



Pets and Products Market Potential

Norcross, GA - 1,3,5 Mile
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Demographic Summary		2016	2021
Population		7,700	8,454
Population 18+		5,508	6,042
Households		2,622	2,865
Median Household Income		\$54,235	\$60,292
Product/Consumer Behavior		Expected Number of Households	MPI
		Percent	
HH owns any pet		1,088	77
HH owns any bird		72	105
HH owns any cat		397	68
HH owns any dog		776	73
HH owns 1 cat		228	72
HH owns 2+ cats		195	71
HH owns 1 dog		511	79
HH owns 2+ dogs		265	62
HH used canned/wet cat food in last 6 months		252	82
HH used packaged dry cat food in last 6 months		372	66
HH used cat treats in last 6 months		234	77
HH used cat litter in last 6 months		357	71
HH used canned/wet dog food in last 6 months		327	87
HH used packaged dry dog food in last 6 months		726	72
HH used dog biscuits/treats in last 6 months		575	70
HH used flea/tick/parasite product for cat/dog		652	69
HH Bought pet food from any pet specialty store/12 mo		434	81
HH Bought pet food in last 12 months: from discount store		132	55
HH Bought pet food in last 12 months: from grocery store		514	73
HH Bought pet food in last 12 months: from PETCO		203	94
HH Bought pet food in last 12 months: from PetSmart		247	84
HH Bought pet food in last 12 months: from wholesale club		86	76
HH Bought pet food in last 12 months: from vet		78	69
HH Bought flea control product from vet in last 12 mo		170	54
HH member took pet to vet in last 12 months: 1 time		268	76
HH member took pet to vet in last 12 months: 2 times		240	81
HH member took pet to vet in last 12 months: 3 times		110	77
HH member took pet to vet in last 12 months: 4 times		72	69
HH member took pet to vet in last 12 months: 5+ times		84	61
HH used professional pet service in last 12 months		349	84
HH used professional pet service 3+ times last 12		188	78
HH used professional pet service: boarding/kennel		82	73
HH used professional pet service: grooming		270	84
HH has pet insurance		96	132

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

Norcross, GA - 1,3,5 Mile
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Demographic Summary		2016	2021
Population		77,945	83,900
Population 18+		55,781	60,196
Households		26,271	28,100
Median Household Income		\$46,912	\$53,012
Product/Consumer Behavior		Expected Number of Households	MPI
		Percent	
HH owns any pet		11,355	80
HH owns any bird		694	101
HH owns any cat		4,214	72
HH owns any dog		8,258	77
HH owns 1 cat		2,366	74
HH owns 2+ cats		2,010	73
HH owns 1 dog		5,393	84
HH owns 2+ dogs		2,867	67
HH used canned/wet cat food in last 6 months		2,446	79
HH used packaged dry cat food in last 6 months		3,939	70
HH used cat treats in last 6 months		2,341	77
HH used cat litter in last 6 months		3,711	74
HH used canned/wet dog food in last 6 months		3,114	83
HH used packaged dry dog food in last 6 months		7,742	76
HH used dog biscuits/treats in last 6 months		6,183	75
HH used flea/tick/parasite product for cat/dog		7,065	74
HH Bought pet food from any pet specialty store/12 mo		4,424	83
HH Bought pet food in last 12 months: from discount store		1,614	67
HH Bought pet food in last 12 months: from grocery store		5,739	81
HH Bought pet food in last 12 months: from PETCO		1,836	85
HH Bought pet food in last 12 months: from PetSmart		2,595	88
HH Bought pet food in last 12 months: from wholesale club		859	76
HH Bought pet food in last 12 months: from vet		778	68
HH Bought flea control product from vet in last 12 mo		1,967	62
HH member took pet to vet in last 12 months: 1 time		2,838	80
HH member took pet to vet in last 12 months: 2 times		2,413	81
HH member took pet to vet in last 12 months: 3 times		1,126	79
HH member took pet to vet in last 12 months: 4 times		692	66
HH member took pet to vet in last 12 months: 5+ times		943	68
HH used professional pet service in last 12 months		3,441	83
HH used professional pet service 3+ times last 12		1,872	78
HH used professional pet service: boarding/kennel		854	76
HH used professional pet service: grooming		2,595	81
HH has pet insurance		824	114

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Pets and Products Market Potential

Norcross, GA - 1,3,5 Mile
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Demographic Summary		2016	2021
Population		245,004	260,609
Population 18+		177,063	189,026
Households		84,363	89,053
Median Household Income		\$47,659	\$53,981
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	37,597	44.6%	83
HH owns any bird	2,205	2.6%	100
HH owns any cat	14,061	16.7%	74
HH owns any dog	27,430	32.5%	80
HH owns 1 cat	7,933	9.4%	78
HH owns 2+ cats	6,611	7.8%	75
HH owns 1 dog	18,045	21.4%	87
HH owns 2+ dogs	9,388	11.1%	68
HH used canned/wet cat food in last 6 months	8,234	9.8%	83
HH used packaged dry cat food in last 6 months	13,181	15.6%	73
HH used cat treats in last 6 months	7,818	9.3%	80
HH used cat litter in last 6 months	12,413	14.7%	77
HH used canned/wet dog food in last 6 months	10,137	12.0%	84
HH used packaged dry dog food in last 6 months	25,712	30.5%	79
HH used dog biscuits/treats in last 6 months	20,649	24.5%	78
HH used flea/tick/parasite product for cat/dog	23,535	27.9%	77
HH Bought pet food from any pet specialty store/12 mo	15,146	18.0%	88
HH Bought pet food in last 12 months: from discount store	5,486	6.5%	71
HH Bought pet food in last 12 months: from grocery store	18,484	21.9%	82
HH Bought pet food in last 12 months: from PETCO	6,131	7.3%	88
HH Bought pet food in last 12 months: from PetSmart	8,788	10.4%	93
HH Bought pet food in last 12 months: from wholesale club	2,998	3.6%	82
HH Bought pet food in last 12 months: from vet	2,702	3.2%	74
HH Bought flea control product from vet in last 12 mo	6,805	8.1%	67
HH member took pet to vet in last 12 months: 1 time	9,343	11.1%	82
HH member took pet to vet in last 12 months: 2 times	7,991	9.5%	84
HH member took pet to vet in last 12 months: 3 times	3,806	4.5%	83
HH member took pet to vet in last 12 months: 4 times	2,322	2.8%	69
HH member took pet to vet in last 12 months: 5+ times	3,319	3.9%	75
HH used professional pet service in last 12 months	11,707	13.9%	87
HH used professional pet service 3+ times last 12	6,605	7.8%	85
HH used professional pet service: boarding/kennel	3,032	3.6%	84
HH used professional pet service: grooming	8,845	10.5%	85
HH has pet insurance	2,565	3.0%	110

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.

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