



Pets and Products Market Potential

100-180 N Crowley Rd, Crowley, Texas, 76036
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 32.57840
 Longitude: -97.35323

Demographic Summary		2018	2023
Population		8,703	9,754
Population 18+		6,282	7,024
Households		3,010	3,339
Median Household Income		\$63,734	\$71,815
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	1,804	59.9%	110
HH owns any bird	50	1.7%	77
HH owns any cat	676	22.5%	98
HH owns any dog	1,461	48.5%	116
HH owns 1 cat	326	10.8%	88
HH owns 2+ cats	349	11.6%	108
HH owns 1 dog	802	26.6%	107
HH owns 2+ dogs	659	21.9%	130
HH used canned/wet cat food in last 6 months	370	12.3%	94
HH used packaged dry cat food in last 6 months	657	21.8%	98
HH used cat treats in last 6 months	410	13.6%	102
HH used cat litter in last 6 months	602	20.0%	98
HH used canned/wet dog food in last 6 months	551	18.3%	115
HH used packaged dry dog food in last 6 months	1,408	46.8%	117
HH used dog biscuits/treats in last 6 months	1,123	37.3%	114
HH used flea/tick/parasite product for cat/dog	1,204	40.0%	106
HH Bought pet food from any pet specialty store/12 mo	698	23.2%	110
HH Bought pet food in last 12 months: from discount store	257	8.5%	111
HH Bought pet food in last 12 months: from grocery store	911	30.3%	112
HH Bought pet food in last 12 months: from PETCO	260	8.6%	97
HH Bought pet food in last 12 months: from PetSmart	427	14.2%	121
HH Bought pet food in last 12 months: from wholesale club	161	5.3%	112
HH Bought pet food in last 12 months: from vet	176	5.8%	115
HH Bought flea control product from vet in last 12 mo	383	12.7%	97
HH member took pet to vet in last 12 months: 1 time	464	15.4%	114
HH member took pet to vet in last 12 months: 2 times	385	12.8%	111
HH member took pet to vet in last 12 months: 3 times	171	5.7%	100
HH member took pet to vet in last 12 months: 4 times	122	4.1%	95
HH member took pet to vet in last 12 months: 5+ times	203	6.7%	112
HH used professional pet service in last 12 months	548	18.2%	108
HH used professional pet service 3+ times last 12	329	10.9%	109
HH used professional pet service: boarding/kennel	132	4.4%	97
HH used professional pet service: grooming	444	14.8%	112
HH has pet insurance	142	4.7%	120

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 2018 and 2023.



Pets and Products Market Potential

100-180 N Crowley Rd, Crowley, Texas, 76036
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 32.57840
 Longitude: -97.35323

Demographic Summary		2018	2023
Population		64,740	73,661
Population 18+		46,133	52,251
Households		21,068	23,767
Median Household Income		\$71,489	\$78,678
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	12,662	60.1%	110
HH owns any bird	373	1.8%	82
HH owns any cat	4,654	22.1%	96
HH owns any dog	10,401	49.4%	118
HH owns 1 cat	2,368	11.2%	91
HH owns 2+ cats	2,283	10.8%	101
HH owns 1 dog	5,750	27.3%	110
HH owns 2+ dogs	4,651	22.1%	131
HH used canned/wet cat food in last 6 months	2,621	12.4%	95
HH used packaged dry cat food in last 6 months	4,549	21.6%	97
HH used cat treats in last 6 months	2,773	13.2%	99
HH used cat litter in last 6 months	4,135	19.6%	96
HH used canned/wet dog food in last 6 months	3,752	17.8%	111
HH used packaged dry dog food in last 6 months	10,065	47.8%	119
HH used dog biscuits/treats in last 6 months	8,051	38.2%	117
HH used flea/tick/parasite product for cat/dog	8,359	39.7%	106
HH Bought pet food from any pet specialty store/12 mo	5,133	24.4%	115
HH Bought pet food in last 12 months: from discount store	1,704	8.1%	106
HH Bought pet food in last 12 months: from grocery store	6,182	29.3%	109
HH Bought pet food in last 12 months: from PETCO	2,035	9.7%	108
HH Bought pet food in last 12 months: from PetSmart	3,110	14.8%	126
HH Bought pet food in last 12 months: from wholesale club	1,105	5.2%	110
HH Bought pet food in last 12 months: from vet	1,153	5.5%	107
HH Bought flea control product from vet in last 12 mo	2,755	13.1%	100
HH member took pet to vet in last 12 months: 1 time	3,236	15.4%	113
HH member took pet to vet in last 12 months: 2 times	2,674	12.7%	110
HH member took pet to vet in last 12 months: 3 times	1,268	6.0%	106
HH member took pet to vet in last 12 months: 4 times	892	4.2%	100
HH member took pet to vet in last 12 months: 5+ times	1,404	6.7%	110
HH used professional pet service in last 12 months	4,078	19.4%	115
HH used professional pet service 3+ times last 12	2,437	11.6%	115
HH used professional pet service: boarding/kennel	1,128	5.4%	119
HH used professional pet service: grooming	3,199	15.2%	116
HH has pet insurance	1,032	4.9%	125

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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 2018 and 2023.



Pets and Products Market Potential

100-180 N Crowley Rd, Crowley, Texas, 76036
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 32.57840
 Longitude: -97.35323

Demographic Summary		2018	2023
Population		164,411	184,213
Population 18+		117,566	131,502
Households		54,649	60,775
Median Household Income		\$67,963	\$76,021
Product/Consumer Behavior		Expected Number of Households	MPI
		Percent	
HH owns any pet		32,252	108
HH owns any bird		1,149	97
HH owns any cat		12,023	96
HH owns any dog		26,163	115
HH owns 1 cat		6,232	93
HH owns 2+ cats		5,786	99
HH owns 1 dog		14,684	108
HH owns 2+ dogs		11,480	125
HH used canned/wet cat food in last 6 months		6,725	94
HH used packaged dry cat food in last 6 months		11,745	97
HH used cat treats in last 6 months		7,027	96
HH used cat litter in last 6 months		10,691	96
HH used canned/wet dog food in last 6 months		9,689	111
HH used packaged dry dog food in last 6 months		25,140	115
HH used dog biscuits/treats in last 6 months		20,120	113
HH used flea/tick/parasite product for cat/dog		21,733	106
HH Bought pet food from any pet specialty store/12 mo		12,980	112
HH Bought pet food in last 12 months: from discount store		4,361	104
HH Bought pet food in last 12 months: from grocery store		15,896	108
HH Bought pet food in last 12 months: from PETCO		5,252	108
HH Bought pet food in last 12 months: from PetSmart		7,876	123
HH Bought pet food in last 12 months: from wholesale club		2,860	109
HH Bought pet food in last 12 months: from vet		2,951	106
HH Bought flea control product from vet in last 12 mo		7,177	100
HH member took pet to vet in last 12 months: 1 time		8,058	109
HH member took pet to vet in last 12 months: 2 times		6,897	110
HH member took pet to vet in last 12 months: 3 times		3,289	106
HH member took pet to vet in last 12 months: 4 times		2,306	99
HH member took pet to vet in last 12 months: 5+ times		3,555	108
HH used professional pet service in last 12 months		10,427	114
HH used professional pet service 3+ times last 12		6,270	114
HH used professional pet service: boarding/kennel		2,797	113
HH used professional pet service: grooming		8,171	114
HH has pet insurance		2,553	119

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