



Pets and Products Market Potential

Catenate, LLC 877-228-3628

Latitude: 41.0964

Longitude: -91.2685

Radius: 5.0 miles

PO Box 100

Morning Sun, IA 52640

Site Type: Radius

Demographic Summary

	2005	2010
Population	1,390	1,322
Population 18+	1,019	959
Households	523	498
Median Household Income	\$46,130	\$52,277

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	233	44.6%	112
HH owns any bird	16	3.1%	107
HH owns any cat	124	23.7%	113
HH owns any dog	180	34.4%	120
HH owns 1 cat	64	12.2%	109
HH owns 2+ cats	61	11.7%	114
HH owns 1 dog	106	20.3%	109
HH owns 2+ dogs	74	14.1%	138
HH used canned cat food in last 6 months	61	11.7%	102
HH used <4 cans of cat food in last 7 days	11	2.1%	82
HH used 8+ cans of cat food in last 7 days	14	2.7%	82
HH used packaged dry cat food in last 6 months	135	25.8%	115
HH used <4 pounds of packaged dry cat food last mo	19	3.6%	89
HH used 9+ pounds of packaged dry cat food last mo	56	10.7%	108
HH used packaged moist cat food in last 6 months	18	3.4%	113
HH used cat treats in last 6 months	48	9.2%	97
HH used cat litter in last 6 months	102	19.5%	101
HH used canned dog food in last 6 months	67	12.8%	119
HH used packaged dry dog food in last 6 months	194	37.1%	123
HH used <10 pounds of pkgd dry dog food last month	56	10.7%	119
HH used 25+ pounds of pkgd dry dog food last month	64	12.2%	124
HH used packaged moist dog food in last 6 months	23	4.4%	144
HH used dog biscuits/treats in last 6 months	116	22.2%	104
HH used <2 packages of dog biscuits/treats last mo	40	7.6%	100
HH used 3+ packages of dog biscuits/treats last mo	36	6.9%	111
HH used packaged dry cat/dog food in last 6 months	255	48.8%	115
HH used packaged moist cat/dog food in last 6 mo	36	6.9%	131
HH used flea/tick care prod for cat/dog last 12 mo	175	33.5%	129
HH member took pet to vet in last 12 mo: 1 time	58	11.1%	109
HH member took pet to vet in last 12 mo: 2 times	49	9.4%	102
HH member took pet to vet in last 12 mo: 3 times	25	4.8%	104
HH member took pet to vet in last 12 mo: 4 times	16	3.1%	93
HH member took pet to vet in last 12 mo: 5+ times	21	4.0%	89
Bought pet food from vet in last 12 months	26	5.0%	79
Bought flea control product from vet in last 12 mo	67	12.8%	100

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. 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 Mediamark Research Inc. in a nationally representative survey of U.S. households.



Pets and Products Market Potential

Catenate, LLC 877-228-3628

Latitude: 41.0964
Longitude: -91.2685
Radius: 10.0 miles

PO Box 100
Morning Sun, IA 52640

Site Type: Radius

Demographic Summary	2005	2010
Population	8,680	8,356
Population 18+	6,475	6,238
Households	3,344	3,228
Median Household Income	\$45,043	\$51,210

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	1,550	46.4%	117
HH owns any bird	97	2.9%	102
HH owns any cat	858	25.7%	122
HH owns any dog	1,202	35.9%	125
HH owns 1 cat	409	12.2%	109
HH owns 2+ cats	448	13.4%	131
HH owns 1 dog	710	21.2%	114
HH owns 2+ dogs	492	14.7%	143
HH used canned cat food in last 6 months	382	11.4%	100
HH used <4 cans of cat food in last 7 days	87	2.6%	102
HH used 8+ cans of cat food in last 7 days	88	2.6%	81
HH used packaged dry cat food in last 6 months	946	28.3%	126
HH used <4 pounds of packaged dry cat food last mo	126	3.8%	92
HH used 9+ pounds of packaged dry cat food last mo	442	13.2%	133
HH used packaged moist cat food in last 6 months	111	3.3%	109
HH used cat treats in last 6 months	310	9.3%	98
HH used cat litter in last 6 months	712	21.3%	110
HH used canned dog food in last 6 months	424	12.7%	118
HH used packaged dry dog food in last 6 months	1,288	38.5%	127
HH used <10 pounds of pkgd dry dog food last month	352	10.5%	117
HH used 25+ pounds of pkgd dry dog food last month	474	14.2%	144
HH used packaged moist dog food in last 6 months	138	4.1%	136
HH used dog biscuits/treats in last 6 months	800	23.9%	112
HH used <2 packages of dog biscuits/treats last mo	298	8.9%	117
HH used 3+ packages of dog biscuits/treats last mo	231	6.9%	112
HH used packaged dry cat/dog food in last 6 months	1,707	51.0%	120
HH used packaged moist cat/dog food in last 6 mo	221	6.6%	126
HH used flea/tick care prod for cat/dog last 12 mo	1,098	32.8%	126
HH member took pet to vet in last 12 mo: 1 time	408	12.2%	120
HH member took pet to vet in last 12 mo: 2 times	333	10.0%	108
HH member took pet to vet in last 12 mo: 3 times	145	4.3%	94
HH member took pet to vet in last 12 mo: 4 times	111	3.3%	101
HH member took pet to vet in last 12 mo: 5+ times	146	4.4%	97
Bought pet food from vet in last 12 months	178	5.3%	84
Bought flea control product from vet in last 12 mo	448	13.4%	105

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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 Mediamark Research Inc. in a nationally representative survey of U.S. households.



Pets and Products Market Potential

Catenate, LLC 877-228-3628

Latitude: 41.0964
Longitude: -91.2685
Radius: 15.0 miles

PO Box 100
Morning Sun, IA 52640

Site Type: Radius

Demographic Summary	2005	2010
Population	19,576	19,017
Population 18+	14,549	14,203
Households	7,532	7,342
Median Household Income	\$46,349	\$52,885

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	3,587	47.6%	120
HH owns any bird	230	3.1%	107
HH owns any cat	1,975	26.2%	125
HH owns any dog	2,784	37.0%	129
HH owns 1 cat	935	12.4%	110
HH owns 2+ cats	1,039	13.8%	135
HH owns 1 dog	1,659	22.0%	118
HH owns 2+ dogs	1,125	14.9%	145
HH used canned cat food in last 6 months	886	11.8%	103
HH used <4 cans of cat food in last 7 days	213	2.8%	110
HH used 8+ cans of cat food in last 7 days	219	2.9%	89
HH used packaged dry cat food in last 6 months	2,172	28.8%	129
HH used <4 pounds of packaged dry cat food last mo	285	3.8%	92
HH used 9+ pounds of packaged dry cat food last mo	1,044	13.9%	140
HH used packaged moist cat food in last 6 months	233	3.1%	102
HH used cat treats in last 6 months	704	9.3%	99
HH used cat litter in last 6 months	1,638	21.7%	113
HH used canned dog food in last 6 months	963	12.8%	119
HH used packaged dry dog food in last 6 months	2,976	39.5%	131
HH used <10 pounds of pkgd dry dog food last month	806	10.7%	119
HH used 25+ pounds of pkgd dry dog food last month	1,115	14.8%	150
HH used packaged moist dog food in last 6 months	300	4.0%	131
HH used dog biscuits/treats in last 6 months	1,889	25.1%	118
HH used <2 packages of dog biscuits/treats last mo	709	9.4%	123
HH used 3+ packages of dog biscuits/treats last mo	522	6.9%	112
HH used packaged dry cat/dog food in last 6 months	3,950	52.4%	124
HH used packaged moist cat/dog food in last 6 mo	483	6.4%	122
HH used flea/tick care prod for cat/dog last 12 mo	2,485	33.0%	127
HH member took pet to vet in last 12 mo: 1 time	968	12.9%	126
HH member took pet to vet in last 12 mo: 2 times	781	10.4%	112
HH member took pet to vet in last 12 mo: 3 times	336	4.5%	97
HH member took pet to vet in last 12 mo: 4 times	259	3.4%	104
HH member took pet to vet in last 12 mo: 5+ times	337	4.5%	99
Bought pet food from vet in last 12 months	433	5.7%	91
Bought flea control product from vet in last 12 mo	1,047	13.9%	109

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