



Pets and Products Market Potential

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

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Demographic Summary		2018	2023
Population		66,358	76,082
Population 18+		61,983	70,676
Households		38,440	44,505
Median Household Income		\$102,525	\$112,759

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	14,888	38.7%	71
HH owns any bird	681	1.8%	82
HH owns any cat	7,580	19.7%	86
HH owns any dog	8,011	20.8%	50
HH owns 1 cat	4,786	12.5%	101
HH owns 2+ cats	2,771	7.2%	67
HH owns 1 dog	5,716	14.9%	60
HH owns 2+ dogs	2,294	6.0%	35
HH used canned/wet cat food in last 6 months	5,339	13.9%	106
HH used packaged dry cat food in last 6 months	7,683	20.0%	90
HH used cat treats in last 6 months	4,631	12.0%	90
HH used cat litter in last 6 months	7,047	18.3%	90
HH used canned/wet dog food in last 6 months	3,416	8.9%	56
HH used packaged dry dog food in last 6 months	7,503	19.5%	49
HH used dog biscuits/treats in last 6 months	5,830	15.2%	46
HH used flea/tick/parasite product for cat/dog	8,776	22.8%	61
HH Bought pet food from any pet specialty store/12 mo	7,640	19.9%	94
HH Bought pet food in last 12 months: from discount store	1,059	2.8%	36
HH Bought pet food in last 12 months: from grocery store	7,184	18.7%	69
HH Bought pet food in last 12 months: from PETCO	3,340	8.7%	97
HH Bought pet food in last 12 months: from PetSmart	3,240	8.4%	72
HH Bought pet food in last 12 months: from wholesale club	1,355	3.5%	74
HH Bought pet food in last 12 months: from vet	1,375	3.6%	70
HH Bought flea control product from vet in last 12 mo	3,408	8.9%	68
HH member took pet to vet in last 12 months: 1 time	3,993	10.4%	77
HH member took pet to vet in last 12 months: 2 times	2,353	6.1%	53
HH member took pet to vet in last 12 months: 3 times	1,403	3.6%	64
HH member took pet to vet in last 12 months: 4 times	1,104	2.9%	68
HH member took pet to vet in last 12 months: 5+ times	1,782	4.6%	77
HH used professional pet service in last 12 months	3,757	9.8%	58
HH used professional pet service 3+ times last 12	1,579	4.1%	41
HH used professional pet service: boarding/kennel	699	1.8%	40
HH used professional pet service: grooming	2,780	7.2%	55
HH has pet insurance	1,045	2.7%	69

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 2018 and 2023.



Pets and Products Market Potential

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

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Demographic Summary		2018	2023
Population		373,093	398,556
Population 18+		325,039	348,482
Households		194,612	209,219
Median Household Income		\$79,177	\$91,168

Product/Consumer Behavior	Expected Number of		
	Households	Percent	MPI
HH owns any pet	75,399	38.7%	71
HH owns any bird	3,699	1.9%	88
HH owns any cat	34,750	17.9%	78
HH owns any dog	44,713	23.0%	55
HH owns 1 cat	22,309	11.5%	93
HH owns 2+ cats	12,524	6.4%	60
HH owns 1 dog	32,556	16.7%	67
HH owns 2+ dogs	12,234	6.3%	37
HH used canned/wet cat food in last 6 months	23,595	12.1%	92
HH used packaged dry cat food in last 6 months	34,381	17.7%	79
HH used cat treats in last 6 months	21,214	10.9%	82
HH used cat litter in last 6 months	32,278	16.6%	81
HH used canned/wet dog food in last 6 months	18,610	9.6%	60
HH used packaged dry dog food in last 6 months	41,971	21.6%	54
HH used dog biscuits/treats in last 6 months	34,160	17.6%	54
HH used flea/tick/parasite product for cat/dog	45,665	23.5%	62
HH Bought pet food from any pet specialty store/12 mo	36,823	18.9%	90
HH Bought pet food in last 12 months: from discount store	6,669	3.4%	45
HH Bought pet food in last 12 months: from grocery store	34,762	17.9%	66
HH Bought pet food in last 12 months: from PETCO	16,603	8.5%	96
HH Bought pet food in last 12 months: from PetSmart	16,332	8.4%	72
HH Bought pet food in last 12 months: from wholesale club	7,195	3.7%	77
HH Bought pet food in last 12 months: from vet	7,398	3.8%	75
HH Bought flea control product from vet in last 12 mo	15,995	8.2%	63
HH member took pet to vet in last 12 months: 1 time	19,843	10.2%	75
HH member took pet to vet in last 12 months: 2 times	14,245	7.3%	64
HH member took pet to vet in last 12 months: 3 times	7,549	3.9%	68
HH member took pet to vet in last 12 months: 4 times	5,156	2.6%	62
HH member took pet to vet in last 12 months: 5+ times	8,554	4.4%	73
HH used professional pet service in last 12 months	20,676	10.6%	63
HH used professional pet service 3+ times last 12	10,954	5.6%	56
HH used professional pet service: boarding/kennel	4,896	2.5%	56
HH used professional pet service: grooming	15,543	8.0%	61
HH has pet insurance	6,302	3.2%	82

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 2018 and 2023.



Pets and Products Market Potential

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

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Demographic Summary		2018	2023
Population		853,482	886,698
Population 18+		705,324	737,904
Households		387,951	405,830
Median Household Income		\$64,916	\$76,320

Product/Consumer Behavior	Expected Number of		MPI
	Households	Percent	
HH owns any pet	147,504	38.0%	70
HH owns any bird	7,690	2.0%	92
HH owns any cat	64,805	16.7%	73
HH owns any dog	90,458	23.3%	56
HH owns 1 cat	41,784	10.8%	88
HH owns 2+ cats	23,132	6.0%	56
HH owns 1 dog	64,951	16.7%	67
HH owns 2+ dogs	25,639	6.6%	39
HH used canned/wet cat food in last 6 months	43,929	11.3%	86
HH used packaged dry cat food in last 6 months	64,398	16.6%	75
HH used cat treats in last 6 months	39,836	10.3%	77
HH used cat litter in last 6 months	60,599	15.6%	76
HH used canned/wet dog food in last 6 months	39,244	10.1%	63
HH used packaged dry dog food in last 6 months	85,193	22.0%	55
HH used dog biscuits/treats in last 6 months	68,533	17.7%	54
HH used flea/tick/parasite product for cat/dog	91,027	23.5%	62
HH Bought pet food from any pet specialty store/12 mo	68,884	17.8%	84
HH Bought pet food in last 12 months: from discount store	14,234	3.7%	48
HH Bought pet food in last 12 months: from grocery store	69,865	18.0%	67
HH Bought pet food in last 12 months: from PETCO	31,487	8.1%	91
HH Bought pet food in last 12 months: from PetSmart	31,355	8.1%	69
HH Bought pet food in last 12 months: from wholesale club	13,676	3.5%	74
HH Bought pet food in last 12 months: from vet	14,040	3.6%	71
HH Bought flea control product from vet in last 12 mo	29,381	7.6%	58
HH member took pet to vet in last 12 months: 1 time	37,481	9.7%	71
HH member took pet to vet in last 12 months: 2 times	28,964	7.5%	65
HH member took pet to vet in last 12 months: 3 times	14,905	3.8%	67
HH member took pet to vet in last 12 months: 4 times	10,190	2.6%	62
HH member took pet to vet in last 12 months: 5+ times	15,885	4.1%	68
HH used professional pet service in last 12 months	41,181	10.6%	63
HH used professional pet service 3+ times last 12	21,413	5.5%	55
HH used professional pet service: boarding/kennel	10,151	2.6%	58
HH used professional pet service: grooming	31,284	8.1%	61
HH has pet insurance	13,497	3.5%	89

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