



Pets and Products Market Potential

Sangamon County, IL
 Sangamon County, IL (17167)
 Geography: County

Demographic Summary		2013	2018
Population		199,077	202,652
Population 18+		153,668	157,366
Households		83,972	85,660
Median Household Income		\$50,987	\$58,130
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	46,327	55.2%	105
HH owns any bird	2,165	2.6%	99
HH owns any cat	20,750	24.7%	108
HH owns any dog	34,436	41.0%	105
HH owns 1 cat	11,145	13.3%	106
HH owns 2+ cats	9,832	11.7%	108
HH owns 1 dog	20,769	24.7%	104
HH owns 2+ dogs	13,937	16.6%	105
HH used canned cat food in last 6 months	10,310	12.3%	106
HH used <4 cans of cat food in last 7 days	4,314	5.1%	110
HH used 8+ cans of cat food in last 7 days	2,707	3.2%	104
HH used packaged dry cat food in last 6 months	20,089	23.9%	108
HH used <4 pounds pkgd dry cat food last 30 days	6,175	7.4%	108
HH used 9+ pounds pkgd dry cat food last 30 days	9,321	11.1%	108
HH used cat treats in last 6 months	10,288	12.3%	107
HH used 3+ packages of cat treats in last 30 days	3,049	3.6%	106
HH used cat litter in last 6 months	18,176	21.6%	109
HH used 21+ pounds of cat litter in last 30 days	5,171	6.2%	110
HH used canned dog food in last 6 months	12,376	14.7%	103
HH used <3 cans of dog food in last 7 days	5,487	6.5%	101
HH used 7+ cans of dog food in last 7 days	3,978	4.7%	100
HH used packaged dry dog food in last 6 months	33,143	39.5%	105
HH used <10 pounds pkgd dry dog food last 30 days	14,908	17.8%	104
HH used 25+ pounds pkgd dry dog food last 30 days	10,462	12.5%	106
HH used dog biscuits/treats in last 6 months	27,971	33.3%	107
HH used 3+ pkgs dog biscuits/treats last 30 days	8,053	9.6%	108
HH used flea/tick/parasite product for cat/dog	31,271	37.2%	105
Bought pet food from any pet specialty store/12 mo	17,753	21.1%	104
Bought pet food in last 12 mo: from discount store	9,822	11.7%	109
Bought pet food in last 12 mo: from grocery store	24,876	29.6%	108
Bought pet food in last 12 mo: from PETCO	6,847	8.2%	98
Bought pet food in last 12 mo: from PetSmart	10,534	12.5%	107
Bought pet food in last 12 mo: from wholesale club	3,931	4.7%	101
Bought pet food in last 12 mo: from vet	4,122	4.9%	105
Bought flea control product from vet in last 12 mo	12,127	14.4%	111
HH member took pet to vet in last 12 mo: 1 time	12,009	14.3%	107
HH member took pet to vet in last 12 mo: 2 times	9,698	11.5%	105
HH member took pet to vet in last 12 mo: 3 times	4,954	5.9%	106
HH member took pet to vet in last 12 mo: 4 times	3,056	3.6%	107
HH member took pet to vet in last 12 mo: 5+ times	4,673	5.6%	107

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 2013 and 2018.