



Pets and Products Market Potential

Sample

Proposed Location
100 S Wacker Dr, Chicago, IL 60606-4006
Ring: 1 mile radius

Latitude: 41.8805
Longitude: -87.63715

Demographic Summary	2010	2015
Population	45,534	50,151
Population 18+	41,624	45,715
Households	24,338	26,808
Median Household Income	\$81,441	\$100,632

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	7,690	31.6%	66
HH owns any bird	375	1.5%	57
HH owns any cat	4,644	19.1%	82
HH owns any dog	4,009	16.5%	48
HH owns 1 cat	2,342	9.6%	77
HH owns 2+ cats	2,311	9.5%	86
HH owns 1 dog	2,992	12.3%	56
HH owns 2+ dogs	1,019	4.2%	32
HH used canned cat food in last 6 months	2,494	10.2%	84
HH used <5 cans of cat food in last 7 days	1,164	4.8%	85
HH used 8+ cans of cat food in last 7 days	837	3.4%	90
HH used packaged dry cat food in last 6 months	4,390	18.0%	78
HH used <5 pounds of packaged dry cat food last mo	2,137	8.8%	106
HH used 9+ pounds of packaged dry cat food last mo	1,463	6.0%	57
HH used cat treats in last 6 months	2,177	8.9%	89
HH used cat litter in last 6 months	4,379	18.0%	88
HH used canned dog food in last 6 months	1,793	7.4%	58
HH used packaged dry dog food in last 6 months	3,983	16.4%	48
HH used <10 pounds of pkgd dry dog food last month	2,146	8.8%	57
HH used 25+ pounds of pkgd dry dog food last month	857	3.5%	33
HH used dog biscuits/treats in last 6 months	3,016	12.4%	45
HH used <3 packages of dog biscuits/treats last mo	2,318	9.5%	48
HH used 3+ packages of dog biscuits/treats last mo	703	2.9%	38
HH used flea/tick care prod for cat/dog last 12 mo	3,999	16.4%	52
HH member took pet to vet in last 12 mo: 1 time	1,754	7.2%	63
HH member took pet to vet in last 12 mo: 2 times	1,156	4.7%	47
HH member took pet to vet in last 12 mo: 3 times	929	3.8%	72
HH member took pet to vet in last 12 mo: 4 times	643	2.6%	72
HH member took pet to vet in last 12 mo: 5+ times	959	3.9%	78
Bought pet food from vet in last 12 months	1,078	4.4%	102
Bought flea control product from vet in last 12 mo	1,676	6.9%	56

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. 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 GfK MRI in a nationally representative survey of U.S. households. ESRI forecasts for 2010 and 2015.



Pets and Products Market Potential

Sample

Proposed Location
100 S Wacker Dr, Chicago, IL 60606-4006
Ring: 3 miles radius

Latitude: 41.8805
Longitude: -87.63715

Demographic Summary	2010	2015
Population	343,403	353,272
Population 18+	282,025	291,172
Households	164,537	170,130
Median Household Income	\$62,261	\$76,838

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	48,832	29.7%	62
HH owns any bird	3,257	2.0%	73
HH owns any cat	27,912	17.0%	73
HH owns any dog	27,563	16.8%	48
HH owns 1 cat	15,151	9.2%	74
HH owns 2+ cats	14,302	8.7%	78
HH owns 1 dog	19,793	12.0%	55
HH owns 2+ dogs	8,355	5.1%	39
HH used canned cat food in last 6 months	17,759	10.8%	88
HH used <5 cans of cat food in last 7 days	7,871	4.8%	85
HH used 8+ cans of cat food in last 7 days	6,242	3.8%	99
HH used packaged dry cat food in last 6 months	27,037	16.4%	71
HH used <5 pounds of packaged dry cat food last mo	12,976	7.9%	95
HH used 9+ pounds of packaged dry cat food last mo	10,173	6.2%	59
HH used cat treats in last 6 months	13,823	8.4%	83
HH used cat litter in last 6 months	27,120	16.5%	81
HH used canned dog food in last 6 months	13,302	8.1%	64
HH used packaged dry dog food in last 6 months	27,160	16.5%	49
HH used <10 pounds of pkgd dry dog food last month	14,153	8.6%	56
HH used 25+ pounds of pkgd dry dog food last month	7,573	4.6%	43
HH used dog biscuits/treats in last 6 months	21,709	13.2%	48
HH used <3 packages of dog biscuits/treats last mo	16,800	10.2%	51
HH used 3+ packages of dog biscuits/treats last mo	6,165	3.7%	49
HH used flea/tick care prod for cat/dog last 12 mo	27,798	16.9%	53
HH member took pet to vet in last 12 mo: 1 time	11,537	7.0%	61
HH member took pet to vet in last 12 mo: 2 times	8,783	5.3%	53
HH member took pet to vet in last 12 mo: 3 times	5,876	3.6%	67
HH member took pet to vet in last 12 mo: 4 times	4,184	2.5%	69
HH member took pet to vet in last 12 mo: 5+ times	6,294	3.8%	76
Bought pet food from vet in last 12 months	6,633	4.0%	93
Bought flea control product from vet in last 12 mo	11,505	7.0%	57

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. 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 GfK MRI in a nationally representative survey of U.S. households. ESRI forecasts for 2010 and 2015.



Pets and Products Market Potential

Sample

Proposed Location
100 S Wacker Dr, Chicago, IL 60606-4006
Ring: 5 miles radius

Latitude: 41.8805
Longitude: -87.63715

Demographic Summary	2010	2015
Population	865,089	875,185
Population 18+	674,443	684,584
Households	359,150	364,685
Median Household Income	\$54,674	\$66,148

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	104,006	29.0%	61
HH owns any bird	7,376	2.1%	75
HH owns any cat	56,986	15.9%	68
HH owns any dog	61,543	17.1%	49
HH owns 1 cat	31,702	8.8%	71
HH owns 2+ cats	29,487	8.2%	74
HH owns 1 dog	43,719	12.2%	56
HH owns 2+ dogs	18,889	5.3%	40
HH used canned cat food in last 6 months	36,676	10.2%	83
HH used <5 cans of cat food in last 7 days	16,788	4.7%	83
HH used 8+ cans of cat food in last 7 days	13,116	3.7%	95
HH used packaged dry cat food in last 6 months	55,907	15.6%	67
HH used <5 pounds of packaged dry cat food last mo	26,841	7.5%	90
HH used 9+ pounds of packaged dry cat food last mo	21,381	6.0%	57
HH used cat treats in last 6 months	28,952	8.1%	80
HH used cat litter in last 6 months	55,191	15.4%	75
HH used canned dog food in last 6 months	30,603	8.5%	67
HH used packaged dry dog food in last 6 months	60,621	16.9%	50
HH used <10 pounds of pkgd dry dog food last month	32,022	8.9%	58
HH used 25+ pounds of pkgd dry dog food last month	17,827	5.0%	47
HH used dog biscuits/treats in last 6 months	48,131	13.4%	49
HH used <3 packages of dog biscuits/treats last mo	36,715	10.2%	51
HH used 3+ packages of dog biscuits/treats last mo	14,632	4.1%	53
HH used flea/tick care prod for cat/dog last 12 mo	61,078	17.0%	54
HH member took pet to vet in last 12 mo: 1 time	24,368	6.8%	59
HH member took pet to vet in last 12 mo: 2 times	19,106	5.3%	53
HH member took pet to vet in last 12 mo: 3 times	12,718	3.5%	66
HH member took pet to vet in last 12 mo: 4 times	9,156	2.5%	69
HH member took pet to vet in last 12 mo: 5+ times	12,931	3.6%	71
Bought pet food from vet in last 12 months	13,472	3.8%	87
Bought flea control product from vet in last 12 mo	24,400	6.8%	55

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. 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 GfK MRI in a nationally representative survey of U.S. households. ESRI forecasts for 2010 and 2015.