



Pets and Products Market Potential

Prepared by George Alexander

Brenham2302SDay102030
2302 S Day St, Brenham, TX 77833-5517
Drive Time: 10 minutes

Latitude: 30.147184
Longitude: -96.396612

Demographic Summary	2010	2015
Population	17,099	17,444
Population 18+	13,356	13,589
Households	6,225	6,364
Median Household Income	\$43,469	\$48,829

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	3,041	48.9%	103
HH owns any bird	167	2.7%	98
HH owns any cat	1,585	25.5%	109
HH owns any dog	2,228	35.8%	103
HH owns 1 cat	861	13.8%	111
HH owns 2+ cats	723	11.6%	105
HH owns 1 dog	1,324	21.3%	98
HH owns 2+ dogs	904	14.5%	111
HH used canned cat food in last 6 months	890	14.3%	117
HH used <5 cans of cat food in last 7 days	426	6.8%	122
HH used 8+ cans of cat food in last 7 days	265	4.3%	111
HH used packaged dry cat food in last 6 months	1,616	26.0%	112
HH used <5 pounds of packaged dry cat food last mo	541	8.7%	105
HH used 9+ pounds of packaged dry cat food last mo	771	12.4%	118
HH used cat treats in last 6 months	692	11.1%	110
HH used cat litter in last 6 months	1,398	22.5%	110
HH used canned dog food in last 6 months	837	13.4%	106
HH used packaged dry dog food in last 6 months	2,202	35.4%	104
HH used <10 pounds of pkgd dry dog food last month	1,017	16.3%	106
HH used 25+ pounds of pkgd dry dog food last month	672	10.8%	101
HH used dog biscuits/treats in last 6 months	1,764	28.3%	103
HH used <3 packages of dog biscuits/treats last mo	1,253	20.1%	101
HH used 3+ packages of dog biscuits/treats last mo	512	8.2%	107
HH used flea/tick care prod for cat/dog last 12 mo	2,046	32.9%	104
HH member took pet to vet in last 12 mo: 1 time	709	11.4%	99
HH member took pet to vet in last 12 mo: 2 times	613	9.8%	98
HH member took pet to vet in last 12 mo: 3 times	339	5.4%	102
HH member took pet to vet in last 12 mo: 4 times	224	3.6%	98
HH member took pet to vet in last 12 mo: 5+ times	284	4.6%	90
Bought pet food from vet in last 12 months	223	3.6%	83
Bought flea control product from vet in last 12 mo	787	12.6%	103

Data Note:An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2010 and 2015.



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Demographic Summary	2010	2015
Population	24,654	25,316
Population 18+	19,194	19,665
Households	9,041	9,305
Median Household Income	\$44,785	\$49,641

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	4,790	53.0%	111
HH owns any bird	272	3.0%	110
HH owns any cat	2,533	28.0%	120
HH owns any dog	3,590	39.7%	115
HH owns 1 cat	1,305	14.4%	116
HH owns 2+ cats	1,227	13.6%	122
HH owns 1 dog	2,049	22.7%	104
HH owns 2+ dogs	1,541	17.0%	130
HH used canned cat food in last 6 months	1,298	14.4%	117
HH used <5 cans of cat food in last 7 days	605	6.7%	119
HH used 8+ cans of cat food in last 7 days	381	4.2%	110
HH used packaged dry cat food in last 6 months	2,572	28.4%	122
HH used <5 pounds of packaged dry cat food last mo	841	9.3%	112
HH used 9+ pounds of packaged dry cat food last mo	1,251	13.8%	132
HH used cat treats in last 6 months	1,050	11.6%	115
HH used cat litter in last 6 months	2,158	23.9%	117
HH used canned dog food in last 6 months	1,289	14.3%	112
HH used packaged dry dog food in last 6 months	3,554	39.3%	116
HH used <10 pounds of pkgd dry dog food last month	1,536	17.0%	111
HH used 25+ pounds of pkgd dry dog food last month	1,182	13.1%	123
HH used dog biscuits/treats in last 6 months	2,835	31.4%	114
HH used <3 packages of dog biscuits/treats last mo	2,010	22.2%	111
HH used 3+ packages of dog biscuits/treats last mo	825	9.1%	119
HH used flea/tick care prod for cat/dog last 12 mo	3,372	37.3%	118
HH member took pet to vet in last 12 mo: 1 time	1,166	12.9%	112
HH member took pet to vet in last 12 mo: 2 times	938	10.4%	103
HH member took pet to vet in last 12 mo: 3 times	535	5.9%	111
HH member took pet to vet in last 12 mo: 4 times	377	4.2%	113
HH member took pet to vet in last 12 mo: 5+ times	454	5.0%	99
Bought pet food from vet in last 12 months	367	4.1%	94
Bought flea control product from vet in last 12 mo	1,335	14.8%	120

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Demographic Summary	2010	2015
Population	44,077	45,121
Population 18+	34,006	34,823
Households	16,369	16,772
Median Household Income	\$42,849	\$48,739

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	8,866	54.2%	114
HH owns any bird	500	3.1%	112
HH owns any cat	4,602	28.1%	121
HH owns any dog	6,784	41.4%	120
HH owns 1 cat	2,394	14.6%	117
HH owns 2+ cats	2,206	13.5%	121
HH owns 1 dog	3,838	23.4%	108
HH owns 2+ dogs	2,947	18.0%	138
HH used canned cat food in last 6 months	2,334	14.3%	116
HH used <5 cans of cat food in last 7 days	1,113	6.8%	121
HH used 8+ cans of cat food in last 7 days	709	4.3%	113
HH used packaged dry cat food in last 6 months	4,704	28.7%	123
HH used <5 pounds of packaged dry cat food last mo	1,505	9.2%	111
HH used 9+ pounds of packaged dry cat food last mo	2,318	14.2%	135
HH used cat treats in last 6 months	1,867	11.4%	113
HH used cat litter in last 6 months	3,782	23.1%	113
HH used canned dog food in last 6 months	2,488	15.2%	120
HH used packaged dry dog food in last 6 months	6,729	41.1%	121
HH used <10 pounds of pkgd dry dog food last month	2,923	17.9%	116
HH used 25+ pounds of pkgd dry dog food last month	2,233	13.6%	128
HH used dog biscuits/treats in last 6 months	5,284	32.3%	118
HH used <3 packages of dog biscuits/treats last mo	3,769	23.0%	115
HH used 3+ packages of dog biscuits/treats last mo	1,517	9.3%	121
HH used flea/tick care prod for cat/dog last 12 mo	6,417	39.2%	124
HH member took pet to vet in last 12 mo: 1 time	2,065	12.6%	109
HH member took pet to vet in last 12 mo: 2 times	1,765	10.8%	107
HH member took pet to vet in last 12 mo: 3 times	1,009	6.2%	116
HH member took pet to vet in last 12 mo: 4 times	680	4.2%	113
HH member took pet to vet in last 12 mo: 5+ times	893	5.5%	108
Bought pet food from vet in last 12 months	730	4.5%	103
Bought flea control product from vet in last 12 mo	2,456	15.0%	122

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