



# Pets and Products Market Potential

Tammy Square Center 2  
 15620 Manchester Rd, Ballwin, Missouri, 63011  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 38.59269  
 Longitude: -90.57370

Demographic Summary		2016	2021
Population		9,034	9,115
Population 18+		6,974	7,160
Households		3,477	3,507
Median Household Income		\$78,611	\$89,628

  

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	2,080	59.8%	111
HH owns any bird	81	2.3%	89
HH owns any cat	837	24.1%	107
HH owns any dog	1,568	45.1%	111
HH owns 1 cat	445	12.8%	106
HH owns 2+ cats	393	11.3%	108
HH owns 1 dog	988	28.4%	116
HH owns 2+ dogs	580	16.7%	102
HH used canned/wet cat food in last 6 months	429	12.3%	105
HH used packaged dry cat food in last 6 months	797	22.9%	107
HH used cat treats in last 6 months	420	12.1%	104
HH used cat litter in last 6 months	743	21.4%	111
HH used canned/wet dog food in last 6 months	501	14.4%	100
HH used packaged dry dog food in last 6 months	1,503	43.2%	112
HH used dog biscuits/treats in last 6 months	1,249	35.9%	114
HH used flea/tick/parasite product for cat/dog	1,343	38.6%	107
HH Bought pet food from any pet specialty store/12 mo	893	25.7%	126
HH Bought pet food in last 12 months: from discount store	321	9.2%	101
HH Bought pet food in last 12 months: from grocery store	976	28.1%	105
HH Bought pet food in last 12 months: from PETCO	344	9.9%	120
HH Bought pet food in last 12 months: from PetSmart	505	14.5%	129
HH Bought pet food in last 12 months: from wholesale club	192	5.5%	128
HH Bought pet food in last 12 months: from vet	172	4.9%	114
HH Bought flea control product from vet in last 12 mo	509	14.6%	121
HH member took pet to vet in last 12 months: 1 time	524	15.1%	112
HH member took pet to vet in last 12 months: 2 times	459	13.2%	117
HH member took pet to vet in last 12 months: 3 times	222	6.4%	118
HH member took pet to vet in last 12 months: 4 times	161	4.6%	116
HH member took pet to vet in last 12 months: 5+ times	225	6.5%	123
HH used professional pet service in last 12 months	696	20.0%	126
HH used professional pet service 3+ times last 12	425	12.2%	133
HH used professional pet service: boarding/kennel	211	6.1%	142
HH used professional pet service: grooming	514	14.8%	120
HH has pet insurance	110	3.2%	114

**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 2016 and 2021.



# Pets and Products Market Potential

Tammy Square Center 2  
 15620 Manchester Rd, Ballwin, Missouri, 63011  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 38.59269  
 Longitude: -90.57370

Demographic Summary		2016	2021
Population		73,491	73,887
Population 18+		56,086	57,748
Households		27,373	27,519
Median Household Income		\$95,938	\$104,912
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	16,536	60.4%	112
HH owns any bird	652	2.4%	91
HH owns any cat	6,432	23.5%	105
HH owns any dog	12,529	45.8%	112
HH owns 1 cat	3,565	13.0%	107
HH owns 2+ cats	2,869	10.5%	100
HH owns 1 dog	7,986	29.2%	119
HH owns 2+ dogs	4,544	16.6%	102
HH used canned/wet cat food in last 6 months	3,400	12.4%	106
HH used packaged dry cat food in last 6 months	6,116	22.3%	104
HH used cat treats in last 6 months	3,342	12.2%	105
HH used cat litter in last 6 months	5,744	21.0%	109
HH used canned/wet dog food in last 6 months	4,082	14.9%	104
HH used packaged dry dog food in last 6 months	11,931	43.6%	113
HH used dog biscuits/treats in last 6 months	9,919	36.2%	115
HH used flea/tick/parasite product for cat/dog	10,768	39.3%	109
HH Bought pet food from any pet specialty store/12 mo	7,639	27.9%	137
HH Bought pet food in last 12 months: from discount store	2,504	9.1%	100
HH Bought pet food in last 12 months: from grocery store	7,440	27.2%	101
HH Bought pet food in last 12 months: from PETCO	3,005	11.0%	133
HH Bought pet food in last 12 months: from PetSmart	4,163	15.2%	136
HH Bought pet food in last 12 months: from wholesale club	1,569	5.7%	132
HH Bought pet food in last 12 months: from vet	1,472	5.4%	124
HH Bought flea control product from vet in last 12 mo	4,022	14.7%	122
HH member took pet to vet in last 12 months: 1 time	4,068	14.9%	110
HH member took pet to vet in last 12 months: 2 times	3,932	14.4%	127
HH member took pet to vet in last 12 months: 3 times	1,862	6.8%	125
HH member took pet to vet in last 12 months: 4 times	1,226	4.5%	113
HH member took pet to vet in last 12 months: 5+ times	1,776	6.5%	124
HH used professional pet service in last 12 months	5,907	21.6%	136
HH used professional pet service 3+ times last 12	3,631	13.3%	145
HH used professional pet service: boarding/kennel	1,858	6.8%	159
HH used professional pet service: grooming	4,422	16.2%	132
HH has pet insurance	892	3.3%	118

**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 2016 and 2021.



# Pets and Products Market Potential

Tammy Square Center 2  
 15620 Manchester Rd, Ballwin, Missouri, 63011  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 38.59269  
 Longitude: -90.57370

Demographic Summary		2016	2021
Population		149,142	150,212
Population 18+		114,759	118,318
Households		57,010	57,417
Median Household Income		\$93,684	\$103,976
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	33,509	58.8%	109
HH owns any bird	1,318	2.3%	89
HH owns any cat	13,085	23.0%	102
HH owns any dog	25,175	44.2%	108
HH owns 1 cat	7,296	12.8%	106
HH owns 2+ cats	5,797	10.2%	97
HH owns 1 dog	16,297	28.6%	116
HH owns 2+ dogs	8,878	15.6%	96
HH used canned/wet cat food in last 6 months	7,063	12.4%	105
HH used packaged dry cat food in last 6 months	12,426	21.8%	102
HH used cat treats in last 6 months	6,791	11.9%	103
HH used cat litter in last 6 months	11,694	20.5%	107
HH used canned/wet dog food in last 6 months	8,239	14.5%	101
HH used packaged dry dog food in last 6 months	23,979	42.1%	109
HH used dog biscuits/treats in last 6 months	19,952	35.0%	111
HH used flea/tick/parasite product for cat/dog	21,794	38.2%	106
HH Bought pet food from any pet specialty store/12 mo	15,560	27.3%	134
HH Bought pet food in last 12 months: from discount store	4,928	8.6%	94
HH Bought pet food in last 12 months: from grocery store	15,120	26.5%	99
HH Bought pet food in last 12 months: from PETCO	6,152	10.8%	131
HH Bought pet food in last 12 months: from PetSmart	8,492	14.9%	133
HH Bought pet food in last 12 months: from wholesale club	3,129	5.5%	127
HH Bought pet food in last 12 months: from vet	3,023	5.3%	122
HH Bought flea control product from vet in last 12 mo	8,299	14.6%	120
HH member took pet to vet in last 12 months: 1 time	8,237	14.4%	107
HH member took pet to vet in last 12 months: 2 times	7,865	13.8%	122
HH member took pet to vet in last 12 months: 3 times	3,787	6.6%	122
HH member took pet to vet in last 12 months: 4 times	2,474	4.3%	109
HH member took pet to vet in last 12 months: 5+ times	3,654	6.4%	122
HH used professional pet service in last 12 months	12,018	21.1%	133
HH used professional pet service 3+ times last 12	7,357	12.9%	141
HH used professional pet service: boarding/kennel	3,820	6.7%	157
HH used professional pet service: grooming	8,971	15.7%	128
HH has pet insurance	1,836	3.2%	117

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