

Pacifica Veterinary Hospital
225 Carmel Ave
Pacifica, CA 94044

Site Type: Radius

Latitude: 37.636237
Longitude: -122.489093
Radius: 1.0 miles

Demographic Summary	2006	2011
Population	7,299	7,266
Population 18+	5,844	5,970
Households	3,127	3,112
Median Household Income	\$80,143	\$96,409

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	1,122	35.9%	90
HH owns any bird	81	2.6%	90
HH owns any cat	661	21.1%	101
HH owns any dog	664	21.2%	74
HH owns 1 cat	347	11.1%	99
HH owns 2+ cats	313	10.0%	98
HH owns 1 dog	454	14.5%	78
HH owns 2+ dogs	210	6.7%	65
HH used canned cat food in last 6 months	388	12.4%	108
HH used <4 cans of cat food in last 7 days	84	2.7%	104
HH used 8+ cans of cat food in last 7 days	113	3.6%	111
HH used packaged dry cat food in last 6 months	668	21.4%	95
HH used <4 pounds of packaged dry cat food last mo	137	4.4%	107
HH used 9+ pounds of packaged dry cat food last mo	277	8.9%	89
HH used packaged moist cat food in last 6 months	68	2.2%	72
HH used cat treats in last 6 months	239	7.6%	81
HH used cat litter in last 6 months	621	19.9%	103
HH used canned dog food in last 6 months	275	8.8%	82
HH used packaged dry dog food in last 6 months	694	22.2%	73
HH used <10 pounds of pkgd dry dog food last month	192	6.1%	68
HH used 25+ pounds of pkgd dry dog food last month	192	6.1%	62
HH used packaged moist dog food in last 6 months	63	2.0%	66
HH used dog biscuits/treats in last 6 months	539	17.2%	81
HH used <2 packages of dog biscuits/treats last mo	190	6.1%	79
HH used 3+ packages of dog biscuits/treats last mo	143	4.6%	74
HH used packaged dry cat/dog food in last 6 months	1,159	37.1%	87
HH used packaged moist cat/dog food in last 6 mo	110	3.5%	67
HH used flea/tick care prod for cat/dog last 12 mo	661	21.1%	81
HH member took pet to vet in last 12 mo: 1 time	262	8.4%	82
HH member took pet to vet in last 12 mo: 2 times	267	8.5%	92
HH member took pet to vet in last 12 mo: 3 times	110	3.5%	76
HH member took pet to vet in last 12 mo: 4 times	95	3.0%	92
HH member took pet to vet in last 12 mo: 5+ times	131	4.2%	92
Bought pet food from vet in last 12 months	187	6.0%	95
Bought flea control product from vet in last 12 mo	345	11.0%	86

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.

Pacifica Veterinary Hospital
225 Carmel Ave
Pacifica, CA 94044

Site Type: Radius

Latitude: 37.636237
Longitude: -122.489093
Radius: 3.0 miles

Demographic Summary	2006	2011
Population	96,005	96,325
Population 18+	75,835	77,278
Households	31,236	31,293
Median Household Income	\$84,368	\$101,384

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	10,888	34.9%	88
HH owns any bird	917	2.9%	102
HH owns any cat	5,788	18.5%	88
HH owns any dog	6,768	21.7%	76
HH owns 1 cat	2,985	9.6%	85
HH owns 2+ cats	2,811	9.0%	88
HH owns 1 dog	4,830	15.5%	83
HH owns 2+ dogs	1,973	6.3%	61
HH used canned cat food in last 6 months	3,650	11.7%	102
HH used <4 cans of cat food in last 7 days	877	2.8%	109
HH used 8+ cans of cat food in last 7 days	1,101	3.5%	108
HH used packaged dry cat food in last 6 months	5,639	18.1%	80
HH used <4 pounds of packaged dry cat food last mo	1,354	4.3%	106
HH used 9+ pounds of packaged dry cat food last mo	2,538	8.1%	82
HH used packaged moist cat food in last 6 months	845	2.7%	90
HH used cat treats in last 6 months	2,084	6.7%	71
HH used cat litter in last 6 months	4,987	16.0%	83
HH used canned dog food in last 6 months	3,074	9.8%	91
HH used packaged dry dog food in last 6 months	7,233	23.2%	77
HH used <10 pounds of pkgd dry dog food last month	1,551	5.0%	55
HH used 25+ pounds of pkgd dry dog food last month	2,445	7.8%	79
HH used packaged moist dog food in last 6 months	765	2.4%	81
HH used dog biscuits/treats in last 6 months	5,224	16.7%	79
HH used <2 packages of dog biscuits/treats last mo	1,919	6.1%	80
HH used 3+ packages of dog biscuits/treats last mo	1,447	4.6%	75
HH used packaged dry cat/dog food in last 6 months	10,942	35.0%	82
HH used packaged moist cat/dog food in last 6 mo	1,269	4.1%	78
HH used flea/tick care prod for cat/dog last 12 mo	6,271	20.1%	77
HH member took pet to vet in last 12 mo: 1 time	3,017	9.7%	95
HH member took pet to vet in last 12 mo: 2 times	2,211	7.1%	77
HH member took pet to vet in last 12 mo: 3 times	1,148	3.7%	80
HH member took pet to vet in last 12 mo: 4 times	1,023	3.3%	100
HH member took pet to vet in last 12 mo: 5+ times	1,210	3.9%	85
Bought pet food from vet in last 12 months	2,073	6.6%	105
Bought flea control product from vet in last 12 mo	3,666	11.7%	92

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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

Prepared by Gordon Robertson

Pacifica Veterinary Hospital
225 Carmel Ave
Pacifica, CA 94044

Site Type: Radius

Latitude: 37.636237
Longitude: -122.489093
Radius: 5.0 miles

Demographic Summary	2006	2011
Population	235,123	235,871
Population 18+	183,374	186,610
Households	77,996	77,958
Median Household Income	\$77,611	\$90,799

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	26,102	33.5%	84
HH owns any bird	2,250	2.9%	101
HH owns any cat	13,741	17.6%	84
HH owns any dog	16,242	20.8%	73
HH owns 1 cat	7,290	9.3%	83
HH owns 2+ cats	6,529	8.4%	82
HH owns 1 dog	11,485	14.7%	79
HH owns 2+ dogs	4,955	6.4%	62
HH used canned cat food in last 6 months	8,890	11.4%	99
HH used <4 cans of cat food in last 7 days	2,076	2.7%	103
HH used 8+ cans of cat food in last 7 days	2,812	3.6%	110
HH used packaged dry cat food in last 6 months	13,753	17.6%	79
HH used <4 pounds of packaged dry cat food last mo	3,303	4.2%	103
HH used 9+ pounds of packaged dry cat food last mo	5,885	7.5%	76
HH used packaged moist cat food in last 6 months	2,142	2.7%	91
HH used cat treats in last 6 months	5,405	6.9%	73
HH used cat litter in last 6 months	12,222	15.7%	81
HH used canned dog food in last 6 months	7,345	9.4%	87
HH used packaged dry dog food in last 6 months	17,323	22.2%	73
HH used <10 pounds of pkgd dry dog food last month	4,195	5.4%	60
HH used 25+ pounds of pkgd dry dog food last month	5,544	7.1%	72
HH used packaged moist dog food in last 6 months	1,916	2.5%	81
HH used dog biscuits/treats in last 6 months	12,682	16.3%	76
HH used <2 packages of dog biscuits/treats last mo	4,514	5.8%	76
HH used 3+ packages of dog biscuits/treats last mo	3,624	4.6%	75
HH used packaged dry cat/dog food in last 6 months	26,470	33.9%	80
HH used packaged moist cat/dog food in last 6 mo	3,274	4.2%	80
HH used flea/tick care prod for cat/dog last 12 mo	15,410	19.8%	76
HH member took pet to vet in last 12 mo: 1 time	7,076	9.1%	89
HH member took pet to vet in last 12 mo: 2 times	5,451	7.0%	76
HH member took pet to vet in last 12 mo: 3 times	2,804	3.6%	78
HH member took pet to vet in last 12 mo: 4 times	2,339	3.0%	91
HH member took pet to vet in last 12 mo: 5+ times	2,859	3.7%	81
Bought pet food from vet in last 12 months	4,842	6.2%	98
Bought flea control product from vet in last 12 mo	8,517	10.9%	85

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