



Pets and Products Market Potential

Fort Mojave

Prepared by Esri

Demographic Summary		2023	2028
Population		1,615	2,289
Population 18+		1,378	1,953
Households		626	945
Median Household Income		\$54,829	\$59,408
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH Owns Cat	148	23.6%	102
HH Owns Dog	293	46.8%	118
HH Owns 1 Cat	80	12.8%	107
HH Owns 2+ Cats	68	10.9%	97
HH Owns 1 Dog	172	27.5%	115
HH Owns 2+ Dogs	121	19.3%	124
HH Used Canned or Wet Cat Food/6 Mo	92	14.7%	103
HH Used Packaged Dry Cat Food/6 Mo	139	22.2%	100
HH Used Cat Treats/6 Mo	98	15.7%	108
HH Used Cat Litter/6 Mo	124	19.8%	94
HH Used Canned or Wet Dog Food/6 Mo	129	20.6%	128
HH Used Packaged Dry Dog Food/6 Mo	280	44.7%	119
HH Used Dog Biscuits or Treats/6 Mo	232	37.1%	120
HH Used Flea/Tick/Parasite Prod for Cat/Dog	252	40.3%	116
HH Purchased Pet Food/12 Mo	25	4.0%	89
HH Purchased Pet Food from Grocery Store/12 Mo	159	25.4%	112
HH Purchased Pet Food from Petco/12 Mo	40	6.4%	94
HH Purchased Pet Food from PetSmart/12 Mo	61	9.7%	106
HH Purchased Pet Food from Oth Spec Pet Store/12 Mo	32	5.1%	97
HH Purchased Pet Food from Wholesale Club/12 Mo	26	4.2%	82
HH Purchased Pet Food Online/12 Mo	93	14.9%	128
HH Purchased Pet Food from Vet/12 Mo	24	3.8%	117
HH Spent \$1-99 on Pet Food/12 Mo	49	7.8%	132
HH Spent \$100 -199 on Pet Food/12 Mo	60	9.6%	115
HH Spent \$200-499 on Pet Food/12 Mo	99	15.8%	104
HH Spent \$500+ on Pet Food/12 Mo	105	16.8%	119
HH Purchased Flea Control Online/12 Mo	57	9.1%	139
HH Purchased Flea Control from Vet/12 Mo	82	13.1%	102
HH Took Pet 1 Time to Veterinarian/12 Mo	89	14.2%	116
HH Took Pet 2 Times to Veterinarian/12 Mo	76	12.1%	106
HH Took Pet 3 Times to Veterinarian/12 Mo	41	6.5%	104
HH Took Pet 4 Times to Veterinarian/12 Mo	35	5.6%	123
HH Took Pet 5+ Times to Veterinarian/12 Mo	52	8.3%	114
HH Spent \$1-99 on Veterinarian Care/12 Mo	17	2.7%	121
HH Spent \$100-199 on Veterinarian Care/12 Mo	45	7.2%	143
HH Spent \$200-499 on Veterinarian Care/12 Mo	87	13.9%	111
HH Spent \$500-799 on Veterinarian Care/12 Mo	33	5.3%	82
HH Spent \$800+ on Veterinarian Care/12 Mo	66	10.5%	113
HH Used Professional Pet Service/12 Mo	127	20.3%	115
HH Used Professional Pet Service 3+ Times/12 Mo	83	13.3%	119
HH Used Professional Boarding or Kennel Pet Service/12 Mo	20	3.2%	79
HH Used Professional Grooming Pet Service/12 Mo	105	16.8%	120
HH Has Pet Insurance	28	4.5%	96

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

July 25, 2023