



Pets and Products Market Potential

Sangamon County, IL 6
 Sangamon County, IL (17167)
 Geography: County

Prepared by Esri

Demographic Summary		2017	2022
Population		199,816	201,439
Population 18+		156,032	158,280
Households		84,166	84,929
Median Household Income		\$55,187	\$58,126
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	47,591	56.5%	104
HH owns any bird	1,641	1.9%	85
HH owns any cat	20,680	24.6%	109
HH owns any dog	36,186	43.0%	104
HH owns 1 cat	11,171	13.3%	109
HH owns 2+ cats	9,657	11.5%	109
HH owns 1 dog	22,459	26.7%	107
HH owns 2+ dogs	13,995	16.6%	101
HH used canned/wet cat food in last 6 months	11,090	13.2%	108
HH used packaged dry cat food in last 6 months	19,764	23.5%	109
HH used cat treats in last 6 months	11,358	13.5%	112
HH used cat litter in last 6 months	18,052	21.4%	111
HH used canned/wet dog food in last 6 months	12,378	14.7%	101
HH used packaged dry dog food in last 6 months	34,955	41.5%	105
HH used dog biscuits/treats in last 6 months	28,586	34.0%	106
HH used flea/tick/parasite product for cat/dog	32,579	38.7%	106
HH Bought pet food from any pet specialty store/12 mo	17,726	21.1%	104
HH Bought pet food in last 12 months: from discount store	7,990	9.5%	106
HH Bought pet food in last 12 months: from grocery store	23,841	28.3%	108
HH Bought pet food in last 12 months: from PETCO	6,710	8.0%	97
HH Bought pet food in last 12 months: from PetSmart	9,988	11.9%	105
HH Bought pet food in last 12 months: from wholesale club	3,498	4.2%	94
HH Bought pet food in last 12 months: from vet	3,839	4.6%	107
HH Bought flea control product from vet in last 12 mo	11,980	14.2%	115
HH member took pet to vet in last 12 months: 1 time	12,687	15.1%	107
HH member took pet to vet in last 12 months: 2 times	9,912	11.8%	108
HH member took pet to vet in last 12 months: 3 times	4,668	5.5%	107
HH member took pet to vet in last 12 months: 4 times	3,554	4.2%	107
HH member took pet to vet in last 12 months: 5+ times	4,596	5.5%	102
HH used professional pet service in last 12 months	13,940	16.6%	102
HH used professional pet service 3+ times last 12	8,218	9.8%	102
HH used professional pet service: boarding/kennel	3,918	4.7%	105
HH used professional pet service: grooming	10,745	12.8%	101
HH has pet insurance	2,438	2.9%	95

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 2017 and 2022.