



# MARKET RESEARCH FOR SMALL BUSINESSES

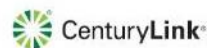




# Pikes Peak Small Business Development Center

FREE CONSULTING | PRACTICAL TRAINING | BUSINESS RESOURCES

[www.pikespeaksbdc.org](http://www.pikespeaksbdc.org)



Funded in part through a cooperative agreement with the U.S. Small Business Administration



# Terry Zarsky

## Business Services Librarian

### **Consulting Expertise Includes:**

Market Research & Development

PPLD Library Services

Using Databases (Reference USA, Business Decision, etc.)

Information Literacy

Nonprofits

Library Management

[Read Terry's Bio](#)

Visit: <http://www.ppld.org/>

# MARKET RESEARCH – WHY AND HOW YOU DO IT

Terry Zarsky  
Strategic Services Librarian – Business  
Pikes Peak Library District  
531-6333 x6119  
[tzarsky@ppld.org](mailto:tzarsky@ppld.org)  
<https://ppld.org>

- ▶ Finding out what the industry looks like.
- ▶ Who are the current competitors, vendors and suppliers?
- ▶ What is the target market? B2B or B2C?
- ▶ How big is it and how much money is available?  
What stage is it at?

# WHAT IS MARKET RESEARCH?



- ▶ Internet or your local library?
- ▶ Most answers can be found by paying someone to do your research for you, but many of us can't afford to do much of this and if we don't know the questions to ask we can miss important information.

YOU CAN PAY TO FIND OUT ALL OF  
THESE ANSWERS OR YOU CAN DO IT  
YOURSELF

A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against the blue background.

## Some Resources at your local library

### ▶ Databases

1. All-in-One
2. ReferenceUSA
3. DemographicsNow
4. Gale Directory Library
5. Gale Business – Plan Builder

THERE ARE MANY SOURCES TO USE  
TO GET ANSWERS FOR YOUR  
QUESTIONS.





Pikes Peak Library District Home

- RESEARCH
- CYBERSHELF
- FIND A GOOD BOOK
- PROGRAMS
- CLASSES
- SERVICES
- AL

- [Catalog](#)
- [PPLD.org](#)
- [eBooks](#)



# OCTOBER IS ARTS MONTH



  
[PeakRadar.com/ArtsMonth](http://PeakRadar.com/ArtsMonth)





RESEARCH   CYBERSHELF   FIND A GOOD BOOK   PROGRAMS   CLASSES   SERVICES   ALL

- All Databases
- Book a Librarian
- Business
- By Subject
- Genealogy
- Law Collection
- Local Information
- Magazines/Newspapers
- Nonprofit Resources
- Recommended Websites
- Reference Shelf
- Regional History
- Search Everything
- Special Collections
- Taxes
- Writer's Corner

PPLD.org   eBooks



  
PeakRadar.com/ArtsMonth





# Subject Guides

Pikes Peak Library District / LibGuides / Subjects / Business

## Business

Browse our best resources, organized by subject

55 SUBJECTS

- Guides
- Databases
- Blog Posts

### Showing 10 Guides


<a href="#">Choosing a Legal Structure for Your Business</a> ⓘ	Apr 13, 2020	74
<a href="#">COVID-19 Emergency Aid and Resources</a> ⓘ	Apr 18, 2020	1169
<a href="#">Industry Information &amp; Financials</a> ⓘ	Apr 13, 2020	122
<a href="#">Investments</a> ⓘ	Apr 13, 2020	329
<a href="#">Market Research</a> ⓘ	Apr 16, 2020	795
<a href="#">Personal Finance</a> ⓘ	Apr 13, 2020	103
<a href="#">Prototyping and Manufacturing Resources</a> ⓘ	Apr 13, 2020	29
<a href="#">Resources for Entrepreneurs</a> ⓘ	Apr 16, 2020	182
<a href="#">Starting a Business in El Paso County</a> ⓘ	Apr 16, 2020	977
<a href="#">Writing your Business Plan</a> ⓘ	Apr 13, 2020	133

### Search

Search the full text of this site. Results will link to pages containing your terms; results from subject page searches are automatically filtered by that subject.

### Experts

**Business Services Librarian**



**Terry Zarsky**

**Contact:**  
 PPLD  
 20 N Cascade Avenue  
 Colorado Springs, CO 80901  
 719-531-6333 x6119

**Social:**  
 f in



## Choose Databases



To search within a single database, click the database name listed below. To select more than one database to search, check the boxes next to the databases and click *Continue*.

**Continue**

Select / deselect all **Note: Selecting all databases for search may result in slow response time.**



**Academic Search Premier**

This multi-disciplinary database provides full text for more than 4,600 journals, including full text for nearly 3,900 peer-reviewed titles. [PDF](#) backfiles available for well over one hundred journals, and searchable cited references are provided for more than 1,000 titles.

 [Title List](#)  [More Information](#)

**Business Source Premier**

*Business Source Premier* is the industry's most used business research database, providing full text for more than 2,300 journals, including full text for peer-reviewed titles. This database provides full text back to 1886, and searchable cited references back to 1998. *Business Source Premier* is superior to other databases in coverage in all disciplines of business, including [marketing](#), management, MIS, POM, accounting, finance and economics. This database is updated

 [Title List](#)  [More Information](#)

**Frank & Wagnalls New World Encyclopedia**



Searching: Academic Search Premier, Show all | Choose Databases

pet and market and sales

Search

Basic Search Advanced Search Search History

Refine Results

Current Search

Boolean/Phrase:

pet and market and sales

Expanders

Apply equivalent subjects

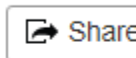
Limit To

- Full Text
References Available
Scholarly (Peer Reviewed) Journals

1969 Publication Date 2019

Search Results: 1 - 10 of 3,478

Date Newest Page Options



1. Global Pet Food Market, Competition, Forecast & Opportunities, 2024 - ResearchAndMarkets.com



News

By: Research and Markets. Business Wire (English). 10/14/2019. Database: Regional Business News

HTML Full Text

Notes: PPLD does not subscribe to this title in print

2. Mark LaFlamme: I see the want to in your ears



News

By: LaFlamme, Mark. Sun Journal (Lewiston, ME). 10/13/2019. Database: Newspaper Source Plus

HTML Full Text

Notes: PPLD does not subscribe to this title in print

Choose Language

Translate

# Global **Pet Food Market**, Competition, Forecast & Opportunities, 2024 - ResearchAndMarkets.com

Listen



American Accent



The "Global **Pet Food Market**, By **Pet** Type (Dog, Cat & Others), By Point of **Sale** (Store-based Retail & Non-Store-based Retail), By Region, Competition, Forecast & Opportunities, 2024" report has been added to ResearchAndMarkets.com's offering.

The Global **Pet Food Market** is expected to continue witnessing growth over the next five years and is projected to reach \$ 98 billion by 2024 owing to the increasing number of **pet** owners across the globe.

Increasing **pet** ownership among households backed by rising purchasing power are the major drivers for **pet** food, globally. **Pet** population is augmenting across the globe, whereas the death rate of **pets** is declining on [account](#) of robust development in medical science along with growing focus towards the welfare of **pets**. Future predictions show that the overall **pet** population will soar marginally over the next five years, indicating a longer term stabilization in **pet** population.

North America is the largest **market** for **pet** food followed by Western Europe, Asia-Pacific, Latin America, Eastern Europe, Middle East and Africa. **Pet** population in these regions is accelerating at a rapid pace, which is expected to fuel demand for **pet** food in the coming years.

On the other hand, emerging economies such as China, India, Indonesia, Brazil and Russia, etc., are anticipated to witness growth in **pet** food demand during the forecast period. The key reason likely to generate high demand for **pet** food **market** is surging number of nuclear families who are the major buyers of **pets** due to security reasons and need for companion.

Some of the leading players in the Global **Pet Food Market** are Mars Inc, Nestle SA, Colgate-Palmolive Co, JM Smucker Co, The, Spectrum Brands, Sanofi, Bayer AG, Vitakraft-Werke Whrmann & Sohn GmbH & Co KG among others.

# The premier source of information for reference and research

Offers Accurate Data on 57M Businesses and 313M Consumers

## Available Databases

Select a Database to Get Started



### U.S. Businesses

57 Million Businesses

3.2 Million Closed Businesses

[SEARCH](#) | [MORE INFORMATION](#)

### Canadian Businesses

2.1 Million Businesses

### U.S. New Businesses

2.0 Million New Businesses

### U.S. Standard White Pages

161 Million Residents

### U.S. Historical Businesses

243 Million Historical Records

### U.S. Jobs / Internships

2.5 Million Job Postings

### U.S. [Healthcare](#)

1.2 Million Physicians & Dentists

### U.S. Consumers / Lifestyles

313 Million Individuals

## U.S. Businesses

The U.S. Business database contains 57 million businesses including 16 million verified businesses and 41 million unverified businesses, updated weekly. It is the only business database that is enhanced with more than 2 million calls per year providing you with the most accurate data possible.

Selection Criteria include:

Company name, Executive title, Business type, Sales volume, Employee size, Year founded, and more...

Use [Quick Search](#) to find what you need in a few clicks or use our powerful [Advanced Search](#) to fine tune your search.

- Executive Title
- Executive Gender
- Executive Ethnicity
- Business Type** ✔
- Keyword/SIC/NAICS
- Major Industry Group
- Geography** ✔
- Map Based Search
- City / State
- Metro Area
- ZIP Codes
- Radius
- County
- Street Address
- Neighborhood
- Phone**
- [Business Phone](#)
- Area Code
- Toll Free Numbers
- Fax Numbers
- Business Size**
- Number Of Employees
- Sales Volume
- Ownership**
- Public/Private Company
- Headquarter/Branch
- Foreign Parent
- Home Based Business
- Government Office
- Financial Data**

Search Tips ⓘ Collapse ⌵ Remove ✕

### Keyword/SIC/NAICS

Search All SICs                       Search Primary SIC Only  
 Search All NAICS                       Search Primary NAICS Only

*ex Restaurants*

**Results:**

-----EXACT MATCHES-----

075220 - PET BEHAVIORAL PSYCHOLOGISTS

655304 - PET CASKETS

179934 - PET CONTAINMENT (FENCING)

519108 - PET ENTRANCES (WHLS)

204803 - PET FOOD MFRS

074203 - PET HOSPITALS

641127 - PET INSURANCE

722101 - PET PORTRAITS

**Selected:**

204803 - PET FOOD MFRS

074203 - PET HOSPITALS

655304 - PET CASKETS

075211 - PET BOARDING SITTING & KENNELS

097103 - PETS & ANIMALS-RESCUE & REHAB ORGS

075215 - PET BREEDERS

074218 - PET CARE RESOURCE GUIDE

075202 - PET CEMETERIES & CREMATORIES

075226 - PET CONSULTANTS

Enter 2-, 4-, or 6-digit [SIC Codes](#) in the boxes below


▶ **Paste SIC codes** [Clear Field\(s\)](#)

Search Tips ⓘ Collapse ⌵ Remove ✕

### Metro Area

Select a State

Colorado ▼

Company Name

Company Name

Executives

- Executive Name
- Executive Title
- Executive Gender
- Executive Ethnicity

Business Type ✔

- Keyword/SIC/NAICS
- Major Industry Group

Geography ✔

- Map Based Search
- City / State
- Metro Area
- ZIP Codes
- Radius
- County
- Street Address
- Neighborhood

Phone

- [Business Phone](#)
- Area Code
- Toll Free Numbers
- Fax Numbers

Business Size

- Number Of Employees
- Sales Volume

Ownership

- V** Verified Businesses ([Phone](#) verified and quality checked)
- U** Include Unverified Businesses (Not yet fully verified, may not be accurate)
- C** Include Closed / Out of Business Records (Suspected to be out of business)

**Keyword/SIC/NAICS** Search Tips ⓘ Collapse ▾ Remove ✕

- Search All SICs
- Search Primary SIC Only
- Search All NAICS
- Search Primary NAICS Only

*...ex Restaurants*

Results:

Selected:

- 074203 - ANIMAL HOSPITALS
- 097103 - ANIMAL RESCUE RELOCATION & TRANSPORTING
- 655304 - CASKETS-PET
- 204803 - FEED-MANUFACTURERS
- 075211 - PET BOARDING SITTING & KENNELS
- 075215 - PET BREEDERS
- 074218 - PET CARE RESOURCE GUIDE
- 075202 - PET CEMETERIES & CREMATORIES
- 075226 - PFT CONSULTANTS

[Enter](#) 2-, 4-, or 6-digit [SIC Codes](#) in the boxes below


▶ **Paste SIC codes**

**RECO**

**BUSINE**

[m](#)

[Back](#)



## 338 Results

26 with e-mail addresses [more info]

[← Revise Search](#)
[← New Search](#)

Page 1 of 14



[Review](#)[Details](#)[Heat Map](#)[Summary](#)[Charts](#)[Download](#)[Print](#)[Save Search](#)

NEW!

<input type="checkbox"/>	Company Name	Executive Name	Street Address	City, State	ZIP	Phone	Corp. Tree
<input type="checkbox"/>	<a href="#">9 Lives Rescue</a>		PO Box 75183	Colorado Springs, CO	80970	(719) 591-4640	
<input type="checkbox"/>	<a href="#">A All Animal Control-Co Spgs</a>			Colorado Springs, CO	80903	(719) 635-5808	
<input type="checkbox"/>	<a href="#">A Happy Tail</a>	Vicky Chase		Colorado Springs, CO	80919	(719) 388-6966	
<input type="checkbox"/>	<a href="#">A Paw Above Canine Boarding</a>	Jennifer Stewart	1447 Woolsey Hts	Colorado Springs, CO	80915	(719) 386-7291	
<input type="checkbox"/>	<a href="#">A Paw Above Pet Sitting Svc</a>			Colorado Springs, CO	80903	(719) 271-6609	
<input type="checkbox"/>	<a href="#">A Pet Nanny</a>			Colorado Springs, CO	80903	(719) 227-0514	
<input type="checkbox"/>	<a href="#">Aariana Animal Hospital Assoc</a>	Darrel W Ireland	115 E Ramona Ave	Colorado Springs, CO	80905	(719) 632-3366	
<input type="checkbox"/>	<a href="#">Aariana Animal Hospital Assoc</a>	Darrel Ireland	7641 N Union Blvd	Colorado Springs, CO	80920	(719) 590-9888	
<input type="checkbox"/>	<a href="#">Aavondale Pet Care Ctr</a>			Colorado Springs, CO	80907	(719) 602-3112	
<input type="checkbox"/>	<a href="#">Acu Pets Mobile Veterinary</a>	Joni L Freshman		Colorado Springs, CO	80918	(719) 590-7387	
<input type="checkbox"/>	<a href="#">Airway Boarding Kennels</a>	Gary McIntyre	5280 Edison Ave	Colorado Springs, CO	80915	(719) 574-1886	
<input type="checkbox"/>	<a href="#">Airways Veterinary Hospital</a>	Gary Mc Entyre	5280 Edison Ave	Colorado Springs, CO	80915	(719) 596-4811	
<input type="checkbox"/>	<a href="#">Alaskan KLEE Kai Kennelette</a>	Eileen Gregory	14845 Chaparral Loop W	Peyton, CO	80831	(719) 749-2298	
<input type="checkbox"/>	<a href="#">All Creatures Pet Sitting Svc</a>		53 Resort Pt	Colorado Springs, CO	80905	(719) 271-6609	
<input type="checkbox"/>	<a href="#">All Pet Sitting In-Pet's Home</a>			Colorado Springs, CO	80909	(719) 597-9796	
<input type="checkbox"/>	<a href="#">Alpine Animal Hospital</a>	Paul L Huff	4335 E Platte Ave	Colorado Springs, CO	80915	(719) 591-8060	

Generate Heat Map for:



- Location
- Sales Volume
- Number of Employees

338 U.S. Businesses at this zoom level [Reset View](#) [Refresh Map](#) [Zoom to POI](#)

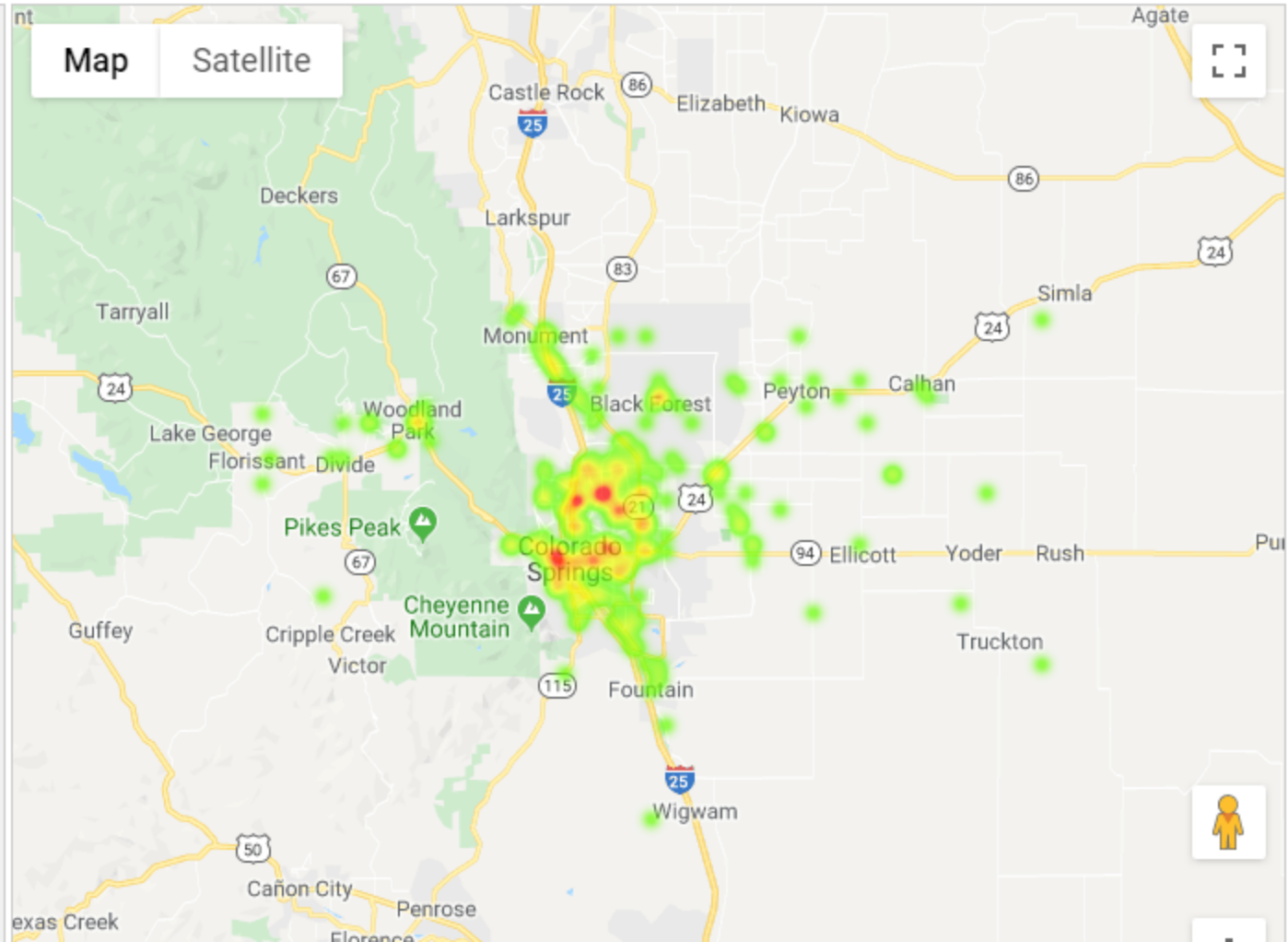


Please zoom in to see actual Businesses on map. The actual Businesses are shown on map when there are less than 300 records at current zoom level.

Zoom to:  
Ex: Omaha, NE Or 68128

**Note:** The below points of interest information will be shown once you zoom into street level.

- Transportation
- Attractions
- Restaurants
- Convenience Stores
- Schools & Libraries
- 

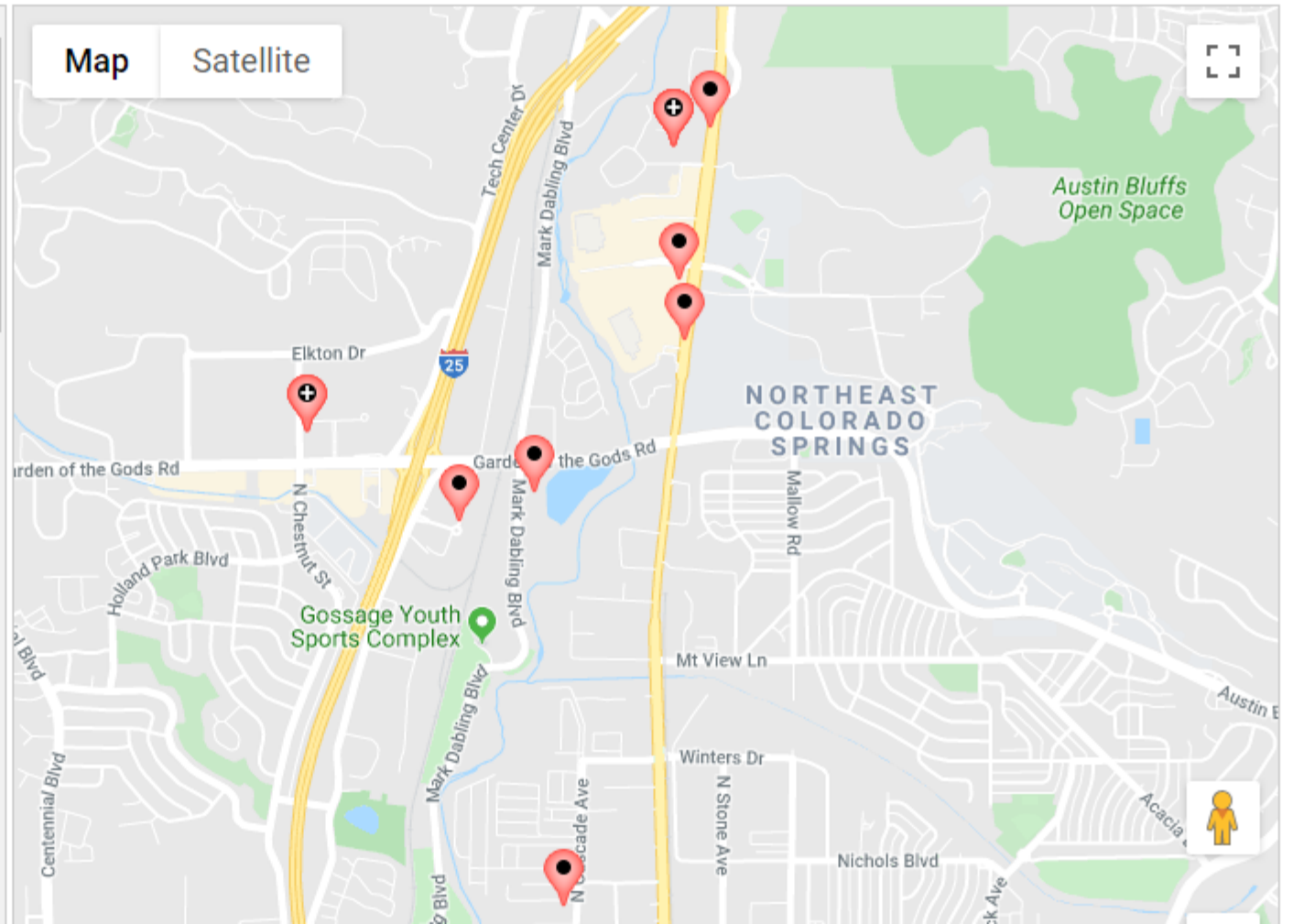




Points of Interest [Clear All](#)

- Transportation
- Attractions
- Restaurants
- Convenience Stores
- Schools & Libraries
- Police & Fire Departments

- [Canine Rehabilitation](#)  
5520 N Nevada Ave # 100  
Colorado Springs, CO 80918  
Sales Volume: \$2,313,000
- [Petco](#)  
5020 N Nevada Ave  
Colorado Springs, CO 80918  
Sales Volume: \$1,783,000
- [Animal Dental Care](#)  
5520 N Nevada Ave # 150  
Colorado Springs, CO 80918  
Sales Volume: \$1,592,000
- [Northwest Boarding Knnl](#)  
4575 N Chestnut St  
Colorado Springs, CO 80907  
Sales Volume: \$1,155,000
- [Canine Solutions](#)  
70 Talamine Ct  
Colorado Springs, CO 80907  
Sales Volume: \$1,049,000



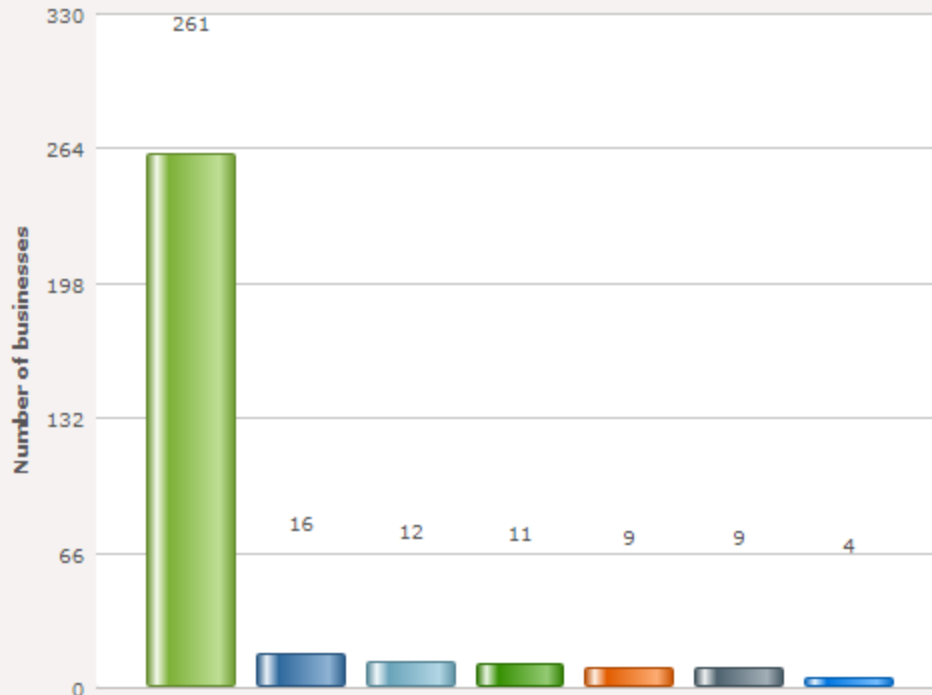
U.S. Businesses

# Summary Report for Your Search

Your Search: SIC Lookup: 074203 ANIMAL HOSPITALS, 074218 PET CARE RESOURCE GUIDE, 075202 PE...[show more](#)

City | ZIP Code | Sales Volume | Employee Size

## 322 U.S. Businesses in Top 7 Cities



- Colorado Springs, CO  
261
- Peyton, CO  
16
- Woodland Park, CO  
12
- Monument, CO  
11
- Calhan, CO  
09
- Fountain, CO  
09
- Manitou Springs, CO  
04

# Summary Report for Your Search

Your Search: SIC Lookup: 074203 ANIMAL HOSPITALS, 074218 PET CARE RESOURCE GUIDE, 075202 PE...[show more](#)

City

ZIP Code

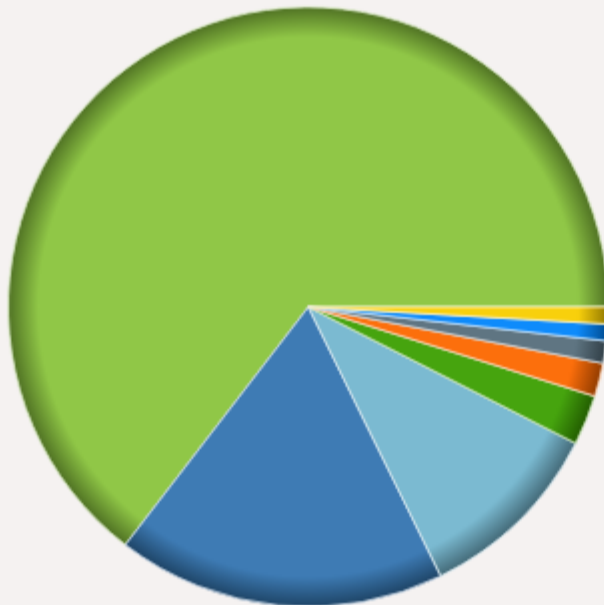
**Sales Volume**

Employee Size

filter by: <\$500K >\$1B  
  
Set



## 333 U.S. Businesses



- Less Than \$500,000  
215 (64.56%)
- \$500,000-1 Million  
59 (17.72%)
- \$1-2.5 Million  
34 (10.21%)
- \$20-50 Million  
09 (2.70%)
- \$2.5-5 Million  
06 (1.80%)
- \$50-100 Million  
04 (1.20%)
- \$5-10 Million  
03 (0.90%)
- Other  
03 (0.90%)



U.S. Businesses

338 Results

26 with e-mail addresses [more info]

[← Revise Search](#)
[← New Search](#)

Page 10 of 14

NEW!

[Review](#)
[Details](#)
[Heat Map](#)
[Summary](#)
[Charts](#)
[Download](#)
[Print](#)
[Save Search](#)


250 records selected.

<input checked="" type="checkbox"/>	Company Name	Executive Name	Street Address	City, State	ZIP	Phone	Corp. Tree
<input checked="" type="checkbox"/>	<a href="#">Pet Nanny-Colorado Springs LLC</a>		3325 Glade Ct	Colorado Springs, CO	80918	(719) 205-6262	
<input checked="" type="checkbox"/>	<a href="#">Pet Pantry</a>	Dustin Haworth	1791 S 8th St # D	Colorado Springs, CO	80905	(719) 375-5465	
<input checked="" type="checkbox"/>	<a href="#">Pet Pantry</a>		5055 N Academy Blvd	Colorado Springs, CO	80918	(719) 203-4740	
<input checked="" type="checkbox"/>	<a href="#">Pet Pantry &amp; Dog Wash</a>	Cassie Ortiz	5055 N Academy Blvd	Colorado Springs, CO	80918	(719) 629-9274	
<input checked="" type="checkbox"/>	<a href="#">Pet Pantry Inc</a>	Debra Brookham	7643 Mclaughlin Rd # 139	Peyton, CO	80831	(719) 238-4500	
<input checked="" type="checkbox"/>	<a href="#">Pet Rest Memorial Park</a>	James G Penchoff	25 Rock Creek Canyon Rd	Colorado Springs, CO	80926	(719) 576-0496	
<input checked="" type="checkbox"/>	<a href="#">Pet Supplies Plus</a>	Joe Callus	3630 Austin Bluffs Pkwy	Colorado Springs, CO	80918	(719) 598-2304	
<input checked="" type="checkbox"/>	<a href="#">Petco</a>	Shawn Drake	1650 E Cheyenne Mountain Blvd	Colorado Springs, CO	80906	(719) 540-8090	
<input checked="" type="checkbox"/>	<a href="#">Petco</a>	Andrea Mc Intyre	1820 W Uintah St # A	Colorado Springs, CO	80904	(719) 578-1123	
<input checked="" type="checkbox"/>	<a href="#">Petco</a>	Char Block	3050 N Powers Blvd	Colorado Springs, CO	80922	(719) 637-8777	
<input checked="" type="checkbox"/>	<a href="#">Petco</a>		5020 N Nevada Ave	Colorado Springs, CO	80918	(719) 266-1224	
<input checked="" type="checkbox"/>	<a href="#">Petco</a>	Jennifer Culbertson	9650 Prominent Pt	Colorado Springs, CO	80924	(719) 495-4337	
<input checked="" type="checkbox"/>	<a href="#">Petco</a>	Patrick Lloyd	9690 Prominent Pt	Colorado Springs, CO	80924	(719) 495-4337	
<input checked="" type="checkbox"/>	<a href="#">Petco Animal Supls Stores Inc</a>	Scott Kyle	5720 N Academy Blvd	Colorado Springs, CO	80918	(719) 536-0160	
<input checked="" type="checkbox"/>	<a href="#">Pets</a>		7880 N Academy Blvd	Colorado Springs, CO	80920	(719) 598-2685	

U.S. Businesses

## Download

[◀ Back](#) [◀◀ New](#)

### Step One: Select your file format

- Comma Delimited (Most Popular)
- [Excel](#)
- Excel (2007/2010)
- Tab Delimited

### Step Two: Select your level of detail

- Summary** - includes name, address, [phone](#) number and 17 additional data fields
- Detailed** - includes all data
- Custom** - select fields to export

## Data Dictionary

Having trouble understanding all the different codes in your [download](#)?

The [Data Reference](#) has a legend to help you.

[DOWNLOAD RECORDS](#)

[EMAIL RECORDS](#)

# The premier source of information for reference and research

Offers Accurate Data on 57M Businesses and 313M Consumers

## Available Databases

Select a Database to Get Started

### U.S. Businesses

57 Million Businesses

3.2 Million Closed Businesses

[SEARCH](#) | [MORE INFORMATION](#)

### Canadian Businesses

2.1 Million Businesses

### U.S. New Businesses

2.0 Million New Businesses

### U.S. Standard White Pages

161 Million Businesses

### U.S. Historical Businesses

243 Million Historical Records

### U.S. Jobs / Internships

2.5 Million Job Postings

### U.S. [Healthcare](#)

1.2 Million Physicians & Dentists

### U.S. Consumers / Lifestyles

313 Million Consumers



## U.S. Businesses

The U.S. Business database contains 57 million businesses including 3.2 million closed businesses and 41 million unverified businesses. It is updated weekly. It is the only database that is enhanced with more than 2 million calls per year providing you with the most accurate data possible.

Selection Criteria include:

Company name, Executive names, Sales volume, Employee size, and more...

Use [Quick Search](#) to find what you need in a few clicks or use our powerful filters to fine tune your search.



## U.S. Consumers / Lifestyles Database

Quick Search

Advanced Search

Fill out one or more of the following criteria boxes, then [click](#) "View Results" button.

First Name

Last Name

[Phone](#)

City

State

Lifestyle Category

[Additional Filters](#)

[Clear Search](#)

**VIEW RESULTS**

- Name
- Phone**
- [Phone](#)
- Area Code
- Geography** ✔
- Map Based Search
- City / State
- Metro Area
- ZIP Codes
- County
- Radius
- Street Address
- Neighborhood

- Housing Selections** ✔
- Estimated Home Value
- Estimated Home Income
- Contacts per Household

- Lifestyles** ✔
- Lifestyles

- Consumer Snapshot**
- Age
- Marital Status
- Children Present
- Ethnicity
- Gender
- Language Spoken
- Religion
- Political Party
- Female Occupation
- Male Occupation

Colorado

**Filter Choices**

- Boulder, CO
- Breckenridge, CO
- Canon City, CO
- Colorado Spg, CO
- Craig, CO
- Denver-Aurora, CO
- Durango, CO
- Edwards, CO
- Fort Collins, CO

Colorado Spg, CO

[Clear Field\(s\)](#)

**Contacts per Household** Collapse ▾ Remove ✕

- All per Household
- One per Household

[Clear Field\(s\)](#)

**Lifestyles** Search Tips ⓘ Collapse ▾ Remove ✕

Lifestyles are scored based on level of interest from 0 to 9 in our database. 0 meaning no interest; 9 meaning heavy interest. Selecting Lifestyles from the categories below will include individuals with a score of 6 and higher (6 to 9).

- Apparel / Fashion / Beauty
- Arts / History / Science
- Books / Magazines
- Charitable Donor
- Cooking / Wine
- Collectibles
- Hobbies / Crafts / Sewing
- Health / Diet / Fitness
- Home Improvement / Decor
- Motor Vehicles / Motor sports
- Outdoor Recreation
- Personal Finance / Self-Help

UPDATE CO

RECORD C  
 17,46  
 EMAIL CO  
 4,328  
[more in](#)

CLEAR SEA

[Back To](#)

- Name
- Phone**
- [Phone](#)
- Area Code
- Geography** ✔
- Map Based Search
- City / State
- Metro Area
- ZIP Codes
- County
- Radius
- Street Address
- Neighborhood
- Housing Selections** ✔
- Estimated Home Value
- Estimated Home Income
- Contacts per Household
- Lifestyles** ✔
- Lifestyles
- Consumer Snapshot**
- Age
- Marital Status
- Children Present
- Ethnicity
- Gender
- Language Spoken
- Religion
- Political Party
- Female Occupation
- Male Occupation

Enter 3- or 5-digit ZIP Codes in the boxes below.

80920			

- ▶ [Paste ZIP codes](#)
- ▶ [3-digit ZIP Code lookup](#)

[Clear Field\(s\)](#)

**Estimated Home Income** Search Tips ⓘ Collapse ▾ Remove ✕

\$70,000 - \$79,999	\$100,000 - \$124,999
\$80,000 - \$89,999	\$125,000 - \$149,999
\$90,000 - \$99,999	\$150,000 - \$174,999
\$100,000 - \$124,999	\$175,000 - \$199,999
\$125,000 - \$149,999	\$200,000 - \$249,999
\$150,000 - \$174,999	
\$175,000 - \$199,999	
\$200,000 - \$249,999	
\$250,000 - \$299,999	

[Clear Field\(s\)](#)

**Contacts per Household** Collapse ▾ Remove ✕

- All per Household
- One per Household

[Clear Field\(s\)](#)

**Lifestyles** Search Tips ⓘ Collapse ▾ Remove ✕

Lifestyles are scored based on level of interest from 0 to 9 in our database. 0 meaning no interest; 9 meaning heavy interest. Selecting Lifestyles from the categories below will include individuals with a score of 6 and higher (6 to 9).

- Apparel / Fashion / Beauty**
- Arts / History / Science**
- Books / Magazines**
- Charitable Donor**
- Cooking / Wine**

**VIEW**

**UPDATE**

---

**RECORD**

49

---

**EMAIL**

12

[more](#)

---

**CLEAR**

[Back](#)

U.S. Consumers / Lifestyles


498 Results

124 with e-mail addresses [\[more info\]](#) [Revise Search](#) [New Search](#)

Page 1 of 20

  [Review](#)[Details](#)[Heat Map](#)[Summary](#)[Charts](#)[Download](#)[Print](#)[Save Search](#)

NEW!

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<input type="checkbox"/>	First Name	Last Name	Street Address	City, State	ZIP	Phone
<input type="checkbox"/>	<a href="#">Gordon</a>	<a href="#">Rauss</a>	8045 Sangor Dr	Colorado Springs, CO	80920	(719) 282-1877
<input type="checkbox"/>	<a href="#">Donna</a>	<a href="#">Rauss</a>	8045 Sangor Dr	Colorado Springs, CO	80920	(719) 282-1877
<input type="checkbox"/>	<a href="#">William</a>	<a href="#">Rauss</a>	8045 Sangor Dr	Colorado Springs, CO	80920	(719) 282-1877
<input type="checkbox"/>	<a href="#">Kevin</a>	<a href="#">Rauss</a>	8045 Sangor Dr	Colorado Springs, CO	80920	(719) 282-1877
<input type="checkbox"/>	<a href="#">Sherri</a>	<a href="#">Mangin</a>	9113 Estebury Cir	Colorado Springs, CO	80920	Not Available
<input type="checkbox"/>	<a href="#">Steven</a>	<a href="#">Combs</a>	2202 Berthoud Ct	Colorado Springs, CO	80920	Not Available
<input type="checkbox"/>	<a href="#">Matthew</a>	<a href="#">Cleland</a>	9070 Rutledge Dr	Colorado Springs, CO	80920	Not Available
<input type="checkbox"/>	<a href="#">Steven</a>	<a href="#">Hare</a>	7830 Conifer Dr	Colorado Springs, CO	80920	Not Available
<input type="checkbox"/>	<a href="#">Colleen</a>	<a href="#">Hare</a>	7830 Conifer Dr	Colorado Springs, CO	80920	Not Available
<input type="checkbox"/>	<a href="#">Michael</a>	<a href="#">Hare</a>	7830 Conifer Dr	Colorado Springs, CO	80920	Not Available
<input type="checkbox"/>	<a href="#">Chris</a>	<a href="#">Tetman</a>	1935 Rusty Hinge Dr	Colorado Springs, CO	80920	Not Available
<input type="checkbox"/>	<a href="#">Sharon</a>	<a href="#">Tetman</a>	1935 Rusty Hinge Dr	Colorado Springs, CO	80920	Not Available
<input type="checkbox"/>	<a href="#">Susan</a>	<a href="#">Talbot</a>	2170 Wimbledon Ct	Colorado Springs, CO	80920	Not Available
<input type="checkbox"/>	<a href="#">Lisa</a>	<a href="#">Stemen</a>	4985 Shirley Pl	Colorado Springs, CO	80920	Not Available

Data Feedback

Download

Print



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## Quick Links

EXPAND ALL

MINIMIZE ALL

Resident Information

Location Map

Neighborhood  
Information

Lifestyle Interests

[Back to top](#)

## Resident Information

Collapse ▾

<b>Name:</b>	Gordon Rauss	<b>Address:</b>	8045 Sangor Dr
<b>City:</b>	Colorado Springs	<b>State:</b>	CO
<b>ZIP Code:</b>	80920-7040	<b>County:</b>	El Paso
<b>Metro Area:</b>	Colorado Spg, CO	<b>Phone:</b>	(719) 282-1877
<b>Gender:</b>	Male	<b>Years In Home</b>	26
<b>Marital Status:</b>	Married		

SHOW NEIGHBORS

within

miles *Range of .1 to 5 miles allowed.*

## Location Map

Expand ▾

## Neighborhood Information

Collapse ▾

<b>*Estimated Household Income:</b>	\$100,000 - \$124,999
<b>*Estimated Home Value:</b>	\$200,000 - \$249,999
<b>Percentage of owner occupied housing:</b>	84.68%
<b>Census Home Income:</b>	\$125,000 - \$149,999
<b>Census Home Value:</b>	\$300,000 - \$349,999
<b>Census Block Group:</b>	2
<b>Census Tract:</b>	006901

\* "Estimated Household Income" and "Estimated Home Value" are information gathered from the most recent census and collated with Infogroup proprietary data.

<b>Apparel / Fashion / Beauty</b>	General Apparel
<b>Arts / History / Science</b>	
<b>Books / Magazines</b>	Book Buyers, Books & Magazines, Magazine Subscribers
<b>Charitable Donor</b>	Charitable Donor
<b>Cooking / Wine</b>	General Cooking
<b>Collectibles</b>	
<b>Hobbies / Crafts / Sewing</b>	General Crafts, Knitting, Hobby Crafts - Scrapbooks, Models
<b>Health / Diet / Fitness</b>	Diet & <a href="#">Weight Loss</a> , General Health & Exercise
<b>Home Improvement / Decor</b>	Do-It-Yourselfers, Home Decorating & Furnishing
<b>Motor Vehicles / Motor Sports</b>	Automotive Enthusiast, Auto Racing Enthusiast
<b>Outdoor Recreation</b>	Gardening, General Outdoor Sports
<b>Personal Finance / Self-Help</b>	Money Making <a href="#">Opportunities</a>
<b>Pets / Animals</b>	Dogs, General Pets
<b>Photography</b>	
<b>Politics / Religion / News</b>	
<b><a href="#">Purchase</a> Behavior</b>	Catalog Shopper, Gift Giver, Internet Purchaser
<b>Sports</b>	General Sports, Golf, Football, Hockey
<b>Technology / Entertainment</b>	Audio Products & Music, Internet User, Personal Computers, Internet <a href="#">Access</a>
<b>Travel</b>	Travel - General

**Census Tract:**

006901

\* "Estimated Household Income" and "Estimated Home Value" are information gathered from the most recent census and collated with Infogroup proprietary data.

## Lifestyle Interests

Collapse ▾

<b>Apparel / Fashion / Beauty</b>	General Apparel
<b>Arts / History / Science</b>	
<b>Books / Magazines</b>	Book Buyers, Books & Magazines, Magazine Subscribers
<b>Charitable Donor</b>	Charitable Donor
<b>Cooking / Wine</b>	General Cooking
<b>Collectibles</b>	
<b>Hobbies / Crafts / Sewing</b>	General Crafts, Knitting, Hobby Crafts - Scrapbooks, Models
<b>Health / Diet / Fitness</b>	Diet & <a href="#">Weight Loss</a> , General Health & Exercise
<b>Home Improvement / Decor</b>	Do-It-Yourselfers, Home Decorating & Furnishing
<b>Motor Vehicles / Motor Sports</b>	Automotive Enthusiast, Auto Racing Enthusiast
<b>Outdoor Recreation</b>	Gardening, General Outdoor Sports
<b>Personal Finance / Self-Help</b>	Money Making <a href="#">Opportunities</a>
<b>Pets / Animals</b>	Dogs, General Pets
<b>Photography</b>	

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Quick Links

EXPAND ALL MINIMIZE ALL

- Resident Information
- Location Map
- Neighborhood Information
- Lifestyle Interests

Back to top

Resident Information

<b>Name:</b>	William Rauss	<b>Address:</b>	8045 S
<b>City:</b>	Colorado Springs	<b>State:</b>	CO
<b>ZIP Code:</b>	80920-7040	<b>County:</b>	El Paso
<b>Metro Area:</b>	Colorado Spg, CO	<a href="#">Phone:</a>	(719) 2
<b>Gender:</b>	Male	<b>Years In Home</b>	26
<b>Marital Status:</b>	Unknown		

SHOW NEIGHBORS within  miles Range of .1 to 5 miles allowed.

Location Map

Neighborhood Information

<b>*Estimated Household Income:</b>	\$100,000 - \$124,999
<b>*Estimated Home Value:</b>	\$200,000 - \$249,999
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<b>Census Home Value:</b>	\$300,000 - \$349,999
<b>Census Block Group:</b>	2
<b>Census Tract:</b>	006901

\* "Estimated Household Income" and "Estimated Home Value" are information gathered from recent census and collated with Infogroup proprietary data.



## U.S. Consumers / Lifestyles Database

Quick Search

Advanced Search

Collapse All Select All

Name

Name

Phone

[Phone](#)

Area Code

Geography

Map Based Search

City / State

Metro Area

ZIP Codes

County

Radius

Street Address

Neighborhood

Housing Selections

Estimated Home Value

Estimated Home Income

Contacts per Household

Lifestyles

Lifestyles



Consumer Snapshot fields include information that is considered "Sensitive Data." Making a selection from the Consumer Snapshot section will take you to a results page where you make selections to tally on these items. You will not see record details.

### Metro Area

Search Tips Collapse Remove

Select a State

Colorado

Filter Choices

Boulder, CO

Breckenridge, CO

Canon City, CO

Colorado Spg, CO

Craig, CO

Denver-Aurora, CO

Durango, CO

Edwards, CO

Fort Collins, CO

Colorado Spg, CO

[Clear Field\(s\)](#)

### Contacts per Household

Collapse Remove

All per Household

One per Household

[Clear Field\(s\)](#)

VIEW RES

UPDATE C

RECORD C

299,6

EMAIL C

59,4

[more i](#)

CLEAR SE

[Back To](#)

### Summary Design

Sample Size 299500 [Help](#)

Chart

Matrix

Table

Compare

5 digit ZIP ▼

And (optional)

Children Present ▼

 Choose Output Axis

Legend: Bottom ▼

Chart Type: Area ▼

**SHOW SUMMARY**

Collapse

The summary design allows you to view your selects in a chart, matrix or table format. These formats allow you to compare your selections by variables such as home value, home income, State, Area Code, Carrier Route, 3-digit ZIP® or 5-digit ZIP®.

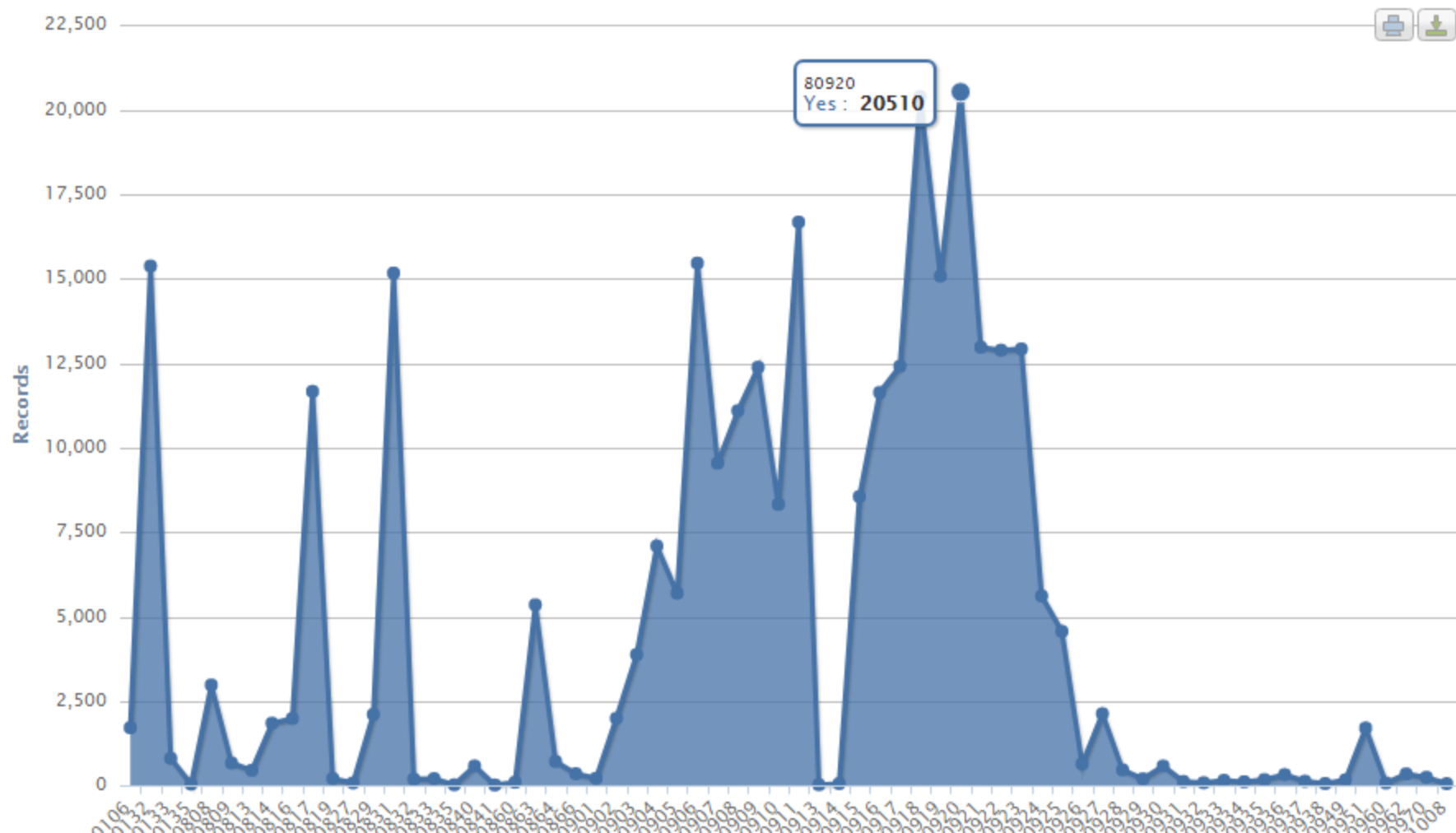
Users can visualize their data selection by using the Chart summary. The drop-down boxes allow you to compare data elements in the chart.

The matrix summary allows users to compare their selections in columns and rows. You may change the output's rows or columns by selecting the "Choose Output Rows/Cols".

Viewing your counts in a table provides another option to review your selects. The table allows users to select home value and home income as well as one geography select. Users are able to review tally information by each category selected for the table.

If you would like to change any of the comparables, [click](#) on the Expand bar to the left of your summary and change your selections.

### Chart View



Expand

No results found - no location set

HOME

PEOPLE &amp; COMPANIES

DEMOGRAPHICS

MAPS

REPORTS

TUTORIALS



## Use DemographicsNow to:

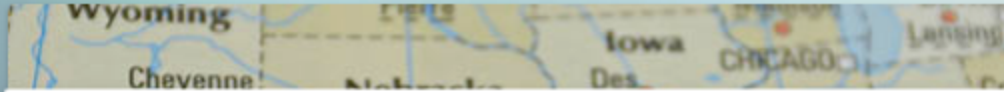
- Teach and reinforce customer segmentation with real data
- Supplement market segmentation theory with real data
- Use the same lifestyle segmentation categories for your business professionals

## People & Company Records

### Looking for people?

Search for an individual, a friend, a relative or [create](#) a market research list from over 147 million [people](#)! Filter your search by name, address, telephone or by a variety of U.S. Census neighborhood data averages.

### Looking for businesses?



Use DemographicsNow to:

Top >

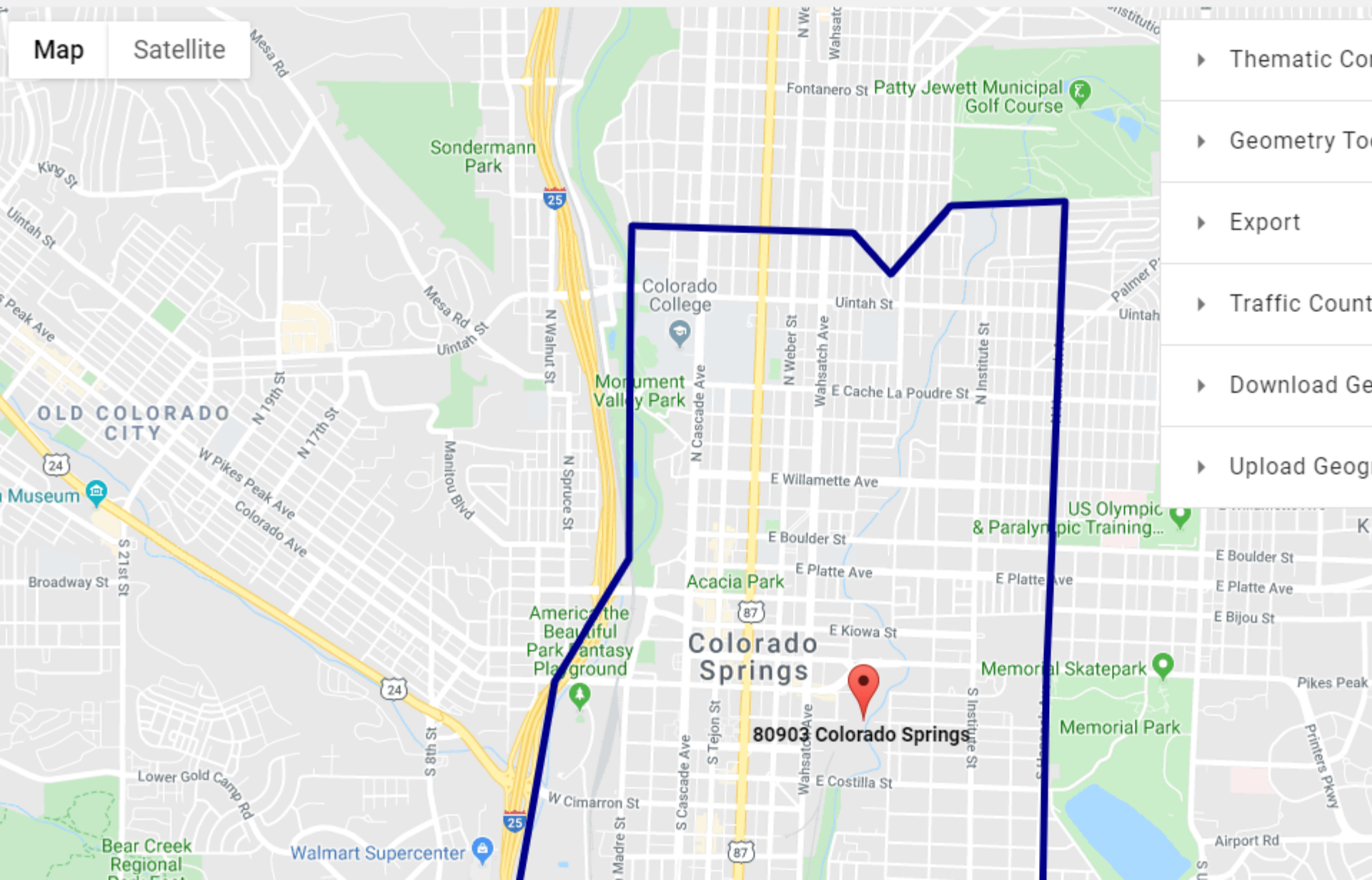
- Counties >
- DMA >
- DMA by State >
- Entire US >
- Metro CBSAs >
- Metro CBSAs by State >
- Micro CBSAs >
- Micro CBSAs by State >
- Other Name Places >
- Places >
- School Districts - Elementary >
- School Districts - Secondary >
- School Districts - Unified >
- States >
- ZIP Codes (2019 Q2) >
- ZIP Codes by County >

80903 Colorado Springs CO ✕

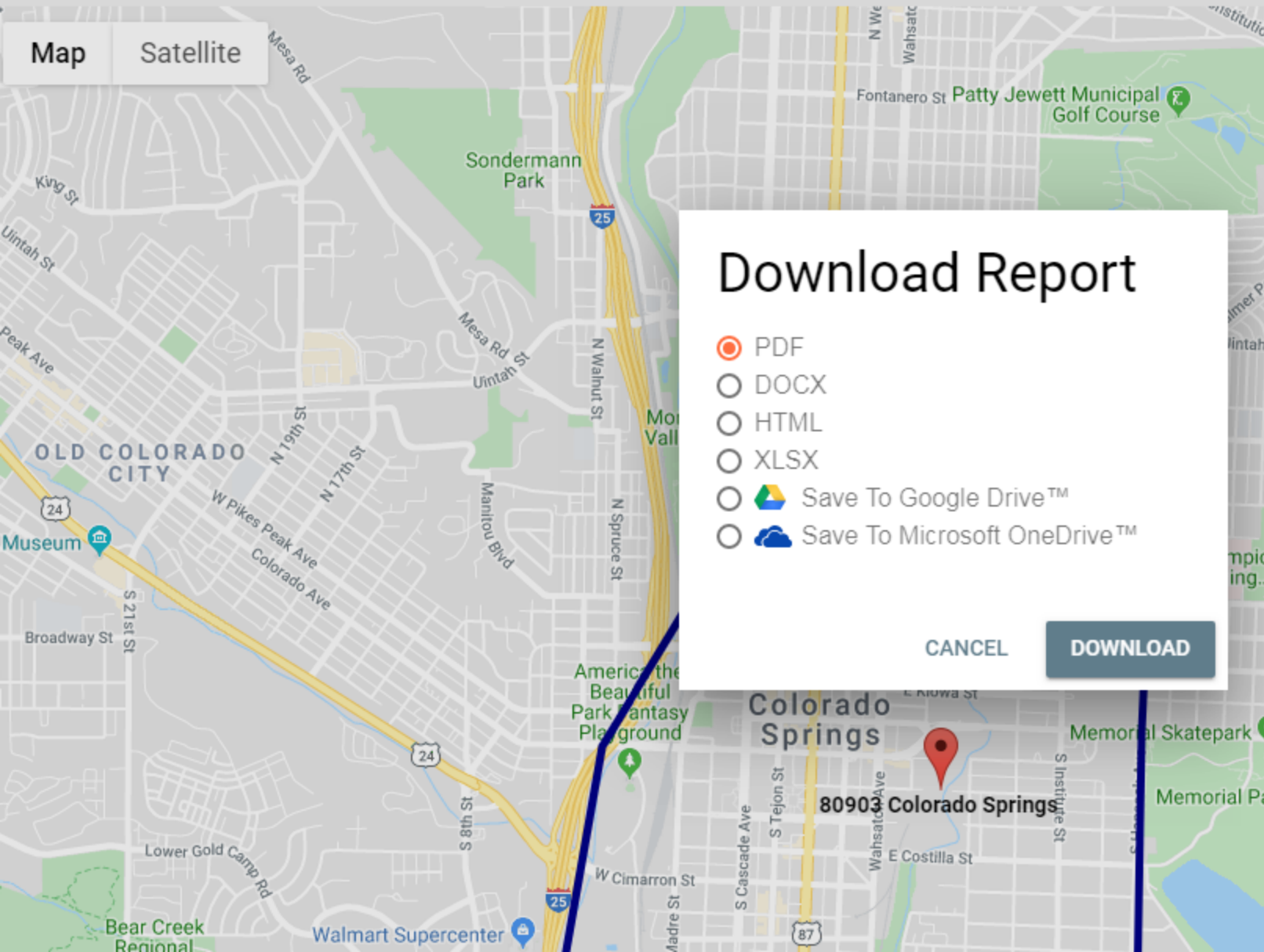
telephone or by a variety of U.S. Census neighborhood data averages.

Looking for businesses?

Map Satellite



- ▶ Thematic Co
- ▶ Geometry To
- ▶ Export
- ▶ Traffic Count
- ▶ Download Ge
- ▶ Upload Geog



Map Satellite

- ▶ Thematic Con
- ▶ Geometry Tool
- ▶ Export
- ▼ Traffic Count

## Download Report

- PDF
- DOCX
- HTML
- XLSX
- Save To Google Drive™
- Save To Microsoft OneDrive™

CANCEL **DOWNLOAD**

Enabled

Show Counts

- Above 28,0
- 21,000 to 2
- 14,000 to 2
- 7,000 to 13
- Below 700

**DOWNLOAD REP**

# Traffic Counts List Report

October 21, 2019



Street Name	Count Traffic	Count Type	Count Year	CrossSt	CrossDir	CrossDist	Longitude
I- 25	128,000	AADT	2017	W Colorado Ave	NE	0.14	-104.8343
US Hwy 24	46,000	AADT	2017	Hancock Expy	SW	0.16	-104.7921
E Fountain Blvd	44,000	AADT	2017	S Chelton Rd	E	0.06	-104.7674
E Platte Ave	41,901	ADT	2013	N Chelton Rd	E	0.04	-104.7672
S Nevada Ave	40,000	AADT	2017	Motor Way	N	0.02	-104.8224
S Nevada Ave	35,400	AADT	2005	Motor Way	S	0.02	-104.8223
E Platte Ave	35,186	AWDT	2003	Willow St	W	0.03	-104.8041
E Platte Ave	34,366	ADT	2015	N Meade Ave	W	0.03	-104.7954
Midland Expy	33,000	AADT	2014	S 26th St	NW	0.09	-104.8653
N Union Blvd	32,377	AWDT	2005	E Yampa St	S	0.02	-104.7942
Midland Expy	31,166	ADT	2011	S 21st St	SE	0.06	-104.8601
S Nevada Ave	31,000	AADT	2014	Lake Ave	S	0.19	-104.8223
S Nevada Ave	30,779	ADT	2015	I- 25	S	0.06	-104.8223
S Circle Dr	29,551	Converted Approach Count	2004	Monterey Dr	N	0.03	-104.7803
E Fountain Blvd	29,000	AADT	2017	S Circle Dr	W	0.27	-104.7754
E Pikes Peak Ave	28,700	AADT	1996	S Nevada Ave	W	0.02	-104.8213
E Platte Ave	28,445	ADT	2014	N Union Blvd	W	0.02	-104.7941
E Platte Ave	27,600	AADT	2004	Bonfoy Ave	W	0.04	-104.7923
N Cascade Ave	27,476	AWDT	2003	W Pikes Peak Ave	N	0.03	-104.8252
E Fountain Blvd	27,300	AADT	2005	S Circle Dr	W	0.14	-104.7779
S Circle Dr	26,800	AAWDT	2005	Hancock Expy	SW	0.21	-104.7808
W Uintah St	24,069	AWDT	1997	Gatehouse Cir S	NW	0.01	-104.8457
E Platte Ave	23,000	ADT	2009	N Logan Ave	E	0.03	-104.7997
Midland Expy	22,803	ADT	2015	Monument Trl	NW	0.06	-104.8332
N Union Blvd	22,235	ADT	2012	E Kiowa St	N	0.04	-104.7946
N Nevada Ave	22,200	AADT	1996	E Jefferson St	S	0.02	-104.8200
E Uintah St	21,905	ADT	2015	N Nevada Ave	W	0.03	-104.8201
W Uintah St	21,401	ADT	2015	Caldera Dr	E	0.10	-104.8421
Midland Expy	21,046	ADT	2009	S Sierra Madre St	E	0.02	-104.8297
S Nevada Ave	20,588	ADT	2012	E Vermijo Ave	S	0.04	-104.8218
Lake Ave	19,212	ADT	2014	S Nevada Ave	W	0.12	-104.8199
E Platte Ave	17,790	ADT	2014	Platte Ct	W	0.02	-104.8183
S Union Blvd	17,646	ADT	2012	E Pikes Peak Ave	N	0.06	-104.7948
N Nevada Ave	17,564	ADT	2016	E Caramillo St	S	0.02	-104.8204
E Uintah St	17,545	ADT	2009	N Royer St	W	0.01	-104.8128
W Colorado Ave	16,896	ADT	2011	S Walnut St	W	0.03	-104.8338
Galley Rd	16,600	AAWDT	1996	Arrawanna St	W	0.01	-104.7714
Southgate Rd	16,000	ADT	2003	E Cheyenne Rd	NW	0.02	-104.8203
Hancock Expy	15,905	ADT	2015	S Circle Dr	S	0.26	-104.7853
N Nevada Ave	15,900	AADT	2006	E Willamette Ave	S	0.02	-104.8211
E Pikes Peak Ave	15,755	ADT	2016	Iowa Ave	E	0.02	-104.7908
N Nevada Ave	15,476	ADT	2013	E Boulder St	N	0.05	-104.8211



Select a Report Type

Report Type  
Sizing Your Market

Select an expenditure variable

Expenditure Variable

Top >

Current Year Estimates (2019) >

Five Year Projections (2024) >

HOME

PEOPLE &amp; COMPANIES

DEMOGRAPHICS

MAPS

REPORTS

TUTORIALS

Expenditure Variable

Total Food and Beverages

Top &gt; ... &gt; Total Expenditure &gt; Food and Beverages

Total Food and Beverages

Additional variables &gt;

RESET

Name	2019: Total Food and Beverages	Total Households
80903 Colorado Springs (Zip)	\$50,022,834	7,028

■ 2019: Total Food and Beverages



HOME

PEOPLE &amp; COMPANIES

DEMOGRAPHICS

MAPS

REPORTS

TUTORIALS

BASIC

ADVANCED

## Select a Report Type

Report Type

Comparison



RUN REPORT

Report Name

Age By Sex Comparison Report



Age By Sex Comparison Report

Basic Demographic Comparison Chart

Business Comparison

Complete Demographic Comparison Report

Consumer Expenditure Apparel Detail Comparison

Consumer Expenditure Auto Transportation Detail Comparison

BASIC

ADVANCED

### Select a Report Type

Report Type  
Comparison



Report Name  
Basic Demographic Comparison Chart



RUN REPORT

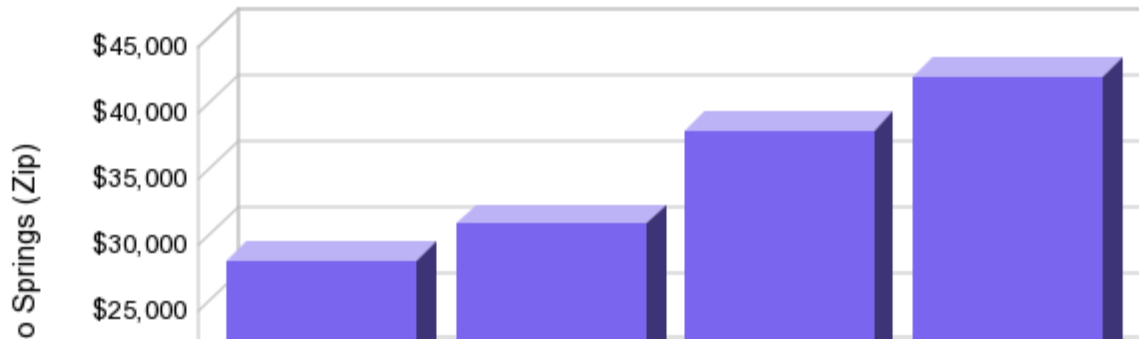
DOWNLOAD

### Basic Demographic Comparison Charts

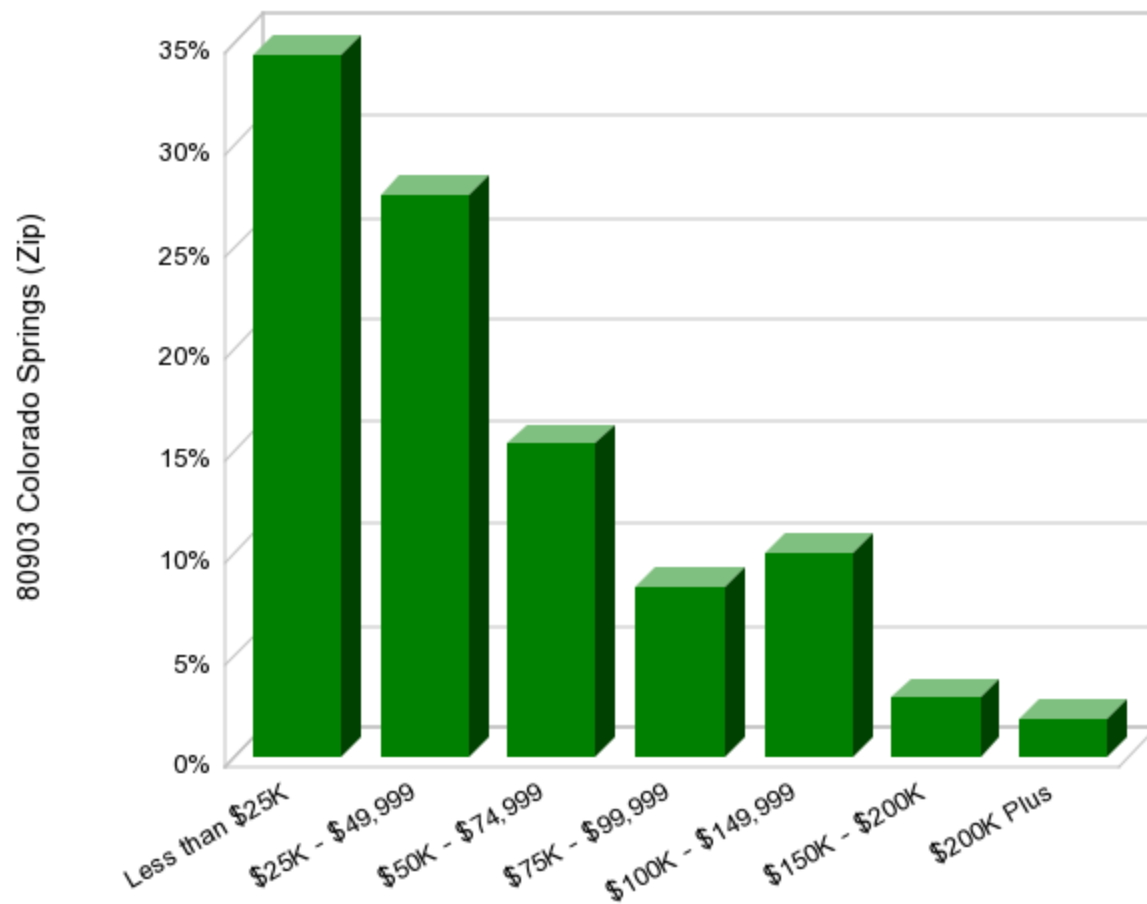


Date: October 21, 2019

Median Household Income (in Dollars)



Households by Income Group (2018A)



Seasonal Population by Quarter (2018A)





HOME

PEOPLE &amp; COMPANIES

DEMOGRAPHICS

MAPS

REPORTS

TUTORIALS

BASIC

ADVANCED

## Select a Report Type

Report Type

Comparison



RUN REPORT

Report Name

Age By Sex Comparison Report



Age By Sex Comparison Report

Basic Demographic Comparison Chart

Business Comparison

Complete Demographic Comparison Report

Consumer Expenditure Apparel Detail Comparison

Consumer Expenditure Auto Transportation Detail Comparison

BASIC ADVANCED

Select a Report Type

Report Type  
Comparison



Report Name  
Age By Sex Comparison Report



RUN REPORT

DOWNLOAD

Age by Sex Comparison



Date: October 21, 2019

80903 Colorado Springs (Zip)

2019A Population by Age:

Total Population	15,381
------------------	--------

Age 0 - 4	4.7%
-----------	------

[HOME](#)[PEOPLE & COMPANIES](#)[DEMOGRAPHICS](#)[MAPS](#)[REPORTS](#)[TUTORIALS](#)

Age 25 - 34	19.2%
Age 35 - 44	14.0%
Age 45 - 54	11.2%
Age 55 - 64	12.1%
Age 65 - 74	6.6%
Age 75 - 84	2.7%
Age 85+	0.9%
Median Age Males	33.6

**2010 Population by Age:**

Total Population	14,709
Age 0 - 4	4.6%
Age 5 - 9	3.7%
Age 10 - 14	3.3%
Age 15 - 19	9.2%
Age 20 - 24	15.8%
Age 25 - 34	16.4%
Age 35 - 44	11.4%
Age 45 - 54	14.3%
Age 55 - 64	11.7%
Age 65 - 74	5.3%
Age 75 - 84	3.0%
Age 85+	1.2%



[HOME](#)[PEOPLE & COMPANIES](#)[DEMOGRAPHICS](#)[MAPS](#)[REPORTS](#)[TUTORIALS](#)

White	84.6%
Other	0.2%
Multi-Race	4.5%

**Marital Status:**

Age 15 + Population	13,545
Divorced	15.5%
Never Married	50.5%
Now Married	30.2%
Now Married - Separated	2.6%
Widowed	3.9%

**Educational Attainment:**

Total Population Age 25+	9,908
Grade K - 8	1.8%
Grade 9 - 12	7.4%
High School Graduate	21.9%
Associates Degree	8.5%
Bachelor's Degree	21.1%
Graduate Degree	13.8%
Some College, No Degree	24.8%
No Schooling Completed	0.7%

**Household Income:**

Income \$ 0 - \$9,999	11.2%
-----------------------	-------

### Select a Report Type

Report Type

Market Demand Map



### Select Business Type

Top &gt;

- 00: Unknown SIC >
- 01: Agricultural Production - Crops >
- 02: Agricultural Production - Livestock And Animal Specialties >
- 07: Agricultural Services >
- 08: Forestry >
- 09: Fishing, Hunting And Trapping >
- 10: Metal Mining >
- 12: Coal Mining >
- 13: Oil And Gas Extraction >
- 14: Mining And Quarrying Of Nonmetallic Minerals, Except Fuels >
- 15: Construction - General Contractors & Operative Builders >
- 16: Heavy Construction, Except Building Construction, >

### Select Business Type

[Top](#) > [2022: Cheese; Natural And Processed](#) > [202201: Cheese Spreads, Dips, Pastes, And Other Cheese Products](#)

[20220100: Cheese Spreads, Dips, Pastes, And Other Cheese Products](#)

[20220100: Cheese Spreads, Dips, Pastes, And Other Ch](#)

[20220101: Dips, Cheese-based](#)

[20220102: Pastes, Cheese](#)

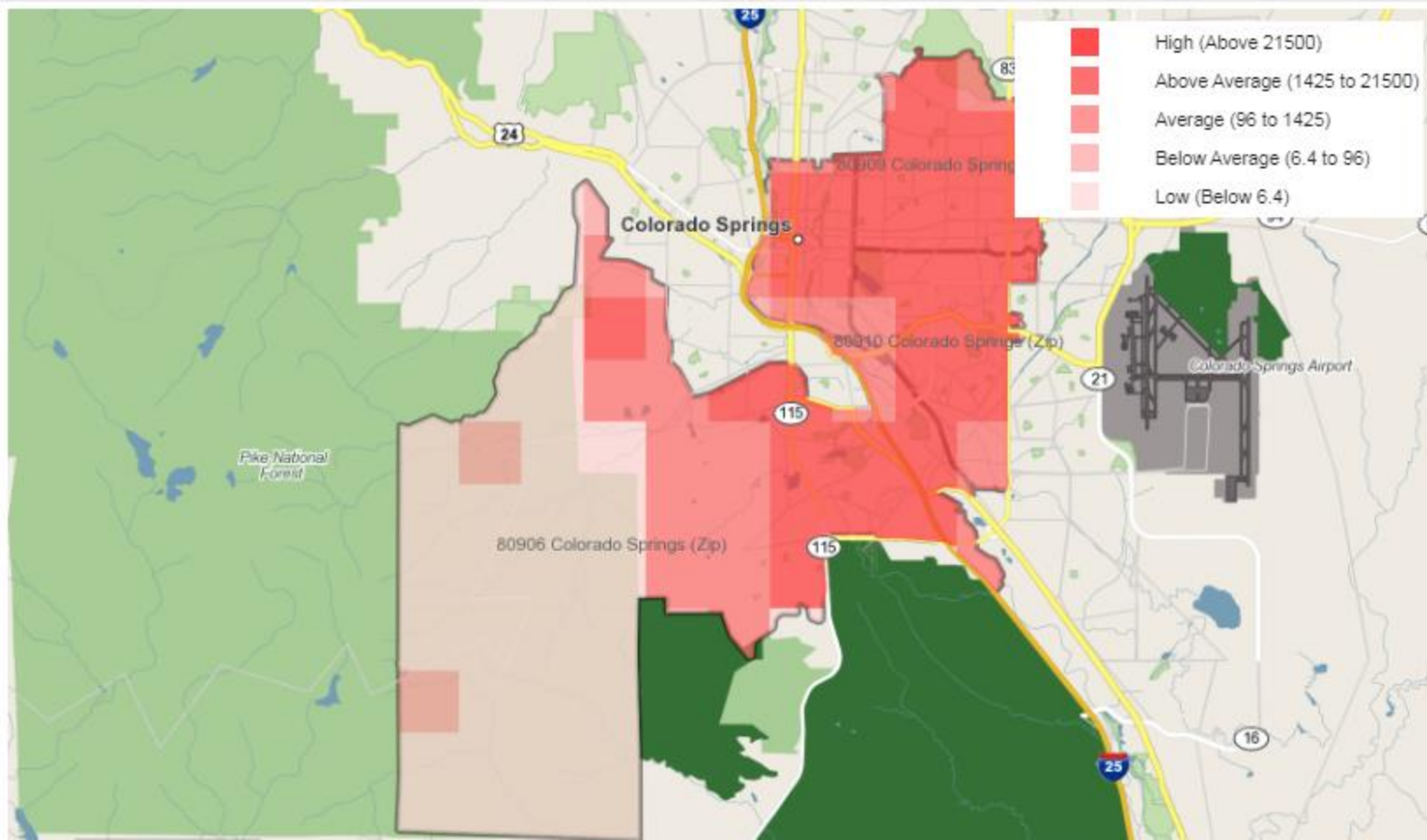
[20220103: Spreads, Cheese](#)

[20220104: Whey, Raw Or Liquid](#)

RESET

RUN

DOWN



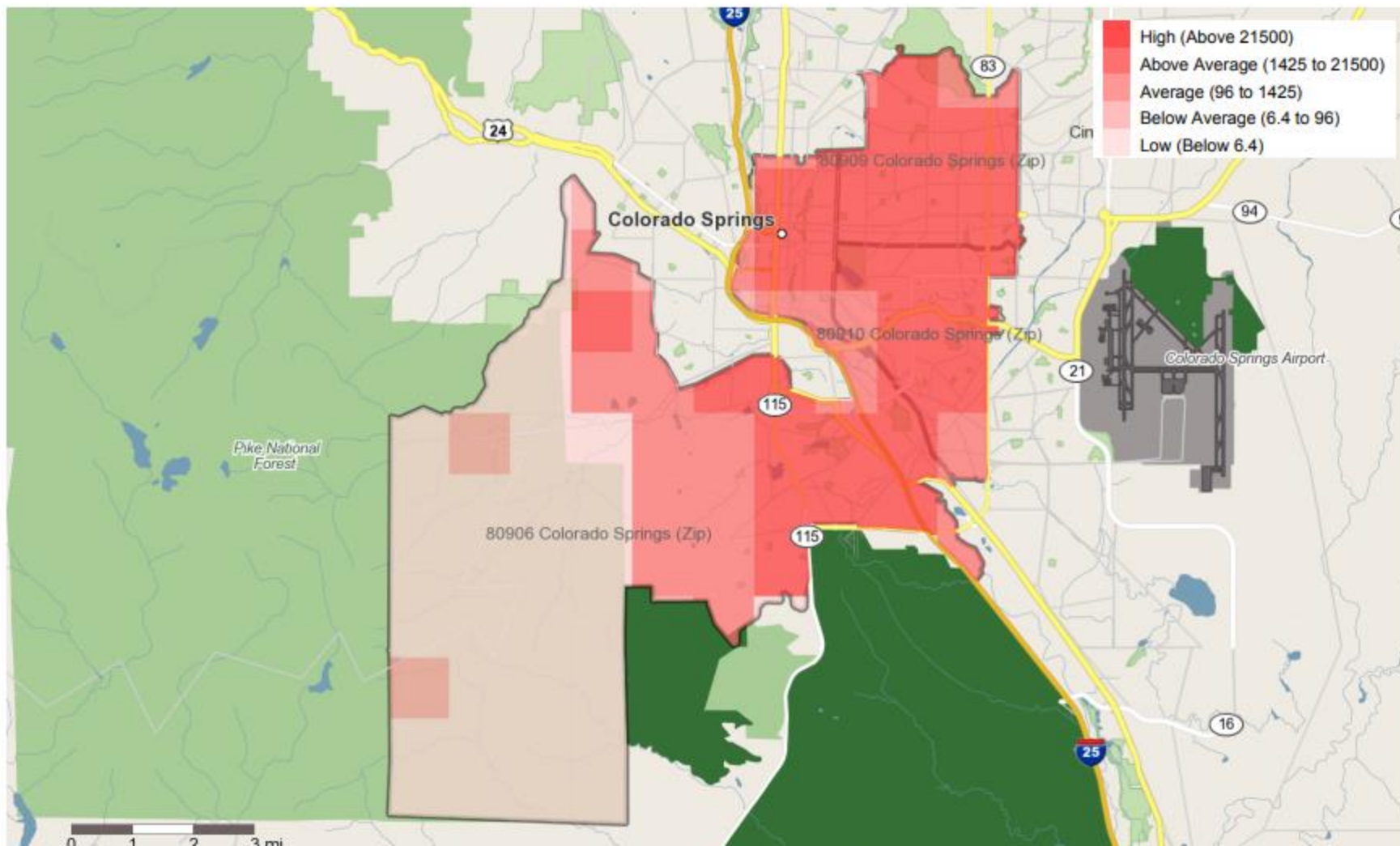
## Market Demand Map

Target Area: 80903 Colorado Springs (Zip), 80906 Colorado Springs (Zip), 80909 Colorado Springs (Zip), 80910 Colorado Springs (Zip)

SIC begins with: 20220100

Demographic used: Total Population (US Census (2010))

The areas shaded in red are potential places to set up your business. The darker the shade, the more populous the area. Unshaded areas show where competition exists.



### Select a Report Type

Report Type

Sizing Your Market



### Select an expenditure variable

Expenditure Variable

Top &gt; Current Year Estimates (2019)

Average Expenditure



Total Expenditure



Average Consumer Expenditure

Total Consumer Expenditure

Select a Report Type

Report Type  
Sizing Your Market

Select an expenditure variable

Expenditure Variable

Top > ... > Total Expenditure > Food

Food at home >

Food away from home >

### Select a Report Type

---

Report Type

Sizing Your Market



### Select an expenditure variable

---

Expenditure Variable

---

Top > ... > Food > Food away from home

---

Breakfast and brunch

Catered affairs

Dinner

Food on out-of-town trips

Food or board at school

Lunch

Meals as pay

School lunches

Snacks and nonalcoholic beverages

---

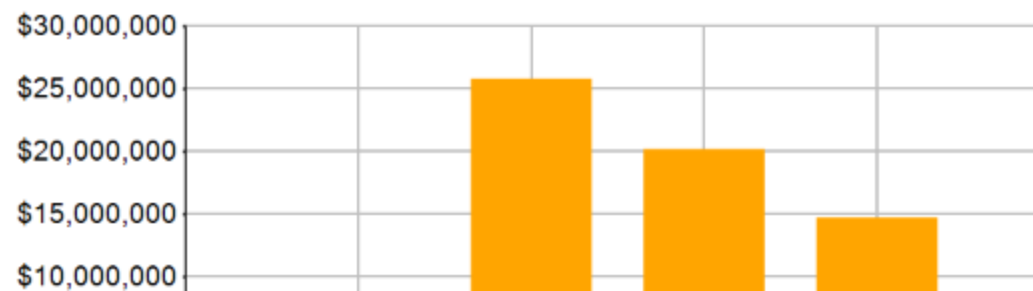


[Lunch](#)[Meals as pay](#)[School lunches](#)[Snacks and nonalcoholic beverages](#)

RESE

Name	2019: Dinner	Total Households
80903 Colorado Springs (Zip)	\$8,041,233	7,028
80906 Colorado Springs (Zip)	\$25,842,048	15,858
80909 Colorado Springs (Zip)	\$20,238,764	16,100
80910 Colorado Springs (Zip)	\$14,741,005	13,203

■ 2019: Dinner





## Encyclopedia of Associations: International Organizations

56th Edition 2019

Covers multinational and national [membership](#) organizations from Afghanistan to Zimbabwe - including U.S.-based organizations with a binational or multinational membership.

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## Encyclopedia of Associations Organizations of the U.S.

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Comprehensive source of detailed info concerning nonprofit American member organizations of national scope. Cover 23,000 organizations in categories such as business, and...

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pet industry



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Book



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petrochemical industry

internet industry

aftermarket industry

automotive aftermarket industry

petroleum and chemical industry

pet food industry

aftermarket industry association

## Encyclopedia of Associations: National Organizations of the U.S.

9  
The source of detailed information on nonprofit American membership organizations of national scope. Covers more than 100,000 organizations in categories such as

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## Encyclopedia of Associations: Regional, State, and Local Organizations

30th Edition 2018

Provides comprehensive information on associations and societies that are organized and function at the regional (both interstate and intrastate), state, county, city, neighborhood, and local levels....

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Edition 2013



A guide to more than 4,500 angel [investment](#) groups, business incubators, venture capital associations, and resources needed to help entrepreneurs [start](#) or grow their [business](#)

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Search

## Results for Basic Search (23)

**Search Terms:** *Basic Search* (pet industry) LIMITS:

Limited By (LATEST-EDITIONS )

Sort by: Relevance 


## Pet Industry Distributors Association (PIDA)

Encyclopedia of Associations: National Organizations of the U.S., 2019

3465 Box Hill Corporate Center Dr., Ste. H  
Abingdon, MD 21009 USA  
pida@kingmgmt.org  
http://www.pida.org

Phone : (443)640-1060 Fax : (410)569-3340

**Founded:** 1968. **Budget:** \$1,679,862. **Staff:** 5. **Section:** Trade, Business, and Commercial Organizations. **Subject(s):** Pets....

 Save


## European Pet Food Industry Federation

Encyclopedia of Associations: International Organizations, 2019

Ave. Louise 89  
B-1050 Brussels, Belgium  
fediaf@fediaf.org  
http://www.fediaf.org

**Phone** : 32 2 5360520

**Founded:** 1970. **Staff:** 3. **Members:** 19. **Section:** Trade, Business, and Commercial Organizations. **Subject(s):** Pets....

 Save

### Search within

 Export Results

### Limit Search by:

#### Directory Title

Encyclopedia of Ass  
Enc   
Encyclopedia of Ass

#### State

California (4)  
Connecticut (1)  
District of Columbia

#### Country

United States (17)  
United Kingdom (3)  
Australia (1)

#### Subject Category

Pets (17)  
Animals (4)  
Animal Welfare (4)

#### Section Heading

Trade, Business, an

[< Search Results](#)

## American Pet Products Association (APPA)

225 High Ridge Rd. Ste. W200  
Stamford, CT 06905 USA

**Phone:** (203)532-0000

**Free:** 800-452-1225

**Fax:** (203)532-0551

**Website:** <http://www.americanpetproducts.org>  
<http://www.facebook.com/AmericanPetProducts/?ref=ts>  
<http://twitter.com/APPAtweets>

**Contact:** Andrew Darmohraj, Executive Vice President  
[Phone:](tel:(203)532-3606) (203)532-3606  
[Email:](mailto:andy@americanpetproducts.org) [andy@americanpetproducts.org](mailto:andy@americanpetproducts.org)


**Founded:** 1958

**Members:** 1300


**[Membership](#) Dues:** domestic manufacturer (dues are based on the total annual worldwide sales of pet products), \$730-\$14,450 (annual); international manufacturer (dues are based on the total annual worldwide sales of pet products), \$1,015-\$15,750 (annual); domestic livestock (dues are based on the total annual worldwide sales of domesticated companion animals), \$730-\$14,450 (annual); international livestock (dues are based on the total annual worldwide sales of your domesticated companion animals), \$1,015-\$15,750 (annual).


**Staff:** 22

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Did You H

APPA National Pet Owners Survey

APPA Generational Report

Packaged Facts

Euromonitor International

E-Commerce Disruption in the Pet Products Market

...tha  
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best

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Google Custom Search

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Home // Press Center // Pet Industry Market Size & Ownership Statistics

# Pet Industry Market Size & Ownership Statistics

## U.S. Pet Industry Spending Figures & Future Outlook

The following spending statistics are gathered by APPA from various market research sources and are not included in the organization's biennial [Survey](#).

### Total U.S. Pet Industry Expenditures

<u>Year</u>	<u>Billions of dollars</u>
<b>2019</b>	<b>\$75.38 Estimated</b>
<b>2018</b>	<b>\$72.56 Actual</b>
2017	\$69.51
2016	\$66.75
2015	\$60.28
2014	\$58.04
2013	\$55.72
2012	\$53.33
2011	\$50.96
2010	\$48.35
2009	\$45.53
2008	\$43.2
2007	\$41.2
2006	\$38.5
2005	\$36.3
2004	\$34.4





## New Entrepreneurs

Explore your interests and determine your best opportunities. Take your business idea and walk it through the steps necessary for getting it funded.



## Experienced Business Owners

Eighty percent of small businesses make it through their first year, but only 55 percent make it to five. Get the planning resources you need to join the long-term successes.



## Nonprofit

Learn the elements you need to secure funding, and

GET STARTED



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**PASSWORD**

Sign In

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# First Time Here?

Get Started

---

**Having issues?**

Contact support!

This application may be unavailable from 0000 - 0200 CST Thursdays for routine system maintenance. This provides us the opportunity to keep bringing new features and improvements. Thank you for your understanding.

Terry's Resources edit  
Default Scenario

SELECT YOUR ORGANIZATION TYPE

For-Profit Business (selected) Nonprofit


-  1 Entrepreneur Profile ▼
-  2 Business Ideation ▼
-  3 Break-Even Analysis ▼
-  4 Business Plans ▼
-  5 Financial Projections ▼


# Your Dashboard

As you plan your business, a portfolio of your foundational documents will build. You can easily view your progress and the work you've done. You can also download or "Your Foundation" documents directly from this page.

Welcome back to Gale Business: Plan Builder,

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 Entrepreneur Profile

 Business Ideation

 Break-Even Analysis

 Business Plans

Terry's Resources edit

Default Scenario

## SELECT YOUR ORGANIZATION TYPE

For-Profit Business

Nonprofit



1 Entrepreneur Profile



2 Business Ideation



3 Break-Even Analysis



4 Business Plans



5 Financial Projections



## Your Dashboard

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Entrepreneur Profile


[Edit Entrepreneur Profile](#)

Business Ideation




Break-Even Analysis

 Terry's Resources

 Default Scenario

Change Company/Organization

 Dashboard

 Entrepreneur Profile

Worksheet

What is this? ▾

How does it work? ▾

Why should I do it? ▾

Where do I start? ▾

## 1. WHY DO I WANT TO START A BUSINESS?

+ Add Information

## 2. WHAT DO I KNOW HOW TO DO?

+ Add Information

## 3. WHAT DO I LOVE TO DO?

+ Add Information

## 4. WHAT PROFESSIONAL SKILLS DO I HAVE THAT I CAN USE TO START A BUSINESS?

+ Add Information

## 5. WHAT KIND OF SUPPORT NETWORK CAN I RELY UPON?

+ Add Information

## 6. WHAT ARE MY RESOURCES?

+ Add Information

## 7. HOW DO I MANAGE MY FINANCES?

+ Add Information

What is this? ▾  
How does it work? ▾  
Why should I do it? ▾  
Where do I start? ▾

## 1. WHY DO I WANT TO START A

+ Add Information

## 2. WHAT DO I KNOW HOW TO

+ Add Information

## 5. WHAT KIND OF SUPPORT NETWORK CAN I RELY UPON?

Why do I want to start a business? ×

### Amplifying Questions:

**What brought me to this point?**

**Is my reason personal, opportunity based, or a mixture of both?**

### Prompts

- I want more flexibility with my time and energy.
- I want to create a company culture and build a team.
- I want to be my own boss and call my own shots.
- I want something to pass down to the next generation.
- I want financial independence and job security.
- I want to contribute more to my community.
- I love a challenge.
- I have a great idea or see a great opportunity.
- It's been a lifelong dream.

### Helpful Resources ▾

- [Essential Entrepreneurial Qualities and Capabilities](#)
- [The Entrepreneurial Perspective](#)
- [Ten Ways To Spark Your Entrepreneurial Spirit](#)

## SELECT YOUR ORGANIZATION TYPE

For-Profit Business

Nonprofit

1 Entrepreneur Profile ▼

2 Business Ideation ▼

3 Break-Even Analysis ▼

4 Business Plans ▲

### Build Your Foundation

Lean Business Plan

### Keep Building

Pitch Deck

Other Business Plans ▼

Marketing ▼

Scenarios

Business Plans Resources



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Entrepreneur Profile



Business Ideation





Break-Even Analysis




Business Plans



 Terry's Resources

 Default Scenario

Change Company/Organization

 Dashboard

 Business Plans

Lean Business Plan

What is this? ▾

How does it work? ▾

Why should I do it? ▾

Where do I start? ▾

## Basic Information

This block of information will populate portions of your Lean Business Plan, as well as other planning documents in the Business Plans and Financial Projections sections. You don't have to enter the information more than once.

COMPANY NAME AND TYPE 

MISSION/OVERVIEW 


ADDRESSES

CLASSIFICATIONS


LOGO

RELATIONSHIPS



 Terry's Resources Default Scenario

Change Company/Organization

 Dashboard Business Plans

Company Name and Type

 Guide me

REQUIRED


OPTIONAL

**COMPANY NAME**  Helpful Resources 

Terry's Resources

**STARTING DATE**  11/23/2018**COMPANY TYPE**  Helpful Resources 

Partnership

**INCORPORATION DATE**  10/19/2018**BASE CURRENCY** 

United States Dollar

Save

Terry's Resources edit

Default Scenario

## SELECT YOUR ORGANIZATION TYPE

For-Profit Business

Nonprofit

1 Entrepreneur Profile

2 Business Ideation

3 Break-Even Analysis

## Build Your Foundation

Expenses

Cost of Goods Sold

Capital

Sales

Report

## Keep Building

Break-Even Analysis Resources



## Your Dashboard

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Entrepreneur Profile



Business Ideation



Break-Even Analysis



Business Plans

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Default Scenario

## SELECT YOUR ORGANIZATION TYPE

For-Profit Business

Nonprofit

1 Entrepreneur Profile

2 Business Ideation

3 Break-Even Analysis

## Build Your Foundation

Expenses

Cost of Goods Sold

Capital

Sales

Report

## Keep Building

Break-Even Analysis Resources



## Your Dashboard

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Entrepreneur Profile



Business Ideation



Break-Even Analysis

EXPENSES

[Edit Break-Even Analysis](#)

Terry's Resources

Default Scenario

Change Company/Organization

Dashboard

Break-Even Analysis

Expenses

1. EXPENSES

2. COST OF GOODS SOLD

3. CAPITAL

4. SALES

5. REPORT

Enter your estimates of your company's annual expenses from the categories listed. Depending on your business, you may not need all of them. If you need more help entering expenses on this page, you can always click the "Guide me" button.

? Guide me

Helpful Resources

	Helpful Resources	FY2018	Growth	FY2019	Growth	FY2020	Growth
<b>Payroll</b>		\$ 15000	3 %	\$ 15,450	2 %	\$ 15,759	3 %

All payroll items should include the cost of benefits (except health insurance—put that in the Insurance section) and payroll-related taxes.

<b>Rents</b>		\$ 2500	3 %	\$ 2,575	3 %	\$ 2,652	3 %
--------------	--	---------	-----	----------	-----	----------	-----

How much money will you spend on rent for a building?

<b>Communications</b>		\$ 0	0 %	\$ 0	0 %	\$ 0	0 %
-----------------------	--	------	-----	------	-----	------	-----

Consider, e.g., phone, Internet, web-based expenses.

<b>Marketing</b>		\$ 500	8 %	\$ 540	5 %	\$ 567	5 %
------------------	--	--------	-----	--------	-----	--------	-----

Don't forget to include your advertising expenses.

<b>Payroll</b>		\$ 15000	3	%	\$ 15,450	2	%	\$ 15,759	3	%
----------------	---------------------------------------------------------------------------------	----------	---	---	-----------	---	---	-----------	---	---

All payroll items should include the cost of benefits (except health insurance—put that in the Insurance section) and payroll-related taxes.

<b>Rents</b>		\$ 2500	3	%	\$ 2,575	3	%	\$ 2,652	3	%
--------------	-----------------------------------------------------------------------------------	---------	---	---	----------	---	---	----------	---	---

How much money will you spend on rent for a building?

<b>Communications</b>		\$ 0	0	%	\$ 0	0	%	\$ 0	0	%
-----------------------	--	------	---	---	------	---	---	------	---	---

Consider, e.g., phone, Internet, web-based expenses.

<b>Marketing</b>		\$ 500	8	%	\$ 540	5	%	\$ 567	5	%
------------------	-----------------------------------------------------------------------------------	--------	---	---	--------	---	---	--------	---	---

Don't forget to include your advertising expenses.

<b>Inventory</b>		\$ 1000	3	%	\$ 1,030	3	%	\$ 1,061	3	%
------------------	-----------------------------------------------------------------------------------	---------	---	---	----------	---	---	----------	---	---

Use your expected average inventory holdings.

<b>Professional</b>		\$ 0	0	%	\$ 0	0	%	\$ 0	0	%
---------------------	-----------------------------------------------------------------------------------	------	---	---	------	---	---	------	---	---

Includes the cost of professional association memberships and education.

<b>Insurance</b>		\$ 200	3	%	\$ 206	3	%	\$ 212	3	%
------------------	-----------------------------------------------------------------------------------	--------	---	---	--------	---	---	--------	---	---

Includes all liability, professional, errors and omissions, health, property, company vehicle, workers' compensation, malpractice, etc.

<b>Loan Repayment</b>		\$ 5000	0	%	\$ 5,000	0	%	\$ 5,000	0	%
-----------------------	-------------------------------------------------------------------------------------	---------	---	---	----------	---	---	----------	---	---

This is the amount you will pay annually in principal payments plus interest.

<b>Other</b>		\$ 0	0	%	\$ 0	0	%	\$ 0	0	%
--------------	--	------	---	---	------	---	---	------	---	---

Additional expenses to make your business work.

<b>Sub-Total</b>		<b>\$24,200</b>	<b>2.5%</b>		<b>\$24,801</b>	<b>1.8%</b>		<b>\$25,251</b>	<b>2.5%</b>	
------------------	--	-----------------	-------------	--	-----------------	-------------	--	-----------------	-------------	--

Use your expected average inventory holdings.

<b>Professional</b>	<input type="text" value="0"/>	<input type="text" value="0"/>	%	\$ 0	<input type="text" value="0"/>	%	\$ 0	<input type="text" value="0"/>	%
---------------------	--------------------------------	--------------------------------	---	------	--------------------------------	---	------	--------------------------------	---

Includes the cost of professional association memberships and education.

<b>Insurance</b>	<input type="text" value="200"/>	<input type="text" value="3"/>	%	\$ 206	<input type="text" value="3"/>	%	\$ 212	<input type="text" value="3"/>	%
------------------	----------------------------------	--------------------------------	---	--------	--------------------------------	---	--------	--------------------------------	---

Includes all liability, professional, errors and omissions, health, property, company vehicle, workers' compensation, malpractice, etc.

<b>Loan Repayment</b>	<input type="text" value="5000"/>	<input type="text" value="0"/>	%	\$ 5,000	<input type="text" value="0"/>	%	\$ 5,000	<input type="text" value="0"/>	%
-----------------------	-----------------------------------	--------------------------------	---	----------	--------------------------------	---	----------	--------------------------------	---

This is the amount you will pay annually in principal payments plus interest.

<b>Other</b>	<input type="text" value="0"/>	<input type="text" value="0"/>	%	\$ 0	<input type="text" value="0"/>	%	\$ 0	<input type="text" value="0"/>	%
--------------	--------------------------------	--------------------------------	---	------	--------------------------------	---	------	--------------------------------	---

Additional expenses to make your business work.

<b>Sub-Total</b>	<b>\$24,200</b>	<b>2.5%</b>	<b>\$24,801</b>	<b>1.8%</b>	<b>\$25,251</b>	<b>2.5%</b>
<b>Margin of Error</b>	<b>\$3,630</b>	<input type="text" value="15"/>	%	<b>\$3,720</b>	<b>\$3,788</b>	
<b>Total</b>	<b>\$27,830</b>	<b>2.5%</b>	<b>\$28,521</b>	<b>1.8%</b>	<b>\$29,039</b>	<b>2.5%</b>

Save

Return to the Dashboard

Done with Expenses

# ▶ Questions?

TERRY ZARSKY  
STRATEGIC SERVICES LIBRARIAN – BUSINESS  
PIKES PEAK LIBRARY DISTRICT  
531-6333 X6119  
TZARSKY@PPLD.ORG  
[HTTPS://PPLD.ORG](https://ppld.org)

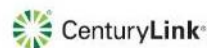




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