



# Pets and Products Market Potential

Colorado River Indian Tribes

Prepared by Esri

Demographic Summary		2022	2027
Population		8,313	8,056
Population 18+		6,346	6,114
Households		2,956	2,875
Median Household Income		\$41,658	\$43,645
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	1,813	61.3%	117
HH owns any bird	59	2.0%	108
HH owns any cat	752	25.4%	111
HH owns any dog	1,486	50.3%	127
HH owns 1 cat	379	12.8%	108
HH owns 2+ cats	373	12.6%	114
HH owns 1 dog	830	28.1%	117
HH owns 2+ dogs	657	22.2%	142
HH used canned/wet cat food in last 6 months	419	14.2%	103
HH used packaged dry cat food in last 6 months	718	24.3%	110
HH used cat treats in last 6 months	424	14.3%	109
HH used cat litter in last 6 months	642	21.7%	104
HH used canned/wet dog food in last 6 months	632	21.4%	134
HH used packaged dry dog food in last 6 months	1,404	47.5%	125
HH used dog biscuits/treats in last 6 months	1,114	37.7%	123
HH used flea/tick/parasite prod cat/dog last 12 months	1,225	41.4%	119
HH purchased pet food in last 12 months: from discount store	192	6.5%	114
HH purchased pet food in last 12 months: from grocery store	865	29.3%	119
HH purchased pet food in last 12 months: from PETCO	180	6.1%	92
HH purchased pet food in last 12 months: from PetSmart	292	9.9%	104
HH purchased pet food last 12 months: other specialty pet store	188	6.4%	109
HH purchased pet food in last 12 months: from wholesale club	146	4.9%	104
HH purchased pet food in last 12 months: Internet/online	419	14.2%	110
HH purchased pet food in last 12 months: from veterinarian	111	3.8%	104
HH spent \$1-99 on pet food in last 12 months	226	7.6%	118
HH spent \$100 -199 on pet food in last 12 months	319	10.8%	128
HH spent \$200-499 on pet food in last 12 months	462	15.6%	104
HH spent pet food in last 12 months: \$500+	479	16.2%	126
HH purchased flea control in last 12 months: Internet/online	246	8.3%	117
HH purchased flea control in last 12 months: from veterinarian	402	13.6%	108
HH member took pet to vet in last 12 months: 1 time	445	15.1%	113
HH member took pet to vet in last 12 months: 2 times	404	13.7%	116
HH member took pet to vet in last 12 months: 3 times	219	7.4%	111
HH member took pet to vet in last 12 months: 4 times	187	6.3%	135
HH member took pet to vet in last 12 months: 5+ times	245	8.3%	119
HH spent \$1-99 on veterinarian care in the last 12 months	101	3.4%	121
HH spent \$100 -199 on veterinarian care in the last 12 months	204	6.9%	131
HH spent \$200-499 on veterinarian care in the last 12 months	453	15.3%	119
HH spent \$500-799 on veterinarian care in the last 12 months	184	6.2%	104
HH spent \$800+ on veterinarian care in the last 12 months	253	8.6%	103
HH used professional pet service in last 12 months	596	20.2%	113
HH used professional pet service 3+ times last 12	390	13.2%	116
HH used professional pet service: boarding/kennel	76	2.6%	63
HH used professional pet service: grooming	514	17.4%	123
HH has pet insurance	131	4.4%	98

**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.