

Market Research Report

Prepared for: Paws & Claws Animal Care Center on X/XX/202X

Report Summary


The following is a market research report for **Paws & Claws Animal Care Center**. 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

Paws & Claws Animal Care Center intends to open a new Vet Clinic 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 Vets and Vets in Indianapolis receive approximately 1,300 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 vets	1,300 	\$2.30	\$9.16

Advertising Cost

Google Keyword Planner also estimates that the cost per click to advertise for keywords including Indianapolis Vet Clinics and Vet Clinics in Indianapolis is between \$2.30 and \$9.16 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
indy vet	1900	19%	0%	Low
vets indianapolis	1300	14%	-23%	Low
emergency vet indianapolis	1300	0%	-23%	Low
veterinarian indianapolis	880	51%	-55%	Low
low cost vet clinic indianapolis	590	0%	23%	Low
noah's animal hospital indianapolis	320	-58%	-77%	Low
animal hospital indianapolis	260	0%	0%	Low
animal medical center indianapolis	210	-33%	-33%	Low
low cost emergency vet indianapolis	210	52%	191%	Medium
vet clinic indianapolis	210	53%	53%	Low
24 hour vet indianapolis	170	133%	24%	Low
broad ripple vet	140	0%	0%	Low
beech grove animal hospital	140	-21%	0%	Low
city way animal clinic fountain square	140	0%	-47%	Low
low cost vet indianapolis	140	27%	-33%	Low
best vet indianapolis	140	91%	200%	Low
indy emergency vet	110	22%	0%	Low
indy paws veterinary hospital	110	0%	22%	Low
mobile vet indianapolis	110	22%	22%	Low
exotic vet indianapolis	110	27%	0%	Low
indianapolis veterinary clinics	110	120%	-35%	Low
southside animal hospital indianapolis	90	-71%	-56%	Low

Market Demand Seasonality

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

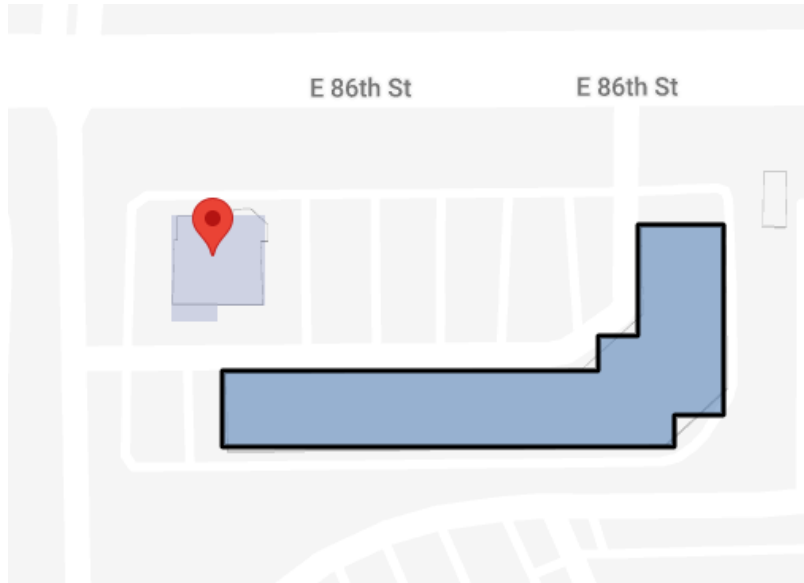


Target Location Analysis

Paws & Claws Animal Care Center 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 vet clinic, 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:

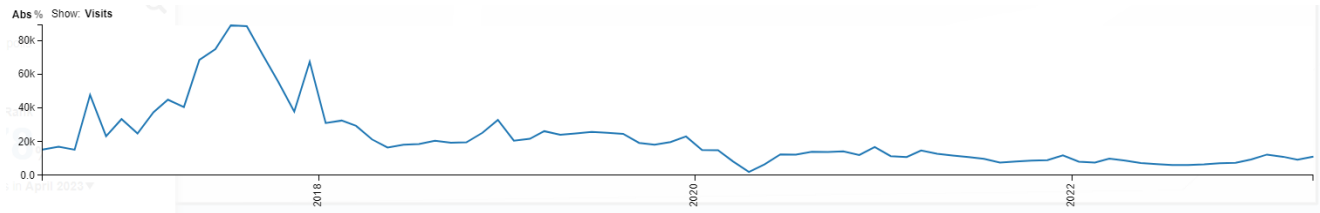
Last Month (4/2023) the strip mall had an estimated **11.11K visitors**

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 **Paws & Claws Animal Care Center** 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 - Indy Vet

Indy Vet is a key competitor. They are estimated to have roughly 5,500 customers per month. They rent 31,108 square feet based on Advan Research data.

5425 VICTORY DR, Beech Grove
IN 46237, US

39.701496,-86.074262

Area: 31,108 sqf

[tenants](#)

Rank

Commercial Building **69**%

5.52k visits in May 2023 ▼



Top Ranking Keywords

<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	CI
<input type="checkbox"/> + indianapolis vet	2	800	42	4.82	276	
<input type="checkbox"/> + indianapolis emergency vet	3	800	24	2.60	273	
<input type="checkbox"/> + indyvet	4	600	2	4.04	258	
<input type="checkbox"/> + dog blood donors	5	450	8	3.82	162	
<input type="checkbox"/> + indy vet	3	800	24	3.04	124	
<input type="checkbox"/> + 24 hour veterinarians near me	1	2.2K	20	3.40	114	
<input type="checkbox"/> + cats in spring	2	2.7K	0	0.33	103	
<input type="checkbox"/> + dog blood types	4	700	8	1.55	90	
<input type="checkbox"/> + 24 hour veterinarian near me	1	1.3K	15	3.19	84	
<input type="checkbox"/> + 24hr emergency vet	1	450	22	3.35	72	
<input type="checkbox"/> + emergency vet numbers	2	500	53	3.66	57	
<input type="checkbox"/> + indianapolis vets	1	800	48	4.59	57	
<input type="checkbox"/> + 24 hour vet indianapolis	3	150	9	2.74	54	
<input type="checkbox"/> + emergency vet indianapolis	2	400	41	2.82	51	
<input type="checkbox"/> + 24 hour veterinary	1	1.4K	3	2.91	51	
<input type="checkbox"/> + veterinary indianapolis	2	500	45	4.66	51	
<input type="checkbox"/> + 24 hr emergency vet	2	1.2K	22	3.03	50	

Site Selection

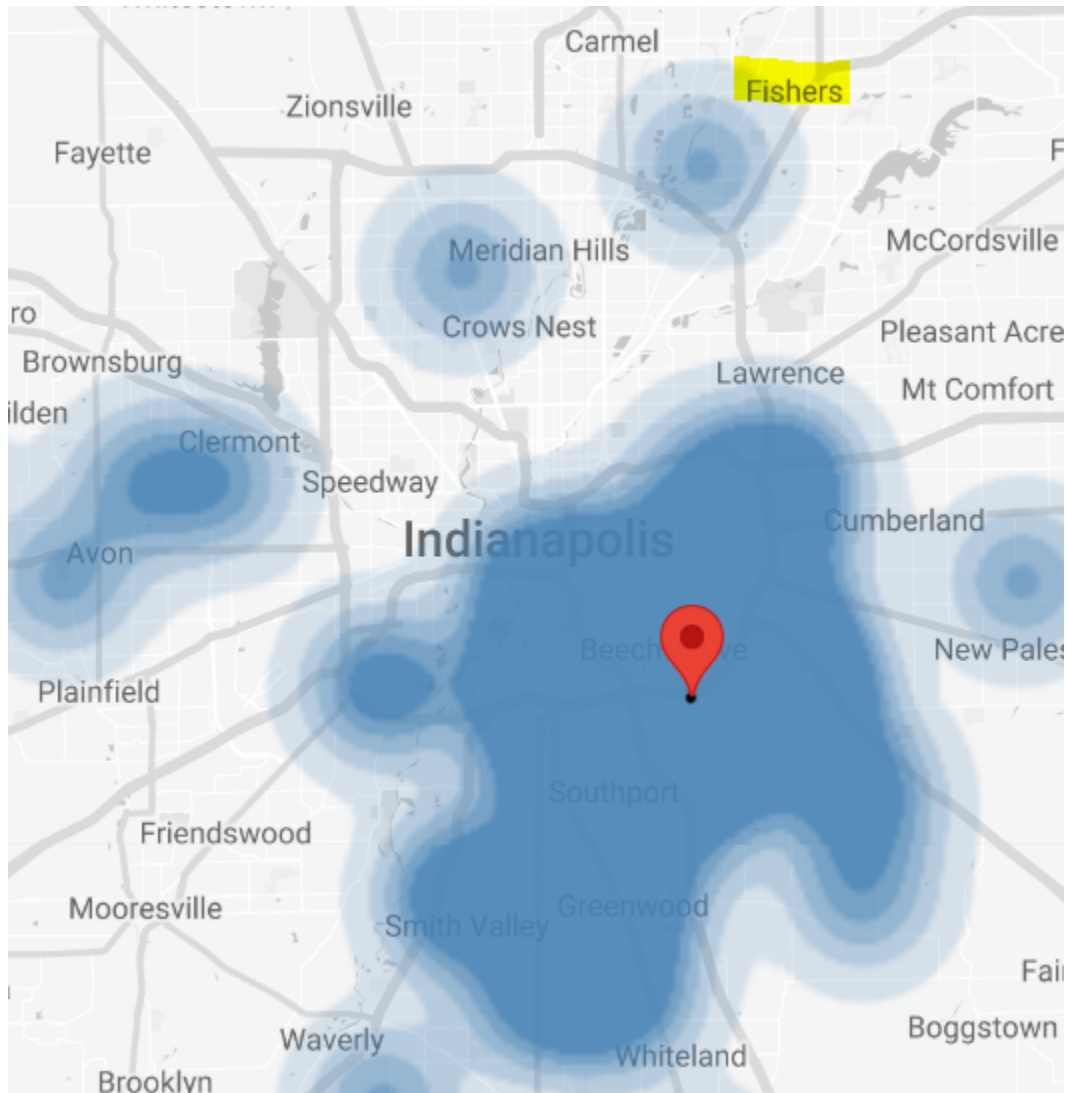
Paws & Claws Animal Care Center is planning to operate in Fishers, IN which is a suburb on the northside of Indianapolis. Based on Advan Research data we can see that very few customers are currently traveling from south of Fishers, IN to Indy Vet which is why we believe there is an opportunity for Paws & Claws Animal Care Center 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 Indy Vet live.

Indy Vet Customer Heat Map

Below you can see the customer heat map for Indy Vet.



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

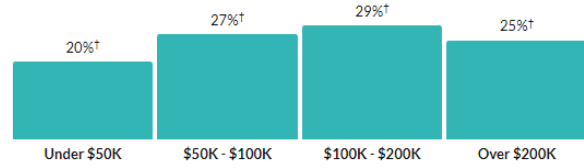
\$106,990

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

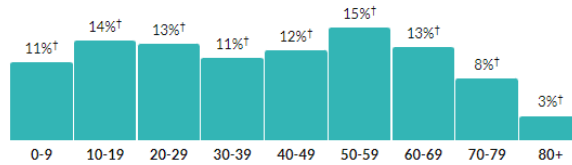
41.6 ±3.1

Median age

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

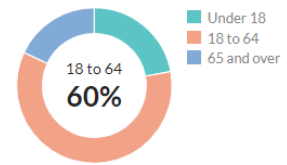
about 10 percent higher than the figure in Indiana: 38.2 ±0.2

Population by age range



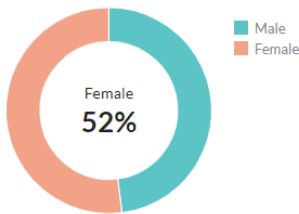
Show data / Embed

Population by age category



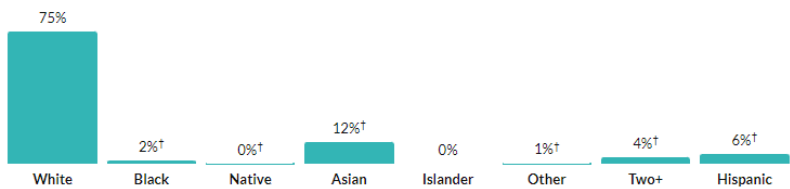
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Sex



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				

indy vet	1900	19%	0%	Low
vets indianapolis	1300	14%	-23%	Low
emergency vet indianapolis	1300	0%	-23%	Low
veterinarian indianapolis	880	51%	-55%	Low
low cost vet clinic indianapolis	590	0%	23%	Low
noah's animal hospital indianapolis	320	-58%	-77%	Low
animal hospital indianapolis	260	0%	0%	Low
animal medical center indianapolis	210	-33%	-33%	Low
low cost emergency vet indianapolis	210	52%	191%	Medium
vet clinic indianapolis	210	53%	53%	Low
24 hour vet indianapolis	170	133%	24%	Low
broad ripple vet	140	0%	0%	Low
beech grove animal hospital	140	-21%	0%	Low
city way animal clinic fountain square	140	0%	-47%	Low
low cost vet indianapolis	140	27%	-33%	Low
best vet indianapolis	140	91%	200%	Low
indy emergency vet	110	22%	0%	Low
indy paws veterinary hospital	110	0%	22%	Low
mobile vet indianapolis	110	22%	22%	Low
exotic vet indianapolis	110	27%	0%	Low
indianapolis veterinary clinics	110	120%	-35%	Low
southside animal hospital indianapolis	90	-71%	-56%	Low
24 hour animal hospital indianapolis	90	22%	57%	Low
low cost animal clinic indianapolis	90	56%	250%	Low
animal clinics indianapolis	90	0%	-36%	Low

indy vet emergency	70	75%	-36%	Low
indy vet hospital	70	-29%	0%	Low
low cost veterinarian indianapolis	70	-60%	-82%	Low
brookville animal hospital indianapolis	70	67%	-29%	Low
face low cost animal clinic indianapolis in	70	-33%	0%	Low
oaklandon vet	70	29%	29%	Low
emergency vet beech grove	70	-29%	-44%	Low
cheap vets indianapolis	70	80%	29%	Medium
vet hospital indianapolis	70	-29%	-29%	Low
pet hospital indianapolis	70	75%	0%	Low
24 hour emergency vet indianapolis	50	-33%	-71%	Low
avian vet indianapolis	50	80%	80%	Low
fall creek place animal clinic	50	0%	-20%	Low
beech grove vet	50	25%	0%	Low
vca animal hospital indianapolis	50	0%	0%	Low
indy vet beech grove	50	0%	400%	Low
affordable vets indianapolis	50	80%	200%	Low
broadripple vet	50	80%	125%	Low
veterinarian indianapolis indiana	50	0%	-50%	Low
angel animal hospital indianapolis	40	0%	-60%	Low
exotic animal vet indianapolis	40	-25%	-40%	Low
east side animal hospital indianapolis	40	50%	50%	Low
indy vet clinic	40	0%	-20%	Low
avian and exotic animal clinic indianapolis	40	-50%	-60%	Low

noah's ark vet indianapolis	40	0%	0%	Low
indy vet indianapolis	40	0%	50%	Low
cat clinic indianapolis	40	-50%	-50%	Low
cat vet indianapolis	40	25%	67%	Low
noahs animal clinic indianapolis	40	300%	33%	Low
noah's animal hospital indianapolis in	40	50%	-25%	Low
face animal clinic indianapolis	40	40%	250%	Low
pet clinic indianapolis	40	50%	0%	Low
noahs vet indianapolis	40	29%	800%	Low
downtown vet indianapolis	30	-67%	-67%	Low
oaklandon animal clinic	30	-50%	-50%	Low
indyvet beech grove	30	0%	-67%	Low
3811 west michigan street indianapolis in 46222	30	50%	-25%	Low
downtown veterinarian indianapolis	30	100%	300%	Low
noah's emergency vet indianapolis	30	-33%	-33%	Low
indyvet indianapolis	30	150%	67%	Low
holistic vet indianapolis	30	67%	67%	Low
freeland animal hospital indianapolis	30	33%	100%	Low
emergency vet indy	30	150%	0%	Low
exotic pet vet indianapolis	30	100%	-50%	Low
reptile vet indianapolis	30	50%	0%	Low
crestview animal hospital indianapolis	30	33%	100%	Low
emergency animal hospital indianapolis	30	-40%	0%	Low
indy paws vet	30	0%	300%	Low

broad ripple vet clinic	30	50%	0%	Low
dog vet indianapolis	30	50%	-25%	Low
broad ripple vet indianapolis	30	-50%	0%	Low
face low cost animal clinic indianapolis	30	-60%	100%	Low
indianapolis veterinary hospital	30	-50%	-75%	Low
city way animal clinic indianapolis	30	-50%	-33%	Low
vets near indianapolis in	30	50%	200%	Low
vet indianapolis indiana	30	-50%	-33%	Low
indyvet emergency & specialty hospital victory drive indianapolis in	30	-50%	100%	Low
veterinarian near indianapolis in	30	-67%	0%	Low
rockville road animal hospital indianapolis	30	-82%	100%	Low
dog vaccinations indianapolis	20	0%	-75%	Low
decatur vet clinic indianapolis	20	0%	-50%	Low
augusta animal clinic indianapolis	20	0%	-25%	Low
irvington pet clinic indianapolis	20	0%	0%	Low
meridian vet clinic indianapolis	20	0%	-50%	Low
broad ripple animal clinic indianapolis in	20	0%	100%	Low
indy vet prices	20	0%	-50%	Low
animal eye clinic indianapolis	20	-50%	0%	Low
vca vet indianapolis	20	-75%	-50%	Low
noah's animal clinic indianapolis	20	50%	50%	Low
avian and exotic animal hospital indianapolis	20	-50%	0%	Low
shelbyville road animal hospital indianapolis	20	0%	-50%	Low

vca 86th st indianapolis	20	0%	0%	Low
noah's animal hospital & 24 hr emergency center indianapolis in	20	-50%	-50%	Low
veterinary dermatologist indianapolis	20	0%	100%	Low
emergency vet clinic indianapolis	20	-50%	-67%	Low
low cost pet clinic indianapolis	20	0%	-50%	Low
st francis pet hospital indianapolis	20	0%	-67%	Low
indy animal hospital	20	33%	300%	Low
indy vet center	20	100%	0%	Low
emergency vet indianapolis indiana	20	-50%	0%	Low
emergency pet hospital indianapolis	20	100%	100%	Low
indy vet emergency and specialty hospital	10	0%	-50%	Low
30th street animal hospital indianapolis in	10	0%	0%	Low
noah's animal hospital speedway indiana	10	0%	-75%	Low
rabbit vet indianapolis	10	0%	-50%	Low
south side animal hospital indianapolis in	10	0%	-50%	Low
michigan road animal hospital indianapolis	10	0%	0%	Low
indy veterinary clinic	10	∞	-50%	Low
medvet indianapolis indiana	10	0%	0%	Low
noah's vet clinic indianapolis	10	-67%	-67%	Low
face vet indianapolis	10	-50%	0%	Low
noah's ark animal hospital indianapolis	10	50%	50%	Low
beech grove veterinary clinic	10	0%	-50%	Low

animal medical center indianapolis in	10	0%	0%	Low
south 31 vet clinic indianapolis	10	0%	0%	Low
beech grove animal clinic	10	0%	0%	Medium
vca indianapolis veterinary specialty center	10	0%	0%	Low
emergency vet beech grove indiana	10	0%	100%	Low
indy vet beech grove indiana	10	0%	0%	Low
oaklandon veterinary clinic	10	0%	0%	Low
veterinarian indianapolis in	10	0%	0%	Medium
bird vet indianapolis	10	100%	100%	Low
exotic animal hospital indianapolis	10	0%	-50%	Low
indy paws veterinary hospital indianapolis in	10	0%	0%	Low
emergency veterinarian indianapolis	10	0%	0%	Low
monon veterinary clinic indianapolis	10	0%	0%	Low
keystone animal hospital indianapolis	10	0%	0%	Low
keystone pet hospital indianapolis	10	0%	0%	Low
veterinarian broad ripple indiana	10	∞	-50%	Low
broad ripple veterinary clinic	10	100%	100%	Low
downtown veterinary clinic indianapolis	10	0%	0%	Low
vet emergency indianapolis	10	0%	0%	Low
animal vet indianapolis	10	0%	100%	Low
exotic animal clinic indianapolis	10	0%	0%	Low
orthopedic veterinarian indianapolis	10	0%	0%	Low
beech grove emergency animal hospital	10	0%	100%	Low
us 31 vet clinic indianapolis	10	0%	0%	Low

log cabin animal hospital indianapolis	10	0%	0%	Low
brookville road animal hospital indianapolis	10	0%	0%	Low
vca beech grove animal hospital indianapolis in	10	0%	0%	Low
noah's animal hospital indianapolis indiana	10	0%	0%	Low
allisonville animal hospital indianapolis	10	0%	0%	Low
eastside animal hospital indianapolis indiana	10	0%	0%	Low
orthopedic vet indianapolis	10	0%	100%	Low
michigan animal hospital indianapolis	10	-100%	-100%	Unknown
noah's veterinary indianapolis	10	0%	0%	Low
broad ripple animal clinic indianapolis	10	0%	0%	Low
decatur veterinary clinic kentucky avenue indianapolis in	10	0%	0%	Low
indy mobile vet	10	0%	0%	Low
shelby street animal clinic indianapolis	10	0%	0%	Low
24 hour vet indianapolis indiana	10	0%	-100%	Unknown
daisy lane vet indianapolis	10	-100%	-100%	Unknown
emergency vet hospital indianapolis	10	∞	0%	Low
veterinarian broad ripple indianapolis	10	100%	300%	Low
24 hour vet clinic indianapolis	10	-100%	-100%	Unknown
indianapolis emergency veterinary clinic	10	0%	-67%	Low
eagle creek animal clinic indianapolis	10	0%	0%	Low
all wild things exotic animal hospital indianapolis in	10	0%	0%	Low

best veterinarian indianapolis	10	0%	-50%	Low
mass ave veterinarian indianapolis	10	0%	0%	Low
noah's ark animal clinic indianapolis	10	0%	0%	Low
indianapolis veterinary emergency center	10	-50%	0%	Low
michigan road animal hospital at 96th street indianapolis in	10	0%	0%	Low
oaklandon vet clinic	10	100%	100%	Low
southside animal clinic indianapolis	10	0%	0%	Low
indy vet emergency clinic	10	0%	0%	Low
indy vet indianapolis indiana	10	0%	0%	Low
vca hospital indianapolis	10	0%	0%	Low
shelbyville road animal clinic indianapolis	10	0%	-100%	Unknown
face veterinary clinic indianapolis	10	∞	0%	Low
mass ave animal clinic indianapolis	10	0%	0%	Low
indy vet emergency & specialty hospital	10	0%	0%	Low
shelbyville road vet clinic indianapolis	10	0%	0%	Low
indianapolis veterinary specialists	10	0%	0%	Low
nora vet clinic indianapolis	10	0%	0%	Low
face animal clinic indianapolis indiana	10	0%	0%	Low
eastside animal clinic indianapolis	10	0%	0%	Low
nora veterinary clinic indianapolis	10	0%	0%	Low
small animal vet indianapolis	10	0%	0%	Low
vca swengel animal hospital indianapolis in	10	0%	0%	Medium
indianapolis cat vet	10	∞	0%	Low

vet indianapolis in	10	∞	100%	Low
indy veterinary hospital	10	0%	0%	Low
irvington pet clinic indianapolis in	10	0%	0%	Low
michigan road animal hospital 96th street indianapolis	10	0%	0%	Low
nora veterinary hospital indianapolis	10	0%	∞	Low
face vet clinic indianapolis	10	0%	0%	Low
indy vet 24 hour	10	-50%	0%	Low
low cost vet care indianapolis	10	0%	0%	Low
south 31 veterinary clinic indianapolis in 46227	10	0%	0%	Low
indy vet animal hospital	10	0%	0%	Low
daisy lane veterinary clinic indianapolis	10	0%	∞	Low
30th street animal clinic indianapolis	10	-50%	0%	Low
24 hour vets indianapolis	10	0%	0%	Low
nora veterinary clinic indianapolis hours	10	0%	0%	Low
vca west 86th st animal hospital indianapolis in	10	-100%	-100%	Unknown
vet prices indianapolis	10	0%	∞	Low
fountain square animal clinic indianapolis in	10	0%	0%	Low
24 hour vet hospital indianapolis	10	0%	0%	Low
beech grove vca hospital	10	-100%	-100%	Unknown