



Pets and Products Market Potential

Pascua Yaqui

Prepared by Esri

Demographic Summary		2022	2027
Population		3,367	3,318
Population 18+		2,251	2,239
Households		852	846
Median Household Income		\$41,648	\$46,874
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	388	45.5%	87
HH owns any bird	19	2.2%	121
HH owns any cat	124	14.6%	63
HH owns any dog	313	36.7%	93
HH owns 1 cat	69	8.1%	68
HH owns 2+ cats	54	6.3%	57
HH owns 1 dog	139	16.3%	68
HH owns 2+ dogs	174	20.4%	131
HH used canned/wet cat food in last 6 months	82	9.6%	70
HH used packaged dry cat food in last 6 months	117	13.7%	62
HH used cat treats in last 6 months	49	5.8%	44
HH used cat litter in last 6 months	130	15.3%	73
HH used canned/wet dog food in last 6 months	127	14.9%	93
HH used packaged dry dog food in last 6 months	319	37.4%	99
HH used dog biscuits/treats in last 6 months	231	27.1%	89
HH used flea/tick/parasite prod cat/dog last 12 months	268	31.5%	90
HH purchased pet food in last 12 months: from discount store	37	4.3%	76
HH purchased pet food in last 12 months: from grocery store	179	21.0%	85
HH purchased pet food in last 12 months: from PETCO	59	6.9%	105
HH purchased pet food in last 12 months: from PetSmart	62	7.3%	77
HH purchased pet food last 12 months: other specialty pet store	33	3.9%	66
HH purchased pet food in last 12 months: from wholesale club	25	2.9%	62
HH purchased pet food in last 12 months: Internet/online	62	7.3%	57
HH purchased pet food in last 12 months: from veterinarian	25	2.9%	82
HH spent \$1-99 on pet food in last 12 months	51	6.0%	92
HH spent \$100 -199 on pet food in last 12 months	47	5.5%	65
HH spent \$200-499 on pet food in last 12 months	104	12.2%	82
HH spent pet food in last 12 months: \$500+	103	12.1%	94
HH purchased flea control in last 12 months: Internet/online	49	5.8%	81
HH purchased flea control in last 12 months: from veterinarian	54	6.3%	50
HH member took pet to vet in last 12 months: 1 time	92	10.8%	81
HH member took pet to vet in last 12 months: 2 times	59	6.9%	59
HH member took pet to vet in last 12 months: 3 times	64	7.5%	113
HH member took pet to vet in last 12 months: 4 times	30	3.5%	75
HH member took pet to vet in last 12 months: 5+ times	53	6.2%	89
HH spent \$1-99 on veterinarian care in the last 12 months	9	1.1%	37
HH spent \$100 -199 on veterinarian care in the last 12 months	56	6.6%	125
HH spent \$200-499 on veterinarian care in the last 12 months	92	10.8%	84
HH spent \$500-799 on veterinarian care in the last 12 months	34	4.0%	67
HH spent \$800+ on veterinarian care in the last 12 months	60	7.0%	84
HH used professional pet service in last 12 months	124	14.6%	81
HH used professional pet service 3+ times last 12	67	7.9%	69
HH used professional pet service: boarding/kennel	21	2.5%	60
HH used professional pet service: grooming	98	11.5%	81
HH has pet insurance	53	6.2%	138

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 2022 and 2027.

February 21, 2023