



Pets and Products Market Potential

Tohono O'odham

Prepared by Esri

Demographic Summary		2022	2027
Population		6,767	6,667
Population 18+		4,698	4,679
Households		2,013	1,995
Median Household Income		\$33,610	\$38,202
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	919	45.7%	87
HH owns any bird	46	2.3%	124
HH owns any cat	352	17.5%	76
HH owns any dog	747	37.1%	94
HH owns 1 cat	182	9.0%	76
HH owns 2+ cats	170	8.4%	76
HH owns 1 dog	433	21.5%	90
HH owns 2+ dogs	314	15.6%	100
HH used canned/wet cat food in last 6 months	192	9.5%	69
HH used packaged dry cat food in last 6 months	347	17.2%	78
HH used cat treats in last 6 months	198	9.8%	74
HH used cat litter in last 6 months	294	14.6%	70
HH used canned/wet dog food in last 6 months	320	15.9%	99
HH used packaged dry dog food in last 6 months	700	34.8%	92
HH used dog biscuits/treats in last 6 months	527	26.2%	86
HH used flea/tick/parasite prod cat/dog last 12 months	689	34.2%	98
HH purchased pet food in last 12 months: from discount store	106	5.3%	92
HH purchased pet food in last 12 months: from grocery store	469	23.3%	95
HH purchased pet food in last 12 months: from PETCO	96	4.8%	72
HH purchased pet food in last 12 months: from PetSmart	152	7.6%	80
HH purchased pet food last 12 months: other specialty pet store	58	2.9%	49
HH purchased pet food in last 12 months: from wholesale club	61	3.0%	64
HH purchased pet food in last 12 months: Internet/online	204	10.1%	79
HH purchased pet food in last 12 months: from veterinarian	60	3.0%	83
HH spent \$1-99 on pet food in last 12 months	130	6.5%	100
HH spent \$100 -199 on pet food in last 12 months	178	8.8%	104
HH spent \$200-499 on pet food in last 12 months	234	11.6%	78
HH spent pet food in last 12 months: \$500+	220	10.9%	85
HH purchased flea control in last 12 months: Internet/online	113	5.6%	79
HH purchased flea control in last 12 months: from veterinarian	213	10.6%	84
HH member took pet to vet in last 12 months: 1 time	243	12.1%	91
HH member took pet to vet in last 12 months: 2 times	204	10.1%	86
HH member took pet to vet in last 12 months: 3 times	118	5.9%	88
HH member took pet to vet in last 12 months: 4 times	81	4.0%	86
HH member took pet to vet in last 12 months: 5+ times	87	4.3%	62
HH spent \$1-99 on veterinarian care in the last 12 months	47	2.3%	82
HH spent \$100 -199 on veterinarian care in the last 12 months	93	4.6%	88
HH spent \$200-499 on veterinarian care in the last 12 months	255	12.7%	98
HH spent \$500-799 on veterinarian care in the last 12 months	86	4.3%	71
HH spent \$800+ on veterinarian care in the last 12 months	112	5.6%	67
HH used professional pet service in last 12 months	299	14.9%	83
HH used professional pet service 3+ times last 12	193	9.6%	85
HH used professional pet service: boarding/kennel	43	2.1%	52
HH used professional pet service: grooming	257	12.8%	90
HH has pet insurance	64	3.2%	71

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.