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1. INTRODUCTION

The American Pet Products Association (APPA) calculated that the total pet industry expenditures in the United States in the year 2018 was over 72 billion dollars[[1]](#footnote-1). As of 2011, almost ¾ of U.S. households included a pet. What is more, pet expenditures are more resilient to economic downturns than many other household expenditures[[2]](#footnote-2), making the pet industry a business market with high potential.

A company with a limited budget that plans to launch a new product, begin a marketing campaign, or open a new franchise location might would benefit from determining a narrow range of locations best suited for that purpose.

The cities of the United States are a diverse mix and may have distinct characteristics in their cultural relationship to their pets. One way to study these characteristics is to look at the number and relative abundance of different types of pet businesses in different communities. Another measure of interest would be the overall density of pet related businesses. Yet another measure might be the relative frequency of participation in internet reviews of pet related businesses.

2. DATA

To address these questions, I will use recent statistics on U.S. cities such as population and land area[[3]](#footnote-3). I will focus on cities with populations ranging from approximately 400,000 to 1,000,000 people with the idea such data will be of interest to companies focusing on mid-level markets. To address questions of pet business abundances and consumer participation in internet ratings, I will query data on pet businesses from both Foursquare and Yelp.

1. <https://www.americanpetproducts.org/press_industrytrends.asp>, accessed May 6, 2019 [↑](#footnote-ref-1)
2. https://www.bls.gov/opub/btn/volume-2/spending-on-pets.htm, accessed May 6, 2019 [↑](#footnote-ref-2)
3. <https://en.wikipedia.org/wiki/List_of_United_States_cities_by_population>, accessed May 6, 2019 [↑](#footnote-ref-3)