

Pets and Products Market Potential

TID 7 Commercial Parcel
2351-2365 E Main St, Jackson, Wisconsin, 53037
Drive time: 5 minute radius

Prepared for you by EDWC
Latitude: 43.32354
Longitude: -88.15634

Demographic Summary		2023	2028
Population		8,491	8,693
Population 18+		6,585	6,767
Households		3,746	3,887
Median Household Income		\$87,791	\$100,338
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH Owns Cat	1,041	27.8%	120
HH Owns Dog	1,834	49.0%	124
HH Owns 1 Cat	502	13.4%	113
HH Owns 2+ Cats	539	14.4%	128
HH Owns 1 Dog	1,051	28.1%	117
HH Owns 2+ Dogs	783	20.9%	134
HH Used Canned or Wet Cat Food/6 Mo	623	16.6%	117
HH Used Packaged Dry Cat Food/6 Mo	997	26.6%	120
HH Used Cat Treats/6 Mo	653	17.4%	121
HH Used Cat Litter/6 Mo	921	24.6%	116
HH Used Canned or Wet Dog Food/6 Mo	762	20.3%	126
HH Used Packaged Dry Dog Food/6 Mo	1,730	46.2%	123
HH Used Dog Biscuits or Treats/6 Mo	1,444	38.5%	124
HH Used Flea/Tick/Parasite Prod for Cat/Dog	1,576	42.1%	121
HH Purchased Pet Food/12 Mo	197	5.3%	117
HH Purchased Pet Food from Grocery Store/12 Mo	1,019	27.2%	120
HH Purchased Pet Food from Petco/12 Mo	259	6.9%	102
HH Purchased Pet Food from PetSmart/12 Mo	382	10.2%	111
HH Purchased Pet Food from Oth Spec Pet Store/12 Mo	259	6.9%	131
HH Purchased Pet Food from Wholesale Club/12 Mo	246	6.6%	130
HH Purchased Pet Food Online/12 Mo	537	14.3%	124
HH Purchased Pet Food from Vet/12 Mo	146	3.9%	119
HH Spent \$1-99 on Pet Food/12 Mo	222	5.9%	100
HH Spent \$100 -199 on Pet Food/12 Mo	342	9.1%	110
HH Spent \$200-499 on Pet Food/12 Mo	689	18.4%	121
HH Spent \$500+ on Pet Food/12 Mo	686	18.3%	130
HH Purchased Flea Control Online/12 Mo	346	9.2%	141
HH Purchased Flea Control from Vet/12 Mo	594	15.9%	123
HH Took Pet 1 Time to Veterinarian/12 Mo	533	14.2%	116
HH Took Pet 2 Times to Veterinarian/12 Mo	507	13.5%	118
HH Took Pet 3 Times to Veterinarian/12 Mo	305	8.1%	129
HH Took Pet 4 Times to Veterinarian/12 Mo	212	5.7%	125
HH Took Pet 5+ Times to Veterinarian/12 Mo	356	9.5%	131
HH Spent \$1-99 on Veterinarian Care/12 Mo	96	2.6%	114
HH Spent \$100-199 on Veterinarian Care/12 Mo	219	5.8%	116
HH Spent \$200-499 on Veterinarian Care/12 Mo	564	15.1%	120
HH Spent \$500-799 on Veterinarian Care/12 Mo	300	8.0%	125
HH Spent \$800+ on Veterinarian Care/12 Mo	449	12.0%	129
HH Used Professional Pet Service/12 Mo	811	21.6%	123
HH Used Professional Pet Service 3+ Times/12 Mo	515	13.7%	123
HH Used Professional Boarding or Kennel Pet Service/12 Mo	177	4.7%	116
HH Used Professional Grooming Pet Service/12 Mo	649	17.3%	124
HH Has Pet Insurance	181	4.8%	104

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

March 28, 2024

Pets and Products Market Potential

TID 7 Commercial Parcel
2351-2365 E Main St, Jackson, Wisconsin, 53037
Drive time: 10 minute radius

Prepared for you by EDWC
Latitude: 43.32354
Longitude: -88.15634

Demographic Summary		2023	2028
Population		18,747	19,212
Population 18+		14,638	15,096
Households		7,696	7,987
Median Household Income		\$92,993	\$103,797
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH Owns Cat	2,093	27.2%	118
HH Owns Dog	3,677	47.8%	121
HH Owns 1 Cat	1,041	13.5%	114
HH Owns 2+ Cats	1,052	13.7%	122
HH Owns 1 Dog	2,151	27.9%	117
HH Owns 2+ Dogs	1,526	19.8%	127
HH Used Canned or Wet Cat Food/6 Mo	1,271	16.5%	116
HH Used Packaged Dry Cat Food/6 Mo	2,009	26.1%	118
HH Used Cat Treats/6 Mo	1,305	17.0%	117
HH Used Cat Litter/6 Mo	1,892	24.6%	116
HH Used Canned or Wet Dog Food/6 Mo	1,502	19.5%	121
HH Used Packaged Dry Dog Food/6 Mo	3,486	45.3%	121
HH Used Dog Biscuits or Treats/6 Mo	2,906	37.8%	122
HH Used Flea/Tick/Parasite Prod for Cat/Dog	3,209	41.7%	120
HH Purchased Pet Food/12 Mo	388	5.0%	112
HH Purchased Pet Food from Grocery Store/12 Mo	2,049	26.6%	117
HH Purchased Pet Food from Petco/12 Mo	542	7.0%	104
HH Purchased Pet Food from PetSmart/12 Mo	772	10.0%	109
HH Purchased Pet Food from Oth Spec Pet Store/12 Mo	524	6.8%	129
HH Purchased Pet Food from Wholesale Club/12 Mo	497	6.5%	128
HH Purchased Pet Food Online/12 Mo	1,097	14.3%	123
HH Purchased Pet Food from Vet/12 Mo	307	4.0%	122
HH Spent \$1-99 on Pet Food/12 Mo	453	5.9%	100
HH Spent \$100 -199 on Pet Food/12 Mo	695	9.0%	109
HH Spent \$200-499 on Pet Food/12 Mo	1,393	18.1%	119
HH Spent \$500+ on Pet Food/12 Mo	1,404	18.2%	130
HH Purchased Flea Control Online/12 Mo	680	8.8%	135
HH Purchased Flea Control from Vet/12 Mo	1,244	16.2%	126
HH Took Pet 1 Time to Veterinarian/12 Mo	1,090	14.2%	115
HH Took Pet 2 Times to Veterinarian/12 Mo	1,026	13.3%	116
HH Took Pet 3 Times to Veterinarian/12 Mo	629	8.2%	130
HH Took Pet 4 Times to Veterinarian/12 Mo	450	5.8%	129
HH Took Pet 5+ Times to Veterinarian/12 Mo	708	9.2%	127
HH Spent \$1-99 on Veterinarian Care/12 Mo	189	2.5%	109
HH Spent \$100-199 on Veterinarian Care/12 Mo	448	5.8%	116
HH Spent \$200-499 on Veterinarian Care/12 Mo	1,146	14.9%	119
HH Spent \$500-799 on Veterinarian Care/12 Mo	619	8.0%	125
HH Spent \$800+ on Veterinarian Care/12 Mo	930	12.1%	130
HH Used Professional Pet Service/12 Mo	1,664	21.6%	123
HH Used Professional Pet Service 3+ Times/12 Mo	1,054	13.7%	123
HH Used Professional Boarding or Kennel Pet Service/12 Mo	369	4.8%	118
HH Used Professional Grooming Pet Service/12 Mo	1,313	17.1%	122
HH Has Pet Insurance	368	4.8%	103

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March 28, 2024

Pets and Products Market Potential

TID 7 Commercial Parcel
2351-2365 E Main St, Jackson, Wisconsin, 53037
Drive time: 15 minute radius

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Longitude: -88.15634

Demographic Summary		2023	2028
Population		93,078	93,999
Population 18+		73,382	74,741
Households		39,175	40,032
Median Household Income		\$80,773	\$92,514
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH Owns Cat	9,722	24.8%	107
HH Owns Dog	16,351	41.7%	106
HH Owns 1 Cat	4,987	12.7%	107
HH Owns 2+ Cats	4,735	12.1%	108
HH Owns 1 Dog	9,976	25.5%	107
HH Owns 2+ Dogs	6,381	16.3%	104
HH Used Canned or Wet Cat Food/6 Mo	6,066	15.5%	109
HH Used Packaged Dry Cat Food/6 Mo	9,356	23.9%	108
HH Used Cat Treats/6 Mo	6,147	15.7%	109
HH Used Cat Litter/6 Mo	9,059	23.1%	109
HH Used Canned or Wet Dog Food/6 Mo	6,510	16.6%	103
HH Used Packaged Dry Dog Food/6 Mo	15,597	39.8%	106
HH Used Dog Biscuits or Treats/6 Mo	13,081	33.4%	108
HH Used Flea/Tick/Parasite Prod for Cat/Dog	14,572	37.2%	107
HH Purchased Pet Food/12 Mo	1,848	4.7%	105
HH Purchased Pet Food from Grocery Store/12 Mo	9,238	23.6%	104
HH Purchased Pet Food from Petco/12 Mo	2,682	6.8%	101
HH Purchased Pet Food from PetSmart/12 Mo	3,912	10.0%	108
HH Purchased Pet Food from Oth Spec Pet Store/12 Mo	2,411	6.2%	116
HH Purchased Pet Food from Wholesale Club/12 Mo	2,141	5.5%	108
HH Purchased Pet Food Online/12 Mo	5,068	12.9%	112
HH Purchased Pet Food from Vet/12 Mo	1,381	3.5%	108
HH Spent \$1-99 on Pet Food/12 Mo	2,222	5.7%	96
HH Spent \$100 -199 on Pet Food/12 Mo	3,450	8.8%	106
HH Spent \$200-499 on Pet Food/12 Mo	6,426	16.4%	108
HH Spent \$500+ on Pet Food/12 Mo	6,168	15.7%	112
HH Purchased Flea Control Online/12 Mo	2,869	7.3%	112
HH Purchased Flea Control from Vet/12 Mo	5,634	14.4%	112
HH Took Pet 1 Time to Veterinarian/12 Mo	5,184	13.2%	108
HH Took Pet 2 Times to Veterinarian/12 Mo	4,958	12.7%	110
HH Took Pet 3 Times to Veterinarian/12 Mo	2,704	6.9%	110
HH Took Pet 4 Times to Veterinarian/12 Mo	2,008	5.1%	113
HH Took Pet 5+ Times to Veterinarian/12 Mo	3,035	7.7%	107
HH Spent \$1-99 on Veterinarian Care/12 Mo	879	2.2%	100
HH Spent \$100-199 on Veterinarian Care/12 Mo	1,996	5.1%	101
HH Spent \$200-499 on Veterinarian Care/12 Mo	5,419	13.8%	110
HH Spent \$500-799 on Veterinarian Care/12 Mo	2,768	7.1%	110
HH Spent \$800+ on Veterinarian Care/12 Mo	4,143	10.6%	113
HH Used Professional Pet Service/12 Mo	7,492	19.1%	109
HH Used Professional Pet Service 3+ Times/12 Mo	4,758	12.1%	109
HH Used Professional Boarding or Kennel Pet Service/12 Mo	1,707	4.4%	107
HH Used Professional Grooming Pet Service/12 Mo	5,874	15.0%	107
HH Has Pet Insurance	1,815	4.6%	100

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