



Pets and Products Market Potential

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

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

Demographic Summary		2015	2020
Population		57,033	61,397
Population 18+		53,634	57,674
Households		32,801	35,719
Median Household Income		\$93,852	\$104,122
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	11,444	34.9%	66
HH owns any bird	267	0.8%	29
HH owns any cat	5,298	16.2%	71
HH owns any dog	6,826	20.8%	52
HH owns 1 cat	2,748	8.4%	68
HH owns 2+ cats	2,552	7.8%	74
HH owns 1 dog	4,640	14.1%	59
HH owns 2+ dogs	2,164	6.6%	41
HH used canned/wet cat food in last 6 months	3,489	10.6%	90
HH used <4 containers of cat food in last 7 days	971	3.0%	63
HH used 8+ containers of cat food in last 7 days	1,010	3.1%	96
HH used packaged dry cat food in last 6 months	4,627	14.1%	64
HH used <4 pounds pkgd dry cat food last 30 days	1,553	4.7%	70
HH used 9+ pounds pkgd dry cat food last 30 days	1,719	5.2%	52
HH used cat treats in last 6 months	2,243	6.8%	60
HH used 3+ packages of cat treats in last 30 days	683	2.1%	57
HH used cat litter in last 6 months	4,239	12.9%	66
HH used 21+ pounds of cat litter in last 30 days	912	2.8%	49
HH used canned/wet dog food in last 6 months	2,555	7.8%	55
HH used <3 containers of dog food in last 7 days	985	3.0%	45
HH used 7+ containers of dog food in last 7 days	1,028	3.1%	67
HH used packaged dry dog food in last 6 months	6,469	19.7%	52
HH used <10 pounds pkgd dry dog food last 30 days	3,456	10.5%	60
HH used 25+ pounds pkgd dry dog food last 30 days	2,260	6.9%	60
HH used dog biscuits/treats in last 6 months	5,099	15.5%	49
HH used 3+ pkgs dog biscuits/treats last 30 days	903	2.8%	32
HH used flea/tick/parasite product for cat/dog	6,720	20.5%	57
HH Bought pet food from any pet specialty store/12 mo	5,351	16.3%	79
HH Bought pet food in last 12 months: from discount store	749	2.3%	23
HH Bought pet food in last 12 months: from grocery store	5,858	17.9%	65
HH Bought pet food in last 12 months: from PETCO	2,202	6.7%	79
HH Bought pet food in last 12 months: from PetSmart	2,152	6.6%	57
HH Bought pet food in last 12 months: from wholesale club	1,008	3.1%	69
HH Bought pet food in last 12 months: from vet	1,167	3.6%	78
HH Bought flea control product from vet in last 12 mo	1,600	4.9%	40
HH member took pet to vet in last 12 months: 1 time	2,621	8.0%	62
HH member took pet to vet in last 12 months: 2 times	3,441	10.5%	91
HH member took pet to vet in last 12 months: 3 times	985	3.0%	53
HH member took pet to vet in last 12 months: 4 times	662	2.0%	57
HH member took pet to vet in last 12 months: 5+ times	1,008	3.1%	61

Data Note: An MPI (Market Potential Index) measures the relative likelihood of households 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 2015 and 2020.



Pets and Products Market Potential

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

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

Demographic Summary		2015	2020
Population		346,518	360,284
Population 18+		300,956	314,142
Households		179,919	188,120
Median Household Income		\$65,793	\$78,805

Product/Consumer Behavior	Expected Number of		MPI
	Households	Percent	
HH owns any pet	62,342	34.7%	65
HH owns any bird	2,107	1.2%	42
HH owns any cat	27,589	15.3%	67
HH owns any dog	37,175	20.7%	52
HH owns 1 cat	15,456	8.6%	69
HH owns 2+ cats	13,021	7.2%	69
HH owns 1 dog	26,127	14.5%	61
HH owns 2+ dogs	11,883	6.6%	41
HH used canned/wet cat food in last 6 months	18,106	10.1%	85
HH used <4 containers of cat food in last 7 days	6,077	3.4%	72
HH used 8+ containers of cat food in last 7 days	5,399	3.0%	93
HH used packaged dry cat food in last 6 months	24,941	13.9%	63
HH used <4 pounds pkgd dry cat food last 30 days	9,284	5.2%	76
HH used 9+ pounds pkgd dry cat food last 30 days	9,731	5.4%	54
HH used cat treats in last 6 months	13,006	7.2%	64
HH used 3+ packages of cat treats in last 30 days	4,428	2.5%	68
HH used cat litter in last 6 months	23,391	13.0%	66
HH used 21+ pounds of cat litter in last 30 days	6,125	3.4%	60
HH used canned/wet dog food in last 6 months	14,732	8.2%	57
HH used <3 containers of dog food in last 7 days	7,016	3.9%	59
HH used 7+ containers of dog food in last 7 days	5,445	3.0%	64
HH used packaged dry dog food in last 6 months	35,274	19.6%	52
HH used <10 pounds pkgd dry dog food last 30 days	18,875	10.5%	60
HH used 25+ pounds pkgd dry dog food last 30 days	10,736	6.0%	52
HH used dog biscuits/treats in last 6 months	28,359	15.8%	50
HH used 3+ pkgs dog biscuits/treats last 30 days	6,563	3.6%	43
HH used flea/tick/parasite product for cat/dog	36,835	20.5%	57
HH Bought pet food from any pet specialty store/12 mo	30,017	16.7%	81
HH Bought pet food in last 12 months: from discount store	6,702	3.7%	38
HH Bought pet food in last 12 months: from grocery store	30,185	16.8%	62
HH Bought pet food in last 12 months: from PETCO	13,851	7.7%	90
HH Bought pet food in last 12 months: from PetSmart	13,524	7.5%	65
HH Bought pet food in last 12 months: from wholesale club	5,351	3.0%	67
HH Bought pet food in last 12 months: from vet	6,392	3.6%	78
HH Bought flea control product from vet in last 12 mo	10,840	6.0%	50
HH member took pet to vet in last 12 months: 1 time	14,963	8.3%	64
HH member took pet to vet in last 12 months: 2 times	15,953	8.9%	77
HH member took pet to vet in last 12 months: 3 times	5,774	3.2%	57
HH member took pet to vet in last 12 months: 4 times	4,000	2.2%	63
HH member took pet to vet in last 12 months: 5+ times	5,943	3.3%	65

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Pets and Products Market Potential

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

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

Demographic Summary		2015	2020
Population		823,969	848,551
Population 18+		677,268	702,441
Households		373,340	386,805
Median Household Income		\$53,612	\$62,929
Product/Consumer Behavior		Expected Number of Households	MPI
		Percent	
HH owns any pet		126,993	64
HH owns any bird		5,603	53
HH owns any cat		52,922	62
HH owns any dog		77,901	52
HH owns 1 cat		30,254	65
HH owns 2+ cats		25,145	64
HH owns 1 dog		54,393	61
HH owns 2+ dogs		25,489	43
HH used canned/wet cat food in last 6 months		35,110	80
HH used <4 containers of cat food in last 7 days		12,351	71
HH used 8+ containers of cat food in last 7 days		10,783	90
HH used packaged dry cat food in last 6 months		48,769	60
HH used <4 pounds pkgd dry cat food last 30 days		18,425	73
HH used 9+ pounds pkgd dry cat food last 30 days		19,362	52
HH used cat treats in last 6 months		25,693	61
HH used 3+ packages of cat treats in last 30 days		9,162	68
HH used cat litter in last 6 months		45,606	62
HH used 21+ pounds of cat litter in last 30 days		12,567	59
HH used canned/wet dog food in last 6 months		32,548	61
HH used <3 containers of dog food in last 7 days		15,582	63
HH used 7+ containers of dog food in last 7 days		12,154	69
HH used packaged dry dog food in last 6 months		74,055	52
HH used <10 pounds pkgd dry dog food last 30 days		39,707	61
HH used 25+ pounds pkgd dry dog food last 30 days		21,368	50
HH used dog biscuits/treats in last 6 months		59,080	50
HH used 3+ pkgs dog biscuits/treats last 30 days		14,626	46
HH used flea/tick/parasite product for cat/dog		76,127	57
HH Bought pet food from any pet specialty store/12 mo		59,290	77
HH Bought pet food in last 12 months: from discount store		14,962	40
HH Bought pet food in last 12 months: from grocery store		60,799	60
HH Bought pet food in last 12 months: from PETCO		28,165	88
HH Bought pet food in last 12 months: from PetSmart		27,740	64
HH Bought pet food in last 12 months: from wholesale club		10,725	64
HH Bought pet food in last 12 months: from vet		12,450	73
HH Bought flea control product from vet in last 12 mo		21,499	47
HH member took pet to vet in last 12 months: 1 time		30,193	63
HH member took pet to vet in last 12 months: 2 times		30,882	72
HH member took pet to vet in last 12 months: 3 times		12,234	58
HH member took pet to vet in last 12 months: 4 times		8,042	61
HH member took pet to vet in last 12 months: 5+ times		11,490	61

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