



Pets and Products Market Potential

Prepared by STDBonline

5956 Sherry Lane, Dallas, Texas, 75225

Site Type: Ring

Latitude 32.861976
Longitude -96.809829
Ring: 1.0 mile

Demographic Summary	2008	2013
Population	11,889	11,985
Population 18+	8,835	8,978
Households	5,258	5,250
Median Household Income	\$105,963	\$111,006

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	2,046	38.9%	93
HH owns any cat	1,016	19.3%	89
HH owns any dog	1,388	26.4%	86
HH owns 1 cat	536	10.2%	85
HH owns 2+ cats	479	9.1%	91
HH owns 1 dog	1,038	19.7%	99
HH owns 2+ dogs	351	6.7%	60
HH used canned cat food in last 6 months	662	12.6%	105
HH used <5 cans of cat food in last 7 days	342	6.5%	115
HH used 8+ cans of cat food in last 7 days	174	3.3%	90
HH used packaged dry cat food in last 6 months	1,051	20.0%	88
HH used <5 pounds of packaged dry cat food last mo	383	7.3%	88
HH used 9+ pounds of packaged dry cat food last mo	400	7.6%	75
HH used cat treats in last 6 months	486	9.2%	94
HH used cat litter in last 6 months	987	18.8%	94
HH used canned dog food in last 6 months	531	10.1%	83
HH used packaged dry dog food in last 6 months	1,367	26.0%	82
HH used <11 pounds of pkgd dry dog food last month	747	14.2%	85
HH used 25+ pounds of pkgd dry dog food last month	292	5.6%	57
HH used dog biscuits/treats in last 6 months	1,120	21.3%	86
HH used <3 packages of dog biscuits/treats last mo	869	16.5%	91
HH used 3+ packages of dog biscuits/treats last mo	271	5.2%	75
HH used packaged dry cat/dog food in last 6 months	2,079	39.5%	91
HH used canned cat/dog food in last 6 mo	1,038	19.7%	97
HH used flea/tick care prod for cat/dog last 12 mo	1,264	24.0%	83
HH member took pet to vet in last 12 mo: 1 time	510	9.7%	95
HH member took pet to vet in last 12 mo: 2 times	482	9.2%	100
HH member took pet to vet in last 12 mo: 3 times	291	5.5%	115
HH member took pet to vet in last 12 mo: 4 times	158	3.0%	91
HH member took pet to vet in last 12 mo: 5+ times	255	4.8%	110
Bought pet food from vet in last 12 months	192	3.7%	90
Bought flea control product from vet in last 12 mo	579	11.0%	92

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. 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 Mediamark Research Inc. in a nationally representative survey of U.S. households. ESRI forecasts for 2008 and 2013.



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Demographic Summary	2008	2013
Population	120,454	122,132
Population 18+	93,949	96,281
Households	51,926	52,232
Median Household Income	\$74,990	\$82,585

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	18,123	34.9%	83
HH owns any cat	9,499	18.3%	84
HH owns any dog	11,780	22.7%	74
HH owns 1 cat	5,130	9.9%	82
HH owns 2+ cats	4,379	8.4%	84
HH owns 1 dog	8,448	16.3%	81
HH owns 2+ dogs	3,338	6.4%	58
HH used canned cat food in last 6 months	5,927	11.4%	95
HH used <5 cans of cat food in last 7 days	2,937	5.7%	100
HH used 8+ cans of cat food in last 7 days	1,695	3.3%	89
HH used packaged dry cat food in last 6 months	9,780	18.8%	83
HH used <5 pounds of packaged dry cat food last mo	3,645	7.0%	85
HH used 9+ pounds of packaged dry cat food last mo	3,955	7.6%	75
HH used cat treats in last 6 months	4,478	8.6%	88
HH used cat litter in last 6 months	9,290	17.9%	90
HH used canned dog food in last 6 months	4,935	9.5%	78
HH used packaged dry dog food in last 6 months	11,745	22.6%	72
HH used <11 pounds of pkgd dry dog food last month	6,794	13.1%	79
HH used 25+ pounds of pkgd dry dog food last month	2,826	5.4%	56
HH used dog biscuits/treats in last 6 months	9,566	18.4%	74
HH used <3 packages of dog biscuits/treats last mo	7,507	14.5%	80
HH used 3+ packages of dog biscuits/treats last mo	2,441	4.7%	68
HH used packaged dry cat/dog food in last 6 months	18,044	34.7%	80
HH used canned cat/dog food in last 6 mo	9,309	17.9%	88
HH used flea/tick care prod for cat/dog last 12 mo	11,400	22.0%	76
HH member took pet to vet in last 12 mo: 1 time	4,540	8.7%	86
HH member took pet to vet in last 12 mo: 2 times	3,964	7.6%	84
HH member took pet to vet in last 12 mo: 3 times	2,290	4.4%	92
HH member took pet to vet in last 12 mo: 4 times	1,492	2.9%	87
HH member took pet to vet in last 12 mo: 5+ times	2,115	4.1%	92
Bought pet food from vet in last 12 months	1,795	3.5%	86
Bought flea control product from vet in last 12 mo	5,193	10.0%	84

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Demographic Summary	2008	2013
Population	395,834	406,155
Population 18+	302,674	313,756
Households	159,983	163,376
Median Household Income	\$60,261	\$67,821

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	52,264	32.7%	78
HH owns any cat	27,848	17.4%	80
HH owns any dog	33,250	20.8%	67
HH owns 1 cat	15,377	9.6%	80
HH owns 2+ cats	12,572	7.9%	78
HH owns 1 dog	23,508	14.7%	74
HH owns 2+ dogs	9,782	6.1%	55
HH used canned cat food in last 6 months	16,884	10.6%	88
HH used <5 cans of cat food in last 7 days	8,286	5.2%	92
HH used 8+ cans of cat food in last 7 days	5,258	3.3%	90
HH used packaged dry cat food in last 6 months	28,248	17.7%	78
HH used <5 pounds of packaged dry cat food last mo	10,823	6.8%	82
HH used 9+ pounds of packaged dry cat food last mo	12,030	7.5%	74
HH used cat treats in last 6 months	12,683	7.9%	81
HH used cat litter in last 6 months	27,019	16.9%	85
HH used canned dog food in last 6 months	14,857	9.3%	77
HH used packaged dry dog food in last 6 months	33,848	21.2%	67
HH used <11 pounds of pkgd dry dog food last month	19,629	12.3%	74
HH used 25+ pounds of pkgd dry dog food last month	8,915	5.6%	57
HH used dog biscuits/treats in last 6 months	27,204	17.0%	69
HH used <3 packages of dog biscuits/treats last mo	21,372	13.4%	74
HH used 3+ packages of dog biscuits/treats last mo	7,075	4.4%	64
HH used packaged dry cat/dog food in last 6 months	51,290	32.1%	74
HH used canned cat/dog food in last 6 mo	26,715	16.7%	82
HH used flea/tick care prod for cat/dog last 12 mo	33,680	21.1%	73
HH member took pet to vet in last 12 mo: 1 time	12,975	8.1%	79
HH member took pet to vet in last 12 mo: 2 times	11,238	7.0%	77
HH member took pet to vet in last 12 mo: 3 times	5,921	3.7%	77
HH member took pet to vet in last 12 mo: 4 times	4,063	2.5%	77
HH member took pet to vet in last 12 mo: 5+ times	5,529	3.5%	78
Bought pet food from vet in last 12 months	4,936	3.1%	76
Bought flea control product from vet in last 12 mo	14,133	8.8%	74

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