



Pets and Products Market Potential

Maricopa (Ak-Chin)

Prepared by Esri

Demographic Summary		2022	2027
Population		1,059	1,057
Population 18+		629	611
Households		299	299
Median Household Income		\$26,469	\$31,903
Product/Consumer Behavior		Expected Number of Households	MPI
		Percent	
HH owns any pet		167	107
HH owns any bird		6	109
HH owns any cat		52	76
HH owns any dog		147	124
HH owns 1 cat		25	70
HH owns 2+ cats		27	81
HH owns 1 dog		68	95
HH owns 2+ dogs		79	169
HH used canned/wet cat food in last 6 months		28	68
HH used packaged dry cat food in last 6 months		50	76
HH used cat treats in last 6 months		28	71
HH used cat litter in last 6 months		46	74
HH used canned/wet dog food in last 6 months		59	124
HH used packaged dry dog food in last 6 months		140	123
HH used dog biscuits/treats in last 6 months		101	111
HH used flea/tick/parasite prod cat/dog last 12 months		126	121
HH purchased pet food in last 12 months: from discount store		20	117
HH purchased pet food in last 12 months: from grocery store		93	126
HH purchased pet food in last 12 months: from PETCO		19	96
HH purchased pet food in last 12 months: from PetSmart		29	103
HH purchased pet food last 12 months: other specialty pet store		14	80
HH purchased pet food in last 12 months: from wholesale club		14	98
HH purchased pet food in last 12 months: Internet/online		32	83
HH purchased pet food in last 12 months: from veterinarian		12	112
HH spent \$1-99 on pet food in last 12 months		24	124
HH spent \$100 -199 on pet food in last 12 months		32	126
HH spent \$200-499 on pet food in last 12 months		45	101
HH spent pet food in last 12 months: \$500+		32	83
HH purchased flea control in last 12 months: Internet/online		21	98
HH purchased flea control in last 12 months: from veterinarian		39	103
HH member took pet to vet in last 12 months: 1 time		43	108
HH member took pet to vet in last 12 months: 2 times		38	108
HH member took pet to vet in last 12 months: 3 times		21	105
HH member took pet to vet in last 12 months: 4 times		14	100
HH member took pet to vet in last 12 months: 5+ times		20	96
HH spent \$1-99 on veterinarian care in the last 12 months		14	165
HH spent \$100 -199 on veterinarian care in the last 12 months		14	89
HH spent \$200-499 on veterinarian care in the last 12 months		39	101
HH spent \$500-799 on veterinarian care in the last 12 months		17	95
HH spent \$800+ on veterinarian care in the last 12 months		19	76
HH used professional pet service in last 12 months		51	95
HH used professional pet service 3+ times last 12		32	94
HH used professional pet service: boarding/kennel		4	33
HH used professional pet service: grooming		44	104
HH has pet insurance		12	89

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.