



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		2021	2026
Population		71,839	79,539
Population 18+		66,685	73,648
Households		41,940	46,878
Median Household Income		\$122,586	\$135,928

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	13,287	31.7%	60
HH owns any cat	5,704	13.6%	59
HH owns any dog	7,717	18.4%	46
HH owns 1 cat	3,329	7.9%	66
HH owns 2+ cats	2,375	5.7%	52
HH owns 1 dog	6,053	14.4%	60
HH owns 2+ dogs	1,642	3.9%	24
HH used canned/wet cat food in last 6 months	3,940	9.4%	70
HH used packaged dry cat food in last 6 months	5,660	13.5%	62
HH used cat treats in last 6 months	4,490	10.7%	85
HH used cat litter in last 6 months	5,195	12.4%	61
HH used canned/wet dog food in last 6 months	3,210	7.7%	46
HH used packaged dry dog food in last 6 months	7,795	18.6%	48
HH used dog biscuits/treats in last 6 months	6,392	15.2%	50
HH used flea/tick/parasite prod cat/dog last 12 months	7,855	18.7%	53
HH purchased pet food in last 12 months: from discount store	1,306	3.1%	48
HH purchased pet food in last 12 months: from grocery store	5,476	13.1%	52
HH purchased pet food in last 12 months: from PETCO	2,483	5.9%	90
HH purchased pet food in last 12 months: from PetSmart	3,135	7.5%	78
HH purchased pet food last 12 months: other specialty pet store	1,530	3.6%	65
HH purchased pet food in last 12 months: from wholesale club	1,015	2.4%	53
HH purchased pet food in last 12 months: Internet/online	3,232	7.7%	83
HH purchased pet food in last 12 months: from veterinarian	1,109	2.6%	66
HH purchased flea control in last 12 months: Internet/online	1,323	3.2%	56
HH purchased flea control in last 12 months: from veterinarian	3,487	8.3%	66
HH member took pet to vet in last 12 months: 1 time	5,134	12.2%	91
HH member took pet to vet in last 12 months: 2 times	3,246	7.7%	67
HH member took pet to vet in last 12 months: 3 times	1,433	3.4%	55
HH member took pet to vet in last 12 months: 4 times	696	1.7%	36
HH member took pet to vet in last 12 months: 5+ times	1,313	3.1%	50
HH used professional pet service in last 12 months	3,680	8.8%	49
HH used professional pet service 3+ times last 12	2,223	5.3%	48
HH used professional pet service: boarding/kennel	759	1.8%	40
HH used professional pet service: grooming	3,012	7.2%	51
HH has pet insurance	1,594	3.8%	90

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 2021 and 2026.



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		2021	2026
Population		378,278	395,216
Population 18+		329,435	345,718
Households		199,383	210,136
Median Household Income		\$102,231	\$113,215

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	66,159	33.2%	63
HH owns any cat	27,665	13.9%	60
HH owns any dog	41,847	21.0%	52
HH owns 1 cat	15,829	7.9%	66
HH owns 2+ cats	11,894	6.0%	54
HH owns 1 dog	32,010	16.1%	66
HH owns 2+ dogs	9,930	5.0%	31
HH used canned/wet cat food in last 6 months	19,662	9.9%	73
HH used packaged dry cat food in last 6 months	26,905	13.5%	62
HH used cat treats in last 6 months	19,630	9.8%	78
HH used cat litter in last 6 months	25,237	12.7%	63
HH used canned/wet dog food in last 6 months	18,021	9.0%	55
HH used packaged dry dog food in last 6 months	40,864	20.5%	53
HH used dog biscuits/treats in last 6 months	33,090	16.6%	54
HH used flea/tick/parasite prod cat/dog last 12 months	40,546	20.3%	58
HH purchased pet food in last 12 months: from discount store	6,801	3.4%	53
HH purchased pet food in last 12 months: from grocery store	27,179	13.6%	54
HH purchased pet food in last 12 months: from PETCO	11,654	5.8%	89
HH purchased pet food in last 12 months: from PetSmart	14,236	7.1%	75
HH purchased pet food last 12 months: other specialty pet store	8,649	4.3%	78
HH purchased pet food in last 12 months: from wholesale club	5,334	2.7%	59
HH purchased pet food in last 12 months: Internet/online	14,292	7.2%	77
HH purchased pet food in last 12 months: from veterinarian	5,143	2.6%	64
HH purchased flea control in last 12 months: Internet/online	7,373	3.7%	66
HH purchased flea control in last 12 months: from veterinarian	15,783	7.9%	63
HH member took pet to vet in last 12 months: 1 time	22,131	11.1%	82
HH member took pet to vet in last 12 months: 2 times	15,179	7.6%	66
HH member took pet to vet in last 12 months: 3 times	7,326	3.7%	60
HH member took pet to vet in last 12 months: 4 times	4,170	2.1%	45
HH member took pet to vet in last 12 months: 5+ times	6,597	3.3%	53
HH used professional pet service in last 12 months	20,972	10.5%	59
HH used professional pet service 3+ times last 12	13,151	6.6%	59
HH used professional pet service: boarding/kennel	5,004	2.5%	56
HH used professional pet service: grooming	16,865	8.5%	60
HH has pet insurance	7,830	3.9%	93

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 2021 and 2026.



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		2021	2026
Population		850,188	866,190
Population 18+		704,004	722,864
Households		390,966	401,874
Median Household Income		\$83,661	\$96,082

Product/Consumer Behavior	Expected Number of		MPI
	Households	Percent	
HH owns any pet	129,106	33.0%	62
HH owns any cat	52,862	13.5%	59
HH owns any dog	83,339	21.3%	53
HH owns 1 cat	30,763	7.9%	65
HH owns 2+ cats	22,661	5.8%	53
HH owns 1 dog	62,773	16.1%	66
HH owns 2+ dogs	21,255	5.4%	34
HH used canned/wet cat food in last 6 months	37,354	9.6%	71
HH used packaged dry cat food in last 6 months	51,375	13.1%	60
HH used cat treats in last 6 months	36,561	9.4%	74
HH used cat litter in last 6 months	48,044	12.3%	61
HH used canned/wet dog food in last 6 months	37,383	9.6%	58
HH used packaged dry dog food in last 6 months	81,705	20.9%	54
HH used dog biscuits/treats in last 6 months	65,353	16.7%	55
HH used flea/tick/parasite prod cat/dog last 12 months	78,912	20.2%	57
HH purchased pet food in last 12 months: from discount store	13,632	3.5%	54
HH purchased pet food in last 12 months: from grocery store	54,330	13.9%	55
HH purchased pet food in last 12 months: from PETCO	22,578	5.8%	87
HH purchased pet food in last 12 months: from PetSmart	28,120	7.2%	75
HH purchased pet food last 12 months: other specialty pet store	15,933	4.1%	73
HH purchased pet food in last 12 months: from wholesale club	10,672	2.7%	60
HH purchased pet food in last 12 months: Internet/online	25,820	6.6%	71
HH purchased pet food in last 12 months: from veterinarian	9,599	2.5%	61
HH purchased flea control in last 12 months: Internet/online	13,608	3.5%	62
HH purchased flea control in last 12 months: from veterinarian	28,405	7.3%	58
HH member took pet to vet in last 12 months: 1 time	41,824	10.7%	79
HH member took pet to vet in last 12 months: 2 times	28,946	7.4%	64
HH member took pet to vet in last 12 months: 3 times	14,397	3.7%	60
HH member took pet to vet in last 12 months: 4 times	8,438	2.2%	47
HH member took pet to vet in last 12 months: 5+ times	12,477	3.2%	51
HH used professional pet service in last 12 months	39,990	10.2%	57
HH used professional pet service 3+ times last 12	25,081	6.4%	58
HH used professional pet service: boarding/kennel	9,340	2.4%	53
HH used professional pet service: grooming	33,374	8.5%	61
HH has pet insurance	15,928	4.1%	97

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