

Village of Plainfield, IL 5-10-15 Minute Drive Time
 15101 S Route 59, Plainfield, Illinois, 60544
 Drive Time: 5 minute radius

Latitude: 41.60844
 Longitude: -88.20214

Demographic Summary		2014	2019
Population		18,329	19,252
Population 18+		13,108	13,915
Households		5,987	6,251
Median Household Income		\$98,015	\$107,759
Product/Consumer Behavior		Expected Number of Households	MPI
		Percent	
HH owns any pet		3,696	116
HH owns any bird		168	100
HH owns any cat		1,415	104
HH owns any dog		2,886	121
HH owns 1 cat		759	102
HH owns 2+ cats		657	104
HH owns 1 dog		1,792	125
HH owns 2+ dogs		1,095	114
HH used canned/wet cat food in last 6 months		693	98
HH used <4 containers of cat food in last 7 days		269	96
HH used 8+ containers of cat food in last 7 days		175	91
HH used packaged dry cat food in last 6 months		1,341	102
HH used <4 pounds pkgd dry cat food last 30 days		421	104
HH used 9+ pounds pkgd dry cat food last 30 days		594	99
HH used cat treats in last 6 months		696	102
HH used 3+ packages of cat treats in last 30 days		190	88
HH used cat litter in last 6 months		1,249	106
HH used 21+ pounds of cat litter in last 30 days		376	110
HH used canned/wet dog food in last 6 months		888	104
HH used <3 containers of dog food in last 7 days		417	105
HH used 7+ containers of dog food in last 7 days		260	92
HH used packaged dry dog food in last 6 months		2,753	121
HH used <10 pounds pkgd dry dog food last 30 days		1,245	118
HH used 25+ pounds pkgd dry dog food last 30 days		821	119
HH used dog biscuits/treats in last 6 months		2,356	125
HH used 3+ pkgs dog biscuits/treats last 30 days		595	116
HH used flea/tick/parasite product for cat/dog		2,399	112
HH Bought pet food from any pet specialty store/12 mo		1,729	140
HH Bought pet food in last 12 mo: from discount store		581	98
HH Bought pet food in last 12 mo: from grocery store		1,741	107
HH Bought pet food in last 12 mo: from PETCO		696	136
HH Bought pet food in last 12 mo: from PetSmart		992	144
HH Bought pet food in last 12 mo: from wholesale club		364	136
HH Bought pet food in last 12 mo: from vet		328	120
HH Bought flea control product from vet in last 12 mo		971	133
HH member took pet to vet in last 12 mo: 1 time		905	117
HH member took pet to vet in last 12 mo: 2 times		833	120
HH member took pet to vet in last 12 mo: 3 times		455	134
HH member took pet to vet in last 12 mo: 4 times		254	119
HH member took pet to vet in last 12 mo: 5+ times		429	142

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 2014 and 2019.

Village of Plainfield, IL 5-10-15 Minute Drive Time
 15101 S Route 59, Plainfield, Illinois, 60544
 Drive Time: 10 minute radius

Latitude: 41.60844
 Longitude: -88.20214

Demographic Summary		2014	2019
Population		153,048	155,941
Population 18+		106,503	109,611
Households		48,201	48,992
Median Household Income		\$87,985	\$99,663
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	28,729	59.6%	112
HH owns any bird	1,364	2.8%	100
HH owns any cat	10,808	22.4%	99
HH owns any dog	22,651	47.0%	118
HH owns 1 cat	5,940	12.3%	100
HH owns 2+ cats	4,874	10.1%	96
HH owns 1 dog	14,007	29.1%	121
HH owns 2+ dogs	8,644	17.9%	112
HH used canned/wet cat food in last 6 months	5,229	10.8%	92
HH used <4 containers of cat food in last 7 days	2,163	4.5%	96
HH used 8+ containers of cat food in last 7 days	1,274	2.6%	82
HH used packaged dry cat food in last 6 months	10,270	21.3%	97
HH used <4 pounds pkgd dry cat food last 30 days	3,286	6.8%	101
HH used 9+ pounds pkgd dry cat food last 30 days	4,610	9.6%	95
HH used cat treats in last 6 months	5,376	11.2%	98
HH used 3+ packages of cat treats in last 30 days	1,478	3.1%	85
HH used cat litter in last 6 months	9,534	19.8%	101
HH used 21+ pounds of cat litter in last 30 days	2,962	6.1%	108
HH used canned/wet dog food in last 6 months	7,140	14.8%	104
HH used <3 containers of dog food in last 7 days	3,377	7.0%	106
HH used 7+ containers of dog food in last 7 days	2,142	4.4%	95
HH used packaged dry dog food in last 6 months	21,421	44.4%	117
HH used <10 pounds pkgd dry dog food last 30 days	9,776	20.3%	115
HH used 25+ pounds pkgd dry dog food last 30 days	6,406	13.3%	115
HH used dog biscuits/treats in last 6 months	18,005	37.4%	119
HH used 3+ pkgs dog biscuits/treats last 30 days	4,600	9.5%	112
HH used flea/tick/parasite product for cat/dog	18,620	38.6%	108
HH Bought pet food from any pet specialty store/12 mo	13,177	27.3%	132
HH Bought pet food in last 12 mo: from discount store	4,512	9.4%	94
HH Bought pet food in last 12 mo: from grocery store	13,730	28.5%	104
HH Bought pet food in last 12 mo: from PETCO	5,602	11.6%	136
HH Bought pet food in last 12 mo: from PetSmart	7,576	15.7%	136
HH Bought pet food in last 12 mo: from wholesale club	2,741	5.7%	127
HH Bought pet food in last 12 mo: from vet	2,302	4.8%	104
HH Bought flea control product from vet in last 12 mo	6,968	14.5%	119
HH member took pet to vet in last 12 mo: 1 time	7,083	14.7%	114
HH member took pet to vet in last 12 mo: 2 times	6,341	13.2%	114
HH member took pet to vet in last 12 mo: 3 times	3,486	7.2%	128
HH member took pet to vet in last 12 mo: 4 times	2,022	4.2%	118
HH member took pet to vet in last 12 mo: 5+ times	2,950	6.1%	121

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Village of Plainfield, IL 5-10-15 Minute Drive Time
 15101 S Route 59, Plainfield, Illinois, 60544
 Drive Time: 15 minute radius

Latitude: 41.60844
 Longitude: -88.20214

Demographic Summary		2014	2019	
Population		349,513	357,013	
Population 18+		247,593	254,636	
Households		112,078	114,197	
Median Household Income		\$82,984	\$93,568	
Product/Consumer Behavior		Expected Number of Households	Percent	MPI
HH owns any pet		65,536	58.5%	110
HH owns any bird		3,213	2.9%	102
HH owns any cat		24,930	22.2%	98
HH owns any dog		51,144	45.6%	115
HH owns 1 cat		13,775	12.3%	99
HH owns 2+ cats		11,179	10.0%	95
HH owns 1 dog		31,850	28.4%	119
HH owns 2+ dogs		19,312	17.2%	108
HH used canned/wet cat food in last 6 months		12,275	11.0%	93
HH used <4 containers of cat food in last 7 days		5,009	4.5%	95
HH used 8+ containers of cat food in last 7 days		3,036	2.7%	84
HH used packaged dry cat food in last 6 months		23,772	21.2%	97
HH used <4 pounds pkgd dry cat food last 30 days		7,713	6.9%	102
HH used 9+ pounds pkgd dry cat food last 30 days		10,500	9.4%	93
HH used cat treats in last 6 months		12,275	11.0%	96
HH used 3+ packages of cat treats in last 30 days		3,498	3.1%	86
HH used cat litter in last 6 months		21,975	19.6%	100
HH used 21+ pounds of cat litter in last 30 days		6,667	5.9%	104
HH used canned/wet dog food in last 6 months		16,500	14.7%	103
HH used <3 containers of dog food in last 7 days		7,803	7.0%	105
HH used 7+ containers of dog food in last 7 days		5,031	4.5%	96
HH used packaged dry dog food in last 6 months		48,469	43.2%	114
HH used <10 pounds pkgd dry dog food last 30 days		22,339	19.9%	113
HH used 25+ pounds pkgd dry dog food last 30 days		14,421	12.9%	111
HH used dog biscuits/treats in last 6 months		40,739	36.3%	116
HH used 3+ pkgs dog biscuits/treats last 30 days		10,569	9.4%	111
HH used flea/tick/parasite product for cat/dog		42,447	37.9%	106
HH Bought pet food from any pet specialty store/12 mo		29,711	26.5%	128
HH Bought pet food in last 12 mo: from discount store		10,436	9.3%	94
HH Bought pet food in last 12 mo: from grocery store		31,856	28.4%	104
HH Bought pet food in last 12 mo: from PETCO		12,712	11.3%	133
HH Bought pet food in last 12 mo: from PetSmart		17,021	15.2%	132
HH Bought pet food in last 12 mo: from wholesale club		6,365	5.7%	127
HH Bought pet food in last 12 mo: from vet		5,304	4.7%	103
HH Bought flea control product from vet in last 12 mo		15,493	13.8%	114
HH member took pet to vet in last 12 mo: 1 time		15,942	14.2%	110
HH member took pet to vet in last 12 mo: 2 times		14,671	13.1%	113
HH member took pet to vet in last 12 mo: 3 times		7,635	6.8%	120
HH member took pet to vet in last 12 mo: 4 times		4,504	4.0%	113
HH member took pet to vet in last 12 mo: 5+ times		6,618	5.9%	117

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