



Pets and Products Market Potential

San Carlos

Prepared by Esri

Demographic Summary		2022	2027
Population		10,271	10,182
Population 18+		6,507	6,414
Households		2,389	2,374
Median Household Income		\$37,875	\$38,897
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	1,104	46.2%	88
HH owns any bird	56	2.3%	127
HH owns any cat	491	20.6%	89
HH owns any dog	902	37.8%	95
HH owns 1 cat	283	11.8%	100
HH owns 2+ cats	208	8.7%	78
HH owns 1 dog	420	17.6%	73
HH owns 2+ dogs	481	20.1%	129
HH used canned/wet cat food in last 6 months	269	11.3%	82
HH used packaged dry cat food in last 6 months	483	20.2%	92
HH used cat treats in last 6 months	251	10.5%	80
HH used cat litter in last 6 months	406	17.0%	82
HH used canned/wet dog food in last 6 months	431	18.0%	113
HH used packaged dry dog food in last 6 months	881	36.9%	97
HH used dog biscuits/treats in last 6 months	661	27.7%	91
HH used flea/tick/parasite prod cat/dog last 12 months	802	33.6%	96
HH purchased pet food in last 12 months: from discount store	131	5.5%	96
HH purchased pet food in last 12 months: from grocery store	501	21.0%	85
HH purchased pet food in last 12 months: from PETCO	95	4.0%	60
HH purchased pet food in last 12 months: from PetSmart	149	6.2%	66
HH purchased pet food last 12 months: other specialty pet store	66	2.8%	47
HH purchased pet food in last 12 months: from wholesale club	112	4.7%	98
HH purchased pet food in last 12 months: Internet/online	247	10.3%	81
HH purchased pet food in last 12 months: from veterinarian	72	3.0%	84
HH spent \$1-99 on pet food in last 12 months	225	9.4%	145
HH spent \$100 -199 on pet food in last 12 months	197	8.2%	97
HH spent \$200-499 on pet food in last 12 months	242	10.1%	68
HH spent pet food in last 12 months: \$500+	262	11.0%	85
HH purchased flea control in last 12 months: Internet/online	137	5.7%	80
HH purchased flea control in last 12 months: from veterinarian	303	12.7%	100
HH member took pet to vet in last 12 months: 1 time	289	12.1%	91
HH member took pet to vet in last 12 months: 2 times	218	9.1%	78
HH member took pet to vet in last 12 months: 3 times	124	5.2%	78
HH member took pet to vet in last 12 months: 4 times	92	3.9%	82
HH member took pet to vet in last 12 months: 5+ times	167	7.0%	100
HH spent \$1-99 on veterinarian care in the last 12 months	89	3.7%	131
HH spent \$100 -199 on veterinarian care in the last 12 months	90	3.8%	71
HH spent \$200-499 on veterinarian care in the last 12 months	294	12.3%	96
HH spent \$500-799 on veterinarian care in the last 12 months	109	4.6%	76
HH spent \$800+ on veterinarian care in the last 12 months	177	7.4%	89
HH used professional pet service in last 12 months	351	14.7%	82
HH used professional pet service 3+ times last 12	235	9.8%	87
HH used professional pet service: boarding/kennel	76	3.2%	77
HH used professional pet service: grooming	296	12.4%	88
HH has pet insurance	78	3.3%	73

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.