



# Pets and Products Market Potential

Norcross, GA - 3,5,10 Minutes  
 65 Lawrenceville St NW, Norcross, Georgia, 30071  
 Drive Time: 3 minute radius

Prepared by Esri  
 Latitude: 33.94260  
 Longitude: -84.21145

Demographic Summary		2016	2021
Population		1,063	1,208
Population 18+		788	900
Households		498	565
Median Household Income		\$52,967	\$60,097
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	200	40.2%	75
HH owns any bird	14	2.8%	108
HH owns any cat	80	16.1%	72
HH owns any dog	129	25.9%	64
HH owns 1 cat	46	9.2%	76
HH owns 2+ cats	38	7.6%	73
HH owns 1 dog	92	18.5%	75
HH owns 2+ dogs	37	7.4%	46
HH used canned/wet cat food in last 6 months	56	11.2%	96
HH used packaged dry cat food in last 6 months	75	15.1%	70
HH used cat treats in last 6 months	51	10.2%	88
HH used cat litter in last 6 months	74	14.9%	77
HH used canned/wet dog food in last 6 months	56	11.2%	78
HH used packaged dry dog food in last 6 months	121	24.3%	63
HH used dog biscuits/treats in last 6 months	96	19.3%	61
HH used flea/tick/parasite product for cat/dog	114	22.9%	63
HH Bought pet food from any pet specialty store/12 mo	86	17.3%	85
HH Bought pet food in last 12 months: from discount store	26	5.2%	57
HH Bought pet food in last 12 months: from grocery store	88	17.7%	66
HH Bought pet food in last 12 months: from PETCO	41	8.2%	100
HH Bought pet food in last 12 months: from PetSmart	50	10.0%	89
HH Bought pet food in last 12 months: from wholesale club	17	3.4%	79
HH Bought pet food in last 12 months: from vet	17	3.4%	79
HH Bought flea control product from vet in last 12 mo	30	6.0%	50
HH member took pet to vet in last 12 months: 1 time	48	9.6%	71
HH member took pet to vet in last 12 months: 2 times	42	8.4%	75
HH member took pet to vet in last 12 months: 3 times	22	4.4%	81
HH member took pet to vet in last 12 months: 4 times	12	2.4%	61
HH member took pet to vet in last 12 months: 5+ times	17	3.4%	65
HH used professional pet service in last 12 months	62	12.4%	78
HH used professional pet service 3+ times last 12	37	7.4%	81
HH used professional pet service: boarding/kennel	14	2.8%	66
HH used professional pet service: grooming	48	9.6%	79
HH has pet insurance	15	3.0%	109

**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 - 3,5,10 Minutes  
 65 Lawrenceville St NW, Norcross, Georgia, 30071  
 Drive Time: 5 minute radius

Prepared by Esri  
 Latitude: 33.94260  
 Longitude: -84.21145

Demographic Summary		2016	2021
Population		11,198	12,308
Population 18+		7,963	8,750
Households		3,444	3,763
Median Household Income		\$47,916	\$54,209
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	1,450	42.1%	78
HH owns any bird	103	3.0%	115
HH owns any cat	504	14.6%	65
HH owns any dog	1,081	31.4%	77
HH owns 1 cat	281	8.2%	67
HH owns 2+ cats	257	7.5%	71
HH owns 1 dog	685	19.9%	81
HH owns 2+ dogs	397	11.5%	71
HH used canned/wet cat food in last 6 months	303	8.8%	75
HH used packaged dry cat food in last 6 months	473	13.7%	64
HH used cat treats in last 6 months	290	8.4%	73
HH used cat litter in last 6 months	442	12.8%	67
HH used canned/wet dog food in last 6 months	458	13.3%	93
HH used packaged dry dog food in last 6 months	1,013	29.4%	76
HH used dog biscuits/treats in last 6 months	792	23.0%	73
HH used flea/tick/parasite product for cat/dog	886	25.7%	71
HH Bought pet food from any pet specialty store/12 mo	534	15.5%	76
HH Bought pet food in last 12 months: from discount store	179	5.2%	57
HH Bought pet food in last 12 months: from grocery store	719	20.9%	78
HH Bought pet food in last 12 months: from PETCO	243	7.1%	86
HH Bought pet food in last 12 months: from PetSmart	301	8.7%	78
HH Bought pet food in last 12 months: from wholesale club	110	3.2%	74
HH Bought pet food in last 12 months: from vet	102	3.0%	68
HH Bought flea control product from vet in last 12 mo	221	6.4%	53
HH member took pet to vet in last 12 months: 1 time	354	10.3%	76
HH member took pet to vet in last 12 months: 2 times	314	9.1%	81
HH member took pet to vet in last 12 months: 3 times	140	4.1%	75
HH member took pet to vet in last 12 months: 4 times	103	3.0%	75
HH member took pet to vet in last 12 months: 5+ times	114	3.3%	63
HH used professional pet service in last 12 months	439	12.7%	80
HH used professional pet service 3+ times last 12	228	6.6%	72
HH used professional pet service: boarding/kennel	98	2.8%	67
HH used professional pet service: grooming	342	9.9%	81
HH has pet insurance	131	3.8%	138

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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 2016 and 2021.



# Pets and Products Market Potential

Norcross, GA - 3,5,10 Minutes  
 65 Lawrenceville St NW, Norcross, Georgia, 30071  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 33.94260  
 Longitude: -84.21145

Demographic Summary		2016	2021
Population		82,610	88,932
Population 18+		59,729	64,410
Households		28,835	30,836
Median Household Income		\$46,055	\$52,283
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	12,325	42.7%	80
HH owns any bird	781	2.7%	104
HH owns any cat	4,550	15.8%	70
HH owns any dog	8,933	31.0%	76
HH owns 1 cat	2,542	8.8%	73
HH owns 2+ cats	2,174	7.5%	72
HH owns 1 dog	5,861	20.3%	83
HH owns 2+ dogs	3,073	10.7%	65
HH used canned/wet cat food in last 6 months	2,666	9.2%	79
HH used packaged dry cat food in last 6 months	4,272	14.8%	69
HH used cat treats in last 6 months	2,533	8.8%	76
HH used cat litter in last 6 months	4,013	13.9%	72
HH used canned/wet dog food in last 6 months	3,419	11.9%	83
HH used packaged dry dog food in last 6 months	8,370	29.0%	75
HH used dog biscuits/treats in last 6 months	6,690	23.2%	74
HH used flea/tick/parasite product for cat/dog	7,690	26.7%	74
HH Bought pet food from any pet specialty store/12 mo	4,824	16.7%	82
HH Bought pet food in last 12 months: from discount store	1,777	6.2%	67
HH Bought pet food in last 12 months: from grocery store	6,141	21.3%	79
HH Bought pet food in last 12 months: from PETCO	1,989	6.9%	84
HH Bought pet food in last 12 months: from PetSmart	2,823	9.8%	87
HH Bought pet food in last 12 months: from wholesale club	929	3.2%	74
HH Bought pet food in last 12 months: from vet	819	2.8%	66
HH Bought flea control product from vet in last 12 mo	2,059	7.1%	59
HH member took pet to vet in last 12 months: 1 time	3,049	10.6%	78
HH member took pet to vet in last 12 months: 2 times	2,608	9.0%	80
HH member took pet to vet in last 12 months: 3 times	1,206	4.2%	77
HH member took pet to vet in last 12 months: 4 times	746	2.6%	65
HH member took pet to vet in last 12 months: 5+ times	997	3.5%	66
HH used professional pet service in last 12 months	3,753	13.0%	82
HH used professional pet service 3+ times last 12	2,051	7.1%	78
HH used professional pet service: boarding/kennel	912	3.2%	74
HH used professional pet service: grooming	2,866	9.9%	81
HH has pet insurance	894	3.1%	112

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