

Market Research Report



Prepared for: Revive Wellness Medical Office on X/XX/202X

Report Summary

The following is a market research report for **Revive Wellness Medical Office**. 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

Revive Wellness Medical Office intends to open a new Physicians Office in the Indianapolis, IN area. [Google Keyword Planner](#) provides search traffic estimates for relevant keywords that potential customers may be searching for.

Keyword Research

Keywords including Indianapolis Doctors and Doctors in Indianapolis receive approximately 320 monthly searches 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"/> indianapolis doctor	320	\$1.26	\$3.61

Advertising Cost

Google Keyword Planner also estimates that the cost per click to advertise for keywords including Indianapolis Doctors and Doctors in Indianapolis is between \$1.26 and \$3.61 per click.

Top Related Keywords

*all available keywords located at the end of the report

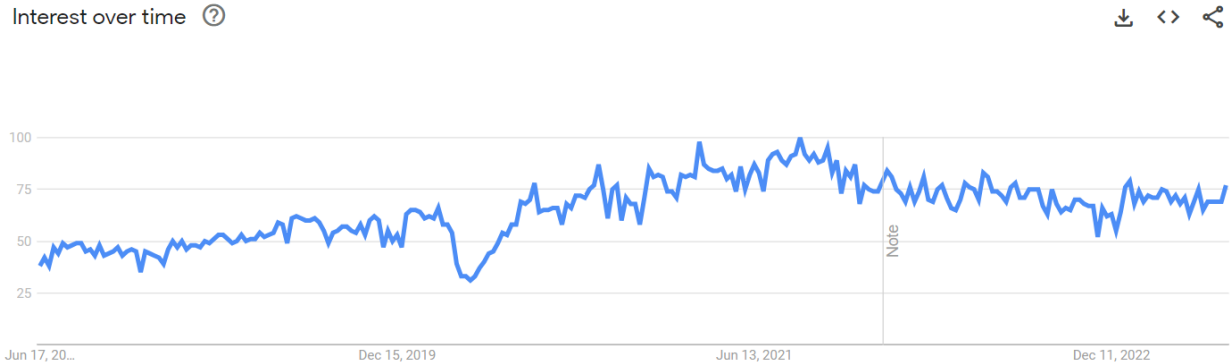
May 1, 2022 - April 30, 2023				
------------------------------	--	--	--	--



Location set to "Indianapolis"				
Top Keywords	Avg. monthly searches	Three month change	YoY change	Competition
indianapolis doctor	320	0%	-19%	Low
dermatologist indianapolis	1900	26%	0%	Low
indianapolis eye care center	390	0%	0%	Low
eye doctor indianapolis	720	-18%	0%	Low
rheumatologist indianapolis	590	23%	0%	Low
primary care physician indianapolis	320	-19%	-33%	Medium
southside obgyn indianapolis	170	-33%	-18%	Low
black dermatologist indianapolis	210	-19%	-19%	Low
705 riley hospital dr indianapolis in 46202	260	-19%	86%	Low
gynecologist indianapolis	260	0%	0%	Medium
pediatrician indianapolis	390	22%	86%	Low
ob gyn indianapolis	720	0%	-18%	Low
best spine doctors in indianapolis	140	0%	27%	Medium
orthopedic doctor indianapolis	210	0%	-19%	Medium
cardiologist indianapolis	320	0%	0%	Medium
orthopedic surgeon indianapolis	260	24%	24%	Low
holistic doctors indianapolis	210	24%	53%	Low
foot doctor indianapolis	170	0%	21%	Low
dr yancy indianapolis	110	-36%	-18%	Low
vascular surgeon indianapolis	140	-21%	0%	Low
best neurologist in indianapolis	110	-22%	-50%	Low
dr aziz indianapolis	70	40%	-36%	Low

Market Demand Seasonality

Search volume for “doctor near me” in the United States does not seem to have much seasonality. December does seem to generally be the low point of the season according to [Google Trends](#) data.

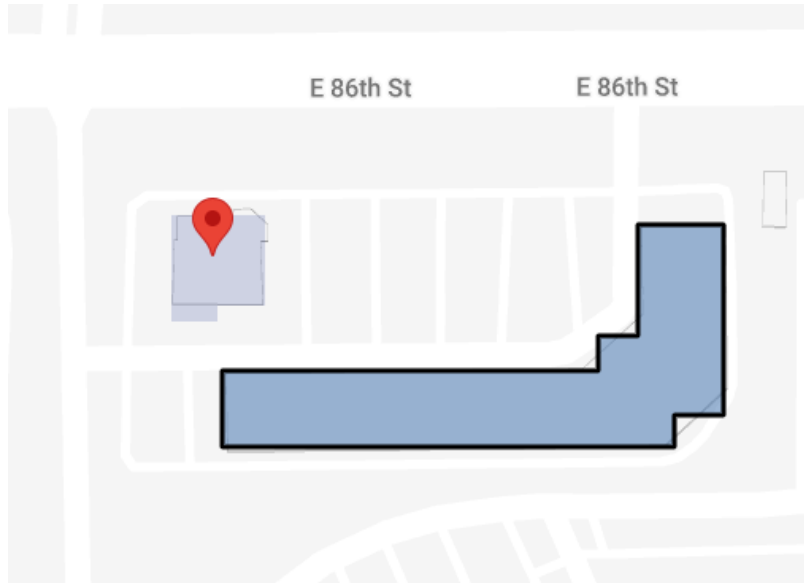


Target Location Analysis

Revive Wellness Medical Office 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 dental office, 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:

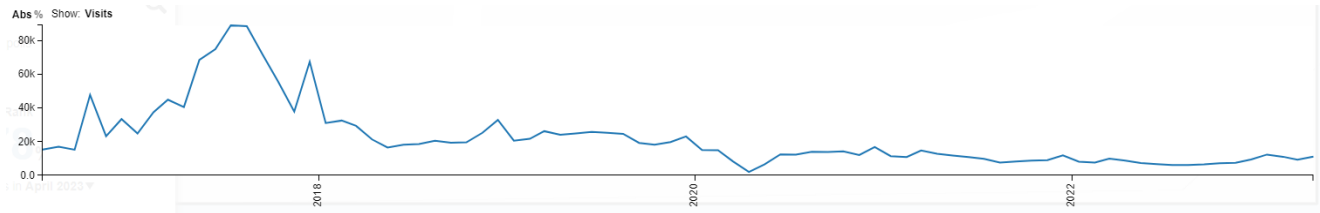
Last Month (4/2023) the strip mall had an estimated **11.11K visitors**

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 **Revive Wellness Medical Office** 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 - Ascension Health

Ascension Health is a key competitor. They are estimated to have roughly 2,010 customers per month. They rent 12,400 square feet based on Advan Research data.

6251 WINTHROP AVE, Meridian Hills town
IN 46220, US 39.868815,-86.141320

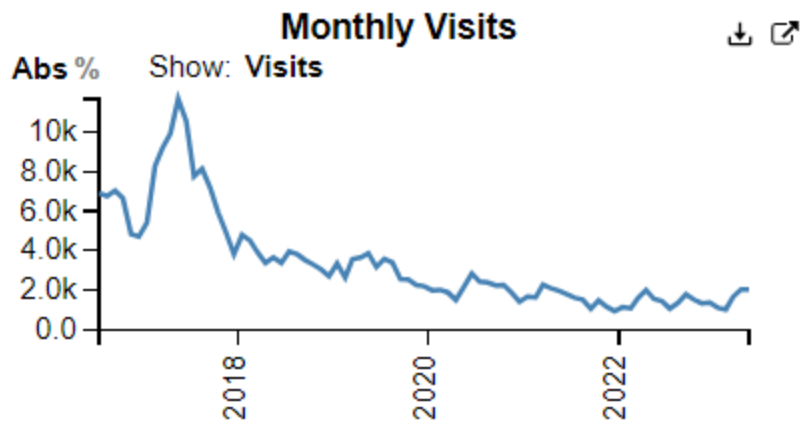
Area: 12,368 sqf

[tenants](#)

Rank

Commercial Building **66%**

2.01k visits in May 2023 ▼



Top Ranking Keywords

<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	C
<input type="checkbox"/> + ascension primary care	4	500	0	8.10	12	
<input type="checkbox"/> + st vincent primary care doctors	3	150	11	4.12	5	
<input type="checkbox"/> + primary care physician indianapolis	3	200	5	4.83	17	
<input type="checkbox"/> + dr altuglu indianapolis	3	10	0	0.00	0	
<input type="checkbox"/> + find a doctor indianapolis	3	20	8	2.00	0	
<input type="checkbox"/> + primary care doctor indianapolis	2	60	5	4.34	6	
<input type="checkbox"/> + peyton manning busk	2	0	3	N/A	0	
<input type="checkbox"/> + primary care indianapolis	2	30	10	2.88	3	
<input type="checkbox"/> + dr sood tulsa	3	100	0	0.00	0	
<input type="checkbox"/> + caitlin kroeger	2	20	0	N/A	0	
<input type="checkbox"/> + the highlands owasso	3	40	0	0.00	0	
<input type="checkbox"/> + dr kellie hughes indianapolis	3	0	0	0.00	0	
<input type="checkbox"/> + karen wendowski	3	80	0	0.00	1	
<input type="checkbox"/> + physician indianapolis	3	20	8	2.88	0	
<input type="checkbox"/> + waco to indianapolis	1	30	0	N/A	0	
<input type="checkbox"/> + geist family physicians	2	20	0	N/A	0	

Site Selection

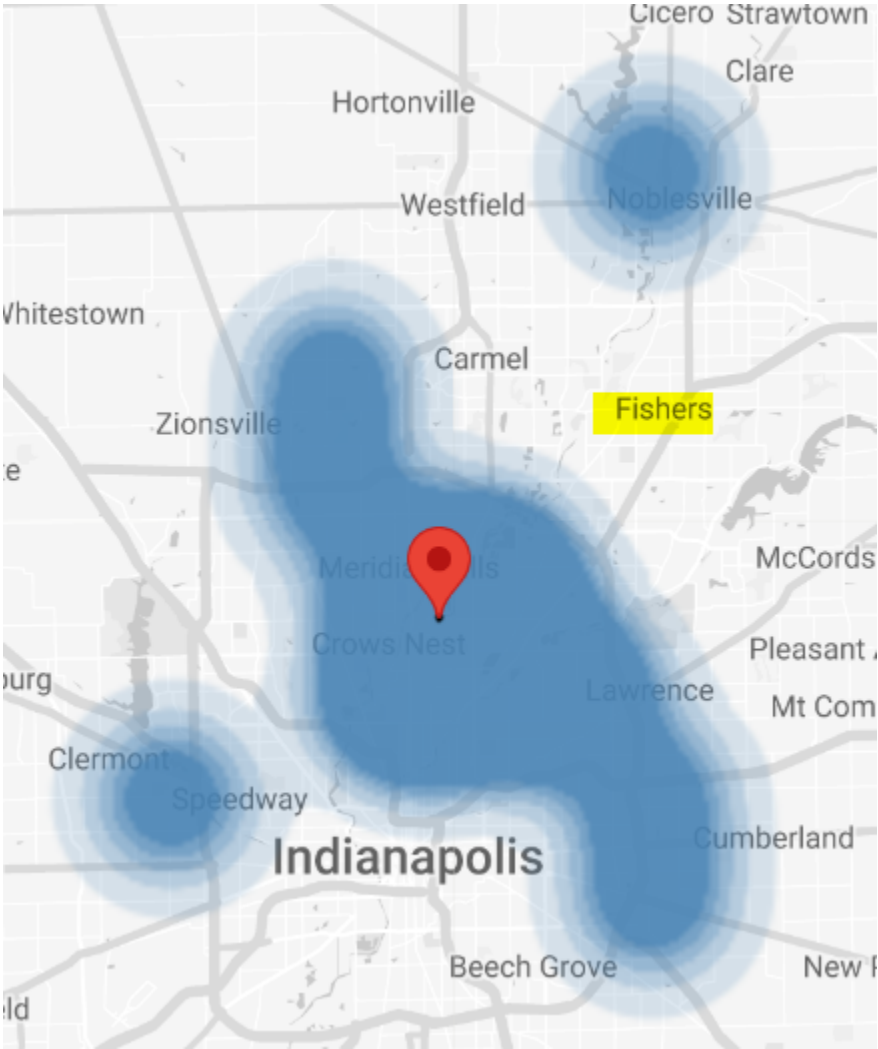
Revive Wellness Medical Office is planning to operate in Fishers, IN which is a suburb on the northside of Indianapolis. Based on Advan Research data we can see that very few customers are currently traveling from south of Fishers, IN to Ascension Health which is why we believe there is an opportunity for Revive Wellness Medical Office to take some market share by locating on the south side of Fishers, IN.

Customer Heat Maps

The following heat map visualizes where the customers of Ascension Health live.

Ascension Health Customer Heat Map

Below you can see the customer heat map for Ascension Health.



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

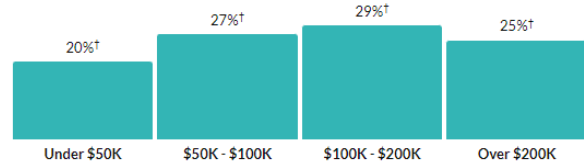
\$106,990

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

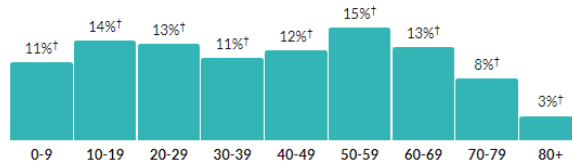
41.6 ±3.1

Median age

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

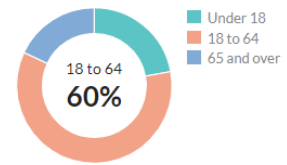
about 10 percent higher than the figure in Indiana: 38.2 ±0.2

Population by age range



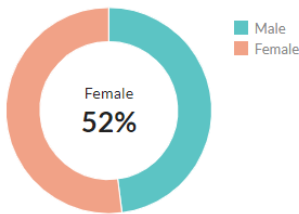
Show data / Embed

Population by age category



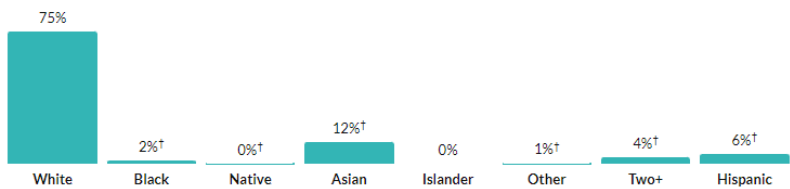
Show data / Embed

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				

indianapolis doctor	320	0%	-19%	Low
dermatologist indianapolis	1900	26%	0%	Low
indianapolis eye care center	390	0%	0%	Low
eye doctor indianapolis	720	-18%	0%	Low
rheumatologist indianapolis	590	23%	0%	Low
primary care physician indianapolis	320	-19%	-33%	Medium
southside obgyn indianapolis	170	-33%	-18%	Low
black dermatologist indianapolis	210	-19%	-19%	Low
705 riley hospital dr indianapolis in 46202	260	-19%	86%	Low
gynecologist indianapolis	260	0%	0%	Medium
pediatrician indianapolis	390	22%	86%	Low
ob gyn indianapolis	720	0%	-18%	Low
best spine doctors in indianapolis	140	0%	27%	Medium
orthopedic doctor indianapolis	210	0%	-19%	Medium
cardiologist indianapolis	320	0%	0%	Medium
orthopedic surgeon indianapolis	260	24%	24%	Low
holistic doctors indianapolis	210	24%	53%	Low
foot doctor indianapolis	170	0%	21%	Low
dr yancy indianapolis	110	-36%	-18%	Low
vascular surgeon indianapolis	140	-21%	0%	Low
best neurologist in indianapolis	110	-22%	-50%	Low
dr aziz indianapolis	70	40%	-36%	Low
best cardiologist in indianapolis	110	-36%	0%	Medium
myeyedr indianapolis	110	0%	0%	Low

dr beck indianapolis	90	-29%	-44%	Low
best dermatologist indianapolis	140	-21%	-21%	Low
dr murphy indianapolis	90	27%	100%	Low
southside ob gyn indianapolis	70	-22%	-22%	Low
best rheumatologist in indianapolis	70	100%	56%	Low
dr escobar indianapolis	70	40%	0%	Low
infectious disease doctor indianapolis	70	80%	-18%	Low
575 riley hospital dr indianapolis in 46202	90	0%	0%	Low
dr biggerstaff indianapolis	70	-36%	40%	Low
gi doctor indianapolis	110	-35%	0%	Low
ent doctor indianapolis	170	53%	86%	Low
best orthopedic doctors in indianapolis	70	-22%	0%	Medium
black obgyn indianapolis	70	0%	40%	Medium
dr sprunger indianapolis	70	40%	-22%	Low
concierge medicine indianapolis	90	-36%	40%	Low
ear doctor indianapolis	70	75%	-22%	Medium
black doctors in indianapolis	110	100%	56%	Medium
franciscan physician network indiana heart physicians indianapolis	70	29%	29%	Low
washington eye center indianapolis	40	0%	-78%	Low
best pain management doctors in indianapolis	70	0%	0%	Medium
abrams eye care indianapolis	70	325%	325%	Low
dr wilhite indianapolis	70	0%	133%	Low
suboxone doctors indianapolis	90	0%	-55%	Medium
dr fritsch indianapolis	50	-40%	-57%	Low

primary care doctors indianapolis	110	0%	27%	Medium
hand surgeon indianapolis	110	-18%	-18%	Low
best shoulder surgeon in indianapolis	50	0%	40%	Medium
dr blackwell indianapolis	50	0%	-43%	Low
pediatric dermatologist indianapolis	90	22%	175%	Low
best knee replacement surgeons in indianapolis	50	0%	-43%	Medium
dr ismail indianapolis	50	-50%	-75%	Low
best obgyn indianapolis	90	80%	-36%	Medium
dr wagner indianapolis	50	0%	-43%	Low
dr bell indianapolis	50	-25%	-40%	Low
dr elsner cardiologist indianapolis	50	-50%	-50%	Low
dr miller indianapolis	50	40%	75%	Low
dr stephen beck indianapolis	50	-20%	33%	Low
foot and ankle indianapolis	50	-20%	-20%	Low
ortho indy doctors	210	24%	24%	Medium
dr snyder indianapolis	50	-20%	0%	Low
best gynecologist indianapolis	50	-20%	0%	Medium
family doctors indianapolis	110	-44%	-29%	Medium
dr eric yancy indianapolis	40	50%	-57%	Low
dr hellman indianapolis	30	-50%	-75%	Medium
colorectal surgeon indianapolis	40	-20%	-20%	Low
spine doctors indianapolis	90	-22%	-22%	Medium
indianapolis top doctors 2022	50	-40%	200%	Low
dr gupta indianapolis	50	-20%	0%	Low
dr lee indianapolis	40	0%	-25%	Low

indianapolis monthly top doctors 2022	50	0%	∞	Low
dr khan indianapolis	40	25%	0%	Low
dr hur indianapolis	40	-40%	-40%	Low
female dermatologist indianapolis	40	-25%	-57%	Low
dr donald cline indianapolis office	40	0%	0%	Low
indianapolis monthly top doctors	50	67%	150%	Low
indy foot and ankle	50	-20%	0%	Low
indy ortho doctors	50	175%	1000%	Medium
ear nose and throat doctor indianapolis	50	-40%	-40%	Low
best hand surgeon in indianapolis	40	0%	0%	Medium
midwest eye institute indianapolis doctors	30	67%	-29%	Low
community physician network family medicine care indianapolis	40	67%	0%	Low
internal medicine doctors indianapolis	50	-29%	0%	Medium
best eye doctor indianapolis	50	0%	25%	Medium
eye surgeons of indiana indianapolis	40	200%	50%	Low
franciscan physician network indianapolis	40	-57%	-40%	Low
dr mark farber indianapolis	40	-100%	-100%	Unknown
dr whitson indianapolis	40	25%	0%	Low
eye dr indianapolis	50	-22%	75%	Low
top doctors indianapolis	40	50%	-40%	Low
eye surgeons indianapolis	90	-36%	-36%	Low
hand doctor indianapolis	50	33%	33%	Medium
iu health physicians indianapolis	40	0%	50%	Low
dr copeland indianapolis	30	0%	-50%	Low

dermatologist indianapolis indiana	90	120%	120%	Low
geriatric doctors indianapolis	40	25%	0%	Low
dr porter indianapolis	30	50%	-25%	Low
dr sasso indianapolis	20	-60%	-71%	Low
dr oliver indianapolis	30	0%	100%	Low
dr basham indianapolis	30	-25%	200%	Low
dr jones indianapolis	30	-75%	-50%	Low
my eye dr indianapolis	320	-19%	-65%	Low
black pediatrician indianapolis	30	-50%	-33%	Medium
skin doctor indianapolis	30	0%	-20%	Low
pain management doctors indianapolis	70	-40%	-40%	Low
dr piatek indianapolis	30	-80%	-86%	Low
heart doctor indianapolis	50	40%	40%	Medium
dr mimms pain management indianapolis	30	-67%	-67%	Low
dr neely indianapolis	40	-60%	100%	Low
spine surgeon indianapolis	70	0%	0%	Medium
community physician network indianapolis	50	-43%	0%	Low
dr choi indianapolis	30	0%	0%	Low
ear nose throat doctor indianapolis	30	0%	50%	Low
best orthopedic surgeon in indianapolis	50	25%	25%	Medium
dr blankenhorn indianapolis	30	0%	50%	Low
dr michael miller indianapolis	30	50%	50%	Low
mdvip indianapolis	30	50%	-25%	Low
2020 eye physicians indianapolis	40	-25%	50%	Low

dr steven harris indianapolis	30	-50%	0%	Low
gastrologist indianapolis	30	67%	0%	Low
back doctor indianapolis	40	-50%	-33%	Medium
eye care indianapolis	70	40%	-22%	Low
franciscan physician network beech grove family medicine	30	0%	33%	Low
visiting physicians indianapolis	30	0%	33%	Low
dr poulter indianapolis	30	50%	0%	Low
black primary care physicians indianapolis	30	0%	0%	Medium
dr ann collins indianapolis	30	-33%	100%	Low
dr ozols indianapolis	20	0%	100%	Low
dr kim indianapolis	20	100%	-33%	Low
dr desanto indianapolis	20	0%	100%	Low
dr in indianapolis in	10	0%	0%	Low
dr burns indianapolis	20	0%	-67%	Low
sleep doctor indianapolis	40	0%	0%	Low
dr montgomery indianapolis	20	100%	100%	Low
find a doctor indianapolis	30	0%	50%	Medium
dr countryman indianapolis	20	0%	100%	Low
indiana heart physicians indianapolis	20	100%	0%	Low
indiana eye center indianapolis	20	0%	-71%	Low
dr lukavsky indianapolis	20	0%	-67%	Low
cirujano plastico indianapolis	50	75%	133%	Low
dr wurtz indianapolis	20	-50%	-67%	Low
dr daniel overcash indianapolis	30	0%	200%	Low

indy dermatologist	590	22%	22%	Low
community eye care indianapolis	20	-33%	100%	Low
dr moore indianapolis	20	-67%	-67%	Low
wendy wilson dermatologist indianapolis	20	0%	-75%	Low
dr sailer indianapolis	30	0%	∞	Low
dr mckenna indianapolis	20	0%	0%	Low
dr fang indianapolis	20	-50%	-50%	Low
dr robertson indianapolis	10	0%	-67%	Low
dr masterson indianapolis	20	-50%	-50%	Low
best pediatrician indianapolis	50	-50%	-60%	Medium
dr cortez indianapolis	20	0%	-67%	Low
dr jason gutt indianapolis	20	-33%	100%	Low
iu doctors indianapolis	20	0%	100%	Low
va hospital indianapolis doctors	20	-67%	-75%	Low
midwest eye center indianapolis	20	-80%	-50%	Low
dr michael ball indianapolis	20	100%	100%	Low
black gynecologist indianapolis	20	-67%	0%	Medium
dr newton indianapolis	10	0%	-50%	Low
dr leatherman indianapolis	30	0%	0%	Low
dr watkins indianapolis	20	-50%	0%	Low
best knee doctor indianapolis	30	-40%	50%	Medium
pain doctors indianapolis	30	25%	67%	Low
dr peterson indianapolis	20	0%	-67%	Low
iu health physicians gastroenterology iu health university hospital indianapolis	10	∞	-67%	Low

dr cheng indianapolis	20	0%	0%	Low
dr wince cardiologist indianapolis	20	0%	0%	Low
dr kroeger dermatologist indianapolis	20	-50%	-67%	Low
dr nti indianapolis	20	0%	0%	Low
dr donald cline office indianapolis	20	-100%	-100%	Unknown
dr fox indianapolis	20	-67%	-50%	Low
dr larosa indianapolis	20	200%	50%	Low
dr ross green indianapolis	20	-60%	0%	Low
general practitioner indianapolis	30	0%	100%	Medium
dr sailer indianapolis indiana	20	-50%	-50%	Low
cataract surgeons indianapolis	30	0%	0%	Low