

Demographic Summary		2025	2030
Population		85,883	90,628
Population 18+		80,374	84,826
Households		52,380	56,302
Median Household Income		\$138,427	\$147,664
Product/Consumer Behavior	Expected Number of		MPI
	Households	Percent	
HH Has Pet Insurance	2,911	5.6%	106
HH Owns Any Pet	17,876	34.1%	66
HH Owns 1+ Cats	8,502	16.2%	68
HH Owns 1 Cat	5,140	9.8%	80
HH Owns 2+ Cats	3,359	6.4%	55
HH Owns 1+ Dogs	10,439	19.9%	52
HH Owns 1 Dog	8,509	16.2%	70
HH Owns 2+ Dogs	1,933	3.7%	25
HH Used Canned or Wet Cat Food/6 Mo	5,953	11.4%	76
HH Used Packaged Dry Cat Food/6 Mo	7,905	15.1%	66
HH Used Cat Treats/6 Mo	5,929	11.3%	75
HH Used Cat Litter/6 Mo	8,132	15.5%	72
HH Used Canned or Wet Dog Food/6 Mo	4,798	9.2%	57
HH Used Organic Pet Food/6 Mo	1,467	2.8%	147
HH Used Packaged Dry Dog Food/6 Mo	9,818	18.7%	52
HH Used Dog Biscuits or Treats/6 Mo	8,292	15.8%	54
HH Used Flea/Tick/Parasite Prod for Cat/Dog	10,230	19.5%	59
HH Purch Pet Food/12 Mo	17,609	33.6%	67
HH Purch Pet Food from Target/12 Mo	1,974	3.8%	72
HH Purch Pet Food from Walmart/12 Mo	4,281	8.2%	49
HH Purch Pet Food Oth Disc Dept Store/12 Mo	459	0.9%	51
HH Purch Pet Food from Farm/Feed Store/12 Mo	816	1.6%	33
HH Purch Pet Food from Grocery Store/12 Mo	6,049	11.6%	63
HH Purch Pet Food from Petco/12 Mo	2,824	5.4%	79
HH Purch Pet Food from PetSmart/12 Mo	3,897	7.4%	79
HH Purch Pet Food from Oth Pet Store/12 Mo	1,454	2.8%	75
HH Purch Pet Food Online/12 Mo	7,186	13.7%	75
HH Purch Pet Food from Amazon/12 Mo	2,995	5.7%	72
HH Purch Pet Food from Chewy/12 Mo	4,702	9.0%	75
HH Purch Pet Food from Wholesale Club/12 Mo	1,021	1.9%	46
HH Purch Pet Food from Vet/12 Mo	853	1.6%	68
HH Spent \$1-99 on Pet Food/12 Mo	1,767	3.4%	63
HH Spent \$100 -199 on Pet Food/12 Mo	2,215	4.2%	65
HH Spent \$200-499 on Pet Food/12 Mo	5,705	10.9%	73
HH Spent \$500+ on Pet Food/12 Mo	5,482	10.5%	65
HH Purch Flea Control Online/12 Mo	2,674	5.1%	64
HH Purch Flea Control from Vet/12 Mo	3,106	5.9%	57
HH Took Pet 1 Time to Veterinarian/12 Mo	4,388	8.4%	78
HH Took Pet 2 Times to Veterinarian/12 Mo	3,386	6.5%	66
HH Took Pet 3 Times to Veterinarian/12 Mo	1,714	3.3%	61
HH Took Pet 4 Times to Veterinarian/12 Mo	1,374	2.6%	66
HH Took Pet 5+ Times to Veterinarian/12 Mo	1,828	3.5%	58

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Pets and Products Market Potential

100 S Wacker Dr, Chicago, Illinois, 60606
Ring: 1 mile radius

Sample Report
Latitude: 41.8803
Longitude: -87.6375

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH Spent \$1-99 on Veterinarian Care/12 Mo	534	1.0%	53
HH Spent \$100-199 on Veterinarian Care/12 Mo	1,417	2.7%	66
HH Spent \$200-499 on Veterinarian Care/12 Mo	3,801	7.3%	67
HH Spent \$500-799 on Veterinarian Care/12 Mo	2,088	4.0%	65
HH Spent \$800+ on Veterinarian Care/12 Mo	3,763	7.2%	73
HH Used Prof Pet Service/12 Mo	6,235	11.9%	71
HH Used Prof Pet Service 3+ Times/12 Mo	4,129	7.9%	71
HH Used Pro Boarding or Kennel Pet Service/12 Mo	2,380	4.5%	102
HH Used Pro Grooming Pet Service/12 Mo	3,900	7.5%	59

Sample Report

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Demographic Summary		2025	2030
Population		404,831	413,853
Population 18+		359,533	369,185
Households		224,866	234,916
Median Household Income		\$118,422	\$128,064
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH Has Pet Insurance	12,471	5.5%	105
HH Owns Any Pet	78,722	35.0%	68
HH Owns 1+ Cats	37,639	16.7%	70
HH Owns 1 Cat	23,247	10.3%	85
HH Owns 2+ Cats	14,349	6.4%	54
HH Owns 1+ Dogs	47,303	21.0%	55
HH Owns 1 Dog	37,656	16.8%	72
HH Owns 2+ Dogs	9,677	4.3%	29
HH Used Canned or Wet Cat Food/6 Mo	26,881	11.9%	80
HH Used Packaged Dry Cat Food/6 Mo	35,388	15.7%	69
HH Used Cat Treats/6 Mo	26,257	11.7%	77
HH Used Cat Litter/6 Mo	35,629	15.8%	73
HH Used Canned or Wet Dog Food/6 Mo	21,796	9.7%	60
HH Used Organic Pet Food/6 Mo	5,822	2.6%	136
HH Used Packaged Dry Dog Food/6 Mo	44,568	19.8%	55
HH Used Dog Biscuits or Treats/6 Mo	37,631	16.7%	57
HH Used Flea/Tick/Parasite Prod for Cat/Dog	44,828	19.9%	60
HH Purch Pet Food/12 Mo	76,910	34.2%	68
HH Purch Pet Food from Target/12 Mo	9,191	4.1%	78
HH Purch Pet Food from Walmart/12 Mo	18,544	8.3%	50
HH Purch Pet Food Oth Disc Dept Store/12 Mo	2,086	0.9%	54
HH Purch Pet Food from Farm/Feed Store/12 Mo	3,799	1.7%	36
HH Purch Pet Food from Grocery Store/12 Mo	26,586	11.8%	64
HH Purch Pet Food from Petco/12 Mo	12,797	5.7%	83
HH Purch Pet Food from PetSmart/12 Mo	16,806	7.5%	80
HH Purch Pet Food from Oth Pet Store/12 Mo	6,946	3.1%	84
HH Purch Pet Food Online/12 Mo	31,279	13.9%	76
HH Purch Pet Food from Amazon/12 Mo	13,583	6.0%	76
HH Purch Pet Food from Chewy/12 Mo	20,286	9.0%	76
HH Purch Pet Food from Wholesale Club/12 Mo	4,962	2.2%	52
HH Purch Pet Food from Vet/12 Mo	3,656	1.6%	68
HH Spent \$1-99 on Pet Food/12 Mo	7,928	3.5%	66
HH Spent \$100 -199 on Pet Food/12 Mo	10,045	4.5%	68
HH Spent \$200-499 on Pet Food/12 Mo	24,671	11.0%	74
HH Spent \$500+ on Pet Food/12 Mo	23,541	10.5%	65
HH Purch Flea Control Online/12 Mo	11,762	5.2%	66
HH Purch Flea Control from Vet/12 Mo	12,932	5.8%	56
HH Took Pet 1 Time to Veterinarian/12 Mo	18,449	8.2%	76
HH Took Pet 2 Times to Veterinarian/12 Mo	15,295	6.8%	69
HH Took Pet 3 Times to Veterinarian/12 Mo	7,923	3.5%	66
HH Took Pet 4 Times to Veterinarian/12 Mo	6,135	2.7%	69
HH Took Pet 5+ Times to Veterinarian/12 Mo	7,751	3.5%	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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Pets and Products Market Potential

100 S Wacker Dr, Chicago, Illinois, 60606
Ring: 3 mile radius

Sample Report
Latitude: 41.8803
Longitude: -87.6375

Product/Consumer Behavior	Expected Number of		MPI
	Households	Percent	
HH Spent \$1-99 on Veterinarian Care/12 Mo	2,643	1.2%	61
HH Spent \$100-199 on Veterinarian Care/12 Mo	6,270	2.8%	68
HH Spent \$200-499 on Veterinarian Care/12 Mo	16,049	7.1%	65
HH Spent \$500-799 on Veterinarian Care/12 Mo	8,764	3.9%	63
HH Spent \$800+ on Veterinarian Care/12 Mo	16,358	7.3%	73
HH Used Prof Pet Service/12 Mo	26,613	11.8%	70
HH Used Prof Pet Service 3+ Times/12 Mo	17,544	7.8%	70
HH Used Pro Boarding or Kennel Pet Service/12 Mo	9,023	4.0%	90
HH Used Pro Grooming Pet Service/12 Mo	17,109	7.6%	60

Sample Report

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Demographic Summary		2025	2030
Population		860,198	862,494
Population 18+		733,129	741,807
Households		431,408	442,972
Median Household Income		\$102,657	\$111,418
Product/Consumer Behavior	Expected Number of		MPI
	Households	Percent	
HH Has Pet Insurance	23,229	5.4%	102
HH Owns Any Pet	153,106	35.5%	69
HH Owns 1+ Cats	72,657	16.8%	70
HH Owns 1 Cat	44,406	10.3%	84
HH Owns 2+ Cats	28,175	6.5%	56
HH Owns 1+ Dogs	94,828	22.0%	58
HH Owns 1 Dog	72,820	16.9%	72
HH Owns 2+ Dogs	22,070	5.1%	34
HH Used Canned or Wet Cat Food/6 Mo	51,649	12.0%	81
HH Used Packaged Dry Cat Food/6 Mo	68,709	15.9%	70
HH Used Cat Treats/6 Mo	50,510	11.7%	77
HH Used Cat Litter/6 Mo	68,299	15.8%	73
HH Used Canned or Wet Dog Food/6 Mo	44,248	10.3%	64
HH Used Organic Pet Food/6 Mo	10,599	2.5%	129
HH Used Packaged Dry Dog Food/6 Mo	89,505	20.8%	57
HH Used Dog Biscuits or Treats/6 Mo	74,979	17.4%	59
HH Used Flea/Tick/Parasite Prod for Cat/Dog	87,367	20.3%	61
HH Purch Pet Food/12 Mo	149,057	34.5%	69
HH Purch Pet Food from Target/12 Mo	18,023	4.2%	80
HH Purch Pet Food from Walmart/12 Mo	38,777	9.0%	54
HH Purch Pet Food Oth Disc Dept Store/12 Mo	4,264	1.0%	58
HH Purch Pet Food from Farm/Feed Store/12 Mo	7,800	1.8%	39
HH Purch Pet Food from Grocery Store/12 Mo	51,751	12.0%	65
HH Purch Pet Food from Petco/12 Mo	24,829	5.8%	84
HH Purch Pet Food from PetSmart/12 Mo	32,099	7.4%	79
HH Purch Pet Food from Oth Pet Store/12 Mo	13,062	3.0%	82
HH Purch Pet Food Online/12 Mo	58,871	13.7%	74
HH Purch Pet Food from Amazon/12 Mo	26,317	6.1%	77
HH Purch Pet Food from Chewy/12 Mo	37,931	8.8%	74
HH Purch Pet Food from Wholesale Club/12 Mo	10,010	2.3%	54
HH Purch Pet Food from Vet/12 Mo	6,976	1.6%	67
HH Spent \$1-99 on Pet Food/12 Mo	16,078	3.7%	70
HH Spent \$100 -199 on Pet Food/12 Mo	19,814	4.6%	70
HH Spent \$200-499 on Pet Food/12 Mo	47,043	10.9%	73
HH Spent \$500+ on Pet Food/12 Mo	44,557	10.3%	64
HH Purch Flea Control Online/12 Mo	22,356	5.2%	65
HH Purch Flea Control from Vet/12 Mo	24,253	5.6%	55
HH Took Pet 1 Time to Veterinarian/12 Mo	34,427	8.0%	74
HH Took Pet 2 Times to Veterinarian/12 Mo	29,368	6.8%	69
HH Took Pet 3 Times to Veterinarian/12 Mo	15,477	3.6%	67
HH Took Pet 4 Times to Veterinarian/12 Mo	11,732	2.7%	68
HH Took Pet 5+ Times to Veterinarian/12 Mo	14,562	3.4%	56

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Pets and Products Market Potential

100 S Wacker Dr, Chicago, Illinois, 60606
Ring: 5 mile radius

Sample Report
Latitude: 41.8803
Longitude: -87.6375

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH Spent \$1-99 on Veterinarian Care/12 Mo	5,624	1.3%	68
HH Spent \$100-199 on Veterinarian Care/12 Mo	12,359	2.9%	70
HH Spent \$200-499 on Veterinarian Care/12 Mo	29,908	6.9%	64
HH Spent \$500-799 on Veterinarian Care/12 Mo	17,005	3.9%	64
HH Spent \$800+ on Veterinarian Care/12 Mo	30,249	7.0%	71
HH Used Prof Pet Service/12 Mo	50,362	11.7%	69
HH Used Prof Pet Service 3+ Times/12 Mo	32,508	7.5%	68
HH Used Pro Boarding or Kennel Pet Service/12 Mo	15,769	3.7%	82
HH Used Pro Grooming Pet Service/12 Mo	33,355	7.7%	61

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