



Pets and Products Market Potential

Sample

Washington Ave. - Miami Beach
11 Washington Ave
Miami Beach, FL 33139

Site Type: Radius

Latitude: 25.76832
Longitude: -80.135448
Radius: 1.0 mile

Demographic Summary	2008	2013
Population	18,146	19,691
Population 18+	16,697	18,115
Households	11,181	12,170
Median Household Income	\$32,449	\$39,593

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	2,610	23.3%	56
HH owns any cat	1,744	15.6%	72
HH owns any dog	2,544	22.8%	74
HH owns 1 cat	1,158	10.4%	86
HH owns 2+ cats	991	8.9%	88
HH owns 1 dog	1,743	15.6%	78
HH owns 2+ dogs	807	7.2%	65
HH used canned cat food in last 6 months	1,107	9.9%	83
HH used <5 cans of cat food in last 7 days	631	5.6%	100
HH used 8+ cans of cat food in last 7 days	345	3.1%	84
HH used packaged dry cat food in last 6 months	1,699	15.2%	67
HH used <5 pounds of packaged dry cat food last mo	841	7.5%	91
HH used 9+ pounds of packaged dry cat food last mo	855	7.6%	75
HH used cat treats in last 6 months	958	8.6%	87
HH used cat litter in last 6 months	1,550	13.9%	70
HH used canned dog food in last 6 months	1,059	9.5%	78
HH used packaged dry dog food in last 6 months	2,599	23.2%	74
HH used <11 pounds of pkgd dry dog food last month	1,490	13.3%	80
HH used 25+ pounds of pkgd dry dog food last month	721	6.4%	66
HH used dog biscuits/treats in last 6 months	2,074	18.5%	75
HH used <3 packages of dog biscuits/treats last mo	1,633	14.6%	80
HH used 3+ packages of dog biscuits/treats last mo	531	4.7%	69
HH used packaged dry cat/dog food in last 6 months	2,438	21.8%	50
HH used canned cat/dog food in last 6 mo	1,367	12.2%	60
HH used flea/tick care prod for cat/dog last 12 mo	1,595	14.3%	49
HH member took pet to vet in last 12 mo: 1 time	1,004	9.0%	88
HH member took pet to vet in last 12 mo: 2 times	763	6.8%	75
HH member took pet to vet in last 12 mo: 3 times	430	3.8%	80
HH member took pet to vet in last 12 mo: 4 times	281	2.5%	76
HH member took pet to vet in last 12 mo: 5+ times	344	3.1%	70
Bought pet food from vet in last 12 months	373	3.3%	83
Bought flea control product from vet in last 12 mo	1,082	9.7%	81

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of U.S. households. ESRI forecasts for 2008 and 2013.



Pets and Products Market Potential

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Washington Ave. - Miami Beach
11 Washington Ave
Miami Beach, FL 33139

Site Type: Radius

Latitude: 25.76832
Longitude: -80.135448
Radius: 3.0 mile

Demographic Summary	2008	2013
Population	49,151	52,105
Population 18+	44,724	47,585
Households	29,158	30,921
Median Household Income	\$40,586	\$52,590

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	7,613	26.1%	62
HH owns any cat	4,640	15.9%	73
HH owns any dog	5,755	19.7%	64
HH owns 1 cat	2,835	9.7%	81
HH owns 2+ cats	2,317	7.9%	79
HH owns 1 dog	4,143	14.2%	71
HH owns 2+ dogs	1,625	5.6%	50
HH used canned cat food in last 6 months	2,768	9.5%	79
HH used <5 cans of cat food in last 7 days	1,577	5.4%	96
HH used 8+ cans of cat food in last 7 days	819	2.8%	77
HH used packaged dry cat food in last 6 months	4,531	15.5%	69
HH used <5 pounds of packaged dry cat food last mo	2,008	6.9%	83
HH used 9+ pounds of packaged dry cat food last mo	1,950	6.7%	66
HH used cat treats in last 6 months	2,279	7.8%	80
HH used cat litter in last 6 months	4,337	14.9%	75
HH used canned dog food in last 6 months	2,456	8.4%	70
HH used packaged dry dog food in last 6 months	5,808	19.9%	63
HH used <11 pounds of pkgd dry dog food last month	3,370	11.6%	70
HH used 25+ pounds of pkgd dry dog food last month	1,560	5.4%	55
HH used dog biscuits/treats in last 6 months	4,790	16.4%	66
HH used <3 packages of dog biscuits/treats last mo	3,789	13.0%	72
HH used 3+ packages of dog biscuits/treats last mo	1,254	4.3%	62
HH used packaged dry cat/dog food in last 6 months	7,256	24.9%	57
HH used canned cat/dog food in last 6 mo	3,860	13.2%	65
HH used flea/tick care prod for cat/dog last 12 mo	4,746	16.3%	56
HH member took pet to vet in last 12 mo: 1 time	2,534	8.7%	85
HH member took pet to vet in last 12 mo: 2 times	1,852	6.4%	70
HH member took pet to vet in last 12 mo: 3 times	1,004	3.4%	72
HH member took pet to vet in last 12 mo: 4 times	687	2.4%	72
HH member took pet to vet in last 12 mo: 5+ times	881	3.0%	68
Bought pet food from vet in last 12 months	871	3.0%	74
Bought flea control product from vet in last 12 mo	2,569	8.8%	74

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Site Type: Radius

Latitude: 25.76832
Longitude: -80.135448
Radius: 5.0 mile

Demographic Summary	2008	2013
Population	153,406	163,659
Population 18+	128,760	138,042
Households	74,644	79,826
Median Household Income	\$35,681	\$43,531

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	19,135	25.6%	61
HH owns any cat	10,937	14.7%	67
HH owns any dog	13,811	18.5%	60
HH owns 1 cat	6,705	9.0%	75
HH owns 2+ cats	5,388	7.2%	72
HH owns 1 dog	10,022	13.4%	67
HH owns 2+ dogs	3,868	5.2%	47
HH used canned cat food in last 6 months	6,994	9.4%	78
HH used <5 cans of cat food in last 7 days	3,993	5.3%	95
HH used 8+ cans of cat food in last 7 days	2,239	3.0%	82
HH used packaged dry cat food in last 6 months	10,871	14.6%	64
HH used <5 pounds of packaged dry cat food last mo	5,041	6.8%	81
HH used 9+ pounds of packaged dry cat food last mo	4,826	6.5%	63
HH used cat treats in last 6 months	5,351	7.2%	73
HH used cat litter in last 6 months	10,335	13.8%	70
HH used canned dog food in last 6 months	6,482	8.7%	72
HH used packaged dry dog food in last 6 months	14,305	19.2%	61
HH used <11 pounds of pkgd dry dog food last month	8,273	11.1%	67
HH used 25+ pounds of pkgd dry dog food last month	4,057	5.4%	56
HH used dog biscuits/treats in last 6 months	11,474	15.4%	62
HH used <3 packages of dog biscuits/treats last mo	8,806	11.8%	65
HH used 3+ packages of dog biscuits/treats last mo	3,267	4.4%	64
HH used packaged dry cat/dog food in last 6 months	18,296	24.5%	56
HH used canned cat/dog food in last 6 mo	10,102	13.5%	67
HH used flea/tick care prod for cat/dog last 12 mo	12,296	16.5%	57
HH member took pet to vet in last 12 mo: 1 time	6,052	8.1%	79
HH member took pet to vet in last 12 mo: 2 times	4,664	6.2%	68
HH member took pet to vet in last 12 mo: 3 times	2,471	3.3%	69
HH member took pet to vet in last 12 mo: 4 times	1,557	2.1%	63
HH member took pet to vet in last 12 mo: 5+ times	2,210	3.0%	67
Bought pet food from vet in last 12 months	2,112	2.8%	70
Bought flea control product from vet in last 12 mo	5,936	8.0%	67

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