

Pets and Products Market Potential

Prepared by George Alexander

APS57510

Latitude: 37.09598
Longitude: -93.512408

Ring: 5 miles radius

Demographic Summary	2010	2015
Population	19,928	22,724
Population 18+	14,849	16,989
Households	7,724	8,882
Median Household Income	\$47,781	\$53,531

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	4,386	56.8%	119
HH owns any bird	188	2.4%	89
HH owns any cat	2,163	28.0%	120
HH owns any dog	3,468	44.9%	130
HH owns 1 cat	1,086	14.1%	113
HH owns 2+ cats	1,077	13.9%	126
HH owns 1 dog	1,947	25.2%	116
HH owns 2+ dogs	1,521	19.7%	151
HH used canned cat food in last 6 months	951	12.3%	100
HH used <5 cans of cat food in last 7 days	480	6.2%	111
HH used 8+ cans of cat food in last 7 days	252	3.3%	85
HH used packaged dry cat food in last 6 months	2,147	27.8%	119
HH used <5 pounds of packaged dry cat food last mo	654	8.5%	102
HH used 9+ pounds of packaged dry cat food last mo	1,082	14.0%	133
HH used cat treats in last 6 months	798	10.3%	102
HH used cat litter in last 6 months	1,741	22.5%	111
HH used canned dog food in last 6 months	1,141	14.8%	116
HH used packaged dry dog food in last 6 months	3,355	43.4%	128
HH used <10 pounds of pkgd dry dog food last month	1,341	17.4%	113
HH used 25+ pounds of pkgd dry dog food last month	1,225	15.9%	149
HH used dog biscuits/treats in last 6 months	2,669	34.6%	126
HH used <3 packages of dog biscuits/treats last mo	1,962	25.4%	127
HH used 3+ packages of dog biscuits/treats last mo	706	9.1%	119
HH used flea/tick care prod for cat/dog last 12 mo	3,032	39.3%	124
HH member took pet to vet in last 12 mo: 1 time	985	12.8%	111
HH member took pet to vet in last 12 mo: 2 times	918	11.9%	118
HH member took pet to vet in last 12 mo: 3 times	472	6.1%	115
HH member took pet to vet in last 12 mo: 4 times	333	4.3%	117
HH member took pet to vet in last 12 mo: 5+ times	445	5.8%	114
Bought pet food from vet in last 12 months	371	4.8%	111
Bought flea control product from vet in last 12 mo	1,203	15.6%	127

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2010 and 2015.

APS57510

Latitude: 37.09598
Longitude: -93.512408

Ring: 7.5 miles radius

Demographic Summary	2010	2015
Population	26,466	30,321
Population 18+	19,712	22,626
Households	10,241	11,820
Median Household Income	\$48,094	\$53,775

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	5,952	58.1%	122
HH owns any bird	266	2.6%	95
HH owns any cat	2,985	29.1%	125
HH owns any dog	4,703	45.9%	132
HH owns 1 cat	1,470	14.4%	115
HH owns 2+ cats	1,515	14.8%	133
HH owns 1 dog	2,617	25.6%	117
HH owns 2+ dogs	2,086	20.4%	156
HH used canned cat food in last 6 months	1,307	12.8%	104
HH used <5 cans of cat food in last 7 days	656	6.4%	114
HH used 8+ cans of cat food in last 7 days	350	3.4%	89
HH used packaged dry cat food in last 6 months	2,980	29.1%	125
HH used <5 pounds of packaged dry cat food last mo	900	8.8%	106
HH used 9+ pounds of packaged dry cat food last mo	1,514	14.8%	141
HH used cat treats in last 6 months	1,085	10.6%	105
HH used cat litter in last 6 months	2,391	23.3%	115
HH used canned dog food in last 6 months	1,539	15.0%	118
HH used packaged dry dog food in last 6 months	4,566	44.6%	132
HH used <10 pounds of pkgd dry dog food last month	1,810	17.7%	115
HH used 25+ pounds of pkgd dry dog food last month	1,692	16.5%	155
HH used dog biscuits/treats in last 6 months	3,613	35.3%	129
HH used <3 packages of dog biscuits/treats last mo	2,661	26.0%	130
HH used 3+ packages of dog biscuits/treats last mo	952	9.3%	121
HH used flea/tick care prod for cat/dog last 12 mo	4,136	40.4%	128
HH member took pet to vet in last 12 mo: 1 time	1,334	13.0%	113
HH member took pet to vet in last 12 mo: 2 times	1,241	12.1%	120
HH member took pet to vet in last 12 mo: 3 times	645	6.3%	118
HH member took pet to vet in last 12 mo: 4 times	456	4.5%	121
HH member took pet to vet in last 12 mo: 5+ times	618	6.0%	119
Bought pet food from vet in last 12 months	501	4.9%	113
Bought flea control product from vet in last 12 mo	1,646	16.1%	131

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Pets and Products Market Potential

Prepared by George Alexander

Latitude: 37.09598
Longitude: -93.512408

APS57510

Ring: 10 miles radius

Demographic Summary	2010	2015
Population	54,751	62,212
Population 18+	40,717	46,296
Households	21,131	24,189
Median Household Income	\$52,041	\$56,049

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	12,488	59.1%	124
HH owns any bird	589	2.8%	102
HH owns any cat	6,272	29.7%	127
HH owns any dog	9,815	46.5%	134
HH owns 1 cat	3,120	14.8%	118
HH owns 2+ cats	3,154	14.9%	135
HH owns 1 dog	5,571	26.4%	121
HH owns 2+ dogs	4,243	20.1%	154
HH used canned cat food in last 6 months	2,810	13.3%	108
HH used <5 cans of cat food in last 7 days	1,362	6.4%	115
HH used 8+ cans of cat food in last 7 days	772	3.7%	95
HH used packaged dry cat food in last 6 months	6,285	29.7%	128
HH used <5 pounds of packaged dry cat food last mo	1,941	9.2%	110
HH used 9+ pounds of packaged dry cat food last mo	3,075	14.6%	139
HH used cat treats in last 6 months	2,325	11.0%	109
HH used cat litter in last 6 months	5,092	24.1%	118
HH used canned dog food in last 6 months	3,182	15.1%	119
HH used packaged dry dog food in last 6 months	9,544	45.2%	133
HH used <10 pounds of pkgd dry dog food last month	3,859	18.3%	119
HH used 25+ pounds of pkgd dry dog food last month	3,456	16.4%	153
HH used dog biscuits/treats in last 6 months	7,548	35.7%	130
HH used <3 packages of dog biscuits/treats last mo	5,510	26.1%	131
HH used 3+ packages of dog biscuits/treats last mo	2,039	9.6%	126
HH used flea/tick care prod for cat/dog last 12 mo	8,642	40.9%	129
HH member took pet to vet in last 12 mo: 1 time	2,843	13.5%	117
HH member took pet to vet in last 12 mo: 2 times	2,622	12.4%	123
HH member took pet to vet in last 12 mo: 3 times	1,397	6.6%	124
HH member took pet to vet in last 12 mo: 4 times	964	4.6%	124
HH member took pet to vet in last 12 mo: 5+ times	1,344	6.4%	126
Bought pet food from vet in last 12 months	1,088	5.1%	119
Bought flea control product from vet in last 12 mo	3,418	16.2%	132

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