



# 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		2016	2021
Population		60,384	65,062
Population 18+		56,815	60,858
Households		34,823	37,734
Median Household Income		\$93,783	\$104,798

  

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	13,461	38.7%	72
HH owns any bird	380	1.1%	42
HH owns any cat	6,176	17.7%	79
HH owns any dog	7,560	21.7%	53
HH owns 1 cat	3,318	9.5%	79
HH owns 2+ cats	2,858	8.2%	78
HH owns 1 dog	5,559	16.0%	65
HH owns 2+ dogs	2,000	5.7%	35
HH used canned/wet cat food in last 6 months	4,166	12.0%	102
HH used packaged dry cat food in last 6 months	5,354	15.4%	72
HH used cat treats in last 6 months	3,561	10.2%	88
HH used cat litter in last 6 months	5,652	16.2%	85
HH used canned/wet dog food in last 6 months	2,907	8.3%	58
HH used packaged dry dog food in last 6 months	7,446	21.4%	55
HH used dog biscuits/treats in last 6 months	6,480	18.6%	59
HH used flea/tick/parasite product for cat/dog	8,133	23.4%	65
HH Bought pet food from any pet specialty store/12 mo	5,714	16.4%	81
HH Bought pet food in last 12 months: from discount store	1,720	4.9%	54
HH Bought pet food in last 12 months: from grocery store	6,611	19.0%	71
HH Bought pet food in last 12 months: from PETCO	3,009	8.6%	105
HH Bought pet food in last 12 months: from PetSmart	2,583	7.4%	66
HH Bought pet food in last 12 months: from wholesale club	795	2.3%	53
HH Bought pet food in last 12 months: from vet	1,066	3.1%	71
HH Bought flea control product from vet in last 12 mo	2,251	6.5%	54
HH member took pet to vet in last 12 months: 1 time	3,679	10.6%	78
HH member took pet to vet in last 12 months: 2 times	3,780	10.9%	96
HH member took pet to vet in last 12 months: 3 times	1,219	3.5%	64
HH member took pet to vet in last 12 months: 4 times	803	2.3%	58
HH member took pet to vet in last 12 months: 5+ times	1,134	3.3%	62
HH used professional pet service in last 12 months	3,433	9.9%	62
HH used professional pet service 3+ times last 12	1,619	4.6%	51
HH used professional pet service: boarding/kennel	1,052	3.0%	71
HH used professional pet service: grooming	2,311	6.6%	54
HH has pet insurance	751	2.2%	78

**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 2016 and 2021.



# 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		2016	2021
Population		352,319	365,674
Population 18+		306,771	319,005
Households		182,351	189,636
Median Household Income		\$73,512	\$81,194

  

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	67,788	37.2%	69
HH owns any bird	2,447	1.3%	51
HH owns any cat	29,915	16.4%	73
HH owns any dog	40,284	22.1%	54
HH owns 1 cat	17,037	9.3%	77
HH owns 2+ cats	13,936	7.6%	73
HH owns 1 dog	29,571	16.2%	66
HH owns 2+ dogs	11,502	6.3%	39
HH used canned/wet cat food in last 6 months	19,864	10.9%	93
HH used packaged dry cat food in last 6 months	26,685	14.6%	68
HH used cat treats in last 6 months	16,788	9.2%	79
HH used cat litter in last 6 months	27,192	14.9%	78
HH used canned/wet dog food in last 6 months	15,665	8.6%	60
HH used packaged dry dog food in last 6 months	38,923	21.3%	55
HH used dog biscuits/treats in last 6 months	32,625	17.9%	57
HH used flea/tick/parasite product for cat/dog	41,511	22.8%	63
HH Bought pet food from any pet specialty store/12 mo	30,409	16.7%	82
HH Bought pet food in last 12 months: from discount store	9,234	5.1%	55
HH Bought pet food in last 12 months: from grocery store	32,351	17.7%	66
HH Bought pet food in last 12 months: from PETCO	15,059	8.3%	100
HH Bought pet food in last 12 months: from PetSmart	15,034	8.2%	73
HH Bought pet food in last 12 months: from wholesale club	4,824	2.6%	61
HH Bought pet food in last 12 months: from vet	6,114	3.4%	77
HH Bought flea control product from vet in last 12 mo	12,520	6.9%	57
HH member took pet to vet in last 12 months: 1 time	18,350	10.1%	75
HH member took pet to vet in last 12 months: 2 times	16,952	9.3%	82
HH member took pet to vet in last 12 months: 3 times	6,473	3.5%	65
HH member took pet to vet in last 12 months: 4 times	4,511	2.5%	62
HH member took pet to vet in last 12 months: 5+ times	6,421	3.5%	67
HH used professional pet service in last 12 months	18,748	10.3%	65
HH used professional pet service 3+ times last 12	10,052	5.5%	60
HH used professional pet service: boarding/kennel	5,526	3.0%	71
HH used professional pet service: grooming	13,269	7.3%	59
HH has pet insurance	4,322	2.4%	86

**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 2016 and 2021.



# 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		2016	2021
Population		837,828	863,547
Population 18+		689,800	714,867
Households		377,508	389,819
Median Household Income		\$59,505	\$64,434
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	136,931	36.3%	67
HH owns any bird	5,837	1.5%	59
HH owns any cat	57,590	15.3%	68
HH owns any dog	84,222	22.3%	55
HH owns 1 cat	33,602	8.9%	73
HH owns 2+ cats	27,009	7.2%	68
HH owns 1 dog	60,175	15.9%	65
HH owns 2+ dogs	25,437	6.7%	41
HH used canned/wet cat food in last 6 months	39,182	10.4%	88
HH used packaged dry cat food in last 6 months	52,192	13.8%	64
HH used cat treats in last 6 months	32,591	8.6%	74
HH used cat litter in last 6 months	52,313	13.9%	72
HH used canned/wet dog food in last 6 months	35,164	9.3%	65
HH used packaged dry dog food in last 6 months	80,384	21.3%	55
HH used dog biscuits/treats in last 6 months	66,001	17.5%	56
HH used flea/tick/parasite product for cat/dog	85,017	22.5%	62
HH Bought pet food from any pet specialty store/12 mo	59,788	15.8%	78
HH Bought pet food in last 12 months: from discount store	18,643	4.9%	54
HH Bought pet food in last 12 months: from grocery store	65,167	17.3%	64
HH Bought pet food in last 12 months: from PETCO	30,924	8.2%	100
HH Bought pet food in last 12 months: from PetSmart	29,702	7.9%	70
HH Bought pet food in last 12 months: from wholesale club	9,954	2.6%	61
HH Bought pet food in last 12 months: from vet	11,787	3.1%	72
HH Bought flea control product from vet in last 12 mo	23,282	6.2%	51
HH member took pet to vet in last 12 months: 1 time	36,615	9.7%	72
HH member took pet to vet in last 12 months: 2 times	32,359	8.6%	76
HH member took pet to vet in last 12 months: 3 times	13,195	3.5%	64
HH member took pet to vet in last 12 months: 4 times	9,251	2.5%	62
HH member took pet to vet in last 12 months: 5+ times	12,495	3.3%	63
HH used professional pet service in last 12 months	36,945	9.8%	62
HH used professional pet service 3+ times last 12	20,183	5.3%	58
HH used professional pet service: boarding/kennel	10,068	2.7%	62
HH used professional pet service: grooming	26,658	7.1%	58
HH has pet insurance	9,322	2.5%	89

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