



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		2022	2027	
Population		79,579	83,205	
Population 18+		73,382	76,623	
Households		46,942	49,392	
Median Household Income		\$135,114	\$151,317	
Product/Consumer Behavior		Expected Number of Households	Percent	MPI
HH owns any pet		16,186	34.5%	66
HH owns any bird		713	1.5%	82
HH owns any cat		7,059	15.0%	65
HH owns any dog		9,818	20.9%	53
HH owns 1 cat		4,230	9.0%	76
HH owns 2+ cats		2,830	6.0%	54
HH owns 1 dog		7,715	16.4%	69
HH owns 2+ dogs		2,103	4.5%	29
HH used canned/wet cat food in last 6 months		5,077	10.8%	78
HH used packaged dry cat food in last 6 months		6,736	14.3%	65
HH used cat treats in last 6 months		5,079	10.8%	82
HH used cat litter in last 6 months		6,804	14.5%	70
HH used canned/wet dog food in last 6 months		4,621	9.8%	62
HH used packaged dry dog food in last 6 months		9,590	20.4%	54
HH used dog biscuits/treats in last 6 months		8,157	17.4%	57
HH used flea/tick/parasite prod cat/dog last 12 months		9,945	21.2%	61
HH purchased pet food in last 12 months: from discount store		1,605	3.4%	60
HH purchased pet food in last 12 months: from grocery store		6,621	14.1%	57
HH purchased pet food in last 12 months: from PETCO		3,084	6.6%	99
HH purchased pet food in last 12 months: from PetSmart		3,973	8.5%	89
HH purchased pet food last 12 months: other specialty pet store		2,202	4.7%	80
HH purchased pet food in last 12 months: from wholesale club		1,213	2.6%	54
HH purchased pet food in last 12 months: Internet/online		5,557	11.8%	92
HH purchased pet food in last 12 months: from veterinarian		1,051	2.2%	62
HH spent \$1-99 on pet food in last 12 months		1,819	3.9%	60
HH spent \$100 -199 on pet food in last 12 months		3,357	7.2%	84
HH spent \$200-499 on pet food in last 12 months		4,320	9.2%	61
HH spent pet food in last 12 months: \$500+		3,893	8.3%	65
HH purchased flea control in last 12 months: Internet/online		2,010	4.3%	60
HH purchased flea control in last 12 months: from veterinarian		4,023	8.6%	68
HH member took pet to vet in last 12 months: 1 time		4,959	10.6%	80
HH member took pet to vet in last 12 months: 2 times		3,892	8.3%	70
HH member took pet to vet in last 12 months: 3 times		1,566	3.3%	50
HH member took pet to vet in last 12 months: 4 times		1,089	2.3%	49
HH member took pet to vet in last 12 months: 5+ times		2,112	4.5%	65
HH spent \$1-99 on veterinarian care in the last 12 months		1,348	2.9%	101
HH spent \$100 -199 on veterinarian care in the last 12 months		1,726	3.7%	70
HH spent \$200-499 on veterinarian care in the last 12 months		3,196	6.8%	53
HH spent \$500-799 on veterinarian care in the last 12 months		1,926	4.1%	69
HH spent \$800+ on veterinarian care in the last 12 months		2,884	6.1%	74
HH used professional pet service in last 12 months		5,438	11.6%	65
HH used professional pet service 3+ times last 12		3,060	6.5%	58
HH used professional pet service: boarding/kennel		1,395	3.0%	72
HH used professional pet service: grooming		4,164	8.9%	63
HH has pet insurance		2,085	4.4%	99

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



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		2022	2027
Population		406,343	409,476
Population 18+		353,908	358,343
Households		217,632	221,192
Median Household Income		\$112,587	\$130,780
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	75,984	34.9%	67
HH owns any bird	3,107	1.4%	77
HH owns any cat	32,330	14.9%	65
HH owns any dog	48,261	22.2%	56
HH owns 1 cat	18,761	8.6%	73
HH owns 2+ cats	13,580	6.2%	56
HH owns 1 dog	37,363	17.2%	72
HH owns 2+ dogs	10,910	5.0%	32
HH used canned/wet cat food in last 6 months	23,717	10.9%	79
HH used packaged dry cat food in last 6 months	30,924	14.2%	64
HH used cat treats in last 6 months	22,231	10.2%	77
HH used cat litter in last 6 months	30,953	14.2%	68
HH used canned/wet dog food in last 6 months	22,115	10.2%	64
HH used packaged dry dog food in last 6 months	46,102	21.2%	56
HH used dog biscuits/treats in last 6 months	39,432	18.1%	59
HH used flea/tick/parasite prod cat/dog last 12 months	47,006	21.6%	62
HH purchased pet food in last 12 months: from discount store	6,990	3.2%	56
HH purchased pet food in last 12 months: from grocery store	31,340	14.4%	58
HH purchased pet food in last 12 months: from PETCO	13,451	6.2%	94
HH purchased pet food in last 12 months: from PetSmart	16,606	7.6%	81
HH purchased pet food last 12 months: other specialty pet store	10,783	5.0%	85
HH purchased pet food in last 12 months: from wholesale club	5,922	2.7%	57
HH purchased pet food in last 12 months: Internet/online	23,715	10.9%	85
HH purchased pet food in last 12 months: from veterinarian	4,922	2.3%	63
HH spent \$1-99 on pet food in last 12 months	9,246	4.2%	65
HH spent \$100 -199 on pet food in last 12 months	14,188	6.5%	77
HH spent \$200-499 on pet food in last 12 months	21,244	9.8%	65
HH spent pet food in last 12 months: \$500+	18,008	8.3%	64
HH purchased flea control in last 12 months: Internet/online	9,933	4.6%	64
HH purchased flea control in last 12 months: from veterinarian	17,821	8.2%	65
HH member took pet to vet in last 12 months: 1 time	21,854	10.0%	76
HH member took pet to vet in last 12 months: 2 times	17,509	8.0%	68
HH member took pet to vet in last 12 months: 3 times	8,009	3.7%	55
HH member took pet to vet in last 12 months: 4 times	5,384	2.5%	53
HH member took pet to vet in last 12 months: 5+ times	9,528	4.4%	63
HH spent \$1-99 on veterinarian care in the last 12 months	5,225	2.4%	85
HH spent \$100 -199 on veterinarian care in the last 12 months	8,536	3.9%	74
HH spent \$200-499 on veterinarian care in the last 12 months	16,514	7.6%	59
HH spent \$500-799 on veterinarian care in the last 12 months	8,064	3.7%	62
HH spent \$800+ on veterinarian care in the last 12 months	13,147	6.0%	72
HH used professional pet service in last 12 months	25,908	11.9%	67
HH used professional pet service 3+ times last 12	15,626	7.2%	63
HH used professional pet service: boarding/kennel	6,561	3.0%	73
HH used professional pet service: grooming	19,594	9.0%	64
HH has pet insurance	9,615	4.4%	98

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



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		2022	2027
Population		878,154	874,419
Population 18+		728,983	731,385
Households		422,190	424,382
Median Household Income		\$94,377	\$111,362
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	147,688	35.0%	67
HH owns any bird	6,323	1.5%	81
HH owns any cat	61,424	14.5%	63
HH owns any dog	96,227	22.8%	58
HH owns 1 cat	36,006	8.5%	72
HH owns 2+ cats	25,458	6.0%	54
HH owns 1 dog	72,439	17.2%	72
HH owns 2+ dogs	23,818	5.6%	36
HH used canned/wet cat food in last 6 months	44,887	10.6%	77
HH used packaged dry cat food in last 6 months	59,126	14.0%	64
HH used cat treats in last 6 months	41,349	9.8%	74
HH used cat litter in last 6 months	58,798	13.9%	67
HH used canned/wet dog food in last 6 months	44,598	10.6%	66
HH used packaged dry dog food in last 6 months	91,864	21.8%	57
HH used dog biscuits/treats in last 6 months	76,576	18.1%	59
HH used flea/tick/parasite prod cat/dog last 12 months	89,530	21.2%	61
HH purchased pet food in last 12 months: from discount store	13,810	3.3%	57
HH purchased pet food in last 12 months: from grocery store	62,106	14.7%	60
HH purchased pet food in last 12 months: from PETCO	25,700	6.1%	92
HH purchased pet food in last 12 months: from PetSmart	31,913	7.6%	80
HH purchased pet food last 12 months: other specialty pet store	19,558	4.6%	79
HH purchased pet food in last 12 months: from wholesale club	12,045	2.9%	60
HH purchased pet food in last 12 months: Internet/online	43,447	10.3%	80
HH purchased pet food in last 12 months: from veterinarian	9,143	2.2%	60
HH spent \$1-99 on pet food in last 12 months	19,741	4.7%	72
HH spent \$100 -199 on pet food in last 12 months	26,631	6.3%	75
HH spent \$200-499 on pet food in last 12 months	40,679	9.6%	64
HH spent pet food in last 12 months: \$500+	33,676	8.0%	62
HH purchased flea control in last 12 months: Internet/online	18,614	4.4%	62
HH purchased flea control in last 12 months: from veterinarian	32,062	7.6%	60
HH member took pet to vet in last 12 months: 1 time	43,298	10.3%	77
HH member took pet to vet in last 12 months: 2 times	33,331	7.9%	67
HH member took pet to vet in last 12 months: 3 times	15,340	3.6%	55
HH member took pet to vet in last 12 months: 4 times	10,093	2.4%	51
HH member took pet to vet in last 12 months: 5+ times	17,799	4.2%	60
HH spent \$1-99 on veterinarian care in the last 12 months	9,914	2.3%	83
HH spent \$100 -199 on veterinarian care in the last 12 months	16,431	3.9%	74
HH spent \$200-499 on veterinarian care in the last 12 months	32,410	7.7%	60
HH spent \$500-799 on veterinarian care in the last 12 months	14,856	3.5%	59
HH spent \$800+ on veterinarian care in the last 12 months	24,538	5.8%	70
HH used professional pet service in last 12 months	49,750	11.8%	66
HH used professional pet service 3+ times last 12	29,763	7.0%	62
HH used professional pet service: boarding/kennel	11,647	2.8%	67
HH used professional pet service: grooming	38,102	9.0%	64
HH has pet insurance	18,758	4.4%	99

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