



Pets and Products Market Potential

10-11 49th Ave, Long Island City, New York, 11101
Ring: 1 mile radius

Prepared by Esri
Latitude: 40.74343
Longitude: -73.95330

Demographic Summary		2021	2026
Population		60,515	68,061
Population 18+		52,994	59,575
Households		30,559	34,389
Median Household Income		\$122,447	\$139,459
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	10,376	34.0%	64
HH owns any cat	4,175	13.7%	59
HH owns any dog	6,928	22.7%	56
HH owns 1 cat	2,361	7.7%	64
HH owns 2+ cats	1,801	5.9%	54
HH owns 1 dog	5,447	17.8%	74
HH owns 2+ dogs	1,605	5.3%	32
HH used canned/wet cat food in last 6 months	3,202	10.5%	78
HH used packaged dry cat food in last 6 months	3,972	13.0%	60
HH used cat treats in last 6 months	2,868	9.4%	74
HH used cat litter in last 6 months	3,920	12.8%	63
HH used canned/wet dog food in last 6 months	3,022	9.9%	60
HH used packaged dry dog food in last 6 months	6,672	21.8%	57
HH used dog biscuits/treats in last 6 months	5,321	17.4%	57
HH used flea/tick/parasite prod cat/dog last 12 months	6,464	21.2%	60
HH purchased pet food in last 12 months: from discount store	937	3.1%	47
HH purchased pet food in last 12 months: from grocery store	3,931	12.9%	51
HH purchased pet food in last 12 months: from PETCO	1,739	5.7%	86
HH purchased pet food in last 12 months: from PetSmart	2,156	7.1%	74
HH purchased pet food last 12 months: other specialty pet store	1,749	5.7%	102
HH purchased pet food in last 12 months: from wholesale club	848	2.8%	61
HH purchased pet food in last 12 months: Internet/online	2,312	7.6%	81
HH purchased pet food in last 12 months: from veterinarian	704	2.3%	57
HH purchased flea control in last 12 months: Internet/online	1,320	4.3%	77
HH purchased flea control in last 12 months: from veterinarian	2,463	8.1%	64
HH member took pet to vet in last 12 months: 1 time	2,997	9.8%	73
HH member took pet to vet in last 12 months: 2 times	2,368	7.7%	67
HH member took pet to vet in last 12 months: 3 times	1,041	3.4%	55
HH member took pet to vet in last 12 months: 4 times	717	2.3%	51
HH member took pet to vet in last 12 months: 5+ times	1,017	3.3%	53
HH used professional pet service in last 12 months	3,927	12.9%	72
HH used professional pet service 3+ times last 12	2,665	8.7%	79
HH used professional pet service: boarding/kennel	1,130	3.7%	82
HH used professional pet service: grooming	3,022	9.9%	71
HH has pet insurance	1,254	4.1%	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 2021 and 2026.

April 27, 2022



Pets and Products Market Potential

10-11 49th Ave, Long Island City, New York, 11101
Ring: 3 mile radius

Prepared by Esri
Latitude: 40.74343
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Demographic Summary		2021	2026
Population		1,331,703	1,366,538
Population 18+		1,151,643	1,187,762
Households		661,716	679,531
Median Household Income		\$103,555	\$117,654
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	221,943	33.5%	63
HH owns any cat	88,904	13.4%	58
HH owns any dog	148,790	22.5%	56
HH owns 1 cat	50,545	7.6%	63
HH owns 2+ cats	38,287	5.8%	53
HH owns 1 dog	117,010	17.7%	73
HH owns 2+ dogs	33,357	5.0%	31
HH used canned/wet cat food in last 6 months	67,725	10.2%	76
HH used packaged dry cat food in last 6 months	84,630	12.8%	59
HH used cat treats in last 6 months	60,716	9.2%	73
HH used cat litter in last 6 months	83,093	12.6%	62
HH used canned/wet dog food in last 6 months	64,948	9.8%	60
HH used packaged dry dog food in last 6 months	142,337	21.5%	56
HH used dog biscuits/treats in last 6 months	112,937	17.1%	56
HH used flea/tick/parasite prod cat/dog last 12 months	137,251	20.7%	59
HH purchased pet food in last 12 months: from discount store	21,169	3.2%	49
HH purchased pet food in last 12 months: from grocery store	85,559	12.9%	51
HH purchased pet food in last 12 months: from PETCO	38,840	5.9%	89
HH purchased pet food in last 12 months: from PetSmart	45,574	6.9%	72
HH purchased pet food last 12 months: other specialty pet store	37,331	5.6%	101
HH purchased pet food in last 12 months: from wholesale club	19,565	3.0%	65
HH purchased pet food in last 12 months: Internet/online	47,137	7.1%	76
HH purchased pet food in last 12 months: from veterinarian	16,215	2.5%	61
HH purchased flea control in last 12 months: Internet/online	28,556	4.3%	76
HH purchased flea control in last 12 months: from veterinarian	50,379	7.6%	61
HH member took pet to vet in last 12 months: 1 time	66,014	10.0%	74
HH member took pet to vet in last 12 months: 2 times	50,747	7.7%	67
HH member took pet to vet in last 12 months: 3 times	23,519	3.6%	58
HH member took pet to vet in last 12 months: 4 times	15,982	2.4%	52
HH member took pet to vet in last 12 months: 5+ times	23,312	3.5%	56
HH used professional pet service in last 12 months	82,750	12.5%	70
HH used professional pet service 3+ times last 12	55,820	8.4%	76
HH used professional pet service: boarding/kennel	23,863	3.6%	80
HH used professional pet service: grooming	64,535	9.8%	70
HH has pet insurance	26,786	4.0%	96

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 2021 and 2026.

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Pets and Products Market Potential

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Ring: 5 mile radius

Prepared by Esri
Latitude: 40.74343
Longitude: -73.95330

Demographic Summary		2021	2026
Population		3,204,506	3,288,552
Population 18+		2,658,257	2,752,684
Households		1,399,781	1,439,867
Median Household Income		\$88,603	\$102,763
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	464,663	33.2%	63
HH owns any cat	186,130	13.3%	58
HH owns any dog	313,912	22.4%	56
HH owns 1 cat	109,030	7.8%	64
HH owns 2+ cats	76,854	5.5%	50
HH owns 1 dog	241,774	17.3%	71
HH owns 2+ dogs	76,663	5.5%	34
HH used canned/wet cat food in last 6 months	140,951	10.1%	75
HH used packaged dry cat food in last 6 months	177,650	12.7%	58
HH used cat treats in last 6 months	124,309	8.9%	70
HH used cat litter in last 6 months	174,447	12.5%	62
HH used canned/wet dog food in last 6 months	139,594	10.0%	60
HH used packaged dry dog food in last 6 months	299,460	21.4%	56
HH used dog biscuits/treats in last 6 months	236,582	16.9%	55
HH used flea/tick/parasite prod cat/dog last 12 months	287,834	20.6%	58
HH purchased pet food in last 12 months: from discount store	48,632	3.5%	54
HH purchased pet food in last 12 months: from grocery store	184,019	13.1%	52
HH purchased pet food in last 12 months: from PETCO	83,424	6.0%	90
HH purchased pet food in last 12 months: from PetSmart	93,932	6.7%	70
HH purchased pet food last 12 months: other specialty pet store	70,293	5.0%	90
HH purchased pet food in last 12 months: from wholesale club	42,589	3.0%	67
HH purchased pet food in last 12 months: Internet/online	91,290	6.5%	70
HH purchased pet food in last 12 months: from veterinarian	33,508	2.4%	59
HH purchased flea control in last 12 months: Internet/online	55,374	4.0%	70
HH purchased flea control in last 12 months: from veterinarian	94,323	6.7%	54
HH member took pet to vet in last 12 months: 1 time	135,891	9.7%	72
HH member took pet to vet in last 12 months: 2 times	101,321	7.2%	63
HH member took pet to vet in last 12 months: 3 times	52,495	3.8%	61
HH member took pet to vet in last 12 months: 4 times	33,768	2.4%	52
HH member took pet to vet in last 12 months: 5+ times	48,306	3.5%	55
HH used professional pet service in last 12 months	165,923	11.9%	66
HH used professional pet service 3+ times last 12	107,780	7.7%	69
HH used professional pet service: boarding/kennel	44,713	3.2%	71
HH used professional pet service: grooming	131,478	9.4%	67
HH has pet insurance	60,226	4.3%	102

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