | 24% | Low |
| shell gas station near me | 90500 | 0% | 0% | Low |
| nearest petrol station | 260 | 85% | 85% | Low |
| closest gas station | 110000 | 22% | 0% | Low |
| costco gas near me | 60500 | 22% | -18% | Low |
| fuel prices near me | 12100 | 22% | -18% | Low |
| fuel station near me | 5400 | 22% | 0% | Low |
| service station near me | 8100 | 23% | 0% | Low |
| gas station open near me | 201000 | 22% | -18% | Low |
| e85 near me | 40500 | 22% | 0% | Low |

| | | | | |
|------------------|-------|-----|------|-----|
| fuel near me | 18100 | 23% | 0% | Low |
| racetrac near me | 40500 | 22% | -18% | Low |

Market Demand Seasonality

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

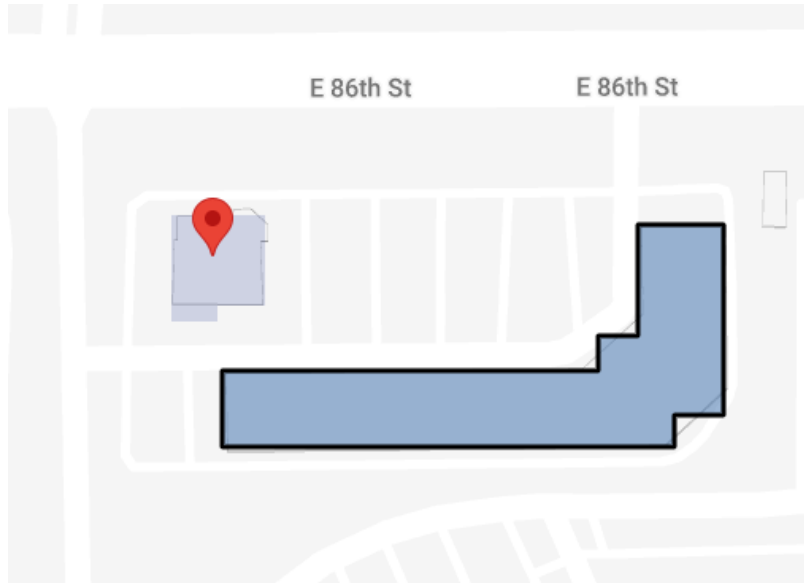


Target Location Analysis

Energy Express Fuel 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 gas station, 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:

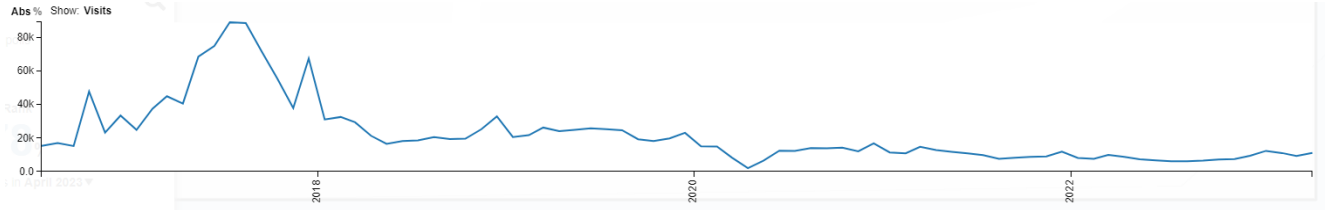
Last Month (4/2023) the strip mall had an estimated **11.11K visitors**

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 **Energy Express Fuel** 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 - BP Gas Station

A new BP Gas Station on the North East side of Indianapolis is a key competitor. They are estimated to have roughly 18,810 customers per month visit their store and they rent approximately 6,600 square feet based on Advan Research data.

6410 E 75TH ST, INDIANAPOLIS
IN 46250, US Coordinates 39.891075,-86.056970
report bad polygon

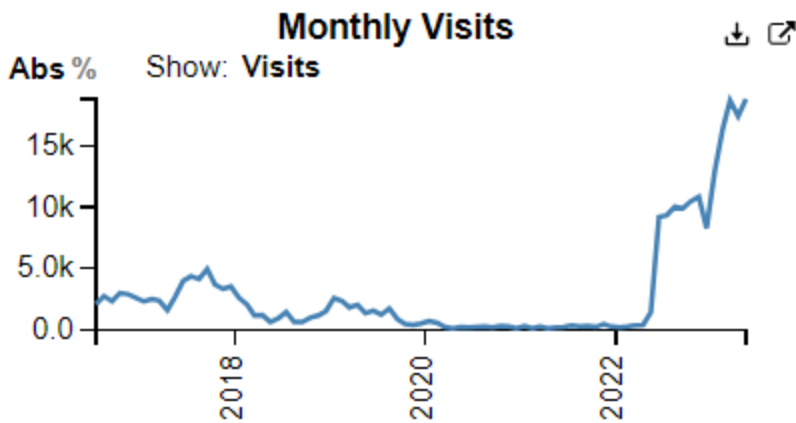
Area: 6,620 sqf

[tenants](#)

Rank

28 Corporate %

18.81k visits in May 2023 ▼



Site Selection

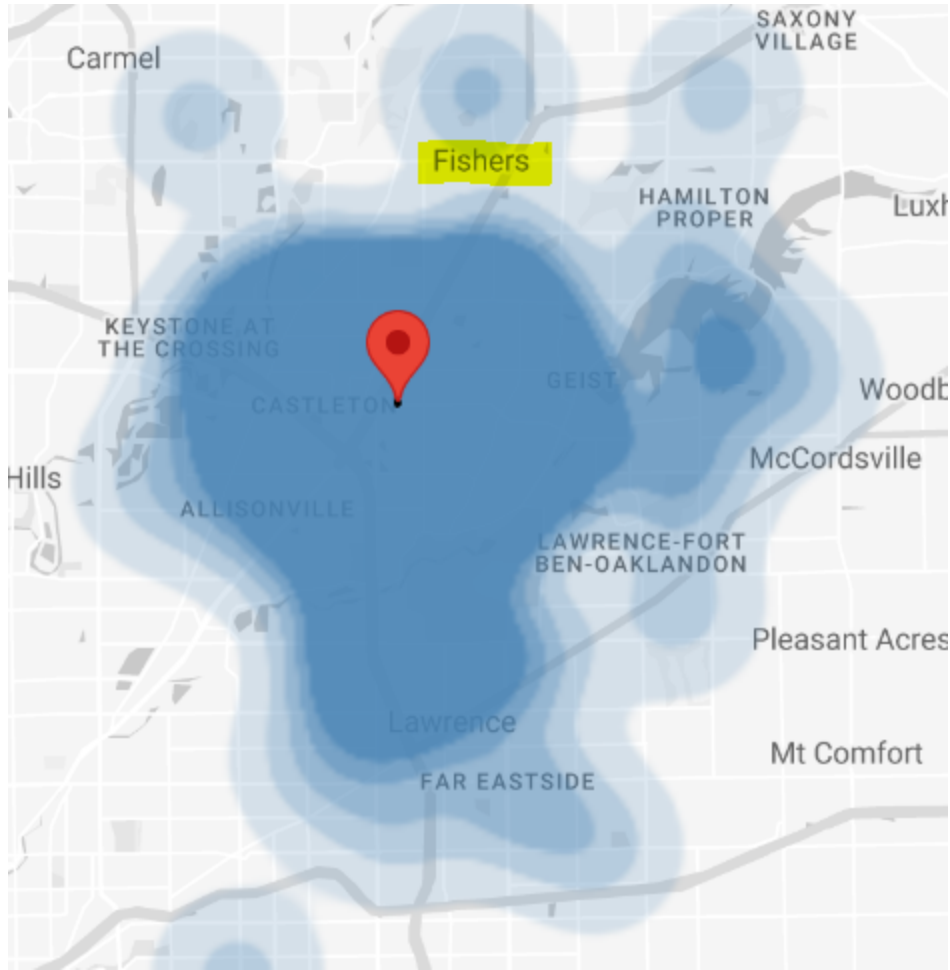
Energy Express Fuel is planning to operate in Fishers, IN which is a suburb on the northside of Indianapolis. Based on Advan Research data we can see that very few customers are currently traveling from Fishers, IN to BP which is why we believe there is an opportunity for Energy Express Fuel to take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

Customer Heat Maps

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

BP Customer Heat Map

Below you can see the customer heat map for BP 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

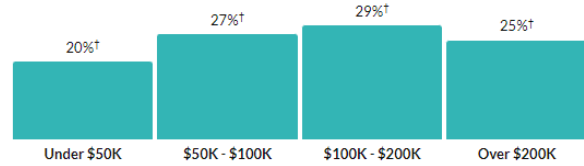
\$106,990

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

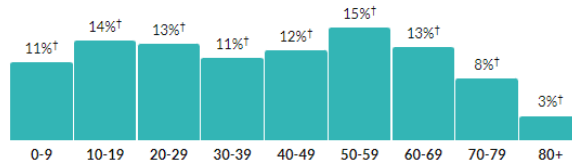
41.6 ±3.1

Median age

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

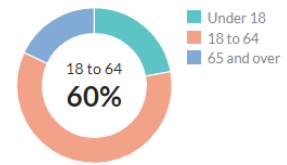
about 10 percent higher than the figure in Indiana: 38.2 ±0.2

Population by age range



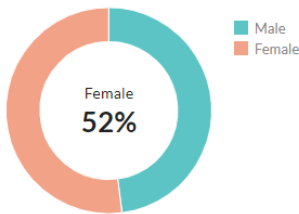
Show data / Embed

Population by age category



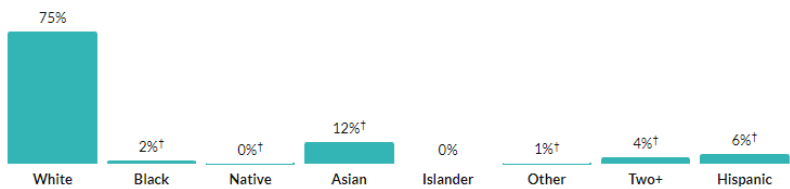
Show data / Embed

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:

| | Avg. monthly searches | Three month change | YoY change | Competition |
|--------------|------------------------------|---------------------------|-------------------|--------------------|
| Top Keywords | | | | |

| | | | | |
|---------------------------|---------|-----|------|-----|
| gas station | 9140000 | 22% | 22% | Low |
| gas station near me | 4090000 | 22% | 0% | Low |
| any gas stations nearby | 165000 | 0% | -63% | Low |
| gas prices near me | 673000 | 50% | -18% | Low |
| petrol pump near me | 880 | 14% | 39% | Low |
| petrol station near me | 2400 | 24% | 24% | Low |
| gas near me | 550000 | 50% | 0% | Low |
| cheap gas near me | 450000 | 49% | 0% | Low |
| nearest gas station | 301000 | 22% | 0% | Low |
| bp near me | 74000 | 22% | 0% | Low |
| cheapest petrol near me | 140 | 24% | 24% | Low |
| shell gas station near me | 90500 | 0% | 0% | Low |
| nearest petrol station | 260 | 85% | 85% | Low |
| closest gas station | 110000 | 22% | 0% | Low |
| costco gas near me | 60500 | 22% | -18% | Low |
| fuel prices near me | 12100 | 22% | -18% | Low |
| fuel station near me | 5400 | 22% | 0% | Low |
| service station near me | 8100 | 23% | 0% | Low |
| gas station open near me | 201000 | 22% | -18% | Low |
| e85 near me | 40500 | 22% | 0% | Low |
| fuel near me | 18100 | 23% | 0% | Low |
| racetrac near me | 40500 | 22% | -18% | Low |
| sunoco near me | 40500 | 22% | 0% | Low |
| nearest petrol pump | 210 | 24% | 53% | Low |
| diesel fuel near me | 74000 | 50% | -45% | Low |

| | | | | |
|------------------------------|-------|------|------|-----|
| lowest gas prices near me | 27100 | 49% | 0% | Low |
| bp gas station | 60500 | 0% | 0% | Low |
| e85 gas near me | 33100 | 49% | 0% | Low |
| gas stations free gas | 9900 | -20% | -95% | Low |
| mobil gas station | 40500 | 0% | 0% | Low |
| valero near me | 40500 | 22% | 0% | Low |
| shell station near me | 40500 | 0% | -18% | Low |
| cheap fuel near me | 2400 | 50% | 0% | Low |
| sheetz gas prices | 12100 | 124% | 83% | Low |
| ethanol free gas near me | 40500 | 82% | 0% | Low |
| 24 hour gas station near me | 33100 | 22% | 0% | Low |
| marathon gas station | 33100 | -18% | -18% | Low |
| costco gas prices near me | 22200 | 22% | -33% | Low |
| shell gas | 49500 | 22% | -18% | Low |
| non ethanol gas near me | 33100 | 173% | 22% | Low |
| walmart gas station | 27100 | 49% | 22% | Low |
| bp gas station near me | 33100 | 22% | -18% | Low |
| 76 gas station | 33100 | 0% | 22% | Low |
| best gas prices near me | 14800 | 50% | -33% | Low |
| closest gas station near me | 27100 | 22% | 0% | Low |
| mobil gas station near me | 27100 | 22% | 0% | Low |
| closest gas station to me | 40500 | 22% | 0% | Low |
| cheapest gas station near me | 27100 | 49% | 0% | Low |
| texaco near me | 14800 | 0% | -33% | Low |
| citgo near me | 22200 | 0% | -18% | Low |

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|-----------------------------|-------|------|------|-----|
| gas station near me now | 60500 | 22% | -45% | Low |
| shell gas near me | 22200 | 0% | -18% | Low |
| gasbuddy near me | 9900 | 123% | 22% | Low |
| sunoco gas station | 33100 | 0% | 22% | Low |
| walmart gas station near me | 14800 | 50% | 0% | Low |
| hydrogen fuel stations | 14800 | 0% | 0% | Low |
| cheap gas prices near me | 22200 | 22% | -33% | Low |
| chevron gas station near me | 18100 | 23% | 23% | Low |
| fuel station | 27100 | -18% | 83% | Low |
| bp gas near me | 12100 | 22% | 0% | Low |
| near me petrol pump | 20 | 0% | -67% | Low |
| shell petrol pump near me | 70 | -57% | -25% | Low |
| petrol stations | 40500 | -80% | 50% | Low |
| filling station near me | 590 | 22% | 0% | Low |
| gas station prices near me | 18100 | 50% | 23% | Low |
| diesel price near me | 33100 | 22% | -33% | Low |
| costco gas station near me | 9900 | 22% | -18% | Low |
| murphy gas station | 18100 | 23% | 0% | Low |
| gasoline station near me | 6600 | 0% | -18% | Low |
| diesel gas near me | 18100 | 22% | -18% | Low |
| kroger gas station | 14800 | 22% | 0% | Low |
| premium gas prices near me | 6600 | 50% | 0% | Low |
| valero gas station near me | 12100 | 22% | 0% | Low |
| lpg near me | 170 | -19% | -19% | Low |
| 76 gas station near me | 12100 | 0% | -18% | Low |

| | | | | |
|-------------------------------|-------|------|------|--------|
| bucees gas station | 12100 | 22% | 83% | Low |
| sinclair gas | 9900 | 22% | 0% | Low |
| marathon gas station near me | 12100 | 22% | 22% | Low |
| shell gas prices near me | 8100 | 22% | 0% | Low |
| qt gas station | 12100 | 22% | 0% | Low |
| flex fuel near me | 8100 | 50% | -18% | Low |
| holiday gas station near me | 12100 | 0% | -18% | Low |
| sunoco gas station near me | 9900 | 22% | -18% | Low |
| sheetz gas station gas prices | 2400 | 0% | 0% | Low |
| diesel fuel prices near me | 8100 | 23% | -18% | Low |
| sheetz gas station | 12100 | 22% | 0% | Low |
| closest petrol station | 30 | 300% | 100% | Low |
| arco gas station near me | 12100 | 0% | 0% | Low |
| qt gas station near me | 8100 | 22% | -45% | Low |
| chevron gas station | 18100 | 0% | 0% | Low |
| exxon gas station near me | 9900 | 22% | 0% | Low |
| 24 hour gas station | 18100 | -18% | 50% | Low |
| station ethanol | 10 | 0% | 0% | Low |
| valero gas station | 14800 | 0% | 0% | Low |
| gasoline near me | 9900 | 49% | 22% | Low |
| gasbuddy costco | 5400 | 22% | -19% | Low |
| buc ees gas station | 8100 | 22% | 49% | Low |
| gas station for sale | 8100 | 0% | 0% | Medium |
| pilot gas station near me | 9900 | 22% | -18% | Low |
| speedway gas station near me | 14800 | 0% | -18% | Low |

| | | | | |
|-------------------------------|--------|------|------|-----|
| wawa gas | 12100 | 49% | 0% | Low |
| murphy gas station near me | 12100 | 50% | 0% | Low |
| gulf gas station | 9900 | 0% | -18% | Low |
| shells gas station | 135000 | 0% | -33% | Low |
| loves gas station near me | 14800 | 50% | 0% | Low |
| petrol station near me open | 30 | 0% | 25% | Low |
| gas station car wash near me | 27100 | 22% | 22% | Low |
| murphy usa near me | 8100 | 50% | 0% | Low |
| petrol pump near me now open | 10 | 0% | 0% | Low |
| gas prices at sam's club | 74000 | 23% | 23% | Low |
| nearest gas station near me | 9900 | 23% | -18% | Low |
| gas prices around me | 4400 | 86% | 0% | Low |
| near by petrol pump | 10 | 0% | 0% | Low |
| exxon gas station | 12100 | 22% | 0% | Low |
| sinclair gas station | 9900 | 22% | 0% | Low |
| sam's club gas prices near me | 4400 | 50% | 50% | Low |
| gas station open | 14800 | 49% | 0% | Low |
| arco gas station | 12100 | 0% | -18% | Low |
| nearest service station | 880 | 49% | 0% | Low |
| shell petrol station near me | 30 | 133% | 950% | Low |
| diesel gas station near me | 18100 | 0% | 0% | Low |
| irving gas station | 4400 | 0% | 0% | Low |
| gas station with car wash | 27100 | 22% | 0% | Low |
| sheetz gas | 3600 | 125% | 86% | Low |
| kroger gas prices near me | 5400 | 23% | 23% | Low |

| | | | | |
|------------------------------------|-------|-------|-------|-----|
| closest gas station to my location | 12100 | 22% | 0% | Low |
| circle k gas prices | 5400 | 23% | 0% | Low |
| buckys gas | 6600 | 22% | 22% | Low |
| conoco near me | 5400 | 0% | -18% | Low |
| pilot travel center near me | 12100 | 22% | 0% | Low |
| marathon gas near me | 5400 | 50% | 23% | Low |
| safeway gas near me | 4400 | 23% | -18% | Low |
| nearest shell gas station | 6600 | 0% | -18% | Low |
| nearest fuel station | 880 | 22% | 0% | Low |
| gas near me now | 12100 | 125% | 0% | Low |
| gasoline prices near me | 5400 | 52% | -19% | Low |
| liberty gas station | 6600 | 23% | 0% | Low |
| gas prices near me now | 5400 | 86% | 23% | Low |
| any petrol stations nearby | 90 | 1100% | 1100% | Low |
| any gas stations nearby open | 260 | 50% | -19% | Low |
| wawa gas prices near me | 2400 | 52% | -19% | Low |
| arco gas prices | 4400 | 0% | -45% | Low |
| buc ee's gas price | 5400 | 83% | 22% | Low |
| full service gas station near me | 5400 | -33% | 0% | Low |
| local gas prices near me | 2400 | -21% | -21% | Low |
| bp station | 1600 | 30% | -19% | Low |
| exxon mobil near me | 8100 | 23% | -18% | Low |
| gas station prices | 8100 | 23% | 0% | Low |
| sams gas near me | 3600 | 23% | -70% | Low |
| e85 gas stations near me | 12100 | 49% | 22% | Low |

| | | | | |
|--|-------|------|------|-----|
| 93 octane gas near me | 4400 | 83% | 22% | Low |
| gas open near me | 5400 | 50% | 23% | Low |
| citgo gas station | 6600 | 0% | 0% | Low |
| current gas prices near me | 2400 | 23% | -33% | Low |
| nearest petrol pump from my current location | 10 | 0% | 0% | Low |
| cheapest fuel | 480 | 0% | -19% | Low |
| sheetz gas station near me | 4400 | 21% | -19% | Low |
| petrol pump open near me | 10 | 0% | -50% | Low |
| lpg gas near me | 210 | 21% | 21% | Low |
| sheetz gas prices near me | 2400 | 50% | 50% | Low |
| lowest diesel prices near me | 1000 | 0% | -19% | Low |
| walmart gas prices near me | 2400 | 83% | 22% | Low |
| bp petrol station near me | 20 | 0% | -67% | Low |
| nearest gas station to my location | 22200 | 49% | 0% | Low |
| safeway gas prices | 3600 | 0% | -19% | Low |
| sheetz gas prices thanksgiving | 1000 | -93% | ∞ | Low |
| amoco gas station | 4400 | 23% | 0% | Low |
| propane filling station near me | 6600 | 22% | 22% | Low |
| cheapest diesel fuel near me | 2900 | 0% | -46% | Low |
| e85 fuel near me | 2900 | 21% | -34% | Low |
| circle k gas stations 40 cents off | 880 | -50% | ∞ | Low |
| bp station near me | 4400 | 0% | -18% | Low |
| 24 7 gas station near me | 4400 | 23% | 0% | Low |
| cheap gas near me now | 6600 | 50% | -18% | Low |
| best gas station | 3600 | 0% | -18% | Low |

| | | | | |
|------------------------|------|------|------|--------|
| hyvee gas station | 6600 | -18% | -33% | Low |
| lp gas near me | 3600 | 0% | -19% | Medium |
| sams gas price near me | 1900 | 19% | -34% | Low |
| propane gas near me | 6600 | 23% | 125% | High |
| gasoline station | 2400 | 26% | 0% | Low |